

**SAPCA STRATEGIC PLANNING COMMITTEE MEETING Minutes**  
**TUESDAY, AUGUST 26, 2008**  
**COMMUNITY SERVICES BULIDING**  
**720 N. SAINT ASAPH STREET**  
**FOURTH FLOOR CONFERENCE ROOM**  
**3:00-5:00 PM**

Attendees:

Allen Lomax, Chair  
Tricia Bassing, CSB  
Mary-Jane Atwater, Atwater Communications  
Mary Riley, CSB Chair, Mental Health Anti-Stigma HOPE Campaign  
Kim Moore, Parks & Recreation  
Deborah Warren, CSB  
Deputy Monique Edwards, Sheriff's Office  
Veronica Aberle, Health Department  
Priscilla Harp, Court Services Unit  
Captain William Johnson, Police  
Carrie Fesperman, Partnership for a Healthier Alexandria

I. Welcome and Introductions. A. Lomax, Chair of SAPCA.

II. Assessment of Draft Bylaws. Committee reviewed by-laws sent out by A. Lomax prior to the meeting and made the following changes:

- Article V, Section 2: After some discussion about the number of members of the Board of Directors, attendees decided to keep the original number proposed -- between 5 and 7 in addition to elected officers. Attendees wanted to make sure that Board at least matched the number of elected officers.
- Article VI, Section 3: Attendees weighed benefits of Board of Directors beginning terms in January vs. the fiscal year (June 30). It was decided that Board members' terms would begin in January. Nominations for the Board of Directors would take place at the quarterly meeting in October. Initial elections held in November and then final voting in January with Board members taking office immediately.
- Article IV, Section 2 - Added that members of the Board of Directors would also have a two-year term with the option a second consecutive term.
- Article VIII, Section 2 - Changed wording to, "A majority of *sectors represented* at any meeting..." Sectors will then be defined in the by-laws. This change will mean that members will need to include the sector that they represent on the sign-in sheet with no one person able to represent more than one sector.
- Article VII, Section 1 - Debated the need to include the Strategic Planning Committee in the by-laws. Committee decided that less was

better and to leave it out with the understanding that the Strategic Planning Committee would continue to meet and could be added later.

### III. Marketing Plan for Results of Community Needs Assessment

- a. Status of Community Needs Assessment (CNA) – T. Bassing: Dr. Jerome Short of George Mason University will soon email the Strategic Planning Committee a draft of the CNA and is willing to meet with the Committee the week of September 8<sup>th</sup> to review the report, explain findings, and answer any questions. He is also available to come to the full SAPCA meeting in October and present the findings there as a guest speaker. The Committee decided to meet on September 11<sup>th</sup> at 9 am with Dr. Short and that it would like him to attend the larger SAPCA meeting as well.
- b. Comcast Newsmakers Opportunities – C.Fesperman: The Partnership for a Healthier Alexandria has secured a spot on Comcast Newsmakers every other month. This is a five minute spot that airs on CNN during primetime news. SAPCA will be the first work group to speak on Comcast Newsmakers. It was decided that A. Lomax would speak about the SAPCA Coalition, discuss some of the local drug abuse statistics, and then talk about the need for community residents, especially parents to get more involved. C. Fesperman, M.J. Atwater, D. Warren and A. Lomax will discuss points to make briefly after the Strategic Planning Meeting.
- c. Meeting with ACPS Superintendent (Dr. Morton Sherman) – M. Riley: The Mental Health Anti-Stigma HOPE Campaign is planning to meet with the new superintendent to discuss ways that mental health anti-stigma might be addressed in schools. It is hoped that he will be able to attend their next quarterly meeting in November. It was decided that it was better for SAPCA to meet with the superintendent separately as the two work groups' issues were fairly different.
- d. Communication Committee – M.J. Atwater: We need to start developing a communications plan. M.J. Atwater volunteered to begin work on the communication plan. A. Lomax will send out an email to SAPCA about the Communication Committee asking if others would like to be involved in developing a marketing plan.

### IV. Other Marketing Issues

- a. Virginia Paving's Trucks – M.J. Atwater: The Virginia Paving Company is offering free truck signage to advertise local non-profits. M.J. Atwater has already contacted the company and they seem interested in SAPCA. However, the organization might have to be a 501 c(3) for tax write-off. M.J. Atwater will contact Friends of Alexandria Mental Health Center to see if they would like to partner on this effort. If this plan works out then the Communication Committee can develop the messages that will be on the truck signs.
- b. SAPCA Web site – C. Fesperman: The Partnership for a Healthier Alexandria is developing a new website as part a City initiative to incorporate all of their pages into a new data management system. The web page doesn't have to look like other city web pages. The work groups, including

SAPCA, will have a more dominant presence on the new website. Each work group will be able to design their web pages in a way that reflects the needs & work plan of their group.

V. City Proclamation – T. Bassing: Handed out two City Proclamations. The first declared September 22<sup>nd</sup>, 2008 as “Family Day – A Day to Eat Dinner with Your Children” and called upon Alexandria citizens to recognize and participate in its observance. CSB and SAPCA are creating flyers to advertise the day. SAPCA should have someone there to accept the proclamation – it will be presented in the early part of the next City Council meeting. A. Lomax will plan to attend. D. Warren will plan to reach out to schools, Parks & Rec, and DHS. T. Bassing will distribute flyer via email to membership and invite other SAPCA members to attend. As in previous years, T. Bassing will work with ACPS elementary schools to have Family Day flyer sent home with students. The City Council meeting will be on September 9<sup>th</sup> at 7pm. The second proclamation declared the month of September as “National Alcohol and Drug Addiction Recovery Month”. This will be presented on September 23<sup>rd</sup> at the City Council meeting, again around 7pm. A. Lomax will plan to attend on behalf of SAPCA. T. Bassing will send an email to membership inviting them to also attend. SAPCA doesn’t have any Recovery Month activities planned but CSB does.

VI. Update on Tracking Outcomes – T. Bassing: Because of our participation with CADCA’s National Coalition Academy, SAPCA is now able to track outcomes (media coverage, resources generated, ongoing services and community change) through an online database. The coordinator, hired under the grant, would be in charge of tracking SAPCA activities. Until that time T. Bassing will enter the data. The tool is tied to goals and objectives so it would be a great way to track outcomes. The next training is Thursday, August 28<sup>th</sup> from 3-4 pm. T. Bassing will send out the information to M.J. Atwater and C. Fesperman.

VII. Short-term Work Plan – It was decided that the September 11<sup>th</sup> meeting would be extended until noon to provide additional time for the Strategic Planning Committee to work on a short term work plan. A. Lomax, C. Fesperman, and T. Bassing would meet ahead of time to provide a framework to start working from. D. Warren suggested drawing from the work plan of a grant (VTSF) the CSB recently applied for.

VIII. Virginia Underage Drinking Prevention Grant – D. Warren: This kind of grant should be added to the long-term work plan. It comes out around the same time every year. The new coordinator should be aware of the grant and others that are similarly released annually so that s/he could be prepared to apply for them.

IX. Coalition Training by CADCA for State grant – T. Bassing: SAPCA is supposed to have these training funds allocated by the end of September, although the training can take place later. We need to go ahead and set the

date. There is a CADCA trainer in Alexandria, Carlton Hall, who said that he could tailor training for SAPCA. The committee decided that it would like the training to be centered around building capacity and keeping members more engaged. It was suggested that a brief training could be provided at an evening meeting and would be open to the full coalition. A more in-depth, longer training would then be provided afterwards. The full coalition would be invited as well, but it was thought that the shorter evening training would be useful for a larger number of members.

X. Next SAPCA Meetings. Dates for the next year of SAPCA meetings were set. These will be:

- Tuesday, October 14<sup>th</sup>, 2008 from 7-8:30 pm - library at Minnie Howard 9th Grade Center, 3801 W. Braddock Rd
- Tuesday, January 13<sup>th</sup>, 2009 from 7-8:30 pm – Minnie Howard
- Tuesday, April 14<sup>th</sup>, 2009 from 7- 8:30 pm – Minnie Howard
- Tuesday, July 14<sup>th</sup>, 2009 from 7-8:30 pm - TBD
- Tuesday, October 13<sup>th</sup>, 2009 from 7-8:30 pm - TBD