



Better Brodhead Coalition Meeting Summary

Tuesday, August 18th

Attendance: Julie Taylor (Education), Hannah McMunn (Education), Sabrina Meichtry (Parent), Peder Johanson (Faith), Cynthia Villavicenia (Latinx Outreach), Megan Altfillisch (Community Service Coordinator), Katie Weber (Government), Chief Chris Hughes (Brodhead Law Enforcement), Sgt Jay Williams (Rock County Sheriff Law Enforcement), Jen Wichita (Education)

Apologies: Stephanie Pinnow (Civic)

- Julie led the welcome and introductions

- Budget/Match & Staff Report

The Budget and staff report were reviewed. The Match goal of \$125,000 has not been reached yet. There is still \$13,000 that is left to collect. Volunteers can do e-learning, take webinars, put up posters to earn match credit.

Peder moved to approve the report, Jen seconded.

- SAM Webinar-Julie, Megan & Katie elaborate on trainings

Julie summarized the training put on by Smart Approaches to Marijuana (SAM). There were details about how Big Tobacco is making money off of addiction. In states where it is legal, youth use and addiction rates go up. Marketing strategies target youth. Julie noted that there are no SAM affiliates in Wisconsin and we should consider becoming one. It was agreed that a meeting with SAM would be set up to discuss.

- School Update-Sept. 1st start, in person

Jen provided information that the Brodhead School District will be starting the year with Face to Face education on Sept 2nd. Chief Hughes is in ongoing discussions with the District to monitor and review the situation and revise as warranted.

- Cultural Diversity Training

Santo Carfora will be providing training tomorrow on Cultural Diversity. 26 people across Green County have registered for the training.

- LGBTQ+ Committee Update-Megan

The committee will be looking to create an online training for school staff .

- Data Committee Update-Focus parents

A parent focus group is scheduled for tomorrow.

- Brodhead Scramble-Megan

An idea to engage the community in a fun way while still being able to provide them with some drug prevention information. Landmarks around the area will be used as a backdrop to videos of individuals describing the landmarks, providing a drug facts and then offering clues (letter for the secret word). Prizes could be offered to winners. We might be able to include the Chamber of Commerce. We could market/showcase this on the Better Brodhead website and on Facebook.

The coalition was agreeable to developing this activity.

- Outdoor Meeting?

It was proposed that in September that we meet at the Putnam Park Shelter on Sept. 15 at 5:15pm. We have many new faces and this would give people the opportunity to meet in a way that allows for safe distancing and masks being worn. We might be able to offer the option of virtually joining the meeting for those who are not comfortable meeting in person.