Community & Campus Committee to Reduce High-Risk Alcohol Use
August 13, 2015 Meeting 4:00-6:00 pm Meeting Notes
Altru Hospital Room B

☐ Lori Reesor
☐ Ken Vein
☒ Laurie Betting
☒ Jane Croeker
☒ Deb Davis
☐ Rob Drahovzal
☒ Matt Kopp
☒ Pete Haga
☒ Cara Halgren
☒ Gina Hardley (admin support)
☐ Sarah Horak
☐ Nicole Johanneson (admin support)
☐ Peter Johnson
☐ Mark Nelson

☒ Rachel Osowski (admin support)
☐ Eric Plummer
☐ Anna Spray
☐ Aja Steinfeldt
☒ Jon Strandell
☒ Jody Thompson
☒ Haley Thorson
☒ Bill Vasicek
☐ Matt Walkowiak
☒ Sharon Wilsnack
☐ Air Force Base Representative, TBD

Special Guests: 

Approval of minutes
• May 13th meeting minutes approved as emailed

Update on education for social host ordinance education campaign-Bill
• Advertising efforts
  o Doorknob hanging card (10,000 were printed)—if more are needed contact Bill
    ▪ Apartment Association—handing out at meetings
      • Grove and Garden View do not attend so need to identify who could reach out to them to get the cards distributed
    ▪ UND using magnets and part of the “Nine Laws to Know”
      • UND will coordinate getting word out to IFC, PHC, and other student organizations
    ▪ Juvenile Drug Corp participants will hang doorknob signs as part of community service
  • Billboard (going up 8/13/15 on Demers and 20th and next month will be at new location)
  • City of Grand Forks website
  • TV ads on channel 2 and 15

UND.edu/ccchighriskalcohol
• In Grand Forks Herald but small so looking at other options to advertise there
• In school newsletter, will be announced at fall Parent/Coach meeting
• Radio (104.3 and 95.7)
• Other options/entities to solicit to:
  o Hotels
  o Grand Forks City Council—Ken
    ▪ Bill will create handout with list of education efforts to share with Council—Executive Summary with data
    • Ask for Council members’ input/expertise in education efforts
    • Share with county commissioners as well

SPF/SIG Updates—Bill
• Report/Summary handed out at meeting (not inclusive)
• Grand Forks Site Visit—best attended visit of the 25 completed
  o 1st community in state to have Social Host Ordinance, restrictions on drink specials
  o Grand Forks is only community with police officers present at site visit
  o Several highlights that should be celebrated
• Education/awareness of laws
  o Idea to administer telephone survey prior to start of school year to gauge awareness of new laws
    ▪ What should be included in survey? What do we wish to learn?
      • Measure if parents have been talking to their kids
      • Impression of K-12 demographic
        o What do you know about the laws?
        o What do you know about Parents Lead?
          ▪ Invite their feedback—via website/email
    ▪ Haley will investigate cost, etc.

Future steps for CCC
a. What lessons were learned from last year?
  i. Things take longer and more effort than anticipated. Culture is a difficult to change and it takes time but is worth the effort.
    1. Emotional and personal liberties came into play, as well.
  ii. Maybe should have held listening sessions. Could we have done more to educate or ensure peoples’ voices were heard?
    1. Creates good will with other members of community
  iii. Large size of group is a hindrance/sometimes not productive.
    1. Meeting twice a month is a big time commitment.
  iv. Feels too UND-focused

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v. Feeling of duplication of efforts of CCC and SAPC  
vi. CCC perceived as anti-alcohol/prohibitionists  
vii. Lack of clear direction for future of committee  
viii. Perception that the CCC is a closed committee  
ix. Perception that K-12 not represented or not participating  
x. Feels like CCC tackled a lot, maybe going forward should not take on so much  
   1. Challenging when you lose members of team and they do not get replaced  
   2. CADCA—strategic planners for community, could offer support  
      a. Could help determine next steps from an unbiased standpoint  
xi. CCC should stay together with membership the same—tweaking may be helpful but much potential exists with this group.  
   1. Need to believe in the mission of the committee.  
xii. Perception of what committee was doing was often misconstrued  
   1. Emotional issue, fear from many perspectives--so how do you have civil conversations with people when stakes are high?  
   2. How do we approach in a softer more educative way?  
   3. Need to help people/parents find ways to make transition gracefully if already engaging in illegal behavior  
xiii. What are Mayor’s and President’s expectations going forward?  
   1. Is this a life-long commitment, as problem will always be there  
      a. Suggestion to serve terms and stagger them to overlap seasoned with new members  
      i. Possibly have members recruit other members and mentor them  
xiv. Communication piece is crucial—laying out expectations is helpful  
   1. i.e. if social host hanging card was available when the Social Host Ordinance was up for vote, many students would have understood better and would have been more supportive  
   2. UND students misrepresented—most are making good decisions  

Next meeting—TBD  
Ken and Lori will meet to reconcile feedback.