



## **Kent County Prevention Coalition (KCPC) August 2016 General Assembly Meeting Minutes**

### **Attendance:**

Todd Johnson (Community Rebuilders), Phil Hamberg (Head Start for Kent Co.), Angel Rodriguez (Cherry Street Health Services), Pattie Warmington (Cherry Street Health Services), Sharon Briggs (Cherry Street Health Services), Brian Hartl (Kent County Health Department), Carrie Parlin (Wedgwood), Latesa Thomas (Wedgwood), Cathy Jordan (Wedgwood), Nayaab Sattar (Kent County Health Department), Andrae Ivy (GRAAHI), Adam Russo (COM 616), Anjalon Edwards (GRPS), Brenda Mathews (DA Blodgett-St. Johns), Leonica Erwin (Wellspring Lutheran Services), Cle Jackson (BCBS of MI), Alisha Cowell (Family Outreach Center), Rachel Rhodes (FOC), Steph Vandecom, DeWanna Lancaster (CFP-Network180), Ashley Paltee (Arbor Circle), Melissa Ware (Arbor Circle), Amy Oosterink (Kent County Health Department), Lisa Williams (Network180), Shannon Cohen (Community Ventures), Michele Stitt (KCPC), Denise Herbert (Network180)

### **WELCOME –**

Greetings and introductions were facilitated to welcome members and guests. Housekeeping information was offered to members. Members were encouraged to help themselves to lunch, provided by network180.

### **ORDER OF BUSINESS ACTION/DECISION ITEMS**

- Approval of August meeting agenda
  - 1<sup>st</sup> – Pattie Warmington 2<sup>nd</sup> – Nayaab Sattar ALL APPROVED
- Approval of July General Assembly (GA) minutes
  - 1<sup>st</sup> – Pattie Warmington 2<sup>nd</sup> – Ashley Paltee ALL APPROVED

### **Strategic Mapping 2 of 3:**

A recap of activities to date was provided by Shannon Cohen. Over the course of three sessions we started off by doing a community survey to get feedback about our mission and purpose, whether-or-not it's still relevant and people think it's important, what are we known for in the community and how do we build upon that brand, and the communities' vision for us in five years as it relates to youth, adults, and preventing substance use amongst youth and reducing harmful substance use amongst adults.

Last month we looked at all the data received from the community; today we will do mind-mapping to create a vision of where we see the Coalition going over the next several years and how we plan to complete the work as a community. Today we will divide out:

- What areas are a larger community plan?
- What areas will the Coalition decide to own?

### **OUTHOUSE VS. WHEELHOUSE:**

Outhouse items are suggested things that were great, but don't really fall into the Wheelhouse of what the Coalition is known for doing. It's important to stay in our Wheelhouse and not get into the Outhouse. Today as we look at some of the Outhouse references that the community may have given us we will look at who might be a better fit as a community partner. There may even be member organizations around the table that are a better fit. For example, someone said, we need to be doing something around youth violence and bullying. There is synergy absolutely, but is this really the Coalition's Wheelhouse to do? Not so much. However, there may be another partner at the table and this is exactly what they exist to do.

What are the pieces that we think are for broader community ownership? As we ask this question we will look at:

- Who is better suited for the work?
- As member organizations ask ourselves is this the Wheelhouse area for my organization?
- Word on the street (emerging initiatives, emerging movements, etc. that are happening in the community – i.e. the community partnered with Brewers Grove and a portion of proceeds funds the

Grand Rapids parks)

It's important to know your sweet spot and your niche. The Coalition has some sweet spots that they are known for in the community. Some of their Hall-of-Fame items are:

- Youth Summit (It's among the top three. It's one of the things that the Coalition is known for, celebrated for, branded for, and it is easily identified for in the community)
- Talk Sooner (adult strategy)
- Family Day (resonated high with adults, lower with youth)
- Lunch-n-Learns (resonated high with professionals in the prevention field)

As an organization our sweet spot is, when we do the things we enjoy and marry that with the things we slay at, and we live in that sweet spot – that's where the funding, growth, marketability, renowned, accolades, and legacy is. After 10 years the Coalition is now beginning to think about legacy and sustainability because it takes funding and human resources to build a dream.

### **BRAND STRATEGY:**

We will focus on the following Hall-of-Fame areas. These have great potential of going from explosively great to dynamically awesome and we need to focus on them.

- Opening Summit PSA
- Red Ribbon Week
- Billboards
- Annual Meetings
- Community Reports

The group watched a video by Bing titled 'Jay Z Decoded' which shows his growth from hip-hop mogul from the hood to stratified entrepreneur and social capitalist.

Taking the message global: Discussion item: "What stood out in the video?"

- It started with a thought that is no different than the minds in this room
- Genius, gorilla marketing at its finest. Before the book was released folks are reading it everywhere (printed on plates, pool tables, pizza boxes, 5-star hotels, swimming pools, burger wrappers, cars, clothing, etc).
- The message went where diverse people are
- Jay Z involved the people he wanted to market to – to help him market what he was trying to market
- Jay Z manipulated celebrities to use their own networks for his good (tweets)
- The businesses that showcased Jay Z;s decoded items benefited, as people were coming to their establishment or wanting their product
- Living legacy/living hall-of-fame for him
- He brought us into his world
- He transcended every stereotype that you could think about him

The whole point of this activity is that people like us sat in a room just like this, with no more creativity than the people who are in this room...KCPC can design something that can be gorilla marketed and can reach this same level; there is no difference.

Participants divided into small group work teams to do a hands on activity (dream, think, dive into, get creative and explore ideas to take from good to great. i.e. – ATI merchandise sustainability-how to turn it into a social entrepreneurship venture to generate revenue). In order to capture all think tank ideas easel paper & post-it notes were submitted to the facilitator for transcription.

### **NEXT STEPS:**

In September we are going to view and process all of the ideas shared today as we get ready for the October Annual Meeting. We will also lay the tracks for the next five years of the legacy of this organization.

### **Announcements / Information**

- **September 27, 2016 General Assembly Meeting** – This meeting will be held at Network180 – 11:30 A.M. – 1:30 P.M.
- **Annual Substance Abuse Conference** -- In between the General Assembly Meeting is the State SUD Conference. If you haven't already signed up please access the state website or further information.
- **KCPC Annual Meeting** – Will be held on October 25, 2016 at the City Flats Hotel located at 83 Monroe Center Street NW, Grand Rapids, 49503. Breakfast begins at 8:30 a.m.; Annual Meeting Program from 9:00-10:15 a.m., and KCPC Business Meeting from 10:30-11:15 a.m.
- **2016 Calendar of Events** – Please reference the 2016 Calendar for the remainder of events. 2017 calendars will be provided to each of you in the near future. Also included in the packet is information related to Marijuana and Opioids.

**Next Meeting: KCPC General Assembly Meeting @ Network180**  
**Located – 790 Fuller Avenue NE, Grand Rapids, MI 49503**