

**NORTH COASTAL PREVENTION COALITION**  
**Serving the Communities of Carlsbad, Oceanside, and Vista**  
[www.northcoastalpreventioncoalition.org](http://www.northcoastalpreventioncoalition.org)

**8:00 a.m.**

**Minutes of the General Membership**  
**Thursday, June 13, 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  
Nicole Pappas, Carlsbad Resident/NCPC Board Director  
Ray Pearson, Carlsbad Resident/NCPC Board Director  
Ray Thomson, Occupational Health Services/NCPC Board Director  
Maria Yanez, VCC/NCPC Board Director  
Jill Burkhardt, US Attorney's Office/Community Outreach Director  
Candyce Yee, Supervisor Bill Horn's Office  
Chase Chiappino, San Diego Sheriff's Department/Vista  
Erica Leary, Vista Community Clinic/HPC/NCPC Program Manager  
Carmela Muñoz, VCC/NCPC AOD Programs  
Cynthia Flores, VCC/HPC Tobacco Control Programs  
Andrew Roberts, VCC/NCPC (Intern)  
Kari Moya, VCC/HPC Tobacco/NCPC Programs  
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 8:05a.m. Self-introductions were made, giving names and organizations represented and new attendees/guests welcomed.

**II. Approval Meeting Minutes – May 9, 2013:**

Meeting minutes were approved as presented.

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

Margie reported the following account balances: General **\$2588.66**; 420 Remix **\$643.20**; Youth Coalition **\$1037.17**; Eastside Neighborhood Assoc. **\$371.59**.

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

**IV. NCPC Program Updates:**

**Electronic Billboards in Vista –**

Aaron provided update on recent meeting with reps from CBS Outdoor Billboard Company regarding proposed digital billboard project in Vista. NCPC expressed concerns that alcohol advertising will be permitted under the current proposal, and numerous research studies have found that alcohol advertising impacts youth drinking. The representatives offered PSAs of prevention messages as a compromise. NCPC Board members discussed and concluded that a compromise of PSA's was not sufficient in adhering to NCPC's mission.

NCPC will move forward with plans to educate the community to increase awareness regarding this issue, express ongoing concern regarding alcohol advertising, and continue to advocate for effective prevention policies and practices.

**KOCT Youth Training –**

NCPC will host media training for high school youth participants on June 25, 10am-3pm at KOCT Studios in Oceanside; training will entail reviewing current issues (i.e. alcohol advertising on digital billboards), tips on being a spokesperson during a talk-show format/podium media event, and how to interview one-on-one with media folks. Please contact Erica if you have any youth who might be interested in attending.

**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. Tentative plans are in the works with the training being planned for some time in the early fall. Staff will look at collaborating with KOCT and Carlsbad HS TV Production staff (Doug Green) on the technical component of the training.

**Research Initiative** –

NCPC will be looking at opportunity to conduct research partnership with CSU Irvine.

**V. Guest Speaker: Jill Burkhardt, Assistant US Attorney/Community Outreach Director, Southern District of CA:**

Ms. Burkhardt, Director of Community Outreach for the US Attorney's Office, presented a brief overview of the USAO's community outreach program. The program strives to support the office's commitment to crime prevention, "specifically to identify and address the root causes of crime in order to stop it before it occurs." In order to achieve this objective, Ms. Burkhardt explained that the program has three facets of emphasis:

**Strengthening Community Relationships** through strong, positive collaboration between the community and law enforcement, cultivating a positive relationship so victims are more likely to report crime;

**Diversion and Re-entry** through programs and activities designed to identify those at risk for future criminal activity and to provide information, resources, referrals, and incentives to direct them to non-criminal activity;

**And Public Safety Education** so that community members are better equipped to protect themselves, their loved ones, and their community from victimization.

Ms. Burkhardt thanked NCPC for the opportunity to present information regarding the USAO and encouraged continued collaboration and dialog between our members and her office. She noted that a meeting has been scheduled for June 19 with her and NCPC reps and other county partners to discuss drug prevention issues and concerns; plans to hold similar meetings on a quarterly basis will be discussed. NCPC will send an email reminder with meeting details and/or contact John Byrom for more information at [jbyrom@vistacommunityclinic.org](mailto:jbyrom@vistacommunityclinic.org).

**VI. Announcements:**

- Erica Leary, NCPC Program Manager –

SANDAG (The San Diego Association of Governments) 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..." SANDAG will hold community workshops in June to seek input from the general public on important local issues facing the region. Erica invited members and community residents to get involved and provided the group with the upcoming dates for the North County meetings scheduled on June 13 and June 20, 6-8pm. For more information please visit [www.sandag.org/sandiegoforward](http://www.sandag.org/sandiegoforward).

- Nancy Logan, SDA-

Encinitas City Council will address downtown bar proliferation at June 26 meeting; SDA's Community Networking Luncheon will be held July 12; San Diego County Fair will be entirely SMOKE-FREE this year and SDA will be assessing compliance daily; SDA, in collaboration with the San Diego County Sheriff's Department, will distribute to each person attending graduation ceremonies at all San Dieguito District high schools, a "Graduation and Summer Safety Bulletin" on underage drinking.

**VII. Adjourn:** The meeting was adjourned at 9:10a.m. Next meeting will be held Thursday, July 11, 2013.

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