

NORTH COASTAL PREVENTION COALITION
Serving the Communities of Carlsbad, Oceanside, and Vista
www.northcoastalpreventioncoalition.org

8:00 a.m.

Minutes of the General Membership
Thursday, April 11, 2013

Community Room
HHS North Coastal Region
1701 Mission Ave., Oceanside

Attendance:

Aaron Byzak, UCSD/NCPC Board President
Margie O'Hern, Oceanside Resident/NCPC Board Treasurer
Ray Pearson, Carlsbad Resident/NCPC Board Secretary
Nicole Pappas, Carlsbad Resident/NCPC Board Director
Ray Thomson, Occupational Health Services/NCPC Board Director
Maria Yanez, VCC/NCPC Board Director
Dale Walton, McAlister Institute/NCPC Board Alternate
Erica Leary, Vista Community Clinic/HPC/NCPC Program Manager
Nannette Stamm, VCC/HPC
Ann Vilmenay, SDCounty HHS – North Coastal Inland
Priscilla Steiner, Inside-Out/Fred Finch Youth Center
Christi Knight, Supervisor Bill Horn's Office
Carmela Muñoz, VCC/NCPC AOD Programs
Cynthia Flores, VCC/HPC Tobacco Control Programs
Kari Moya, VCC/HPC Tobacco/NCPC Programs
Kathy Valdez, City of Vista
Jesse Montanez, City of Oceanside/Parks & Rec
Jim Provenza, Oceanside Police & Fire Commission
Nancy Logan, San Dieguito Alliance
John Byrom, NCPC/VCC Community Collaborating Specialist
Debbie Obregon, NCPC/VCC Administrative Assistant

I. Welcome and Introductions – Aaron Byzak:

Meeting was brought to order at 8:00a.m. Self-introductions were made, giving names and organizations represented and new attendees/guests welcomed.

II. Approval Meeting Minutes – February 14 and March 14, 2013:

Meeting minutes were approved as presented.

III. Treasurer's Report – Margie O'Hern:

Margie reported the following account balances: General **\$2506.68**; 420 Remix **\$1595.53**; Youth Coalition **\$1142.48**; Eastside Neighborhood Assoc. **\$48.06**.

REMINDER: Membership dues for 2013 are still being accepted: \$25/individual and \$50/organization. These funds are used to defray misc. operating expenses. Please contact Debbie if you need an invoice and/or receipt. **Thank you** in advance for your ongoing support.

IV. Annual 4/20 Remix – Aaron Byzak:

Brief review of past 4/20 Remix events and update on this year's plans. Due to April 20th falling on a Saturday, renting Boomers! for an exclusive afternoon event for students was NOT an option. This year a PSA contest was developed and launched on February 1. Suggested PSA categories included: ***Marijuana's impact on physical and emotional health*** **OR** ***Marijuana's impact on achieving goals*** with opportunities for both group and individual entries.

Staff has received 11 submissions; all are very good, but some contained minor errors and editing needs. A **PSA Training** was held April 6 at TCMC with all contest submitters invited. Focus of the training was to provide submitters an opportunity to review their PSA and to improve and learn new PSA production skills. Upon training completion, submitters were given an additional week to edit and re-submit their entries. TCMC provided space for the training and lunch for participants; 60 youth, sponsors, and adult leaders attended. Trainers included Aaron Byzak, Dannah Hosford, and Jon Moffat.

The PSA contest will culminate with judging/awards ceremony on April 20 at TCMC, 2-3:30 pm, followed by activities, educational fair, and PSA Showcase at Boomers, 4-7 pm. First place award for group submission will receive \$1000 cash prize; first place award for an individual submission will receive \$500 cash prize. (If there are no individual submissions, 1st and 2nd place prizes will be awarded for group submissions.) All PSA contest participants who attend the awards ceremony will receive a free wristband for entry to Boomers! (compliments of NCPC). Flyers for the Boomers! event will also be distributed to all three school districts (MS and HS campuses).

Anyone presenting the NCPC flyer at Boomers! can purchase a discounted wristband for \$15.95 (good for all outside activities), 4-11pm on April 20. Flyers are available to download on the website.

Aaron noted that he will request a certificate from Senator Wyland's office to acknowledge each individual PSA participant; also hoping to solicit a donated gift card to award to each submitting group. If anyone has any contacts or can contribute to donated items, please contact Aaron or program staff. Invitations to the TCMC preview ceremony will also be extended to key community leaders, city council

members, school district reps, and law enforcement. Ray Thomson added that Occupational Health Services will donate funds to the 4/20 Remix account. All NCPC members and colleagues are invited to attend the PSA Preview Ceremony at TCMC and/or the Boomers! PSA Showcase. If you have any questions/ need more information, please contact John Byrom at (760) 631-5000 x7149, or visit the NCPC website, click on the 4/20 logo on the Home Page Tab and follow the directions.

VI. Program/Staff Updates:

- **20 Year Anniversary Breakfast:** Members agreed that the event was a huge success (97 attendees). Keynote speaker, US Attorney Laura Duffy, was amazing; featured speakers and presenters (Nick Macchione, Chuck Matthews, Nannette Stamm, Aaron Byzak), did a great job. Thank you to our sponsorships (*TCMC, CADFY, and OHS*), and thanks to all who attended and supported this effort. Kudos to all the staff involved with event planning and coordination.
- **North Coastal Regions Public Health Champion Award**
NCPC was awarded (nominated by Chuck Matthews) the County of San Diego Health and Human Services Public Health Champion Award for the North Coastal Region. Congratulations to all of our members, program staff, and supporters. Job well done!
- **SAM (Smart Approaches to Marijuana) Meeting:** Debut meeting was held in San Diego on April 4 to announce the SAM Campaign and efforts to garner national support. SAM, chaired by Mr. Patrick J. Kennedy and co-chaired by Dr. Kevin Sabet, is a group of experts and knowledgeable professionals advocating for a new health-first approach to marijuana policy. Aaron shared a 15 min. video featuring Dr. Sabet, and encouraged NCPC members to visit the SAM website for more information. <http://learnaboutsam.com/about/>
- **SANDAG Grant:** VCC/NCPC is one of 12 community based organizations that has been awarded a grant to participate on the development/implementation of SANDAG's Regional Plan. Erica Leary will report back as the program moves forward.
- **Electronic Billboards in Vista:** Vista City Council is moving ahead with the construction of 2 digital billboards; city staff has been directed to prohibit certain advertising, but there has been no mention about alcohol ads. A letter was drafted and sent to the Vista council stating NCPC's position and concern regarding this issue. Erica Leary encouraged members, other organizations and agencies to contact and/or send letters stating opposition to corporate alcohol ads. .
- **Upcoming Community Forums:**
 - ❖ Rx Drug Abuse-Intergenerational Program w/Grandparents, 4/11/13, Oceanside Senior Center on Country Club Lane; contact John Byrom @ 760-631-5000 x719. Youth coalition members will present to seniors on prescription drug abuse and collect expired/unused Rx drugs.
 - ❖ Underage Drinking Community Forum on 4/30/13 – Program staff will be collaborating with “Be the Resistance Club” at OHS to present a community forum on Underage Drinking for students and parents. Contact Carmela Muñoz at 760-631-5000 x7147.
 - ❖ Rx Drug Take Back Day – 4/27/13 at Tri City Medical Center, also at Scripps-Encinitas Unused or expired prescription drugs can be dropped off at locations around the county. Contact John Byrom at 760-631-5000 x7147

VII. Membership Announcements:

- **Aaron Byzak, UCSD:** Rx Drug Abuse Medical Task Force working to develop new guidelines for dispensing prescriptions in county ER's.
- **Nannette Stamm, Vista Community Clinic/Health Promotion Center-Reporting for Dannah Hosford:** Carlsbad Smoke-free outdoor dining has been passed; program staff has been working to educate restaurant staff and doing site observations. There is some signage in place, and there have been no complaints or issues to date. Oceanside ordinance is moving forward and should have first reading in June; OSD ordinance **will not** include bars, only restaurants. As Oceanside moves forward, program staff will be looking to NCPC members and prevention colleagues for support for this effort. Program staff met with Vista City Council members to discuss their ordinance and will meet with Mayor Ritter on May 9; staff will follow with a council presentation after the first reading of the proposed ordinance. There are also plans to meet with the mayor of San Marcos sometime in the next four weeks.
VCC Gala will be held April 20 at La Costa Resort in Carlsbad to celebrate/present Barbara Mannino (retired VCC CEO) with a lifetime achievement award as well as fundraising event benefiting The Barbara Mannino Early Cancer Detection Program.
- **Maria Yanez, Vista Community Clinic:** Rummage Sale fundraiser will be held Saturday, April 27, 8-12; all proceeds will go to the family of one of the Libby Lake shooting victims.
- **Jesse Montanez, Oceanside Parks & Rec:** Libby Lake Park Community Fair/Festival on May 11, 4700 North River Road, 11am-3pm. There will be food, music, entertainment, and community resources. Please contact Louie at (760) 435-3601 for more info or resource table reservations. Also on May 11, Oceanside will host its' Summer Camp Kick-off at Heritage Park 12-4pm.
- **Nancy Logan, San Dieguito Alliance for Drug Free Youth:** San Dieguito School District/READI Program will present a parent seminar, April 16, at La Costa Canyon High School to cover Adolescent subcultures and current drug trends. SDA will host quarterly Spring Networking Lunch, April 26 at the Encinitas Community Center.

VIII. Adjourn: The meeting was adjourned at 9:10a.m.

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

For information contact NCPC office at (760) 631-5000 ext.7 174 or email info@northcoastalpreventioncoalition.org