

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, June 10, 2010

Community Rooms
SD County HHSA/ADS
North Regional Offices

Attendance:

Aaron Byzak, UCSD Health Sciences/NCPC Board President
Margie O'Hern, Oceanside Resident/NCPC Board Treasurer
Ray Pearson, Carlsbad Rotary/NCPC Board Secretary
Ray Thomson, OHS/NCPC Board Director
John Lundblad, City of Oceanside/NCPC Board Alternate
Maria Russell, Eastside Neighborhood Association/NCPC Board Alternate
Paul Savo, The Fellowship Center/NCPC Board Director
Erica Leary, VCC/NCPC Program Manager
John Byrom, VCC/TCPC Community Organizing Specialist
Kathleen Sanders, Carlsbad Resident
Jim Provenza, Oceanside Police & Fire Commission
Loretta Adame, Phoenix House
Nancy Sheridan, San Dieguito Alliance
Liliana Sandoval, VCC Tobacco Control Programs
Linda Ledesma, Carlsbad Police Department
Michelle Davis, North County Health Services
Leticia Robles, VCC/TCPC Media Specialist
Carmela Muñoz, VCC/Project Coordinator/ENA Leadership Project
Candyce Yee, Supervisor Bill Horn's Office
Kathy Valdez, City of Vista
Nanette Stamm, VCC/STOP Grant
Taneil Canaday, VCC/TCPC Prevention Specialist
Debbie Obregon, VCC/TCPC/NCPC Admin.

I. Welcome and Introductions – Aaron Byzak:

The meeting was brought to order at 8:05 a.m. Self-introductions were made, giving names and organizations represented, and new attendees welcomed.

II. Approval Meeting Minutes – May 13, 2010:

Meeting minutes were approved as presented.

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

Margie reported a current account balance of \$4763.34; Eastside Neighborhood Association current account balance of \$1068.44.

PLEASE NOTE: 2010 NCPC Membership dues are still being accepted. Dues are collected annually starting in January, \$25/organization or \$15/individual. If you require an invoice, please contact Debbie. The following organizations/individuals have paid dues for 2010 - Thank you for your support:

***Becker Institute, City of Vista, Phoenix House, The Fellowship Center, CUSD, OPD, OHS, UCSD
Jim Provenza, Debbie Obregon, Margie O'Hern, Gena Knutson, Nicole Pappas, Maria Yanez, Nannette Stamm***

IV. Guest Speaker – Kent Davy, Editor North County Times:

Mr. Kent Davy, Editor North County Times, presented the membership with information on the newspaper's structure, staff set-up and assignments, coverage area, and tips/options for getting better media attention. He noted that current economic turmoil has adversely affected print media, including staff downsizing. In 1996 when he started at the paper, there was 145 staff; that number has been cut to 80, obviously impacting coverage and what kinds of stories get printed. Mr. Davy stressed the importance of building relationships with reporters, encouraged members to utilize the website as a better opportunity for stories vs. print, also writing letters to the editor or community forum pieces, providing pre and post event info and photos, and also providing video an important option for coverage. Be pro-active; contact him directly about any issues or concerns. He can be reached at (760) 740-5401 or email kdavy@nctimes.com.

Aaron and NCPC members thanked Mr. Davy for his time and presentation and also commended him for the outstanding work that the North County Times does covering news in the large tri-city/north regional areas of the county.

V. Safe and Sober Summer Campaign – Leticia Robles:

Leticia presented a PowerPoint presentation overview of TCPC's *Safe and Sober Summer Campaign*. The campaign was launched at a media event held June 7 at Vista's Santa Fe Drive NCTD station. The campaign's focus is to increase public awareness regarding underage drinking and Social Host Ordinance enforcement. Various campaign efforts will help to remind and alert residents in the tri-city region about the consequences of allowing underage drinking. Campaign strategies include the following: advertisements on the North County Transit District buses; street banner displayed in Vista; mini-grant awards of \$2000 to tri-city law enforcement agencies to help promote and utilize Social Host Ordinances; and in-store display messages being developed by youth coalition members. The bus ads and banner display the following bilingual messages: "Allowing **UNDERAGE DRINKING at your house party is AGAINST THE LAW!**" and "Providing **ALCOHOL to MINORS is against the LAW!**"

VI. Announcements:

- Erica Leary reported that the county contract is still in "limbo." TCPC received a one-month extension through July; she hopes to hear soon regarding the regional contracts.
- Carmela Muñoz reported that the Eastside Neighborhood Association, in collaboration with the City of Oceanside, will host a community cleanup event in the Eastside neighborhood on Friday, June 11 from 8 a.m. to noon. More than 350 Camp Pendleton Marines will work with resident volunteers to clear litter, trash, and debris from the neighborhood area.
- The Eastside Neighborhood Association will host its annual "**National Night Out Against Crime**" event on Tuesday, August 3, at Balderrama Park. The event will be held from 6-10 p.m., will include lots of fun activities for kids and parents, food sales, and also a movie at dusk, "*Cloudy With a Chance of Meatballs*." Everyone is invited to attend.
- Paul Savo, The Fellowship Center, reiterated that on April 26th, the Oceanside Planning Commission voted 5-1 to deny a zoning change that would allow TFC to move ahead with plans for a residential treatment facility on property next to the Mission Montessori School. TFC will be appealing the vote to the Oceanside City Council after November elections.
- Michelle Davis, North County Health Services, reminded members about the annual "**Fore for Kids VI Golf Classic**" on Friday, August 20th at the Lake San Marcos Resort and Golf Club. All proceeds support NCHS youth services.
- Nancy Sheridan shared information regarding "**National Teen Driver Safety Week**." The Trauma Research Education Foundation's Safe Teen Driving Council will host a Teen Driver Fair on Saturday, October 16, noon to 3 p.m., at Torrey Pines High School. Organizations can request to be a presenter or host a booth. This is a great opportunity to promote your agency and educate the community. For additional information and partnership registration, please call (714) 885-2311 or (714) 885-2300.
- Loretta Adame was very happy to report that Phoenix House got their new county contract – congratulations!
- Taneil Canaday reported that the North Coastal Prevention Youth Coalition is now on Facebook and currently has over 400 friends, most tri-city area high school students. The youth coalition is planning lots of fun summer activities.
- Aaron Byzak reported that the county-wide Oxy Task Force's media campaign and PSA's have received five Emmy nominations; results will be announced June 26. Good luck Aaron!!

VII. Adjourn:

The meeting was adjourned at 9:20 a.m. Next general meeting will be held Thursday, July 8, 2010.

PLEASE REMEMBER 8:00 A.M. MEETING TIME. Call Debbie if you have any questions. Thank you.

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