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| **Members Present** | Kim Oelhafen, Linda Roslansky, Cari Lindberg, Ron Kamps, Chris Helgeson, Andrew Aller, Ali Brophy, Joe Roslanksy, Roxanne Lehman, Dennis Peterson, Sarah Johnson, Michelle Ferris, Tina Lamb, Elise Ryan, JaQui Getty, Eileen Anderson, Mark Ambrosen, Cathy Rude | |
| **Agenda Item** | **Discussion** | **Results, Decisions Made, and/or**  **Action Items** |
| **1. Welcome & Introductions** | Tonka CARES Chairperson, Andrew Aller, called the meeting to order at 9:05 AM and asked members to introduce themselves. Kim Oelhafen, Tonka CARES Project Coordinator introduced herself. |  |
| **2. Approval of Documents** | 1. May 5th Meeting Minutes: Roxanne Lehman made a motion to accept and Chris Helgeson seconded the motion.  2. Today’s Agenda: Cari Lindberg made a motion to accept the agenda and Ron Kamps seconded the motion.  3. Coalition Meeting Schedule: The group discussed the possibility of shifting some general meetings to early morning or afternoon to accommodate our school support staff at the high school and middle schools. Tonka CARES staff will reach out to key members to gage their availability at these times. We can also determine if location is a factor in attendance. Linda Roslansky made a motion to approve the current meeting schedule and Ron Kamps seconded the motion. | Minutes approved  Agenda approved  Meeting Scheduled approved  Tonka CARES staff will survey coalition to gage availability at a.m. and p.m. times. and meeting location choices. |
| **3. Overview of the Year & Priorities** | Kim Oelhafen discussed some of Tonka CARES key goals and strategies for the coming year. They are as follows:  **Tonka CARES goals for 2017-2018:**   * Recruit new Coalition members and partners (building capacity) * Build capacity on the Executive Board * Increase student involvement-work with schools to build student representative base and create incentives for participation (i.e. training opportunities) * Increase programming and outreach in the middle schools (Eat, Talk, Connect and other resiliency and prevention strategies) * Secure new funding past the September 2018 conclusion of the federal Drug Free Communities Grant * Pass additional Social Host Ordinances within the MPS area   **Execution of strategies will take place in the form of following:**   * Tonka CARES e-newsletter * School newsletters * PeachJar emails/attachments * Reveal what’s Real Poster Campaign * Toilet Tribune Campaign (in high school and potentially middle school bathrooms) * Outreach programming during Red Ribbon Week, NIDA Drug & Alcohol Awareness Week and Mental Health Awareness month (high school and middle schools)   Members inquired about how TC gages the effectiveness of its campaigns. Linda Roslansky shared that TC interviewed students (seniors) a couple of years ago and it was a wonderful way to gain needed feedback. The group generally felt that Tonka CARES should explore ways of surveying the students this year on the messaging.  It was also suggested that Tonka CARES consider involving Vantage students in producing some of these metrics and potentially helping to gather information to do some strategic planning for our future. The group also discussed producing more personal video testimonials or web/social media based pieces talking about “why MHS students don’t use.” |  |
| **4. Committee Reports & 2017/2018 Committee Selections** | A. Parent Committee Report: Chris Helgeson reported that the committee reviewed its  goals for the year at their meeting, August 30.  The committee reviewed the September *Know the Power of Parents* e-newsletter which focused on homecoming safety and fall-related topics (hosting a party, social host ordinances, healthy modeling). The parent committee will provide communication to parents each month throughout the year in the form of peachjar and individual school newsletter submissions. This year, the committee will be dedicating more time to outreach efforts within the middle schools and high school. TC will have a presence in the schools during key awareness weeks/months (i.e. Red Ribbon Week, NIDA Drug & Alcohol Facts Week, and Mental Health Awareness month). They will also be recruiting more middle school and high school parent representatives.  B. Executive Committee Report: Andrew Allers confirmed that we need to build capacity on our Executive Board. We are still in need of a Co-Chair and Vice Chairs. As we begin to secure additional funding, we will need to demonstrate that we have an active Executive Board. Coalition members are encouraged to submit nominations for these positions.  C. Committee Selection: The sub-committee sign-up was passed around to the group.  Each member was asked to join at least one of the following sub-committees:   * Environmental Strategies Committee * Parent Committee * School Communications Committee * Sustainability & Capacity Building Committee * Data & Evaluation Committee * Tonka Wellness Committee | All Coalition members are encouraged to commit to participating on at least one sub-committee.  Please contact Sarah Johnson at [sarah.johnson@minnetonkaschools.org](mailto:sarah.johnson@minnetonkaschools.org) with your information and decision.  Coalition members are also asked to recruit more active members to the group. Any leads or interest can be directed to Kim Oelhafen, [Kimberly.oelhafen@minnetonkaschools.org](mailto:Kimberly.oelhafen@minnetonkaschools.org) |
| **5. Sustainability Training Session with Fran Butterfoss** | **A.** **Sustainability Training Session, August 30, 2017**  Sarah Johnson presented the coalition with a power point highlighting the information learned and gathered during the day-long session. Most discussion centered around building capacity and fundraising.  **The key action items that evolved during the session are as follows:**   * **Revise/widen mission and vision** * **Establish support and efforts around building capacity** (i.e. marketing materials, elevator speeches, presentations) * **Broaden fundraising initiatives within the requirements of our current grant & secure resources for our futures**     **The Tonka CARES group also identified tasks needed to execute these action items:**   * **Define what mission/vision modifications** the federal grant allows Tonka CARES to execute prior to September of 2018 * **Seek consultant assistance**  Consultant will work on mission and vision statement and reach out to members to gather information. Consultant will help develop case statement and provide copy/content for supporting member recruitment/fundraising materials. * **Work with federal government and fiscal host** to determine what fundraising efforts Tonka CARES can pursue prior to September of 2018 * **Work with current partners on developing relationships with potential supporters** * **Use supporting materials to actively pursue funding** from list of diverse resources   Kim Oelhafen then facilitated some group sharing activities that addressed the following questions:  **Mission & Vision**  **Question #1** Can you clearly define our mission and vision?  Discussion points: Tonka CARES mission and vision are very specific and could be broadened. As a prevention organization, we should have the word “prevent” included in our mission and vision.  **Question #2** As a coalition what accomplishments are we most proud of?  Discussion points: Coalition has accomplished much in terms of bringing down alcohol use rates. The coalition has been responsible for the passing of multiple social ordinances within the MPS district.  **Question #3** If the coalition continues its work past the DFC Grant, what would you most like to see our missions and goals achieve?  Discussion points:  Immediate: Provide more outreach at the high school and middle schools, interview students for metrics, help to further develop middle school and high school health education curriculum to include more on marijuana, build greater awareness among parents, build capacity, secure more coalition partners.  Mid-term: Increase support resources at the high school and middle schools, get the rest of the jurisdictions within or near to the MPS to pass social host ordinances, act proactively to influence policy regarding recreational marijuana, and work to block Target Minnetonka’s liquor license.  Long-term: Continue to sustain our programming and deliver supporting data that speaks to success in prevention within our community.  **Recruitment and Capacity Building**  **Question #1** Do you currently see recruitment of new members as a priority for the coalition?  Discussion points: Recruitment is a priority, but capacity building has been slowing over the last couple of years.  **Question #2** What aspects pose a current challenge to recruitment (commitment, time, organization)?  Discussion points: Challenges include lack of participation among key sectors.TC needs more law enforcement (maybe HC sheriff’s office), students, school staff (especially middle school and high school), nursing and health care workers, and business leaders.  **Question #3** What strategies and marking would you like to see adopted to improve the recruitment and capacity of the coalition?  Discussion points: TC should use media more effectively. We can highlight data, new hires, new initiatives to bring in new partners and fundraising dollars. TC should also work more closely with religious leaders within the community. Also, it was suggested that TC determine whether there is data available that shows what happens to use rates when coalition organizations such as TC are no longer working in the community.  **Fundraising Initiatives**  **Question #1** Are you aware of our current fiscal resources?  Discussion points: Yes, but the general MPS community is not. It is important to be sharing our fiscal situation often.  **Question #2** What strengths and weaknesses can you identify in the coalition’s current fiscal situation/fundraising efforts (revenues not currently utilized, a well-recognized brand)?  Discussion points: TC is behind in securing more funding for their life beyond the DFC grant. It is very important to communicate TC’s fiscal situation with the MPS population and greater community. TC must update partners and develop more partnerships. The communication within MPS should be directed to elementary, middle school and high school populations.  **Question #3** What new, exciting ideas do you have regarding fundraising or fund accrual for the coalition?  Discussion points: The Minnetonka School Board has made student well-being a focus for this coming year. That new initiative aligns well with Tonka CARES goals. Both MPS and TC desire to provide student will the tools necessary to be healthy both mentally and physically. | Tonka CARES will be employing a consultant to work on key action items this month.  Tonka CARES coalition members will be contacted to provide feedback to the consultant.  Tonka CARES members can forward any ideas for funding and new partner leads to Tonka CARES staff. Leads and questions regarding capacity building and fundraising can be directed to Kim Oelhafen, [Kimberly.oelhafen@minnetonkaschools.org](mailto:Kimberly.oelhafen@minnetonkaschools.org) |
| **7. Announcements & Adjournment** | A. Andrew shared the following capacity building opportunities:   * Program Sharing Conference: October 19-20, 2017, St. Cloud, MN * CADCA Mid-Year Conference: February 5-8, 2018, National Harbor, MD   B. October Parent Speaker Event, *Teens & Technology Workshops for Parents*  Tonka CARES Coalition member, Matt Meyers, will be leading these special speaker events.  Andrew adjourned the meeting at 10:35 a.m. | All Coalition members are encouraged to think about attending one of these conferences. Tonka CARES will be able to cover your fees and lodging.  Please spread the word about the Parenting with Purpose Speaker Series.  <https://www.minnetonkaschools.org/activities/districtwide/parenting-with-purpose> |
| **Next Meeting: Tuesday, November 15th, 1:00 – 2:30 pm, DSC Community Room** | | |