

ARCH MINUTES
WED, APRIL 5, 2006
8:30 AM, ESC BUILDING

Meeting Attendees:

J. Braun, parent*
P. Clark, parent*
L. Korohey, parent*
J. Lemco, parent*
L. Lenker, parent*
P. Littlewood, TESD*
E. Moeller, ARCH Co-Chair, parent*
K. Nolt, COAD*
C. O'Halloran*
M. Tannenbaum, parent
J. Videlock, TESD*

* Denotes active ARCH member.

E. Moeller called the meeting was called to order and welcomed everyone. Introductions were made.

J. Braun gave the secretary's report, noting that meeting minutes are posted on the website.

L. Korohey gave the treasurer's report. Our current balance is \$4035.81. There are expenses relative to the PLCB Grant that will come out of that total. L. Lenker is working on getting an extension on the timeframe we have to spend the money since we got the funds so late.

It was noted that Mike Green, an NCAA approved speaker on drugs & alcohol, will speak at Conestoga High School on April 20th, during 2nd period. We are looking for volunteers to assist during the lunch periods the week of 4/17 for student sign-ups.

C. O'Halloran led the discussion on ARCH's marketing effort over the past year. It was noted that everything we do is in some way marketing the organization and other times our goal is to market the "ARCH message". Following are some thoughts on specific areas in the ARCH marketing effort.

- Brochure: In need of updating
- Website: Very informative, up-to-date, and professional

- Parent Meetings: We do a decent job of getting the ARCH message to parents whenever they are gathered for other occasions (athletic meetings, DARE graduations, etc.) This is an ongoing goal for ARCH.
It was noted that when we attend these meetings, we have to carefully construct the message in a non-threatening way. This would be an undertaking for ARCH Board Members and School Liaisons.
- Presence at ISC Meetings: This would be a new undertaking. We are looking into the schedule for next year.
- Ads in Newsletters/Directories/Sports Programs: We have had a stronger presence this year and will continue to work in this area.
- Newspaper/Letters to the Editor: ARCH has gained much visibility through E. Moeller's timely letters and we will continue this effort.
- TETV: This would be a new area which would require much coordination and manpower. The idea was brought up to do a worthwhile interview.
- Survey Results/Rollout: This will be coming up in the fall; we have to discuss the format (multiple presentations); where it will be held, etc. School Liaisons could be very helpful in affecting a greater turnout.

E. Moeller reported on the grant money obtained by J. Hagy from Lexis Nexis. This company is donating \$2044 to be used for posters (billboards) along the Septa R5 Commuter Line. Flash Graphics is providing the materials necessary. All present agreed on the "Refrigerator Ad", in that it conveys the ARCH message of parental awareness. (Ad is owned by FACE.)

Slate of ARCH Officers for 2006-07. As per the ARCH Bylaws, officer elections will be held at the May 3, 2006 meeting, the last regular community meeting of this 05-06 fiscal year. At present, the slate of proposed officers is:

For Co-Chair – E. Moeller (for 2-year term)
For Treasurer – P. Clark (for 2-year term)

Already serving as officers are

Co-Chair L. Boyle (has 1 year remaining of 2-year term)
Secretary J. Braun (has 1 year remaining of 2-year term)

Please contact any Board officer if you wish to run for office or post anyone else's name for nomination.

Outline of Current Projects & Proposals. L. Lenker gave an update of the School and Community Partnership Committee, including the steps taken for the use of the PA LCB grant. Ads are being made for sport booster club programs for the spring season. ARCH will have a presence at the Fall Athletic Meeting (held in the spring). ARCH is donating

a brochure rack to the Upper Main Line YMCA and will keep it stocked with prevention brochures. We will participate in Healthy Kids Day at the UMLY on April 22. As previously mentioned, ARCH is bringing speaker Mike Green to Conestoga on April 20.

P. Clark gave an update on the Youth Committee. Committee members attended Great Valley PHY's high school focus group. A diverse group of students were selected to participate. They were bussed off campus and divided into small discussion groups and given an opportunity to talk about their lives and have adults listen. PHY is planning a focus group for middle school students, too. ARCH's Youth Committee is exploring the possibility of conducting youth focus groups in T/E.

E. Moeller handed out an ARCH volunteer solicitation page (to be posted on the website), a rough drawing of an ARCH organizational chart, and a sign up sheet for participation in upcoming ARCH events.

Respectfully Submitted,
J. Braun & E. Moeller