

Commission on Children & Families

January 23, 2007

5:30 p.m. – ESD Conference Room

Minutes

Member's Present: Lois Allen, Dan Forbess, Bonnie Ford, Stiles Gunn, Bruce Justis, David Lee, William Marshall, Barbara Matthews and Sandi Smick

Member's Absent: Les Esparza and Shirley Petterson

Other's Present: Joe Laurance, Commission liaison; Linda Cline; Joe Harris; Marlene Petersen; Patti LaFreniere; Jessie Larner; Philip Bowser; Patti Lovemark; Jerry Waybrant and Neil DeVaughn

Staff Present: Gillian Wesenberg, Debbie Wheeler and Linda Witt

Lois Allen called the meeting to order at 5:35 p.m. and introductions were made.

Minutes: Lois asked Commission members to review minutes from the November 14, 2006 meeting. Bill Marshall made a motion to accept the minutes as written, David Lee seconded the motion and it carried.

Chair's Report: Lois reported that during the 2005-07 biennium, the Commission dedicated \$8,313 from the Child Care and Development fund for Childhood Care and Education in Douglas County. On December 12, 2007, the Executive Committee discussed possible uses of the \$8,131 and recommended these funds be dedicated to support the three after school programs the Commission currently funds. Reedsport's Great Afternoons, Riddle School District and Sutherlin School District would each receive \$2,771 in additional funds. Bill Marshall made a motion to accept the recommendation, David Lee seconded the motion and it carried.

Director's Report:

- Gillian reported the first Legislative session will be held January 25th.

- Homeless Runaway Youth meeting was held January 22, 2007. They are working on a resource guide for homeless kids. Harry Mullins is working on the draft.
- Creating Social Change Committee met January 23, 2007, and is working to build assets into the community. The next meeting will be a working session to determine “action steps” and ways to accomplish them in the next year.

Youth Report: Stiles Gunn reported the Youth Advisory Board is presently working to raise funds for “Adopt a Child.” This program raises fees for a child to attend the Boys and Girls Club. They are holding a St. Patrick’s Day dance on March 17 to raise money.

Featured Presentation: Lynne Weaver and Dean Vincent, Tango Integrated Marketing Communications, gave a presentation on the “Build Our Kids” Asset Campaign built around the 40 Assets. Lynne gave an overview of the project to this point, including the Target Audience, Creative Strategy, Creative Platform, Tactics, Tactical Toolkit and Tactical Timing Ideas. Dean gave the power point presentation that will be used to introduce the campaign to the community. It covered *How Success is Measured*, Thriving Indicators, Risk-taking Behavior, statistics for Douglas County and a request for funds for the “Support Our Kids Campaign.” He stated that \$100,000 will be needed to fund the campaign for 18 months.

Lois stated CCF has used seed money from the budget to get the campaign started, but more money is needed for the campaign to proceed. She asked if CCF would agree to the concept of the asset campaign. Bruce Justis made a motion to proceed and move forward with the campaign, Sandi Smick seconded the motion, and it carried.

Dr. Jack Stump Presentation Update: Joe Harris gave an update on the Dr. Stump presentation scheduled for February 22, 2007 at 7:00 p.m. at UCC Jacoby Auditorium. The program is free. Dr. Stump discusses the history and development of methamphetamines in the United States and outlines biological and physical effects, the cycle of addiction and treatment. This session is *A Call to Action*. The Douglas County Meth Task Force will report on efforts to fight methamphetamine abuse in Douglas County and how others can help.

Other: Patti LaFreniere reported *Truth, Lies and Videos* is scheduled for April 20, 2007 at Roseburg High School.

Lois adjourned the meeting at 6:40 p.m.

Respectfully submitted,

Linda Witt
CCF