

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

Minutes of the General Membership

Thursday, May 9, 2013

8:00 a.m.

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

Attendance:

Aaron Byzak, UCSD/NCPC Board President
Margie O'Hern, Oceanside Resident/NCPC Board Treasurer
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
Ann Vilmenay, SDCounty HHSA/North Coastal/Inland Regions
Carmela Muñoz, VCC/NCPC AOD Programs
Cynthia Flores, VCC/HPC Tobacco Control Programs
Dannah Hosford, VCC/HPC Tobacco Control Programs
Jim Provenza, Oceanside Police & Fire Commission
Jimmy Figueroa, VCC/REACH Programs
Rosemary Eshelman, Carlsbad Unified School District
Dana Galasso, RBV High School
Tim Roty, RBV High School
Diane Strader, Eastside Neighborhood Association
Mike Hollins, Boys & Girls Club of Oceanside
Andrew Roberts, VCC/NCPC (Intern)
Kari Moya, VCC/HPC Tobacco/NCPC Programs
Kathy Valdez, City of Vista
Linda Ledesma, Carlsbad Police Department
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 – April 11, 2013:

Meeting minutes were approved as presented.

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

Margie reported the following account balances: General **\$2561.68**; 420 Remix **\$250.18**; Youth Coalition **\$1037.17**; Eastside Neighborhood Assoc. **\$371.59**.

REMINDER: 2013 Membership dues are still being accepted: \$25/individual and \$50/organization.

IV. Annual 4/20 Remix PSA Contest/Boomers! Event – Aaron Byzak:

4/20 PSA Contest was developed and launched February 1; 11 submissions were received. **PSA Training** was held April 6 at TCMC with all contest submitters invited. Upon training completion, submitters were given an additional week to edit and re-submit their entries. The PSA contest culminated with judging/awards ceremony held April 20 at TCMC; 42 youth attended the ceremony followed by an educational fair and PSA Showcase at Boomers! First place prize (\$1000) awarded to the VCC REACH Program/Libby Lake Community Center; 2nd prize (\$500) awarded to the Boys & Girls Club of Oceanside. Both PSA videos were viewed by NCPC members and congratulations offered to the submitting groups. Jimmy Figueroa, VCC REACH introduced and accepted the 1st place prize, and Mike Hollins introduced and accepted the 2nd place prize on behalf of the Boys and Girls Club. The winning PSA's will be shown on KOCT and posted on the NCPC website. **Congratulations to all on a job well done!**

V. Smoke-Free Outdoor Dining in Oceanside: Dannah Hosford, VCC Tobacco Control Programs:

Dannah reported that on May 1, the City of Oceanside directed staff to write an ordinance with the first vote at the June 5th Oceanside City Council meeting at 5pm. She requested members to attend in support of this issue and encouraged all Oceanside residents, friends and

family to attend. If anyone would like to come out and wear a sticker and maybe even speak, please invite them!!! Additional updates will be sent via email as the date approaches.

VI. SANDAG Regional Planning – Erica Leary & Carmela Muñoz:

Erica reported that VCC/NCPC is one of 12 community based organizations awarded a grant to participate on the development and implementation of SANDAG's Regional Plan. SANDAG and its community partners have started work on creating *San Diego Forward: The Regional Plan*. The plan "will build on local planning efforts and incorporate emerging issues and innovative concepts to form an overall vision for the region's future..." Erica shared a PowerPoint presentation/overview and handouts; she encouraged NCPC members and colleagues to get involved by attending one of many community workshops scheduled over the next few months to offer ideas on issues facing the San Diego region between now and 2050, including the economy, the environment, transportation, and public health. Erica will continue to provide follow-up and updates as this process continues to move forward and also provided website links for more information.

VII. Program/Staff Updates:

• **Court Ruling on MJ Dispensaries:**

The California Supreme Court ruled on May 6 that cities and counties can use their zoning powers and have legal authority to ban storefront pot shops within their borders.

• **Digital Billboards in Vista:**

Erica Leary is scheduled to meet on May 14 with CBS Outdoor Billboard Company and city staff from Oceanside and Vista to further discuss alcohol advertising on digital billboards and share NCPC's concerns over this issue.

• **Carlsbad Activity Grant:**

NCPC has been awarded a \$3900 Carlsbad Activity Grant. Funds will be used to develop and present a full-day PSA and commercial training workshop for MS and HS students in Carlsbad. It was suggested that staff should look at collaborating with KOCT and Carlsbad HS TV Production staff on the technical component of the training.

• **Program Activities:**

- Rx Drug Abuse/Intergenerational Program – Held at the Oceanside Senior Center on Country Club Lane (4/11); good turnout and great presentation by Kari Moya (unfortunately, youth coalition teens were unable to attend).
- Rx Drug Take-Back Day (4/27) – Another successful county-wide take-back day: 468 lbs. collected at TCMC, total 9400 lbs. of unused/expired prescriptions collected county-wide (up 2300 lbs. from last take-back day.)
- Underage Drinking Community Forum for Youth & Parents (4/30) – Held in collaboration with the St. Francis Church confirmation class; good turnout with 140 youth in attendance.

VIII. Announcements:

Nancy Logan, San Dieguito Alliance:

- Shared items promoting binge drinking purchased at Urban Outfitters/Carlsbad Forum Shops (*i.e. shot glass designed to look like Rx drug bottle, syringe shooters*). Nancy contacted corporate regarding the various items but has not heard back as yet.
- Over 150 youth and parents attended recent Carlsbad Safe & Sober Community Forum at LCCHS; forum was presented in both English and Spanish.
- Hispanic Networking Breakfast will be held at Mira Costa College Cardiff Campus on May 31 at 7:30 a.m.

Rosemary Eshelman, Carlsbad Unified:

- Champion Lancer Program is finalist for the Carlsbad Chamber of Commerce "Outstanding Student Education Program."
- Next YES (Youth Enrichment Services) meeting will be May 16 at the Carlsbad Boys & Girls Club/Bressi Ranch location.

Maria Yanez, VCC/Youth Development Programs:

- City organizers will host a Community Resource Fair and "Take Back" the Park event at Libby Lake Park in Oceanside on Saturday, May 11; resource tables, food, and entertainment will be available. Important event for community residents considering recent gang violence in the park. Oceanside police, community leaders, and residents have committed to making the park a safer place for local youth.

IX. Adjourn: The meeting was adjourned at 9:13a.m. Next meeting will be held Thursday, June 13, 2013.

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