

Sacramento County Youth Commission
Tomorrow's Leaders Leading Today

Minutes
Monday, March 13, 2006

Chair: Thiersten Rose
Vice Chair: Beth Griffiths
Secretary: Amanda Koire

Attendance:

District 1	Katie Batten	X
	Thiersten Rose	X
	<i>Vacant</i>	
District 2	Beth Griffiths	Absent
	Elissa Ouchida	Absent
	Grant Taylor	X
District 3	Amanda Koire	X
	Rachel Sussman	X
	Dale Till	X
District 4	Christine Braziel	X
	Naomi Endsley	X
	<i>Vacant</i>	
District 5	Harkirat Hansra	X
	Stacey Howell	X
	Tiffany Jones	X

Advisor: Joe Barba

Guests: Melinda Avey, Alcohol & Drug Advisory Board
Jimmy Jordan, Friday Night Live

Agenda:

1. The meeting was called to order at 6:20 p.m.
2. The Commission introduced and welcomed Dale Till, who will be representing District 3.
3. On a motion by Christine and seconded by Harkirat, the February 6th minutes were approved.
4. Melinda Avey, representative of the Alcohol and Drug Advisory Board, and Jimmy Jordan, representative from Friday Night Live, were guest speakers and made a presentation to the Youth Commission on the

issue of teen consumption of alcopops (the newer, sweeter alcoholic malt beverages that include the popular brand drinks with liquor). They informed the Commission that alcopops are distilled alcohols that are being marketed to youth and gaining increasing popularity among young people. There is overwhelming evidence that alcopops are being marketed to underage people and they cite the product attributes of alcopops, particularly their taste, as the reason they believe underage people are targeted by companies that produce them. There is a consensus that something has to be done. The Alcohol & Drug Advisory Board and Friday Night Live hope to curb this trend by raising parent awareness, and eventually changing the advertising policies of alcopop manufacturers and distributors. They would like the Youth Commission to get involved and participate in the town hall meeting that will be held on May 1st at La Sierra High School to raise awareness and concern on the topic of alcopops. Various professionals will be present at the town hall meeting including doctors, alcohol prevention experts, alcohol manufactures/distributors as well as community members to discuss the problem of youth drinking. The Commission gave suggestions to the speakers on what to include in their presentation in order to capture the interest and increase the participation of those present at the meeting. The Commission decided to get involved in the campaign for awareness of youth alcohol consumption and will help with the distribution of flyers.

5. Job Information Brochure – Grant brought in a finished prototype of the brochure. The Commission reviewed and edited the prototype. It was decided that the section on "How to Act During an Interview" de deleted because those topics were covered under another section of the brochure. This left room to include a paragraph on the Youth Commission. Grant will e-mail a revised prototype to commissioners for approval, and a final draft will be sent to Joe before the next meeting. Copies will hopefully be ready for distribution by the end of April.
6. In an effort to research youth violence in Sacramento County, Naomi called the offices in District 4 looking for statistics on the prevalence of violent youth deaths. She learned that the City of Folsom doesn't have records on violent deaths and received no response from the other offices she contacted. The Commission decided to get involved in the campaign against youth violence when presented with a more specific plan.
7. Rachel brought in a "Healthy Kids Kick-Off" flyer to pass around to the commissioners.
8. District 3 Commissioners monitored the Board of Supervisors' agenda and found no information that would have a direct impact on youth. District 4 Commissioners will monitor the March/April Agenda.

9. On a motion by Amanda and seconded by Rachel, the April 10th meeting was moved to April 3, 2006.
10. Youth Commission shirts were distributed to the new members.
11. The meeting was adjourned at 8:01 p.m.