

NORTH COASTAL PREVENTION COALITION

Serving the Communities of Carlsbad, Oceanside, and Vista

www.northcoastalpreventioncoalition.org

Minutes of the Board of Directors

Thursday, June 13, 2013

7:30 AM

Community Room
HHSA North Coastal Regional Offices

Attendance:

Aaron Byzak, President
Margie O'Hern, Treasurer
Ray Pearson, Secretary
Nicole Pappas, Director
Ray Thomson, Director
Maria Yanez, Director
Erica Leary, Program Manager
John Byrom, VCC/NCPC Community
Collaboration Specialist
Debbie Obregon, Administrative Assistant

Absent:

Fred Becker, Vice President
Leonard Mata, Director
Diana Sunde, Alternate
Dale Walton, Alternate

I. Welcome: Aaron Byzak.

Meeting convened at 7:35 a.m.

II. Meeting Minutes Approval: May 9, 2013.

Minutes approved as presented.

III. Treasurer's Report:

General account **\$2588.66**; 420 Remix Carryover **\$643.20**; Youth Coalition **\$1037.17**; Eastside Neighborhood Assoc. **\$371.59**.

Membership dues for 2013 are still being accepted: \$25/individual, \$50/organization; please check with Debbie if an invoice and/or receipt are needed.

IV. Discussion/Updates:

Research Partnership with UC Irvine:

Still looking at possible partnership opportunities with CSUSM, but also considering opportunity with CSU Irvine. Aaron will be connect with the appropriate faculty at Irvine to further discuss options and determine process for moving forward with this effort.

Electronic Billboard in Vista:

Aaron shared results of meeting with representatives from CBS Outdoor regarding proposed digital billboard project in Vista. He explained that he shared NCPC's concerns about alcohol advertising on digital billboards and the potential impacts on youth drinking. The representatives offered PSAs of prevention messages as a compromise. Board members discussed the issue and concluded that a compromise of PSA's was not sufficient in adhering to NCPC's mission.

Motion: NCPC will continue to oppose alcohol advertising on digital billboards in Vista due to:

- 1) Research findings regarding the impacts of alcohol advertising on youth drinking
- 2) Ads violate City of Vista's General Plan Healthy Vista Element – 'Strive to reduce problems associated with alcohol and drug abuse when developing or altering programs, policies, and practices.'

So motioned by Ray Pearson, seconded by Margie O'Hern, passed unanimously.

Media Advocacy Training for Youth at KOCT:

NCPC will host media advocacy training for high school youth on June 25 at KOCT Studios in Oceanside-discussion deferred to GM meeting.

Carlsbad Activity Grant:

For information contact NCPC office at (760) 631-5000 ext. 7174 or email info@northcoastalpreventioncoalition.org

\$3900 Community Activity Grant awarded to NCPC to develop/ host a PSA training for MS and HS students some time in the late fall; tentative plans include collaborating with KOCT and CHS TV production staff on technical component for the training. Erica will report back as plans are finalized.

Outdoor Dining Ordinances in Oceanside and Vista:

Oceanside tentatively passed an amended version of the ordinance, limiting the restriction to only those restaurants using public property (streets, sidewalks)for dining; the ordinance will not restrict restaurants using private property for outdoor dining/patio service. Vista council did not pass the ordinance, but postponed a decision after council members asked for more time to study and make amendments.

V. Proposed 2013 GM Agenda Items/Presentations:

- July 11 –
- Aug 8 –
- Sept 12 –

VI. **Adjourn:** The meeting was adjourned at 8:05am. The next scheduled BOD meeting is Thursday, July11, 2013 at 7:30am.

Respectfully submitted by Debbie Obregon
on behalf of Ray Pearson, Secretary