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# ***ILLINOIS DUI PREVENTION AND EDUCATION COMMISSION***

## **MEETING MINUTES**

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Meeting Date: 2/24/2022

Meeting Location: Online

***Approved***

Recorded By: Shannon Alderman

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**ATTENDANCE**

<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>Present</b>
Lt. Jody Huffman	Acting Commander, D9	Illinois State Police (ISP)	Y
Laura Garcia	Chief of Staff	IDHS, Division of Substance Use Prevention and Recovery (SUPR)	Y
Brenda Glahn	Assistant General Counsel	Illinois Office of the Secretary of State (ILSOS)	Y
Patrick Delfino	Director	Illinois Office of State Appellate Prosecutor (ILSAAP)	N
Adam Gabany	Chief	IDOT, Bureau of Safety Programs and Engineering, Safety Programs Implementation Section (BSPE)	Y
Carissa Callaway	Manager	IDOT, Bureau of Safety Programs and Engineering, Behavioral Programs Unit (BSPE)	Y
Henry Haupt	Downstate Press Secretary	Illinois Office of the Secretary of State (ILSOS)	Y
Shannon Alderman	Impaired Driving Program Coordinator	Illinois Department of Transportation, Bureau of Safety Programs and Engineering (BSPE)	Y

**MEETING LOCATION**

Online via Cisco Webex

Meeting Scheduled to Start: 11:00 a.m.

Meeting Actual Start: 11:10 a.m.

Meeting Scribe: Shannon Alderman

## AGENDA

- **Welcome**

Chairperson Huffman called the meeting to order. All members, except Pat Delfino of the Illinois Office of State Appellate Prosecutor, were present, fulfilling the quorum requirement. Brenda Glahn communicated that she would be a bit late.

In addition to each Commission member, also in attendance were Adam Gabany and Carissa Callaway from IDOT's Bureau of Safety Programs and Engineering and Henry Haupt, Downstate Press Secretary for the Office of Illinois Secretary of State.

- **Minutes**

A final draft of the January 10, 2022 meeting minutes were shared onscreen. Additionally, a copy had also been shared with members via email for review. The meeting proceeded with Chairperson Huffman asking for a motion to approve the minutes from the last meeting. A motion to approve the minutes was made by Shannon Alderman and seconded by Laura Garcia to approve as written and the group concurred with the approval of the January 10, 2022 meeting minutes.

- **Business**

Shannon Alderman from IDOT then shared a document that outlined the funds available in the DUI Prevention and Education Fund currently and explained the breakdown of funding available for the remainder of FY22 and all of FY23. He then introduced a possible scenario of all costs including production of youth and adult creative of a cannabis-related advertisement and costs associated with a media buy for a youth spot in the spring timeframe for a youth spot and running adult spots in the summer of 2022 (FY23).

Brenda Glahn joined the meeting approximately 10 minutes in. Shannon gave a quick update to bring Brenda up to speed.

The group discussed these particulars for the logistics of a cannabis-impaired driving campaign: Production of two spots (creative packages) – adult and youth (underage) - \$85K x 2 = \$170K, for prom season, dedicate up to \$300K for an underage media buy (with the vendor suggesting how best to spend this, utilization of remaining \$400K+ for FY23 to execute a media buy focusing on an adult audience during July 4<sup>th</sup> and Labor Day that would augment the impaired driving spots already running at that time.

Shannon explained executing the adult campaigns during already existing media campaigns would increase buying leverage and effectively provide a summer-long media campaign.

The group shared comments that this plan seemed very workable. Shannon explained that the IDOT vendor would be presented with these ideas and that he would communicate those ideas back to the group as that happens.

Laura Garcia shared the importance of conveying the message the cannabis is not safe for use in all ways and scenarios.

Chairperson Huffman asked the group to move forward with a vote on the dollar amounts previously discussed and a roll call vote was taken. Each member voted to approve and Mr. DeFino, of the Illinois Office of State Appellate Prosecutor (ILSAAP), was not in attendance but a quorum of 3 members was present.

The next meeting date was left open.

The meeting was adjourned.

## **MEETING END**

Meeting Schedule End: 12:00 p.m.

Meeting Actual End: 11:29 a.m.

## **NEXT MEETING**

Next Meeting: TBA