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**Insight Alliance  
March 15, 2012**

**Attended:** Ed Jefferies, Zach Whitley, Virginia Farr, Lisa Smalling, Sam Mays, Tim Perry, Allyson Lee, Kristine Bowers, Nichole Douglas, Greg Battles, Sgt. Van Mominee, Neil Fisher, Jennifer Berven, Christy Smith

**Welcome and Introductions:** Jennifer Berven welcomed everyone.

**Approval of Meeting Minutes:** Lisa Smalling made a motion to accept the February minutes as written. The motion was seconded by Ed Jefferies. Motion was approved.

**Weed and Seed:** The next meeting is on Tuesday March 27<sup>th</sup>. This will be a planning meeting which will address; (1) name change in which several names have been mentioned; and (2) formulating goals in which to implement into the community, including looking at expanding into different areas within Johnson City or stay in general Weed/Seed area. Neil encouraged everyone to look at their neighborhood issues and either participate in a neighborhood watch or create their own neighborhood association.

**Webinar: Looking at Underage Drinking Costs Data: What Do the Numbers Tell Us?** The webinar addressed ways to campaign, enforce, and change policies within the states. Two speakers spoke about their own coalitions and how they implemented various strategies which worked for their particular state. Some examples include: The coalition in Maine increased efforts to enforce their liquor laws by issuing tickets to underage drinkers instead of dumping the beer/liquor out. Also the state increased training for new/old police departments on dispersing/breaking up underage parties. In Texas, the coalition used hard data by moving people from belief to truth regarding statistics of alcohol related fatalities, overdose rates, truancy/drop-out rates, etc. The coalition created a report card that included compelling data that told a story. The third speaker addressed the cost of Underage Drinking for Missouri and the United States, while comparing both. Underage drinking cost the citizens of the United States \$62 billion in 2010. The speaker indicated that alcohol issues relate to youth violence, property crime, high-risk sex, and traffic crashes just as they relate to adult issues.

Jennifer Berven asked members about their thoughts on the material presented. One issue presented was the miscommunication issues between parents and children involving alcohol and drugs. A strategy for this issue: Send materials to parents at beginning of school year that will involve parent/child communication on alcohol/drug issues.

**Prom Planning:** There have been no sponsors for the Late Night 2012, as to date. Jennifer will send a fundraiser letter to Coalition Members so that members may pass the letter on to businesses or individuals they feel may be able to sponsor the event. Other minor costs include food and drinks. If the coalition feels that there will not be enough sponsors for the event and students that will attend, the policy states that we have one week before event to cancel.

**New Business and Announcements:** Jennifer announced that the coalition is in the process of writing a STOP ACT grant that is due on March 29<sup>th</sup>. The focus will be on college age drinking that will include Core data from area High Schools and ETSU. Targets include changing policies and procedures with a better focus on involving area Colleges and how city beer and liquor licenses contribute to community attitudes.

Lisa Smalling announced that Rise Up will be “RUN THE GUMP” race. The annual 5k race will start on Saturday, April 7<sup>th</sup> at 9am. Everyone is to meet at Civitan Park.

On April 28<sup>th</sup> the annual RX Disposal will be held at the Mall this year. The hours are from 10am-2pm. Posters and bookmarks will go out to area Pharmacies. Announcements for the event will be aired on area TV stations as well.

**The Insight Alliance meeting will meet  
Thursday, April 19th 2012, at 3:30 at Trinity Church on University Parkway**

**Weed and Seed will meet Tuesday April 24, 2012 at Carver Recreation.  
Lunch will be served at 11:30 and the meeting begins at 12 noon  
(Subject to change)**