

DUNN COUNTY CRIMINAL JUSTICE COLLABORATING COUNCIL

DRAFT

Minutes of the Dunn County Criminal Justice Collaborating Council (CJCC) Communications Work Group Meeting Held on August 24, 2020, at 11:00 am via Zoom

1. Call to Order:

2. Call of the Roll:

- a. Present were Chair, Menomonie Police Crime Prevention Specialist Brenna Jasper; Deferred Prosecution Coordinator Deanna Arntson; Menomonie Police Sergeant Brian Hagen; DHS Director Kristen Korpela; Clerk of Courts Katie Schalley; Website Specialist Krista Vind; and Criminal Justice Coordinator Sara Benedict.

3. Approval of the Minutes of the November 19, 2019 Meeting:

- a. Clerk of Courts Schalley motioned to approve and MPD Sergeant Hagen seconded the motion. No discussion. The motion was approved by voice vote.

4. Staff Reports:

- a. All the Work Groups have started to hold meetings virtually. Some have been meeting regularly through the summer and the rest are starting up again.
- b. The Executive for CJCC has asked us to look at Goals and Objectives for the remainder of 2020.
- c. The EBDM Work Group has identified some short training videos on the Law Enforcement Proxies, for new hires. Chief Atkinson indicated this may be a project for this group to be able to assist with regard to getting that information out there.
- d. The DEC Work Group is discussing some Public Service Announcements that the Communications Group could set up virtually.
- e. Project Hope has launched and the Botvin Life Skills is being implemented in the schools. At this time it is being offered for the middle school age children.
 - i. As part of this is the implementation of the Youth Response Team to share communication, within schools, about children who are high risk.
 - ii. Chair Jasper is sending out a press release today.
 - iii. Also, Youth Mentoring is beginning in the schools, and will be searching for volunteers.
- f. The National Night Out, for August, was canceled this year, due to Covid-19 uncertainty.

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- g. The December “Shop with a Cop” will be going forward and is partnered with Wal-Mart, this year.

5. Alcohol Poster Project

- a. The Posters are ready for distribution.
- b. Coasters and Business Cards are not yet ready. Funding is still needed for these, but the mock-ups are ready. Discussed how cards are not used often and coasters are used once then done.
- c. Discussed building a landing page for Alcohol Initiative off of the CJCC website to store information and poster images.
- d. There was some brainstorming regarding the best way to get the options to the public for safe rides home from bars. This included adding a QR code to the posters, so that people can take a picture of it, and download some options for safe rides. This would eliminate having coasters or cards, which are basically one time use items. Website Specialist Vind indicated she can create the code and then added to any kind of label which would be attached to the posters. This code would also be added to the website. By doing this, there would be cost savings since the “one-time use items” will no longer be necessary.
- e. After including the QR code to the posters, the next step would be to inquire with the various establishments as to who may be willing to include the code in the “bill presenter.” This option would make it very easy for people to download the code in order to see the safe-rides.
- f. **Review Work Group Goals and Activities for 2020**
 - i. Reevaluated what can be moved ahead and what needs to be tabled until after Covid.
 - 1. Planning one or two forums in the community.
 - a. Can still try for one forum later in the year (October), could be done virtually. One topic to consider: Poster Project/OWI data crunching.
 - 2. Update and publish CJCC Master Play Book, annually.
 - 3. Coordinate PR messaging.
 - a. First Family Treatment Court (FTC) graduation is coming up in September 2020. Coordinator Benedict will write press release.

