



Medical Care Development, Inc.
48 Free Street Suite 208, Portland ME 04101
Email: 21reasons@mcd.org
Phone: (207) 773-7737 • Fax (207) 899-4756
Website www.21reasons.org

Portland Steering Committee Meeting Minutes
Wednesday, April 27, 3:00-4:30
Portland Arts and Technology High School

Present:

Tom Handel, Executive Director, Community Television Network
Sergeant Charles Libby, Portland Police Department
Dr. Ellen Popenoe, Pediatric Specialty Care – Maine Medical Partners
Sister Patricia Pora, Director, Hispanic Outreach – Diocese of Portland
Caroline Raymond, Program Manager, Day One
Officer Ray Ruby, Portland Police Department
Jo Morrissey, Project Manager, 21 Reasons
Carol Swicker, Project Manager, GNG Mentor Coalition & STOP GRANT
Sarah Kinsler, Project Assistant, 21 Reasons

Absent:

Jim Bourque, Vice President, Nappi Distributors
Stephanie Duggan, Coordinator of Diversion and Rehabilitation Programs, District Attorney's Office
Amanda Edgar, Community Health Promotion Specialist, Portland Health and Human Services
Mary Greenvall, Program Director, Boys and Girls Club Southern ME
Abby Hudson, student, Portland High School
Leslie LaFrance, Education Program Manager, SARSSM
Bruce Koharian, Teacher, Deering HS
Dr. Bankole Kolawole, Project Director, Minority Health Program
Sue Steele, Safe and Drug Free School Coordinator, Portland Public Schools
Christine Thibeault, Assistant District Attorney, Chief, Juvenile Division
Soni Waterman, Director, Youth Building Alternatives, Learning Works
Joanne West, Assistant Program Manager, Day One
Jeanne Whynot-Vickers, Director of Educational Excellence, Learning Works

I. Opening:

- a) Jo Morrissey reviewed the agenda and performed introductions.

II. Governance:

- a) Carol led the group through the Coalition Classification Tool (CCT), a required survey of Drug Free Communities grant recipients. Jo explained that the CCT is a survey helps us to evaluate our group's status as a cohesive coalition as well as helps us identify areas for improvement and development. See CCT Questions 4/27/11, attached, to review the group's responses.

III. Operations:

- a) Jo and Carol reviewed **two recent legislative initiatives** which relate to our work.

1. **LD 901, Minors Prohibited in Class A Lounges:** This bill was brought to the legislature by Rep. Diane Russell of Portland, via the Portland City Council. The bill proposed to limit youth access to Class A Lounges:
 - Supporters speaking to the Veterans and Legal Affairs Committee (including Portland City Councilor Ed Suslovic and Doug Fuss, owner of Bull Feeney's) argued that the environment in Class A lounges is one that promotes consumption; that this environment is not appropriate for minors; and that "all-ages" music shows have proven to be a public health and safety menace, with youth binge drinking prior to these events.
 - A large group spoke against this bill, including Rep. Chipman of Portland, representatives of the Portland Music Foundation, owners of local Class A Lounges and other businesses that host all ages shows, and parents. Those against argued that this bill would negatively affect Portland's musicians and youth, not to mention local business owners.
 - In a departure from usual procedure, the committee went immediately into work session and voted ONTP.

Going forward Jo and Carol have met with Councilor Suslovic and Doug Fuss to discuss next steps. Carol regularly attends NLOC (Night Life Oversight Committee) meetings to provide support, information, and do research when necessary. It has been suggested that an ad hoc committee be formed to examine this issue and how other states have dealt with youth in entertainment venues which are essentially bars. The Coalition agreed that we should attend any meetings of this committee in the interest of further researching this issue for possible solutions, outcomes, and come back to the Steering Committee with clearly stated goals, outcomes, and suggestions for process; for now, we will not take a position on this issue, but continue to monitor.

2. **LD 902, Not Selling Alcohol At or Below Cost:** This bill was also brought to the Legislature by Rep. Russell at the request of the City Council; like LD 901, a large group spoke against it, from bar owners to international alcohol industry lobbyists. Though it survived the public hearing, it was voted ONTP during a future work session.
 - Jo explained that requiring establishments to sell alcohol at a profit is an environmental strategy that has proven effective in reducing high-risk binge drinking, and a mitigating factor in reducing public health and safety issues. Without a dedicated Liquor Enforcement Bureau to enforce this administrative issue, it is also a challenge to enforce.
 - [21 Reasons' Best Practices Guide for Liquor Licensee](#), published in 2008, in collaboration with 21 Reasons, Night Life Oversight Committee, and B.C. Consultant's Frank Lyons, recommends no selling at or below cost. Not only does it reduce high-risk drinking, but it levels the playing field between business owners.

Coalition members expressed mixed feelings about this proposed policy, and questioned whether state-wide legislation was the best route to take. The group agreed that we need more concrete information on how regulation and enforcement would work before we support a measure like this. The issue was tabled for discussion at a future meeting.

b) 2011 Parent Campaign

1. Jo gave a quick recap of the kickoff of our parent campaign found at: PortlandPreventionTips.org. We had a very successful press conference on Monday,

April 4th, attended by all three local stations. WSCH 6 and the Portland Press Herald both ran coverage.

2. City Council Resolution Declaring April Alcohol Awareness Month in the City of Portland was brought before the Council Monday, April 4th. The Portland City Council unanimously declared April Youth Alcohol Awareness Month. Jo, **Mario Martinez** (a youth outreach worker with the City's Minority Health Program), and **Sammi Walker** (a PHS student who is a member of Students Against Destructive Decisions), spoke eloquently in favor of the resolution.
3. **Jo emphasized the importance of using our personal and professional networks to get the word out about the campaign.** Please help us broaden our audience by posting the link to the campaign landing page on your social media about this. See [21 Reasons' FaceBook](#) page for links and the PSA video.

c) 5 Parental Monitoring Tips

1. Sarah provided an update on the 5 Tips, which are being translated into **Spanish** and **Somali**. We are very pleased to be collaborating with the Minority Health Program from the City of Portland on this project, and expect to begin distributing the final product in mid-May. **UPDATE:** the Tips are finished and we will be distributing them at the [Multicultural Exercise for Health and Love](#) Saturday, May 21st at the Portland Expo Center.

d) News from Portland Police Department

1. Sgt. Libby reminded us that the **2nd Annual National Prescription Drug Take-Back** is to occur this Saturday, April 30th. Portland PD is supervising three collection sites around the city. 21 Reasons highlighted this event in its recent Spring Newsletter.
2. There will be a new **Crime Reduction Unit at PPD**, of which Sgt. Libby will be a part. Congratulations to Sgt. Libby! 21 Reasons has pledged to provide increased awareness of this new unit by promoting the text a tip program through community flyers, as well as June's Tip of the Month.
3. Officer Ruby and the **Youth Explorers**, as well as Learning Works **Youth Building Alternatives**, will again be flyering pizza boxes with messages from our 2011 Parent Media Campaign. **UPDATE:** Thanks to Officer Ruby and the Youth Explorers for helping us to spread awareness of effective parental monitoring strategies on Tuesday, May 10th. At right is a picture of the Explorers hard at work.



FUTURE Meeting Dates for 2011:

All meetings held on Wednesdays, 3:00-4:30 at PATHS unless otherwise marked.

May 25

June 22