



Monthly Meeting Minutes

DATE: 11/15/24 Meeting #187 Meeting Conducted by: Paula Zachary

Minutes taken by: Gaylin Mull

Coalition Members Present Name & Title	Organization Name and Role in Organization	Sector Representation
Taylor Addison	TPG	Staff
Gaylin Mull	TPG	Parent
Bridget Bailey	TPG	Staff
Aaron Chabaud	LHSC	Law Enforcement
Paula Zachary	Parent	Parent
Davin Siekkinen	Parent	Parent
Strader Cieutat	Tangipahoa Parish School System	School System
Ashley LeSaicherre	Junior Auxiliary of Tangipahoa	Civic/ Volunteer Group
Rebecca Abel	TADAC	Youth Serving Organization
Angela Shuckhart	Office of Public Health	Healthcare Professional
CW2 William Petty	National Guard	Other Community Agency
Brandon Hurst	OPH-LDH	Other Community Agency
Michelle Gallo	Crime Stoppers of Tangipahoa	Youth Serving Organization
KeAndrea Anderson	Halo Firm	Other Community Agency
Chris Roy	VIA LINK	Other Community Agency
Kasey Lotz	ADAPT Washington Parish	Other Community Agency
Mattie Hawkins	Campaign for Tobacco Free Living	Other Community Agency
Felicia Ellzey	Educators Club House-Leading Command Ministries	Religious Organization
April Higgins	North Shore Regional Safety Coalition	Other Community Agency
Brandi Gonzales	TPSS	School System
Rosa Locascio	Southeast Louisiana Community Health System	Healthcare Professional
Tykesha Robertson	Florida Parishes Human Services Authority	Other Substance Abuse Organization
Derek Foster	Hammond Police Department	Law Enforcement
Kimberly Butcher	Well-Ahead	Other Community Agency
Bobby Perez	Tangi Times	Media
Wylisha Day	Florida Parishes Human Services Authority	Other Substance Abuse Organization
Jason Fontenelle	Louisiana Healthcare Connections	Healthcare Professional
Chris Fox	SOARR	Youth Serving Organization

	DISCUSSION	ACTION
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Welcome/ Introduction	<i>Introductions</i>	The meeting was called to order at 12:00 PM by Paula Zachary who also welcomed everyone to the TRACC meeting. The meeting was held at the Clausen Building in Hammond, LA. All in attendance, in unison, read the TRACC mission statement, which is located at the top of the agenda.
	<i>Approve Minutes</i>	Michelle Gallo made the motion to approve the minutes from the October meeting, and Strader Cieutat seconded the motion. Voting was unanimous. Motion Carried.
	<i>Agenda Amendment</i>	Paula Zachary reported that an amendment to the November meeting agenda was needed. Taylor reported to the coalition that she needed to add the nominations of the 2025 Executive Board nominations to today's agenda. Chris Fox made a motion to amend today's agenda and Michelle Gallo seconded that motion. Voting was unanimous. Motion carried.
Old Business- After Action Updates	<i>Halloween Events</i>	Gaylin reported that TRACC participated in many Halloween community events. TRACC's first event was Halloween in the Park at PARD. The second event was Boo at the Rec in Hammond. The third event was Nightmare in the Arena in Amite. At each event we passed out suckers with the QR code attached that showed our educational vaping video. The last event TRACC participated in was "Night Out Against Crime" with Tangi Crimestoppers and Hammond Downtown Development District in Downtown Hammond. Informational material was given out at this event. TRACC staff thanked all coalition partners that assisted in making all these events happen.
	<i>Red Ribbon Week</i>	Bridget reported that Red Ribbon Week started with the kick-off of Night Out Against Crime. The coalition and TRACC staff conducted another push for "Paint the Town Red" in our community. The Coalition received 126 signed pledges from Kentwood to Manchac this year surpassing the 114 signed pledges received last year. This event is growing, and we hope to add to this number for next year.
	<i>Sober Tailgate</i>	Bridget reported that Matthew Foster attended this event. Matthew stated that the attendance at tailgate was very poor because the game time was changed at the last minute due to inclement weather.
ACTION Items	<i>Empty Chari Project</i>	Paula Zachary reported that she, representing Mothers Against Drunk Driving (MADD), as well as Cali and Bridget, representing TRACC, were in attendance for this event. Angela Shockley is the chairperson of this event who had her own personal chair set out for her daughter who she lost to an overdose. Bridget reported that the project is called Mo's Movement. Mrs. Shockley held this event in Tangipahoa Parish at the Amite Courthouse. There were 42 chairs set out in remembrance of those lost to Drug Poisoning Homicides. Mrs. Shockley, who lives in the north end of Tangipahoa Parish, is the chairperson of both the Mississippi and Louisiana chapters.
	Community Events Committee <i>Louisiana Healthcare Connections - Family Fun Day Nov 23rd 11am-2pm</i>	Taylor reported that Louisiana Healthcare Connections (LHC) is having an event on Saturday, November 23rd at Hammond Rec Department. This event is also the same day as Starry November Nights in Cate Square Park in Hammond. The committee decided that the Louisiana Healthcare Connections event would be more of a fit to participate in, instead of Starry November Nights. TRACC staff are unable to participate in this, however we would be glad to give educational information for a coalition partner to hand out for TRACC. Jason Fontenelle who is in attendance today gave more information about this event. Chris Fox with SOARR offered to pass out educational pamphlets for TRACC. Bridget suggested that we vote after discussing all the events we have on the agenda.
	<i>Hammond Christmas Parade</i>	Taylor reported that the Hammond Christmas Parade and the Ponchatoula Area Recreation Districts "Winter Wonderland" are on the same day Saturday, December 7th. Michelle reported to the coalition that this is Hammond Rotary's 66th Annual Christmas parade. In the past, TRACC has participated with our youth group KEYS kids, however KEYS kids are not available this year to participate. The youth committee is asking the

		<p>coalition if they would like to participate in the parade and throw out the suckers with vaping messaging again. The coalition members in attendance wanted to participate in the Christmas Parade instead of PARD's "Winter Wonderland". Bridget asked that we send an email out to obtain a head count of participants for the parade. Chris Fox made a motion to attend the LHC Family Fun Day and to participate in the Hammond Christmas Parade. Michelle Gallo seconded the motion. Voting was unanimous. Motion carried.</p>
	<p><i>Toys for Tots-Jingle Jam hosted by SHHP</i></p>	<p>Brandon Hurst from LDH office of public health reported to the coalition that the 2nd Annual "Jingle Jam" in support of Toys for Tots is being held on December 22nd in Hammond at the African American Heritage Museum. This is a toy drive for children up to the age of 13. Taylor stated that at the community events committee we discussed one of two things to happen here, we could have a vendor table at this event, or we can have members of the coalition to donate toys. The coalition decided that they would each donate a toy to this event. Coalition members were asked to bring unwrapped gifts to the next coalition meeting on December 13th. Michelle made a motion to participate in the Jingle Jam by each coalition member donating a toy to the event. Davin seconded the motion. Voting was unanimous. Motion carried.</p>
	<p>Media Committee <i>Update from November 14th Meeting</i></p>	<p>Gaylin reported to the coalition that our Media Committee met Thursday prior to today's TRACC meeting. At the media committee meeting Bridget informed the committee that we do not need a Request for Proposal because we are not exceeding the cap of allotted monies mandated by federal guidelines. We only need to create a scope of work letter that we will provide to the local marketing agencies. TRACC staff will put together a scope of work letter in the next couple of weeks. Gaylin explained what the coalition is looking for as far as new messaging, YouTube Channel, social media, and updating our Law Enforcement campaign. We would also like to reformat our webpage so that it will be easier to navigate.</p>
	<p><i>Annual Report Card in Tangi Lifestyles</i></p>	<p>Gaylin reported that our annual report card has been submitted to Tangi Lifestyles for their Nov/Dec issue. A copy of the report card was passed around for the coalition to see.</p>
	<p>Youth Committee</p>	<p>The next meeting will be January 7th at 9:30 am. We will not have a December meeting.</p>
	<p><i>KEYS in Schools</i></p>	<p>Taylor reported that the committee has completed the Tool kit and it has been sent out. Taylor has been in contact with Crystal Hooper of Tangi School Systems. Mrs. Hooper sent an email out to school personnel about our KEYS program. So far, Taylor has received a reply from Loranger High School stating that they are interested. Taylor also informed the coalition that we are waiting to set up a meeting with Kentwood High School. Taylor did mention however, that she made a mistake in informing Mrs. Hooper that the KEYS program is only for high school students. Taylor mentioned this because we have gotten interest from Hammond Eastside upper.</p>
	<p><i>Other issues to address</i></p>	<p>Taylor reported that at the youth committee meeting we discussed other issues our teens are facing, such as mental health, anxiety, vaping, depression. The committee felt that the trends they are seeing that our teens are struggling with need to be broadened to bring to our youth. This discussion ties back into our media that we will use to reach our youth where they are. Brandi Gonzales reported that there is a panorama survey that the students in the school system took recently that will give us some good data to see what the students are feeling and dealing with. Mrs. Gonzales stated that according to their local data they believe that vaping and alcohol use is contributing to students' rise in mental health issues.</p>
	<p>Sustainability Committee <i>Updating Sustainability Plan</i></p>	<p>Rebecca Abel reported to the coalition the data received regarding our sustainability plan from the survey that was sent out recently. There were 20 responses from the coalition, which Bridget felt was a good number of responses. We discussed the high and low priorities items that the coalition feels need to be sustained, rewritten, or cut from our</p>

<p>Other Business</p>	<p>Other <i>LHSC Grant Updates</i></p>	<p>action plans. Media awareness needed to be sustained as well as continued community events; however, the coalition felt that the reach needed to broaden across the parish, especially to the northern end of Tangipahoa Parish. The coalition felt that trends need to be maintained, such as youth slang. Bridget also stated that the other thing that was mentioned was reaching the collegiate community. The coalition is looking to reinstate the university committee.</p> <p>Taylor reported that our three LHSC grants No Refusal, B.R.A.K.E.S., and SBIRT have received their go to work letters. Aaron informed the coalition that the Tangipahoa Parish Sheriff's Office has received their go to work letter. Hammond PD is awaiting their go to work letter to be signed as it must go before the City Council. Derek Foster with HPD informed the coalition that the LHSC grant was discussed at the last council meeting and the vote went through to approve the grants that were received.</p>
<p>Upcoming Meetings</p>	<p><i>December Meeting Date Change</i></p>	<p>Mrs. Paula reported that the December meeting will take place on December 13th which is earlier than normal due to the holidays.</p>
	<p><i>Executive Board Nominations</i></p>	<p>Taylor reported that we are accepting nominations for new Executive Board members. Taylor stated that Mrs. Paula is our current Chairperson, Matthew Foster is the Vice Chair, and Gaylin Mull is our secretary. We will send out an email to make nominations and those are due by December 6th.</p>
	<p><i>Youth Committee Mtg.</i> <i>TRACC Law Enforcement Meeting</i> <i>TRACC Coalition Meeting</i></p>	<p>January 7, 2025 @ 9:30AM, Clausen Large Conference Room November 20, 2024 @ 9:30 AM, Clausen Large Conference Room December 13, 2024 @ 12 PM, Clausen Large Conference Room</p> <p>The meeting adjourned at 1:30 PM.</p>

