

## **ARCH Community Meeting Minutes April 6, 2005**

The meeting was held at the ESC Building from 8:30 – 10:00 AM. Bonnie Lyon, Co-Chair, conducted the meeting. All in attendance were invited to sign the Active Member contract, which, as part of the new bylaws, indicates who is committed to actively working to accomplish the goals and objectives of the organization. This contract for ACTIVE Membership is good until the end of this fiscal year (May 31, 2005).

The following were in attendance and did sign the ACTIVE Member Contract:

Nancy Adams, Conestoga High School  
Cheryl Bergsma, parent  
Loretta Boyle, parent  
Jeanne Braun, parent  
Lynne Brown, parent  
Pat Clark, parent  
Jane Hagy, parent  
Terry Kenworthy, The COAD group  
Judy Lemco, parent  
Lisa Lenker, parent  
Pattie Littlewood, TE School District  
Bonnie Lyon, Co-Chair, parent  
Ellen Moeller, Co-Chair, Secretary, parent  
Susan Poritsky, parent  
Joyce Videlock, TE School District  
Brad Zerr, Upper Main Line YMCA

**Bylaws Addition** In the process of discussing the 3-year strategic plan, it was proposed and voted unanimously to make the following addition to the bylaws:

### ARTICLE III

4. **Strategic Plan** – The organization will be guided by a strategic plan that is updated annually. Each Committee will develop an action plan that adheres to the strategic plan.

**Strategic Plan** The proposed strategic plan was discussed. J. Hagy pointed out that the top three risk factors, according to our Youth Survey results, should be reflected in the strategic plan. These risk factors are:

1. Community norms and favorable (parental) attitudes toward the problem behavior
2. Friends who engage in problem behavior and who express favorable attitudes toward problem behavior
3. Community Disorganization, low neighborhood attachment (no town, no sidewalks, no public transportation, etc)

It was decided that as these risk factors may change over time, and because the strategic plan is focused on a 3-5 year period of time, they do not need to be identified explicitly in the strategic plan. Each active Committee will have its own Action Plan and will reflect goals that are in response to the risk factors as identified in our community. Likewise, when we spontaneously

create a great idea, ARCH will encourage the fulfillment of a creative spark, to inspire and encourage the “can do” process of our membership.

Following discussion, the 16 Active Members voted unanimously to accept the proposed strategic plan as our guiding framework. The final draft of the adopted strategic plan is attached to these minutes.

### **Committee Updates**

**Youth Survey Presentation** – Joyce Videlock reported that the survey results will be presented to a daytime audience on Thursday, April 28, 2005, from 9:30 – 11:00 AM, in Room 268 of Conestoga High School. Flyers are being distributed to parent groups in each school in the district and are being placed in school newsletters. ARCH members were encouraged to take and post flyers in community venues as appropriate. Joyce will see that the flyer is posted on the district website. Bonnie Lyon will represent ARCH and be available to speak briefly. CAPCO is seeking a speaker to represent the Post Prom Organization to speak, as well. Jane Hagy and Loretta Boyle will be available to set up the information table and be available for questions.

Joyce Videlock is also making plans to visit the faculties of the elementary schools to give a Youth Survey Presentation summary to each.

**Marketing and Publicity** Jane Hagy reported that the Table Top Display has not yet been received by ARCH, but hopefully will be received soon. They have a contact who will make the ARCH party guidelines into a new, bi-fold brochure. They are working on writing their committee action plan.

**Youth Committee** Pat Clark stated that the youth activity, which had been planned for April 29, has been cancelled. It was determined that due to a variety of reasons, a consistent group of students was not available to collaborate with the ARCH members to plan such an event. The Committee is not dissuaded from continuing to collaborate and plan events during the next school year. The Committee has met with Matt Gibson, principal of VF Middle School, and will collaborate to help plan events at the middle school level, as well.

A discussion about having ARCH liaisons from each school in the TE District was briefly addressed. Loretta Boyle will be the liaison with TEMS and Beaumont ES. Jane Hagy will email the PTO presidents to ask that ARCH LIAISON be added to volunteer recruiting lists at each school. It was also discussed that having regular info/educational blurbs in the school newsletters will help get the ARCH name known and will help to publicize what ARCH does. This is potentially a publicity/marketing committee task.

Other ideas that were proposed are:

- “Bring a Friend to ARCH” campaign
- Make up “New Member” packets
- Utilize [www.health.org](http://www.health.org) for informative articles that are copyright-free and can be used by ARCH.

**Spring Fest at the Upper Main Line YMCA** – Brad Zerr announced that this event will be at the Berwyn location from 10 AM – 1:00 PM on Saturday, April 23. The target will be families with children ages 4 - 8. ARCH can contact Brad if we want to have an information table. PHY (Partnership for Healthy Youth), the ARCH counterpart in the Great Valley School District, will also have a table. T. Kenworthy suggested that, if we have a table, that we focus on 1 or 2 topics or 1-2 pieces of information to disseminate at that function, rather than bringing a large selection of materials that may be quickly thrown away.

**Paoli 250 Year Celebration** – This is another community event that the UMLY is participating in and Brad invited ARCH to join in with the Y if we wish.

**Student Award** - The youth Committee has corresponded with Delvin Dinkins (CHS) about awarding a senior student for service and leadership related to ARCH and its goals. The discussion led to the plan that ARCH will award a \$100 book scholarship + certificate to a senior student of our choice. We will ask Nancy Adams to make the presentation at the Senior awards ceremony.

The meeting was adjourned at 10:05 AM.

The next ARCH Community meeting will be Wednesday May 4, 2005 from 8:30 – 10:00 AM at the ESC. Officer elections will take place at that meeting. Nine Active Members must attend to obtain a quorum.

Respectfully Submitted,

Ellen Moeller  
Secretary