

## **YOUTH COMMISSION AGENDA**

**Wednesday, December 11, 2013  
7:00 P.M.**

**Operations Service Center – 3333 Busch Road**

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### **CALL TO ORDER**

- Pledge of Allegiance
- Roll Call

### **AGENDA AMENDMENTS**

### **MINUTES**

1. Approve regular meeting minutes of November 13, 2013

### **MEETING OPEN TO THE PUBLIC**

2. Introductions/Awards/Recognitions/Presentations
  - Teen Poet Laureate Program - Diana Fu & Nive Raghavan, Teen Poet Laureates
  - Alameda County Public Health Department – Project Teen Friendly – Janice Louie, Tobacco Control Program
  - Youth Master Plan Presentation - Goal #5: Taylor Sowers, Yandi Wu
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

### **MATTERS BEFORE THE COMMISSION**

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Approve Participation in Alameda County Project Teen Friendly

### **COMMUNICATIONS**

5. Clean Water Project Status Update – E-mail from Eric Arellano

### **COMMISSION REPORTS**

6. Committee Meetings
  - A. Bicycle, Pedestrian, and Trails Committee
  - B. Cultural Arts Master Plan Steering Committee
  - C. Parks and Recreation Master Plan Steering Committee
  - D. Youth in Government Day Committee
  - E. Teen Job Fair Committee

7. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

## **COMMISSION COMMENTS**

## **STAFF COMMENTS**

8. Community Services Update
9. Library Liaison Update
10. Police Liaison Update

## **ADJOURNMENT**

**NEXT MEETING:** January 8, 2013

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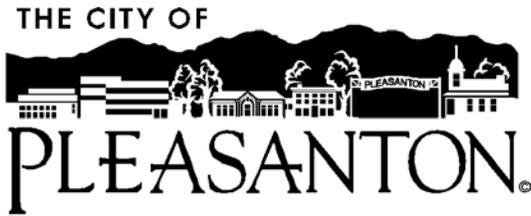
### **Notice**

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

### **Accessible Public Meetings**

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# Youth Commission Minutes

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Operations Service Center – 3333 Busch Road, Pleasanton, CA  
November 13, 2013 - 7:00 p.m.

## CALL TO ORDER

The meeting was called to order at 7:15 p.m. by Chairperson Kaitlyn Mallie.

## Pledge of Allegiance

The Pledge of Allegiance to the flag was recited.

## Roll Call

Commissioners Present: Lori Franklin, Diane Hadley, Michael Lamos, Neha Nirkondar, Katie Olmo, Jonathan Pearce, and Chairperson Kaitlyn Mallie.

Commissioners Absent: Russell Ambrosiewicz, Saira Grewal, Meghna Sinha, Taylor Sowers, and Yandi Wu

Staff Present: Rachel Mariscal, Recreation Coordinator; Michael Patrick, Management Analyst; Teresa Parham, Teen Librarian; and Edith Caponigro, Recording Secretary.

## AGENDA AMENDMENTS

There were none.

## MINUTES

### 1. Approve regular meeting minutes of October 9, 2013

A motion was made by Chairperson Mallie, seconded by Commissioner Olmo, to approve the October 9, 2013 meeting minutes. **The motion was approved.**

## MEETING OPEN TO THE PUBLIC

### 2. Introductions/Awards/Recognitions/Presentations

- Ptownlife Photography Contest Winners – no representation.
- Youth Master Plan Presentations

“Goal 3: Contributing Youth” of the Youth Master Plan Goals and Strategies focuses on children and youth being equipped with age-appropriate social, emotional and education skills and tools to manage the transition through their childhood and teen years into responsible young adulthood. Commissioner Pearce provided his presentation on “Goal 3: Contributing Youth” providing the following information on Challenges, Strategies, and Partnerships:

Challenges:

- Community Service Opportunities
- Increased Participation in Volunteerism, and
- Youth-voice in Community Decision-Making

Strategies:

- Develop youth-led processes and draw on youth as resources to increase youth participation in programs designed to promote health, safety, and environmental benefits.
- Support youth efforts to contribute and influence their peers positively, including peer-to-peer mentoring programs and services for children and youth of all ages.
- Involve children and youth in decision-making including the need for, and planning of, youth-oriented programs and spaces.
- Increase opportunities for children and youth representation and involvement on City commissions and business and non-profit organization committees.
- Develop opportunities for the Youth Master Plan Implementation Committee (YMPIC) and Youth Commission to work together, integrate and simplify their missions and implement the Youth Master Plan.

Partnerships:

- Church Groups/Faith Community
- City Commissions and City Departments
- Cultural Organizations
- Local Non-Profit and Youth-Serving Organizations
- Local and Regional Business and Business Organizations
- Pleasanton Unified School District
- Workforce Agencies and Organizations
- Youth Development Organizations

Goal #4 focuses on Youth Friendly Environments and meeting goals of the Youth Master Plan. A presentation on this Goal provided by Chairperson Mallie, and Commissioners Olmo and Lianos included:

Youth Friendly Environment:

- Children and youth have safe access to and benefit from a variety of youth-oriented activities and spaces, where they can recreate, gather, and learn.

### Partnerships:

- Church groups and the faith community
- City Departments
- Cultural organizations
- Local non-profit and youth-serving organizations
- Local and regional businesses and business organizations
- Pleasanton Unified School District
- Social Service Agencies

### Strategies:

- Support the planning and development of a community facility or existing dedicated space that welcomes children and youth and meets their needs, interests, and abilities.
- Explore the youth/community center opportunity on the Bernal Property.
- Work with local businesses to develop a youth-friendly business program to expand affordable and safe locations for youth to gather Downtown.
- Expand and promote the City of Pleasanton's child and youth activities by partnering with youth-oriented organizations to periodically host events.
- Explore opportunities to provide flexible indoor and outdoor space to give children and youth opportunities to gather, recreate, and be creative.
- Support the Library's capacity to meet the growing needs of children and youth of all ages.
- Support access to affordable and high child care and health care services by promoting the expansion of existing, and the creation of new child care opportunities.
- Facilitate the provision of safe, accessible, and affordable child and youth activities, facilities and services.
- Encourage a safe, convenient, and accessible multimodal transportation system that serves child and youth transit riders, bicyclists, and pedestrians of all abilities.
- Support safety measures to ensure children and youth are protected when they travel to and from school.
- Increase program awareness and youth participation in the Rides to School program and walk- and bike-to-school events.
- Work with local partners to complete trail connections between neighborhoods, schools, and community spaces.
- Preserve, expand, and promote outdoor opportunities for children and youth, including public open space access, programs, and activities.

### Ways that we can help:

- Inform the youth of how to stay safe while having fun.
- Work with local businesses and the community to promote safety for youth.
- Create new outlets for fun in the community that utilize the city's resources and ensure all children are safe.

### **3. Public Comment from audience regarding items not listed on the agenda**

There were none.

## **MATTERS BEFORE THE COMMISSION**

### **4. Approve Youth Funding Criteria for FY 2013/2014 Community Grant Program**

Mr. Patrick and Ms. Mariscal noted that each year the Youth Commission reviews the previous year's funding criteria for the Youth Category of the Community Grant Program to better judge and allocate funds for qualifying applicants. They advised that the Commission is requested to review the funding criteria the Commission adopted for FY 2013/2014 and discuss and identify any changes or modifications they wish to make to this criteria for the FY 2014/2015 Community Grant cycle.

Commissioners discussed goals within the Youth Master Plan and the need to receive applications that would meet these goals. Chairperson Mallie felt it was important to keep a broad criteria that would enable more applicants to meet the Commission's desired criteria.

After discussing the funding criteria, the Commission agreed to adopt criteria changes for the FY 2014/2014 Community Grant funding cycle in the Youth category

A motion was made by Commissioner Liamos, seconded by Commissioner Hadley, to change the FY 2014/2015 Community Grant funding criteria in the Youth category, as follows:

"In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton Youth community. Applicants should include within their application information on how the project will meet Goals and Strategies outlined in the Youth Master Plan and how they will accomplish these goals."

#### **ROLL CALL VOTE:**

AYES: Commissioners Franklin, Hadley, Liamos, Nirrkondar, Olmo, Pearce, and Chairperson Mallie

NOES: None

ABSENT: Commissioners Ambrosiewicz, Grewal, Sinha, and Sowers.

ABSTAIN: None

### **5. Approve Youth Master Plan Implementation Work Plan 2013-14**

Ms. Mariscal noted that in transitioning oversight of the Youth Master Plan to the Youth Commission, a recommendation was made that the Commission establish a Work Plan for identifying strategies to work towards. The Work Plan would annually be reviewed by the City of Pleasanton and the Pleasanton Unified School District Joint Liaison Committee to ensure the direction, focus and planned outcomes.

Commissioners reviewed with Ms. Mariscal the Draft Youth Master Plan Implementation Work Plan for 2013-2014 which included:

- Tasks related to Ptownlife.org, a Pilot Project pertaining to Marketing, Website Maintenance/ Upgrades, and Ptownlife Resource Network.

- Pilot projects and include taking an active role in the implementation of the City's "Spring into Wellness Fair in the spring of 2014, support of a Clean Water Utility Project, and beginning a campaign that focuses on health and wellness of youth/teens in Pleasanton.
- Parent/Student Forums and Workshops that could include "Teenage Secretes: What's Trust Got To Do With It", the Well Balanced Student, a Balanced Approach to Navigating Youth Sports, and The Wonder Years: Transition to Middle School.
- The Teen Job Fair that is held annually in partnership with the cities of Dublin and San Ramon and the Dublin/San Ramon Women's Club.

A motion was made by Commissioner Pearce, seconded by Commissioner Liamos, to accept and approve the Youth Master Plan Implementation Work Plan for 2013-2014 as presented.

**ROLL CALL VOTE:**

AYES: Commissioners Franklin, Hadley, Liamos, NirKondar, Olmo, Pearce, and Chairperson Mallie  
 NOES: None  
 ABSENT: Commissioners Ambrosiewicz, Grewal, Sinha, and Sowers.  
 ABSTAIN: None

**COMMUNICATIONS**

There were none.

**COMMISSION REPORTS**

**6. Bicycle, Pedestrian, and Trails Committee**

Commissioner Franklin advised that the Bicycle, Pedestrian and Trails Committee had discussed with a representative from East Bay Regional Park District (EBRPD) the difference in closing times of sections of the Pleasanton Ridge that are overseen by EBRPD and the City of Pleasanton. The inclusion of a bicycle and pedestrian access gate near the intersection of Stoneridge Drive at Guzman Parkway on the Arroyo Mocho Trail was also discussed.

**7. Cultural Arts Master Plan Steering Committee**

No report.

**8. Parks and Recreation Master Plan Steering Committee**

No report.

**9. Youth in Government Day Committee**

Commissioner NirKondar advised that she and Commissioner Taylor had met with staff to discuss afternoon activities for the Youth in Government Day event. It was agreed to separate attendees into five groups to have them learn more about one of the goals of the Youth Master Plan.

Ms. Mariscal noted that the group also talked about presenting an overview of the Master Plan to the whole group and would like for one of the Commissioners to consider taking on the task of talking to the whole group.

**10. Teen Job Fair Committee**

Commissioner Hadley advised that this Committee would be meeting on November 21<sup>st</sup> at 3:30p.m.

**11. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members**

There were none.

**COMMISSION COMMENTS**

None.

**STAFF COMMENTS**

**12. Community Services Update**

Ms. Mariscal provided the following information:

- Information about the December 7<sup>th</sup> Hometown Holiday Event. She asked Commissioners to consider volunteering to help at this event.
- Advised Commissioners that this would be her last meeting with the Commission as she has taken another position within the City of Pleasanton.

**13. Library Liaison Update**

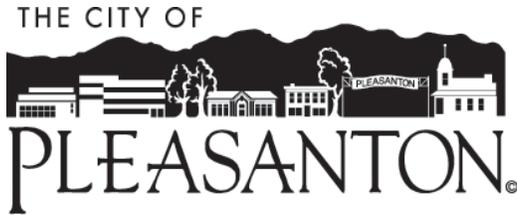
Ms. Parham provided information about the library's 25<sup>th</sup> Anniversary celebration and the collage of photos she is putting together for this. She also advised that she has had to temporarily suspend new volunteer orientations, due to a lack of community service opportunities.

**16. Police Liaison Update**

No report.

**ADJOURNMENT**

There being no further business, a motion was made to adjourn the meeting at 7:57 p.m.



## Youth Commission Agenda Report

December 11, 2013  
Item 4

**SUBJECT: APPROVE PARTICIPATION IN THE ALAMEDA COUNTY PROJECT TEEN FRIENDLY**

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### **SUMMARY**

The Alameda County Public Health Department created Project Teen Friendly to address the community's concern regarding "teen friendly" cigars and other tobacco products (which are designed to appeal to teens) available for purchase in Alameda County.

The program aims to:

- Assess, through store surveys, what kind of "teen friendly" tobacco products are available in each community in Alameda County.
- Create visual aids to document the flavor, cost and type of these products.
- Educate the community and public officials about these "teen friendly" products.

The Alameda County Public Health Department is seeking the City of Pleasanton's Youth Commission and Police Explorers program to participate in Project Teen Friendly

### **RECOMMENDATION**

It is recommended that the Youth Commission take the following actions:

1. Approve Alameda County Public Health Department's request to have the Youth Commission participate in Project Teen Friendly; and
2. Select four (4) Youth Commissioners to participate in the Project.

### **FINANCIAL STATEMENT**

None

## **BACKGROUND**

The Alameda County Public Health Department created Project Teen Friendly to address the community's concern regarding "teen friendly" cigars and other tobacco products (which are designed to appeal to teens) available for purchase in Alameda County.

The program aims to:

- Assess, through store surveys, what kind of "teen friendly" tobacco products are available in each community in Alameda County.
- Create visual aids to document the flavor, cost and type of these products.
- Educate the community and public officials about these "teen friendly" products.

Participation in this project would address:

- Youth Master Plan Goal 2: Healthy and Safe Youth, Strategy 2.6 – Create and support compelling educational programs that will improve identification of potentially destructive and abusive behaviors and promote the availability of affordable substance abuse services and counseling for all children and youth.
- Youth Master Plan Goal 3: Contributing Youth, Strategy 3.2 – Develop youth-led processes and draw on youth as resources to increase youth participation in programs designed to promote health, safety, and environmental benefits.

## **DISCUSSION**

The Youth Commission's participation would require four (4) Youth Commissioners to volunteer for Project Teen Friendly and spend one Saturday (date to be determined) from 9:00a.m. to 2:00p.m. conducting store observations and completing a survey on each store.

Youth Commissioners would be paired with an Alameda County College Intern and Pleasanton Police Explorer. They would visit assigned retail stores and observe and then note on survey the type of "teen friendly" tobacco products being sold by the retailer. No interaction with the retailer will be necessary.

Alameda County will then analyze the data from the observations and surveys and provide information back to the Youth Commission. The Youth Commission will then create a plan on how they wish to educate the community and public officials about the "teen friendly" products that were found in Pleasanton.

## **ALTERNATIVE ACTION**

Any other action as determined by the Youth Commission.

Submitted by:

/s/

Becky Hopkins  
Recreation Supervisor

Attachments:

1. "Preventing Tobacco Use Among Youth and Young Adults", Fact Sheet, US Surgeon General 2012.
2. Sample Store Observation/Survey Form.

# Preventing Tobacco Use Among Youth and Young Adults

## Fact Sheet

This is the 31st tobacco-related Surgeon General's report issued since 1964. It describes the epidemic of tobacco use among youth ages 12 through 17 and young adults ages 18 through 25, including the epidemiology, causes, and health effects of this tobacco use and interventions proven to prevent it. Scientific evidence contained in this report supports the following facts:

We have made progress in reducing tobacco use among youth; however, far too many young people are still using tobacco. Today, more than 600,000 middle school students and 3 million high school students smoke cigarettes. Rates of decline for cigarette smoking have slowed in the last decade and rates of decline for smokeless tobacco use have stalled completely.

- Every day, more than 1,200 people in this country die due to smoking. For each of those deaths, at least two youth or young adults become regular smokers each day. Almost 90% of those replacement smokers smoke their first cigarette by age 18.
- There could be 3 million fewer young smokers today if success in reducing youth tobacco use that was made between 1997 and 2003 had been sustained.
- Rates of smokeless tobacco use are no longer declining, and they appear to be increasing among some groups.
- Cigars, especially cigarette-sized cigars, are popular with youth. One out of five high school males smokes cigars, and cigar use appears to be increasing among other groups.
- Use of multiple tobacco products—including cigarettes, cigars, and smokeless tobacco—is common among young people.
- Prevention efforts must focus on young adults ages 18 through 25, too. Almost no one starts smoking after age 25. Nearly 9 out of 10 smokers started smoking by age 18, and 99% started by age 26. Progression from occasional to daily smoking almost always occurs by age 26.

Tobacco use by youth and young adults causes both immediate and long-term damage. One of the most serious health effects is nicotine addiction, which prolongs tobacco use and can lead to severe health consequences. The younger youth are when they start using tobacco, the more likely they'll be addicted.

- Early cardiovascular damage is seen in most young smokers; those most sensitive die very young.
- Smoking reduces lung function and retards lung growth. Teens who smoke are not only short of breath today, they may end up as adults with lungs that will never grow to full capacity. Such damage is permanent and increases the risk of chronic obstructive pulmonary disease.

- Youth are sensitive to nicotine and can feel dependent earlier than adults. Because of nicotine addiction, about three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years.
- Among youth who persist in smoking, a third will die prematurely from smoking.

Youth are vulnerable to social and environmental influences to use tobacco; messages and images that make tobacco use appealing to them are everywhere.

- Young people want to fit in with their peers. Images in tobacco marketing make tobacco use look appealing to this age group.
- Youth and young adults see smoking in their social circles, movies they watch, video games they play, websites they visit, and many communities where they live. Smoking is often portrayed as a social norm, and young people exposed to these images are more likely to smoke.
- Youth identify with peers they see as social leaders and may imitate their behavior; those whose friends or siblings smoke are more likely to smoke.
- Youth who are exposed to images of smoking in movies are more likely to smoke. Those who get the most exposure to onscreen smoking are about twice as likely to begin smoking as those who get the least exposure. Images of smoking in movies have declined over the past decade; however, in 2010 nearly a third of top-grossing movies produced for children—those with ratings of G, PG, or PG-13— contained images of smoking.

Tobacco companies spend more than a million dollars an hour in this country alone to market their products. This report concludes that tobacco product advertising and promotions still entice far too many young people to start using tobacco.

- The tobacco industry has stated that its marketing only promotes brand choices among adult smokers. Regardless of intent, this marketing encourages underage youth to smoke. Nearly 9 out of 10 smokers start smoking by age 18, and more than 80% of underage smokers choose brands from among the top three most heavily advertised.
- The more young people are exposed to cigarette advertising and promotional activities, the more likely they are to smoke.
- The report finds that extensive use of price-reducing promotions has led to higher rates of tobacco use among young people than would have occurred in the absence of these promotions.
- Many tobacco products on the market appeal to youth. Some cigarette-sized cigars contain candy and fruit flavoring, such as strawberry and grape.
- Many of the newest smokeless tobacco products do not require users to spit, and others dissolve like mints; these products include snus—a spitless, dry snuff packaged in a small teabag-like sachet—and dissolvable strips and lozenges. Young people find these products appealing in part because they can be used without detection at school or other places where

smoking is banned. However, these products cause and sustain nicotine addiction, and most youth who use them also smoke cigarettes.

- Through the use of advertising and promotional activities, packaging, and product design, the tobacco industry encourages the myth that smoking makes you thin. This message is especially appealing to young girls. It is not true—teen smokers are not thinner than nonsmokers.

Comprehensive, sustained, multi-component programs can cut youth tobacco use in half in 6 years.

- Prevention is critical. Successful multi-component programs prevent young people from starting to use tobacco in the first place and more than pay for themselves in lives and health care dollars saved.
- Strategies that comprise successful comprehensive tobacco control programs include mass media campaigns, higher tobacco prices, smoke-free laws and policies, evidence-based school programs, and sustained community-wide efforts.
- Comprehensive tobacco control programs are most effective when funding for them is sustained at levels recommended by the Centers for Disease Control and Prevention.

## Store Observation

Name of person filling out the survey: \_\_\_\_\_ Date: \_\_\_\_\_

Store Name: \_\_\_\_\_ Address: \_\_\_\_\_ City: \_\_\_\_\_

1. Does the store sell individual (single) cigarettes? Yes or No
2. Does the store sell flavored cigarettes (including menthol)? Yes or No
3. Does the store sell premium cigars? Yes or No

Cigar Brand (Please circle type)	Flavor (Please circle or write in flavors)	Price	Single (S) or Pack (# of cigars in a P)
<b>Swisher Sweets BLK, Flavored, Blunt XL</b>	Grape Blueberry Strawberry Chocolate White-Grape Sweet Peach Cherry Menthol Black Sweet Green Tropical Fusion		
<b>Good Times</b>	Kush Sweet Grape Peach Pineapple Strawberry Black		
<b>Phillies Blunts Cigarillos XXL</b>	Natural Chocolate Grape Peach Strawberry Apple Sweet Watermelon Blueberry Mango Peachtree Sourapple Grape Apple-martini Kush Melon Cherry		
<b>ZigZag Cigar Blend Blunts Cigarillos</b>	Peach Frenzy Melon Burst Cherry Rush Blue Berry Apple Blitz Purple Thunder Grape StraightUp Mango		
<b>Double Platinum</b>	Kush Grape Blueberry Strawberry Peach Apple Martini Kiwi-Strawberry Cosmopolitan Chocolate Gin & Juice Watermelon Cognac Wild Honey		
<b>Spitarillos</b>	Grape Blueberry Strawberry ONE Sweet OG Pineapple Wine Cherry delight		

4. Where are these products located in the store? (Please take photo)  Behind counter  Un-accessible on counter  Accessible on counter  Un-accessible at checkout isle  Accessible at check out isle  other
5. Does the store sell flavored smokeless tobacco (chew, dip, loose, Snus)? Yes or No
6. Does the store sell flavored tobacco which you can use in a hookah pipe (shisha)? Yes or No
7. Does the store sell Electronic Cigarettes, Hookah Pens, or Vapor Pens? (list) Yes or No
8. What other tobacco products are sold at the store? (sticks, strips, lozenges, ejuice) Yes or No

## Item 5

From: Eric Arellano [ericarellano@me.com]  
Sent: Thursday, November 14, 2013 2:27 PM  
To: Becky Hopkins; Rachel Mariscal  
Subject: CWUP 50/50 Evolution

Hi Ms. Rachel and Becky,

Hope you've been well. We wanted to let you know that we have recently agreed upon evolving our idea to better encompass and engage the local community: 50% of donations will now go towards Bay Area wetland/creek restoration, and 50% will go to charity: water. By still sticking to our passion for clean water, this alteration will likely increase greatly support among the city community for the initiative. The environmental partner has not yet been chosen, but we will keep you updated.

We would greatly appreciate you updating the Youth Commission of this advancement at tonight's meeting. Also. FYI I am confirming a visit to Pleasanton in January, as we plan to present to the City Council within two months.

Best regards,

Eric Arellano

925.858.5614

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