

County of Placer Youth Commission

175 FULWEILER AVENUE
AUBURN, CALIFORNIA 95603
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Regular Business Meeting Minutes Wednesday, September 14, 2011, 6:30 p.m. County Administrative Center 175 Fulweiler Avenue, Auburn, CA 95603

2010-2011 Youth Commission Members

Brandon Barry

Austin Fleming

Derek Ikeda

Josephine Kao

Eunice Kim

Reed Klaser

Adit Kothari

Kent Makishima

Kyle Pawlak

Rohan Peer

Michelle Read

Ryan Root

Kaylee Takigawa

Naomi Tewodros

Ian Utz

Schelbea Vrooman

Amanda Wong

Grace Zhong

1. **Call to Order - Pledge of Allegiance**
 - a. The Pledge of Allegiance was led by Ryan Root, Commissioner at 6:30.
2. **Approval of May 25, 2011 Meeting Minutes**
 - a. Meeting minutes approved by Brandon Barry.
3. **Approval of September 14, 2011 Agenda**
 - a. Proposal for Amending of Agenda by Austin Fleming.
 - i. Action Item D (CPY – Alan Baker) to be moved ahead of Action Item C (Bylaw Amendment Proposal).
 - ii. Amendment approved by Kyle Pawlak.
4. **Public Comment**
 - a. None.
5. **County Update – Ruth Alves**
 - a. Redistricting proposal– balances the population in the Supervisorial Districts based on 2010 census for fair representation. Over the past ten years, the county has added more than 100,000 residents, giving it a total population of almost 350,000 people. Placer County was the second fastest growing county in California from 2000-2010.
 - b.
 - i. District 1 boundaries will stay relatively the same.
 - ii. District 2 will shrink geographically - population in Sun City has grown.
 - iii. District 3 boundaries will lose Auburn and gain Rocklin.
 - iv. District 4 boundaries relatively the same.
 - v. District 5 is to be geographically enlarged as its original area population has not grown. In order to balance other districts it needs to pick up Auburn population.
 - vi. BOS has approved the redistricting and is now awaiting approval from the state government.
 - c. County Budget

- i. Final budget was approved this week.
- ii. Placer County will not use any of its reserves in proposed budget and is better shape than most of the other counties in California due to cost saving measures such as hiring freeze and employees paying greater portion of health benefits.
- d. Free rabies clinic provided in Auburn on September 24th along with clinics being offered in neighboring counties.
- e. Municipal Advisory Councils (MACs)
 - i. MACs are a way for the members of the community to make decisions regarding their community.
 - ii. The MAC in Lincoln is having CHP and Placer County Sheriff present to them on the influx of bicycles in the area – especially rural roads.

6. Informational Non-Action Items

a. September 15th Underage Drinking Community Convening 8:15-12 noon – Kara Sutter

- i. Josephine Kao and Brandon Barry plan on attending the Convening.

7. Action Items

a. Officer Elections – Kara Sutter and Kerri Fulton

- i. President: Josephine Kao
- ii. Vice President: Brandon Barry
- iii. Secretary: Rohan Peer
- iv. Treasurer: Kent Makishima
- v. Historian: Amanda Wong
- vi. Public Relations/Marketing: Eunice Kim
- vii. Outreach Director: Naomi Tewodros
- viii. Technologies/Information Services: Kyle Pawlak

b. Placer County Sheriff - Officer Laurie Bettencourt

- i. Minor Decoy Program
 - 1. Officers send minors into an establishment to attempt to purchase alcohol.
 - 2. If the minor is permitted to buy alcohol by the establishment, the minor identifies the offender who sold them the alcohol and the establishment receives a citation and a fine from ABC.
 - 3. If the minor is not permitted to buy alcohol, a letter will be sent to the establishment explaining that a minor decoy was sent in.
 - 4. The minors are provided an actual ID and will not be sent to establishments where they live or have bought merchandise at.
 - 5. The minors may have to testify in court.
 - 6. There has never been a safety issue as there are wires placed on the minors, an Officer is always there, and video surveillance is utilized.
 - 7. To be a minor decoy, you must look young and not have been previously cited for possession of illegal substances.
- ii. Shoulder Tap Program
 - 1. A minor decoy will walk up to a stranger and ask them to purchase alcohol for them.

2. The procedure for this program is the same as that of the Minor Decoy Program.

iii. General

1. There are classes for licensed businesses regarding issues like fake IDs and how to recognize potential minors.
2. Minor decoys can always opt out of an attempt to buy or to ask someone else to buy alcohol.

c. **Coalition for Placer Youth (CPY) – Alan Baker and Kara Sutter**

- i. Kara Sutter presented on behalf of CPY regarding the Alcohol Edu program. Last spring, the Youth Commission agreed help fund a pilot of Alcohol Edu, an online teen alcohol awareness program, in a Placer High School. It was discovered that Alcohol Edu has additional fees and that \$695 was not covered. Kara requested that the youth commission pay the additional fees and have the pilot move forward as planned. She noted that there was at least 4K left in the 2010/11 CPY sub-award that was to expire at the end of the month and if not spent it is returned to the grant.
- ii. Rohan Peer moved to fund the online Alcohol Education program with an additional \$695. The motion was adopted.
- iii. Alan Baker presented some Placer County teen substance use data and CPY focus area. He showed some examples of other community PSAs designed to target parental awareness. Kara Sutter reviewed CPY funding, that CPY again would like to partner with the Youth Commission if commission can advise on prevention issues, form a subcommittee to specifically work to reduce teen substance use, and can provide again the 10,000 sub-award. The \$10,000 aim is to reduce teen substance abuse and support commission activities in this area. However, funds can also be used to help support the general growth and operations of the Youth Commission to improve their functioning and impact. The subaward funds cover one year, October 1, 2011 to September 30, 2012, and unspent monies are not available after the end date. Alan requested that CPY funds this year support a PSA developed by young people to target adults. Funding estimates for creation and strategic airing would be up to \$6,000.
- iv. The video idea to use a message directly from the youth to the parents about issues like maintaining an alcohol-free environment, setting the example, and taking action. When directly from youth – research shows has more impact than a message from adults.
- v. Brandon Barry moved that the Youth Commission again partner with CPY. As part of the partnership, the Youth Commission would accept support of a \$10,000 sub-award aimed to reduce teen substance use, will set up a subcommittee to focus efforts in substance abuse prevention, and will help advise CPY and provide teen perspectives. The motion was adopted.
- vi. Eunice Kim moved to spend up to \$6,000 on the producing, advertising and airing of a PSA video relating to alcohol abuse. The motion was adopted.
- vii. Discussion on how Every 15 Minutes does not necessarily make long term impact even though so much effort is put into the program.

d. Bylaw Amendment proposal

- i. Josephine read the proposed bylaw amendment to add PCOE into the bylaws where needed correspond with Resolution 2011-208 adopted amending Resolution #2009-116 establishing the Placer County Youth Commission; adding Placer County Office of Education as a new lead partner. It will be placed on next agenda for final vote.

e. Overview and planning for PCYC Ambassador program

- i. The motion to table this issue to the September 28 made by Brandon Barry was adopted.

8. Member Reports and Correspondence

a. President

- i. Agenda items can be proposed by anyone by the Tuesday of the week before the meeting.

b. Vice President

- i. Incorporate policy-making into our subcommittees.
- ii. Fewer subcommittees.

c. Historian

- i. Send pictures.

d. Public Relations/Marketing

- i. Email T-Shirt ideas.
- ii. Getting our name out there with brochures/pamphlets in schools, PCOE, and public areas.
- iii. Commission email accounts.

e. Outreach Director

- i. Bowman Elementary School is asking for a presentation on the Commission for the 7th and 8th graders.

9. Subcommittee Report

- a. None.

10. Announcements:

Our first regular business meeting is scheduled for September 14, 2011 at the County Administrative Center in Auburn – 175 Fulweiler Dr., Auburn, CA 95603

Our first subcommittee meeting is scheduled for September 28, 2011 at the Rocklin Library at 6:30 pm..

11. Adjourn as Commission

- a. Meeting adjourned at 8:30.

These minutes are unofficial until they are approved and signed by the Commission.

Respectfully submitted by:



Secretary, Placer County Youth Commission

10/12/2011

Date