

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director
Lisa A. Sahulka, Director, Programs & Finance

Bridges of America/The Pinellas Bridge - Coalition for a Safe and Drug-Free St. Petersburg: Update

The Juvenile Welfare Board allocated \$50,000 for FY 00-01 and budgeted up to \$50,000 for FY 01-02 for a planning grant to Bridges of America – The Pinellas Bridge to establish the Coalition for a Safe and Drug Free St. Petersburg.

The Coalition for a Safe and Drug-Free St. Petersburg is the community outreach component for Bridges of American – The Pinellas Bridge. Full occupancy of the building is scheduled for July 1, 2001. While the core services of Bridges of America – The Pinellas Bridge provide community-based drug treatment, the Coalition is the community education and prevention element. Though there have been delays relevant to the treatment services for Bridges of America – The Pinellas Bridge, the Coalition for a Safe and Drug-Free St. Petersburg is operational.

JWB staff worked with the Coalition staff to develop measurable objectives appropriate to their planning grant. Since November 2001, the Coalition has been working towards completion of their nine objectives designed to develop organizational capacity over the two-year period. JWB staff are in regular contact with the Coalition. To date, the Coalition has completed two objectives specific to establishing a Board of Directors:

- ♦ By-laws were approved at the February 7, 2001 board meeting.
- ♦ The members of the Board are:
 - Goliath Davis, Chief of Police – City of St. Petersburg
 - Darrel Irions, Executive Director – St. Petersburg Housing Authority
 - Adelle Jemison, South County Community Council
 - Iveta Martin-Berry, President of Campbell Park Neighborhood Association
 - Rick Davis, Senior Vice President – Danka
 - Bob Neri, Director of Clinical Services – West Care
 - Arnold Andrews, Executive Director – Catholic Charities
 - John Sheehan, Vice President – Florida Region, West Care, Inc.

Progress towards the six other objectives include:

- ♦ The Coalition is in the process of establishing advisory groups representing various populations in the community such as youth, parents, and faith organizations. The community advisory groups will be formally developed during late summer as an outgrowth of the information and advice received from the focus groups representing participants and as a result of the key informant interviews. Currently, 20 individuals have committed to volunteering in the Coalition in some capacity.
- ♦ The Coalition has completed the application to establish their 501(C)(3) status. Skip Fraser of the CPA firm, Fraser, Culbreath & Company is currently reviewing the paperwork.

In order to fulfill the final measurable objective, the Coalition is required to develop a strategic plan and an organizational and financial management plan to sustain the Coalition. The development of a strategic plan is scheduled to begin in September 2001. The Coalition is aware that JWB offers technical assistance in the area of developing a strategic plan.

Staff Resource: Susan Biszewski-Eber Programs & Finance
Attached: Measurable Objectives

**Bridges of America, Inc. - The Pinellas Bridge
St. Petersburg Coalition for a Safe and Drug Free Community**

**Measurable Objectives
FY 2000-01**

1. The Coalition will establish a volunteer Board of Directors having not less than six (6) members.
2. The Board of Directors and staff will develop and implement an Outreach Plan to market the Coalition to the community and secure a minimum of 20 Coalition members, 30 Advisory Group members, and 40 volunteers to help with specific projects.
3. The Coalition will establish and develop a minimum of five (5) community Advisory Groups that will be comprised of community volunteers (concerned citizens, experts, community leaders) that will focus on identifying prevention needs and strategies to fulfill the mission of the Coalition. Each advisory group will target a specific population or area of need (i.e., youth, seniors, families, business, faith, law enforcement, education, defined neighborhoods, scientific and/or special projects.)
4. The Board of Directors will develop by-laws and terms of affiliation by the end of the fiscal year. These by-laws and terms will govern the operation of the Coalition and will reflect a management structure that invites communication and cooperation among the various components of the organizational structure.
5. The Coalition will incorporate as a 501 (c) 3 private, non-for-profit organization.
6. The Coalition will develop and administer surveys to a minimum of twenty (20) key informants for the purpose of identifying and prioritizing prevention needs within the community.
7. The Coalition will conduct a minimum of three (3) focus groups with community members for the purpose of identifying and prioritizing prevention needs within the community.
8. The Coalition will begin development of a Strategic Plan for implementing feasible prevention activities that are based on the community's assessment of prevention needs and priorities.
9. The Coalition Board and volunteers will develop an organizational and financial management plan that will include policies and procedures, a funding strategy, and a system for identifying, tracking, and documenting Coalition activities, community needs, and assets.