



House Bill 1884 (handed out) An act to reduce underage drinking and promote healthy choices; youth alcohol education program” This great bill remains active and should “go up”. Youth in Action (YIA): (handout) There is a calendar for 07/08 to help coordinate activities across the state. Legislative priorities (handout) for 07/08 session. 5 other house bills and one senate bill. Includes “consumption/possession” and BAC admissibility.

**Conclusions:**

Jenny will keep us posted as these bills evolve. Our youth will benefit from the YIA calendar. Jenny will attend ESSC meeting in the future.

Action items	Person responsible	Deadline
✓ YIA calendar to TADAA	Lovelee	
✓ Attention to House Bill 1884	MADD	ongoing

**Agenda item:** Update of ongoing initiatives (cap, 21 proof & diversion) **Presenter:** Frank

**Discussion:**

Cap subcommittee met 8/6/07. Minutes available. Members seem to agree that recent changes and ongoing flexibility of CLC is adequate. Will reconvene 9/17/07.

21 Proof has received “Exemplary Award” from the National Association of State Alcohol/Drug Abuse Directors (NASADAD). Award on 9/19 at National Prevention Network in Oregon.

Diversion remains a priority for police and CPC. Expect a 1/08 roll out of program. Hope to receive a Bryne Grant to support it. Gisela and other continue to meet.

**Conclusions:**

At cap hearings it’s nice to see community members and advocates address quality of life issues. Consider a letter or certificate for those who successfully complete 21 proof.

Action items	Person responsible	Deadline
✓ Cap meeting minutes available from Frank		
✓ 21 proof award to be utilized for promotion, recognition etc	All	

**Agenda item:** Social Marketing update **Presenter:** Christine

**Discussion:**

Began process Jan 06. To launch Oct 07. Influenced by multiple surveys. Goal is to reduce teen’s access to alcohol. Targets parents of middle school children. Includes tag line that “parents make a difference”. Consider using CLC Oct meeting for roll out. Recommendations for other places? Michael states that a typical store will see 1,500-3,000 sales each week. Consider having some laminated and placed at registers. Consider using “static’s” (signs that adhere to glass without adhesive). Consider using the various youth sports leagues (hockey, soccer etc). Only in one language.

**Conclusions:** Message is ready. Going to printers. Roll out in mid October. Identify as many venues as possible. Including licensees.

Action Items	Person responsible	Deadline
✓ Roll out campaign	Social Marketing subcommittee	

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**Agenda Item:** Quarterly meeting 10/11/07

**Presenter:** Frank

**Discussion:**

Please help to solicit nominations before the deadline of 9/19/07.

**Conclusions;**

Selection committee includes Danny, Michael & Christine.

<b>Action Items:</b>	<b>Person responsible</b>	<b>Deadline</b>
✓ Submit award nominations	All	9/19/07
✓ Selection committee to convene		9/26/07
✓ Awards given		10/11/07

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### ***Other Information***

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**Next Meeting:** October 3, 2007

**Resources:**

**Special Notes:**

Please help solicit nominations. See you at the quarterly on Oct 11 at 119 Windsor St

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