



**LowCountry Alliance for Healthy Youth
MEETING MINUTES-February 8, 2021
ZOOM MEETING**

Meeting called to order 6:02 pm by Chair Wendy Cummings.
Minutes: January 18, 2021 minutes approved.

Attendance: *Board:* Wendy Cummings (Chair/Cross Schools THY Co-Advisor), Jim Berl (Youth Serving Organization/Rec Center) Francine Norz Tobin (Government Organization/Solicitor's Office), Dr. Loretta Novince (LCAHY/DFC Grant Consultant), Galen Sturup-Comeau (Substance Abuse Agency/BCADAD), Sydney Wood (Schools/THY HHP Advisor), Wade Bishop (Substance Abuse Agency/BCADAD), Joy Nelson (Media/Bluffton PD), David Martin (Business/Piggly Wiggly), Cheryl George (Health Professional/THY Advisor Bluffton), Dr. Marty Pauls (Civic Organization/Rotary), Marilyn Calore (Community/Health Professional), Lauren Lee (Youth/THY Bluffton High), Emma Rose Nelson (Youth/THY May River High)
Staff: Tia Bowers (DFC Grant Project Coordinator), Laura Pirkey (DFC Project Director/THY Youth Coordinator)

DFC/LCAHY GRANT UPDATES:

Dr. Novince announced that the DFC Grant Progress Report and the DFC Continuation Application for year 5 of the DFC Grant are due in March. She further reported that data collection has been a challenge for LCAHY and other DFC Coalitions due to COVID. As we move forward, the Board will need to review and discuss edits to logic models (e.g. underage drinking, youth marijuana use, misuse of prescription drugs) created prior to COVID.

AD-HOC COMMITTEE ASSIGNMENTS: 12 MONTH ACTION PLAN UPDATES

TEENS FOR HEALTHY YOUTH:

THY May River- Joy Nelson, THY Advisor MR, reported that THY members focused on "International Random Acts of Kindness Day" in February 2021 and provided goodie bags for teachers to distribute to students in their classes as a way of engaging teachers and students in random acts of kindness.

THY Cross Schools - Wendy Cummings, THY Advisor Cross Schools, presented for Cross School's THY group. She reported that they had an election for THY officers. Cross Schools THY group is also working on a project for International Random Acts of Kindness Day. She is looking into possible dates and times to get her group trained in the Prevention Plus Wellness Program.

THY HH Prep - Sydney Wood, THY Advisor HH Prep, presented on behalf of Hilton Head Prep's THY group. The group has teamed up with ZONTA club. They are working on personalized messages to youth for Valentine's day.

THY Bluffton HS - Cheryl George, THY Advisor BLHS, said that Bluffton High THY is now able to do face-to-face meetings and is simultaneously doing virtual meetings on Wednesday mornings. THY Bluffton High is planning a school-wide event for International Random Acts of Kindness Day on February 17th, 2021. The Beaufort County School district is interested in filming this event.

General Updates- Laura Pirkey, THY Coordinator, reported that THY t-shirts were ordered for all members. THY members who actively participated last year were recognized by their advisors and given SERG group gift cards as an incentive. She also reported that yard signs stakes were purchased for THY groups and will be distributed to each school.

Underage Drinking Signage/Reducing Access: David Martin, Business CIA, asked Laura Pirkey to send him the names and contact information of Hilton Head Island High School THY advisors because he is looking for volunteers to help him distribute "Make Them Show Their Face" signage to businesses. David also reported that he reached out to the HH High Athletic Director and asked if he would identify athletes to help distribute the signage to local businesses that sell and/or serve alcohol.

Sustainability/Fundraising- 5K Run/Walk: Intern, Grey Anne Cummings, prepared a power point that Dr. Novince, Intern Mentor, introduced/facilitated on behalf of Grey Anne. (See PowerPoint in meeting notice.) May 15, 2021 is the date of the 5k run/walk. The Board discussion included: race entry fees, divisions, race medals, publicity, and sponsor levels. Wendy is working on a donor letter to seek sponsorship. The Board drafted the sponsorship levels below:

Title Sponsor: \$1250 - Company logo on race bibs, Title Sponsor position on tee shirt (back of tee shirt), exposure on print advertising as the Title sponsor, Palmetto Running Co web site, blasts on face book, on LCAHY website listed as Title Sponsor, complimentary race entry and tee shirts (4), provide a 3 x 5 logo banner to go on the finish line under the arch, honorary starter for the race, table at the event (if due to COVID if Town will allow tables), name and logo on race day banner. (table at event if COVID allows).

Finish Line Sponsor \$750- Finish Line sponsor on back of tee shirts, exposure on print advertising as finish line sponsor, custom finish line sponsor, promotion on Palmetto Running Co website, blasts on face book, on LCAHY website listed as Finish Line sponsor, also face book blasts on LCAHY face book blasts, table at event if Town will allow due to COVID), name and Logo on banner for race day.(table at event if COVID allows) (Complimentary race entry and tee shirt -3)

Gold Sponsor: \$500—Sponsorship and logo on all promotional materials, promotion on Palmetto Running Co website, face book blasts from LCAHY, exposure on LCAHY website, table at event if Town will allow due to COVID), logo on banner for race day, name and logo on tee shirt and race day banner (table at event if COVID allows) Complimentary race entry and tee shirt-2.

Silver Sponsor \$250- Sponsorship name on all promotional materials, exposure on Palmetto Running Co website, facebook blasts, sponsor name on banner for race day, sponsor name on banner, sponsor name on t-shirt just name on tee shirt), (Complimentary entry and tee shirt-1)

Friends of LCAHY \$100- Listed on LCAHY website list as donor, mentioned in social media and email blasts.

Water Stand Sponsor - Joy suggested a water stand sponsor- Wendy said she has a real estate firm in mind who may make a donation to put their label on our water bottles. Need folding tables for water stations for day of race.

Race Fee: Wendy suggested we offer a one price for High School and Middle school teams- maybe based on size of team. Board decided \$30 per adult and \$20 per student or military (with a tee shirt) – Student must present a college or student ID or military ID. Age 6 and under is free race entry (no tee shirt). Virtual price is same price as in person no shipping fee for tee shirts. Palmetto running website will include a link for virtual runners/walkers.

Race Medals- Cost per medal is \$4- \$6 if ordered by Palmetto Running Co. Wendy presented an option of the reduced cost of generic medals. It was decided that generic medals (no LCAHY logo or name on it) will be ordered. It was suggested to do 1st and 2nd place for each age group-medals, and for overall winners do first, second and third, -medals.

Race t-shirt- Laura will send guidelines for t-shirt logo design competition to THY advisors to present to THY members. Submission deadline is March 15 Palmetto Running provided a sample template.

Race PR – Joy agreed to write the 5k press release. Tia will send race information including sponsorship opportunities to newspapers and magazines calendars (print and digital). Dr. Novince reported that the Town of Bluffton promotes community initiatives/events through their social media. Joy confirmed that the Town offers this opportunity to community organizations.

ACTION POINTS- Wendy asked Board members to document how they shared Rx Fact card on the spreadsheet sent with the meeting notice. She also asked Board members to document where they shared LCAHY E-News on the second spreadsheet. Additionally, a 5K sponsorship spreadsheet was sent to Board members, asking everyone to identify and document potential sponsors.

OTHER- Wade mentioned that \$750 grants are available again from SAMHSA's 2021 initiative, Communities Talk to Prevent Underage Drinking. Dr. Novince reported that LCAHY applied for the stipend in the past to support Town Hall Meetings and has annually been sent invitations to apply when stipends were available.

IN KIND SUPPORT DOCUMENTATION: Laura explained the link for in kind support on website.

Next Meeting is Monday March 15, 2021 at 6 pm ZOOM