

Preventing destructive behavior in Chelsea youth.
Action. Prevention. Seriously!

SRSLY Coalition Meeting

Thursday, September 16, 2010, 6:30 – 8:00 pm

Minutes

I. Welcome and Introductions

We welcomed new members, introduced ourselves with our name, grade and favorite TV show, and reviewed the agenda. The basic structure of SRSLY meetings was explained for new members.

II. CTZN of the Month & Kudos Awards

- **Nikki Liedel** is our youth CTZN of the month for August. Nikki is a member of the Youth Steering Committee, and was a very active volunteer all summer, helping out at SRSLY Cinema, the fair, and Sounds and Sights Festival. She has also recruited her sisters to get involved with SRSLY and volunteer along with her at these events.
- **Andy Ingall** is our adult CTZN of the month for August. Andy is co-chair of the SRSLY Executive Committee, and has been a leader of the coalition since its inception. Andy coordinates activities with the schools, ensures the staff and administration are supportive of the coalition, and helps make decisions about new initiatives. He also helps recruit volunteers and new members, and helps out at SRSLY events along with his family.
- **Janice and Todd Ortbring** were our CTZNs of the summer, leading another fantastic season of free outdoor movies at SRSLY Cinema. The Ortbring's coordinated donations, screen production and hanging, recruiting volunteers, marketing, the refreshments stand, and anything else that needed coordinating! They also produced the previews, editing together shorts, PSAs, sponsor thank you's, and the movie intro (starring Blake and Grant Ortbring, and Emma Hess).
- **Kudos** to everyone who volunteered at SRSLY Cinema, the Chelsea Fair and Parade, school open houses, and the Kickoff Rally!

- ### III. Sustaining SRSLY
- Although we are disappointed that we did not get the Drug Free Communities grant we applied for back in March, we are not discouraged. Other coalitions in Michigan have been turned down one year, and successfully funded the next. We plan on learning from our feedback forms, and reapplying in 2011. In the meantime, we will focus on making SRSLY activities sustainable, by asking member organizations (e.g. schools, service clubs, library, etc) to lead some activities, including Project Sticker Shock, and Guiding Good Choices.

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SRSLY

A Coalition with support from Chelsea Community Hospital
and the Coghlan Family Foundation

IV. Sub-Committee Breakout Sessions

- **Team SRSLY (Coalition Development):** Ellen lead a discussion of information that should be included in a training/overview for new coalition members, including: what is SRSLY, overview of events, what people get out of joining, how to fit it in to busy schedules, terminology (sticker shock, etc.). Team SRSLY proposed making a 5 minute video starring members of the YSC reviewing this information. This could be posted on the website, or shown before meetings for new members. They also proposed having YSC members be “super hero buddies” of new members at each monthly meeting. The purpose of these buddies would be to explain the agenda, terminology, etc, and help the new member find a sub-committee to work with. The group agreed our focus for recruiting this year should be adults and boys.
- **Programming:** This group discussed the upcoming Youth-Only meeting, and possible games and activities, including: introductions with an adjective that starts with the first letter of your name, dodgeball, a football talking stick, and shoes in the middle icebreaker.

Other activities proposed were laser tag, monthly SRSLY outings, a 5k run for kids, and sledding parties in the winter.

For the anti-drug media contest, the group proposed a slogan contest for a new SRSLY t-shirt. It was also proposed that we ask kids to draw coloring book pages for an anti-drug coloring book

- **Marketing & Evaluation:** This group discussed the buttons project, and proposed making a new “u r srsly awesome” button for adults to give out to kids doing good stuff. Other buttons would be reserved for giving out at SRSLY events. They proposed a button shirt or sign, with a space for each button, to encourage kids to collect them.

New merchandise ideas: gym shorts, sweatpants with SRSLY down leg, flip flops, bracelets, headbands, earrings, bumper stickers, chap stick, neck ties, blankets/snuggies, silly bands.

The committee also discussed creating our own videos for Guiding Good Choices, because the program videos are cheesy.

- **Treatment & Intervention, Emerging Needs:** No breakout tonight

Upcoming Events:

- **Project Sticker Shock** – For high schoolers, Wed. Sept 29, 6-8pm, CHS
- **SRSLY Friday** – October 8, Wear your SRSLY shirt!
- **SRSLY Coalition Meeting** – Thurs. Oct 14, 6:30 – 8pm, WSEC cafeteria
- **Red Ribbon Week Anti-Drug Media Contest** – Oct 25 - 29