

SPECIAL COMMITTEE ON ALCOHOL & OTHER DRUGS

February 27, 2003

3:00 PM

Alderman Pinard noted that in the Chairman O'Neil won't be able to attend the meeting and asked him to be the Chair.

Chairman Pinard called the meeting to order.

Present: Alderman Pinard, Ron Caron, Judy Cooper, Louis Craig, Joe Harding, David Scannell, John Stephen and Ellie Therrien

Absent: Alderman O'Neil, Chief Driscoll, Sgt. Kelly, Detective Fuller, Frank Bass, Marty Boldin, Laurel Buccino, Elaine Douville, Tess Gomes, Amy Hanulec, Linda King, Kera MacKenzie, Traci McCarthy, John Rist, and Fred Rusczek

Messrs: D. Prew, J. McLean

Chairman Pinard addressed Item 2 of the agenda:

Minutes of meeting held on January 23, 2003.

On motion of Louis Craig, duly seconded by Judy Cooper, it was voted to accept the meeting minutes of January 23, 2003.

Chairman Pinard addressed Item 3 of the agenda:

Discussion with Diane Prew, Information Systems Director, regarding brochure enclosures in city mailings.

Ms. Prew stated about a week or so ago I met with Alderman O'Neil and several other department heads and the discussion was on the possibility of inserts in the City's mailings and also on the possibility of using the City's website for information. After speaking with the departments, the tax bills it was found may not be used for anything other than tax information and that is covered by RSA 76:11 according to the Tax Office so that would not be a possibility but the utility bills could be used. We do utility bills for the Water Department and for the Waste Water Treatment facility. On those bills themselves you could also print a small message. Maybe a two-line message could be put on those bills if you

wanted and that would be handled internally through our office. If you wanted to include something with the water bill, the Water Department said they would need to get approval by their Commission but they felt that was just to let them know what was happening. They didn't anticipate that being a problem. With each utility billing we reach about 2,200 households per week so it takes one quarter, because you are billed on a quarterly basis for the utility bills, to get to all of the households in the City. If you wanted to do something more quickly you could do Water and EPD together and accomplish that in about six weeks. We use a mailing service to process the mail. It would cost \$.002 for an insert to be placed in a bill. Now Louis Craig showed me this insert. I don't know if there would be a charge for the folding. That I would have to find out because when we were talking to Alderman O'Neil the example that was being used was a one-page insert. It certainly can be done but there may be a charge for folding. We can find that out. Postage I don't think will be affected. I don't think it will add any weight to go above the regular first class rate. How the process would work is if you wanted something put in you would just get the inserts to the particular department you are mailing with because the mail service picks up the bills from them and does the work. That is on the inserts. I don't know if anybody has any questions.

Mr. Louis Craig asked so Diane I guess what you are saying is this is a very doable thing. It is possible on a weekly basis to send out 2,200 and there is no increased cost for postage. Is that correct?

Ms. Prew answered I don't believe so. I don't think this is heavy enough. We could put it together and put it on a scale and see but I don't think it will take it over the weight for first class.

Mr. Craig asked so if we had four messages over four quarters we would have to produce four messages in this manner.

Ms. Prew replied right.

Mr. Craig asked and over a period of a year we would be sending out well over 100,000 messages is that correct.

Ms. Prew answered that is correct.

Mr. Craig stated I think that what the Committee talked about, Mr. Chairman, at the last meeting was that it would be our hope to have a business pay for the printing of the insert. I think that this is a good thing to do. I would like to make a recommendation that we pursue this and accomplish this if we can.

Chairman Pinard asked do you want to make that in the form of a motion.

Mr. Craig answered I make that in the form of a motion but it is conceivable that other people may want to speak on it.

Chairman Pinard stated I think it is a great idea.

Mr. Ron Caron stated I do have a question about how we would solicit businesses to sponsor this. I can see the printing being written off by a business very easily by putting their name on it but the \$.002 for each insert for the mailing house to stuff it, how do we get a sponsorship for that? Can the City receive that kind of sponsorship?

Mr. Craig asked what would the cost be, Diane, if you know.

Ms. Prew answered I think that would cost about \$200.

Mr. Caron asked per week.

Ms. Prew answered no for 100,000. If you stuffed 100,000 pieces of mail it would be \$200.

Mr. Craig stated I think for a very small cost I am sure that a business who would want their name on this drug or alcohol message would be more than happy to pick up the cost for that. With respect to folding and putting the insert inside the envelope, is there any cost for that?

Ms. Prew replied I am not sure about the folding. The \$.002 would be for the stuffing into the envelope. I would have to check on the folding.

Chairman Pinard stated MST has a full printing shop over there. Is there a way that we could maybe talk to the Superintendent of Schools to have them help us with this?

Ms. Prew asked are you talking about the printing of these items. The stuffing is something that we send out to a mail service that does it for us. What they do is stuff them and spray the bar codes on them and the City gets a lower postage rate because of all of that. The school print shop, is that what you are referring to, they might be able to print them for you.

Chairman Pinard stated I think it might be worthwhile to look into that before the next meeting. What would you like to do with this?

Mr. Craig responded I would like to recommend that we proceed with putting inserts into the water bills and perhaps a sub-Committee made up of individuals from this panel look and approve various messages. In addition to that, I am sure we can find businesses to pay for this because if they have the name of their business or their logo on this brochure...

Chairman Pinard interjected I already have somebody in mind. Would you chair this sub-Committee, Louis?

Mr. Craig replied if you appoint me, Mr. Chairman.

Chairman Pinard stated I appoint you to chair this sub-Committee. Would you pick your own staff to work with you?

Mr. Craig replied I would like some people from this group. It doesn't matter. I think maybe Ellie Therrien would enjoy being on this Committee.

Chairman Pinard stated I have another question for you, Diane. You mentioned Water Works as far as mailing. Can we use any other facilities like maybe the Tax Collector? Is this something we are going to do once or is this something we are going to do repeatedly at different times during the course of the year?

Ms. Prew replied I think Louis was referring to doing it four times a year because the utility bills go out...

Mr. Craig interjected what she is saying is it would be on a weekly basis. 2,200 homes would receive these bills on a weekly basis. Over a period of one quarter, we can send out one message to over 25,000 homes and over a period of one year we can send four messages and flood the City with these. We could have four separate and distinct messages. The Committee can compose the flyer and decide on what the flyer should contain.

Chairman Pinard asked who is going to design the flyers. Are you going to have somebody do that?

Mr. Craig answered I don't know. I think that the sub-Committee should talk about that, Mr. Chairman. I indicated that Ellie Therrien I think would like to serve on the Committee and maybe we should have a show of hands if anybody else is interested. I would not like a large committee, maybe a total of three people. We would need one more.

Mr. John Stephen volunteered to be on the sub-Committee.

On motion of Louis Craig, duly seconded by Ron Caron, it was voted to set-up a sub-Committee with Mr. Craig being the Chairman and Ellie Therrien and John Stephen being members, to pursue the objective to mail out drug/alcohol awareness brochures in the Water bills.

Mr. Craig stated I think this is going to be very good for the City, very effective and people will be receiving messages about the pitfalls of drugs and alcohol. Do we have to notify the Water Commission or do we just write them a letter?

Ms. Prew replied the one thought that just did come to me is if we have a staffer in each of their bills all year long, I know occasionally they have to put something in the bill too so I don't know...we might need to coordinate with them. I would probably want to do that through Tom Bowen, I would think and the EPD department goes through Frank Thomas. Are you interested in the City's website for information?

Mr. Craig responded right now I think first things first. We probably would be but if we can get this going I think this is quite an accomplishment.

Chairman Pinard stated that Grace Sullivan was not available to attend the meeting to discuss media opportunities this afternoon.

Chairman Pinard addressed Item 5 of the agenda:

Discussion regarding spring summit.

Mr. Joe Harding stated I can speak to that. Mr. Chairman, I can report that a sub-Committee of this Special Committee on Alcohol and Drugs met prior to this meeting at 1:30 PM. That consisted of myself and Lou Craig as Co-Chairs and also Ron Caron and Judy Cooper and David Scannell attended that meeting for the purpose of starting the plan for a spring summit. We discussed that we would like to be able to put together a summit or a forum in the City that would include people representing agencies and organizations throughout the City, including healthcare providers, FEMA providers, school and police department officials, representatives from the hospital, as well as members of the general public to come together to a forum. The goals of the forum would be to identify some of the problems and the impact that alcohol and other drugs have on the City of Manchester and what we could do to resolve these problems. We have come up with a proposed date of Monday, May 12. From 6 PM to 7 PM we would have a reception where we would distribute some information and we would have pizza and soft drinks for the people coming in to the forum. Then the forum itself would start in these Chambers at 7 PM. We discussed at our last meeting that Alderman O'Neil would chair or would facilitate this forum and basically it would be to have

members of this Committee serve on a panel that members of the audience from the list that I just suggested could then come to the podium and make comments about the impact that alcohol and other drug problems has on the City, on them, on their families, in the schools or wherever the case may be. They could make comments or ask questions of the panel members and the panel in turn could also make comments or ask questions. It would be an open dialogue. We would be looking to capture some of the information that came out of this forum to then give us some direction as to ideas that we could come up with to have the community of Manchester come together to resolve some of these issues. There is still a lot of planning that needs to take place but we have identified that we would need to do some public relations work. Members of our sub-Committee, Lou Craig, had indicated that he would contact the people at MCTV and the *Union Leader* to see if we could get their involvement in maybe running a series of articles and possibly producing a videotape. Some ideas for the videotape included people from MCTV going around and interviewing some key people, maybe agency heads, treatment providers, law enforcement, people from the schools and others that would be on this tape. It would be taped at their location and this could be used as a tool to try to garner some interest from the community in coming to the forum to address these issues. We also would want to put together a list of people that we would want to invite for the audience. A number of our agencies have a database that includes many of those contacts. We would want to send an invitation to them possibly with some facts to try to garner their interest in participating. It was also suggested that we would want to have this Committee come up with some ideas that we have either shared at previous Committee meetings or other ideas that people could come up with that might be helpful to address some of the more significant issues. One such idea was we might consider asking that the high schools offer some kind of a post prom party or something that would be a drug free event that would have the safety of the students in mind that would offer them an alternative activity. There potentially could be lots of different ideas so we are just in the development stages. We will be meeting again to further develop our plan and our recommendations but we do want to bring this idea to the Committee and seek approval to go ahead with this plan to have this forum on Monday, May 12.

Mr. Stephen asked is this similar to what the Governor's Commission did in the regional areas.

Mr. Harding answered it is. As a matter of fact we want to have the format be very similar to what happened with the Governor's Commission forum. As you know, we both serve on the Commission and that was very helpful, the information that came out of that forum, for the Commission to then decide its funding priorities for the monies that they received. From those forums that took place across the State, the \$3.2 million went to communities from the Governor's

Commission that were based on the information that came out of those forums. We would like to do something similar here only have it be specific for Manchester that we will identify the impact that these issues have on the community and what are some ideas that we can come up with as a community in Manchester to start addressing these issues. That would be the primary goal of the forum.

Chairman Pinard asked do you have any idea how much this will cost.

Mr. Harding answered we have somebody on our sub-Committee that is particularly good with fundraising, Mr. Craig, and he has lots of ideas along those lines.

Mr. Craig asked fundraising for what.

Mr. Harding stated actually we don't think it will cost us a lot of money. It will cost us some money.

Mr. Craig stated we were thinking of serving pizza. It would be the cost of the pizza.

Chairman Pinard asked do you know, John, if the State could get involved and give us some money. I think it is a worthwhile program.

Mr. Stephen answered right now I think that is premature. We have to know what the community thinks and what some of the issues are facing the community. I think that is what Joe is trying to do.

Mr. Harding stated for the forum itself I don't think we are talking about a lot of money. We will need to come up with a little bit of money for the pizza or have it donated and we want to put out some printed materials and we want to do a mailing. I know that our agency, the agency I work for, can contribute some to that and I think we would be able to get some donations from other organizations as well.

Chairman Pinard asked are we all in favor of supporting this.

The Committee members were in agreement to support the spring summit.

Chairman Pinard addressed Item 6 of the agenda:

Discussion regarding school/police spring prevention initiation.

This item was not discussed as there were no representatives from the Police Department present.

Mr. Craig stated I would like to talk about something that we have going with the middle schools. I was hoping that Dr. Bass would be here today because we really and truly have to fine tune this but we have talked before about making presentations to all of our middle schools. What we intend to do is along with the NH State Prison for Women and other agencies, Demand Treatment and Serenity Place, have young people talk to kids in our middle schools about drugs and alcohol, specifically how they got to where they are in so far as the usage of drugs and alcohol and what they did to help themselves to recover. We think it would have a positive impact on the middle school kids. Along with that, McDonalds has agreed to...all of the McDonalds in the City, have agreed to give a hamburger or a cheeseburger, along with french fries and a coke to every child who brings home a brochure and has it signed by his/her parents. They can present this signed brochure to McDonalds and they will receive those products. The brochure will contain numerous information about drugs and alcohol and it is a brochure that is conducive for parents to discuss with their kids about drugs and alcohol. That is one thing that this Committee has sanctioned and has gone along with and supported. It is something that I wanted to bring up and put on the record that we are going to do it and we have to do it soon. I hope to do it during the month of May.

Chairman Pinard asked, Louis, regarding the Women's Prison is there a way that maybe through the State we can get a prisoner from there to speak.

Mr. Craig answered that was our intent. That is precisely what we want to do, however, if they move out of the county...

Chairman Pinard interjected I think it would be very good if you could do it. Last year I aired and this year I will again, the Tommy Boyle show and I wish that every kid could see that because there is a real message there. I am in favor of this.

Mr. Craig stated also one of the other things that the sub-Committee did talk about was the presentation of informational tapes on community television prior to proms and I think that is something that we should pursue and make sure that is done. I know that you, Mr. Chairman, have a show on MCTV and perhaps that is something that you can bring up and talk to Grace Sullivan about.

Chairman Pinard replied I would be very, very happy to do any shows concerning drugs and alcohol. I have done the Tommy Boyle video. I will do it again. I think the more that we air programs like this, especially if we get something

concerning the youth, it will probably have a bigger effect on the youth than Tommy Boyle. Again, anything that you want done, please ask. I will be doing something with John Stephen on another project. I am available as long as it is a non-political thing.

Mr. Jim McLean stated just as information for you we have "Just One Night" and there was a second video that was produced by the State that we ran last year during prom season and during late nights right around closing time, 1:30 AM on the government and educational channels. I still have those in the computer and the original videotapes. We plan on running those again this spring. I am already planning for that. If anyone wants to give me some input as to what might be a more appropriate time to catch the students' eyes then I would welcome that input.

Mr. Craig stated while you are sitting there we had talked about presenting educational tapes, which I know Judy has some at her agency, the Office of Youth Services and I have some educational tapes at my agency and I am sure that perhaps Ron and Joe do also. Is that conceivable that you could play an array of tapes on community television?

Mr. McLean replied that is possible.

Mr. Craig asked could you review them and select what you think is geared for kids and youngsters or for that matter anybody.

Mr. McLean answered sure. If they can be made available to us we will just review what the most appropriate channel for them to be put on is. We are always looking at that. We are just governed by the rules of what can run on which channel but I am sure that we can find some place for things, especially if they are from State agencies or Federal agencies. That makes it easier for multiple channels. I can't give a definitive answer on this. I am the Government Access Coordinator and I am responsible for Channel 22. We will gladly accept videotapes and review them for the appropriate channel to play it back on. Just a note about Alderman Pinard's show. He is a public access producer and he can use those kind of tapes as partial roll ins during his public access show, which runs on Channel 96.

Ms. Ellie Therrien stated Louis don't forget that we have 51 people sentenced to the program and a lot of them are the more youthful offenders that you are talking about. Calumet House right now is loaded with the more youthful offender and also over at Hillsborough County so even if they move the women we should be able to coordinate something.

Mr. Craig replied thank you for pointing that out.

There being no further business, on motion of Louis Craig, duly seconded by John Stephen, it was voted to adjourn.

A True Record. Attest.

Clerk of Committee