



**MERIDIAN ANTI-DRUG  
COALITION**  
**STRENGTHENING  
OUR COMMUNITY**

**Minutes: MADC Executive Committee (CEC) Meeting  
Meridian Police Department, 1401 E. Watertower  
September 17, 2020 | 3:00-3:45PM**

Attendees (10): Kendall Nagy, Sarah Herrick, David Phillips, Cheryl Mulvihill, Jamie Perry, Terry Austin, Anne Little Roberts, Earl Scharff, Nicole Herold, Milt Smith.

TIME	SPEAKER   AGENDA ITEMS	PERSON RESPONSIBLE   ACTION ITEMS   DEADLINE
3:00	<b>Cheryl Mulvihill, Anti-Drug Coordinator:</b> Welcome   Agenda Additions?	<b>(all)</b> sign-in sheet
3:03	<b>Sarah Herrick, Secretary:</b> Approval of June 18, 2020 CEC Meeting Minutes (sent out via email)	Anne Little Roberts correction: (3 <sup>rd</sup> line down) change Downtown Business Associations to The Downtown Business Association Earl motion by amended, David second, all approved. (*changed by Kendall and minutes reposted to website 9/25/2020)
3:05	<p><b>All:</b> Billboard Project</p> <p>Rx Donations Sites</p> <p>Rx Take-back \$3K for Assessments</p>	<p>According to Kendall’s source in Nampa, the billboard on Caldwell Blvd. advertising vaping in Ontario has been removed. It was established the billboard is not owned by LAMAR and they have a policy against those types of billboards. HOTBOX FARMS out of Oregon has purchased a building in Nampa. It is unknown what they are doing with the building. Source will keep us posted.</p> <p>Phone calls from community members who are looking to get rid of unused, unopened and NOT expired medications. House Bill 58 passed in 2019 allowing specific entities to receive donated medications (donation repository). Looking to identify who those entities are. Suggest reaching out to Department of Health and Welfare. Anne and David said they would look into this.</p> <p>Looking into advertising and collaboration for the RX take back.</p> <p>\$3k would be used for a proactive drug assessment for West Ada students who have parents wanting the test their student even when they have not received a violation. West Ada has money allotted for students who receive violations to have an assessment done. The funds MADC is trying to secure would be used for students who are getting an assessment but have not received a violation and do not have the means to pay for an assessment. Many grants do not fit to qualify for this type of assessment.</p> <p>Looking for suggestions to raise the money: Donations would be tax deductible, possibly collaborating with West Ada with their Golf Tournament they hold, potentially reaching out to CCI for donations, reaching out to local businesses – Walmart or Fred Meyers. Possibly reach out to a couple</p>

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**Our Vision is to build Meridian into a drug free community where people can safely live, work and raise a family.**



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	<p>Telford Racing</p> <p>Theatre Ads</p> <p>Sticker Shock Campaign</p>	<p>businesses to donate and see if they are open to future donations to keep the program going. Walmart is a great community orientated business. Looking into reaching out to Costco, they typically donate to an organization on opening day. Reaching out to a local realtor or real estate group. Kendall will start drafting a letter to send out. Cheryl, will reach out to Walmart and Costco to see who the point of contact will be. Zach is our liaison for the natural high campaign and we are looking for other ways for Zach to get involved given the event restrictions we are under. Some suggestions are using social media, running Zach’s previous ad, doing an archive special, record short recordings of Zach saying why he doesn’t use drugs and posting those on social media, using Zach for a marijuana prevention specific ad, COVID themed natural high what you can still do... you can still be outside playing sports. Jamie will speak with National Honor Society (NHS) to brainstorm ideas for a public service announcement (theater ad) project ideas. Red Ribbon Week or Drug Take Back bringing out Zach’s vehicle. Red Ribbon Week <i>Be Happy Be Brave Be Drug Free</i>, getting students to film quick videos on why they chose to be drug free. Will not proceed on theater adds if the restrictions become more strict. Because of COVID, ODP and the Liquor Division will be putting on a sticker design contest in the spring instead of getting students together to participate in the campaign this fall before the holidays. However there is an option of doing a sticker shock campaign for Meridian specific.</p>
<p><b>3:40</b></p>	<p>Any Additional CEC Business   Action Items</p>	<p>Kendall will work on a draft letter for sponsorships for the assessments for West Ada, will reach out to Jeanie to find out what the process looks like after the assessment is given. Cheryl will be reaching out to Walmart to find out who is going to be the point of contact. Jamie will brainstorm ideas with NHS. Kendall will find out the theater ad deadline date.</p>

**Meeting Adjourned at 3:45pm. General MADC Meeting to follow at 4pm.**  
**Thank you for your leadership, working to prevent substance abuse in our community.**

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