



Missoula County Buckle Up Montana Coalition & DUI Task Force (Combined) Meeting

Thursday, August 19, 2021

Zoom Meeting

Please Note there was a failure with the recording of the meeting.

Typically, meeting minutes are completed off the recording of the meeting and since there was a technical glitch the zoom meeting failed to record. These minutes were completed from memory.

Members Present:

Dodd McDermott	Kevi Berger
Regan Mecham	Jenny Ross
Rolf Tandberg	Sgt. Mike Hebert
Rich Salois	Michelle Evans

Introductions and Member Updates

Western Montana Fair – Post Event Report

- Special Thanks to:
 - o Missoula County Sheriff’s Department
 - o ROAD Court (Judge Holloway, Margaret Behan, John Donald, Jeff W., & Aaron N.)
 - o Pageant Queens (Kevi Berger, Justine Morris, Janet Bier, Kristina Johnson-Short)
 - o Safe Kids Missoula
 - o Rolf Tandberg, Leah Fitch-Brody, Shannan Sproull

I decided to take a fairly active approach during the fair. The location of the exhibit wasn’t the best but we did have a fairly steady stream of fair goers walking to and from a nearby parking lot, however,

the foot traffic behind us near one of the main entrances, was significantly greater. I will be asking for a different location for the 2022 Fair.

- I intentionally attempted to engage with all parents who had children who would be considered car seat/booster seat age. I would hand them a flyer about car seat safety and let them know about fitting stations here in Missoula.
- I actively engaged most other fair goers by asking telling them the story of the Respect The Cage car and why we were there. With only a few exceptions, the response was very positive.
- Some positive moments
 - A group of guys in their early to Mid-20s stopped by the car. One stated that he remembered the car being at his school about 10 years ago. I asked the group if they knew the story behind the car. That's when this gentleman stopped me and stated, "Let me tell the story." For the most part he remembered the story and I think it meant a little more to his friends. He was able to share the importance of always wearing a seat belt and always driving sober. It was a spectacular moment.
 - **Knuckles for Buckles**
 - A very young group of kids with 2 care givers walked by the exhibit. The little ones were in awe of the car. I told a very child friendly story about the importance of wearing a seat belt. The caretakers then turned to the children and said, "What do we say kids?" all of the children, in unison, shouted "Knuckles for Buckles!" The caretakers that explained to me that the children get to do knuckles with one another when they have their seatbelts buckled. If they are unable to reach one another they get to do knuckles towards the ceiling to indicate that their seatbelts are buckled. They also indicated that they oftentimes shorten the saying to "Knucks 4 Bucks!" I asked them if it was possible to shoot a video with them explaining this and they said unfortunately they were from a group home so they were not able to be on video. However they did give me permission to use the "Knuckles for Buckles" phraseology.
 - it should be noted that radio advertisements have already aired throughout the Missoula area with the Knuckles for Buckles as part of it and Flyers were printed and handed out to families with instructions on how to play the "Knuckles for Buckles" game in their car.
 - the Knuckles for Buckles was truly a gift and a highlight of the fair. I shared the story with family members of Jeremy who was the individual who died in the Respect the Cage car. They all appeared to be appreciative the car is still being used to educate our community.
- Next year I would like to do some planning around the fair and would like to **think big** about how we can really capitalize on the time and space.

Tik Tok Contest for High School Students

- I reported that Superintendent Rob Watson referred us to assistant Superintendent Russ Lodge regarding the TikTok contest. However, with time constraints and other projects that need to be done. I proposed that we hold off on the TikTok contest until a later date is determined. The coalition agreed.

RASS Classes

- Drive Safe Missoula has been contacted to complete a series of videos for the Responsible Alcohol Sales and Service (RASS) training in his beginning to work on that now.
- Really big news is that Drive Safe Missoula can now accept online payments for students of the RASS classes.

Drive Safe Missoula is now also advertising at Westside Lanes and Fun Center.

- The logo is displayed on screens, the website is displayed on one of the bowling alley pin rakes, and our name is also on the 300 Wall.
- The cost for one year of advertising is on \$600

Upcoming Events

- National Child Passenger Safety Week
- National Seat Check Saturday
- Safe Kids Fair