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# **ILLINOIS DUI PREVENTION AND EDUCATION COMMISSION**

## **MEETING MINUTES**

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Meeting Date: 5/17/2022

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>
Capt. Jody Huffman	Commander, D9	Illinois State Police (ISP)	Y
Laura Garcia	Director	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)	Y
Adam Gabany	Chief	IDOT, Bureau of Safety Programs and Engineering, Safety Programs Implementation Section (BSPE)	N
Carissa Callaway	Manager	IDOT, Bureau of Safety Programs and Engineering, Behavioral Programs Unit (BSPE)	Y
Melissa Amedeo	Senior VP	DCC Marketing	Y
Jennifer Sekosky	Account Supervisor	DCC Marketing	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: 9:00 a.m.

Meeting Actual Start: 9:01 a.m.

Meeting Scribe: Shannon Alderman

## AGENDA

- **Welcome**

Chairperson Huffman called the meeting to order. All members were present, fulfilling the quorum requirement.

In addition to each Commission member, also in attendance were Carissa Callaway from IDOT's Bureau of Safety Programs and Engineering and Melissa Amedeo and Jennifer Sekosky of DCC Marketing, IDOT's current media vendor.

Each member gave a brief introduction of themselves as did guests Melissa Amedeo and Jennifer Sekosky of DCC Marketing.

- **Minutes**

A final draft of the February 24, 2022 meeting minutes were shared onscreen. Additionally, a copy was also shared with members via email for review prior to this meeting. Chairperson Huffman asked for a motion to approve the minutes. A motion to approve the minutes was made by Brenda Glahn and seconded by Laura Garcia to approve as written and the group concurred with the approval of the February 24, 2022 meeting minutes. The approved minutes will be posted on IDOT's website.

- **Business**

Melissa Amedeo and Jennifer Sekosky of DCC Marketing presented a comprehensive overview of a plan to reach the 14-20 year-old demographic with an anti-cannabis use/impaired driving message.

They began by speaking about the intended target and explained that the focus will be on those people within the target demographic who live within the 23 counties within Illinois in which 85% of the population resides. They described the various digital and social media platforms that will be utilized in order to best communicate directly with the target demographic.

Discussion turned to the message itself as Melissa and Jennifer presented the creative design and wording they proposed for use on the various platforms. The two received comments and suggested changes from Commission members and gave feedback on what and how might be edited to better fit Commission's goals for the campaign.

For the social media wording and info-graphics, Capt. Huffman expressed that the "under-21"/"underage" message should be more clear, particularly in the info-graphic because that's much more noticeable to a younger audience who will ignore the text within a post or tweet, etc. Brenda Glahn concurred with the lack of emphasis on underage illegality and also expressed that the "It's Not a Game" logo seemed disconnected.

Shannon Alderman described how the "It's Not a Game" slogan draws the cannabis campaign into the larger overall highway safety campaign with the intention of creating familiarity with the public. He also described how the short videos better bring to the forefront the "cannabis is illegal for those under-21" message and also how the buy itself is composed to target only those people under age 21.

Laura Garcia shared that the overall message seemed to be cannabis impaired driving over underage use, and she also pointed out, along with Brenda Glahn, how the people in the photos in the graphics looked older than the target demo and that they shouldn't be shown in a club setting.

Finally, a budget breakdown for each of the costs for the campaign was presented, and Melissa Amedeo explained that the budget for social media "influencers" will be put toward Tik Tok because of the urgency to get the campaign started. There were no questions or comments on the budget.

Shannon Alderman volunteered to distributed changes and edits back to the group via email in the next few days so that the campaign could get underway the week of May 23. Chairperson Huffman asked that the media vendor make changes per the suggestions offered at today's meeting, and the vendor representatives agreed to do so.

The next meeting date was left open.

The meeting was adjourned.

## **MEETING END**

Meeting Schedule End: 9:00 a.m.

Meeting Actual End: 10:24 a.m.

## **NEXT MEETING**

Next Meeting: TBA