

**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, August 12, 2010**

**Community Rooms**  
SD County HHSA/ADS  
North Regional Offices

**Attendance:**

Aaron Byzak, UCSD Health Sciences/NCPC Board President  
Fred Becker, Becker Institute/NCPC Board Vice President  
Ray Pearson, Carlsbad Rotary/NCPC Board Secretary  
Leonard Mata, OPC/NCPC Board Director  
Ray Thomson, OHS/NCPC Board Director  
John Lundblad, City of Oceanside/NCPC Board Alternate  
Maria Russell, Eastside Neighborhood Association/NCPC Board Alternate  
Maria Yanez, VCC REACH Programs/NCPC Board Director  
Nancy Logan, San Dieguito Alliance  
Kathy Valdez, City of Vista  
Jodi Diamond, Oceanside Boys & Girls Clubs  
Terence Webster, Involvement Oceanside  
Nanette Stamm, VCC/STOP Grant  
Candyce Yee, Supervisor Bill Horn's Office  
Erica Leary, VCC/NCPC Program Manager  
John Byrom, VCC/TCPC Community Organizing Specialist  
Carmela Muñoz, VCC/Eastside Neighborhood Leadership Project  
Blanca Godinez, Youth Coalition Member  
Coral Varona, Youth Coalition Member  
Debbie Obregon, VCC/TCPC/NCPC Admin.

**I. Welcome, Introductions and Congratulations – Aaron Byzak, President:**

The meeting was brought to order at 8:10 a.m. Self-introductions were made, giving names and organizations represented, and attendees welcomed.

**II. Approval Meeting Minutes – July 8, 2010:**

Meeting minutes were approved as presented.

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

Margie was not in attendance; Debbie Obregon reported current account balance at \$5541.88; Eastside Neighborhood Association current account balance at \$1063.44.

**IV. Safe & Sober Summer Campaign/Youth Voice Project – Erica Leary, Blanca Godinez, & Coral Varona:**

Erica reported that the Safe & Sober Summer Campaign kickoff was held at the North County Transit District North Santa Fe station on June 6; one component of the campaign is the "Youth Voice" project. Blanca and Coral, youth coalition members, explained that youth members developed personal messages informing the community about the dangers and consequences of contributing to underage drinking. They used their own personal messages, including "***Break the chain-don't provide alcohol to minors***" and placed them along with their photos on placards in aisles at participating alcohol retail stores in the cities of Vista and Oceanside. The youth wanted to send a strong message to adults about purchasing alcohol for minors and are hopeful that the prevention messages will have a strong impact. On August 4, the project started posting the signs at the Valu+ Grocery store in Oceanside; 11 other stores in the Oceanside/Vista area will display the signs through Labor Day. The project hopes to display the signs again at different times throughout the year.

**V. National Night Out – Eastside Neighborhood Association Leadership Project:**

Carmela Muñoz reported that the Eastside Neighborhood Association, in collaboration with the City of Oceanside and OPD, hosted its 3<sup>rd</sup> annual National Night Out against Crime event at Joe Balderrama Park on August 3. The event provides Eastside community residents the opportunity to join each other for a safe, fun filled evening and enjoy youth activities, entertainment, food concessions, and a movie in the park after dark. Resource tables distributed educational materials relative to alcohol, drug, tobacco, and gang prevention. Again this year, the event was a huge success with 250 adults and youth in attendance. A survey administered during the event provided positive feedback from the residents, and media coverage included both TV and print media. Thank you to all who supported this effort.

**VI. Regional County Contract Update – Erica Leary (TCPC) & Nancy Logan (SDA):**

Members watched a three minute version of the CADCA production focusing on the marijuana prevention efforts by the San Diego County HARM Initiative and highlighting the work of NCPC and San Dieguito Alliance. North San Diego County Regional prevention contracts have been awarded. In the past, NCPC/VCC has received the prevention contract for one section of the coastal region, and San

Dieguito Alliance for Drug Free Youth the contract for a second section of region. This contract cycle the regions have been combined and VCC will sub-contract with SDA to continue to provide prevention services in their area.

Aaron noted that the new partnership with SDA has made the North Coastal Region of San Diego County an even stronger force for prevention efforts and in September NCPC will be recognized by the National Association of State Alcohol & Drug Abuse Directors with a National Exemplary Prevention Award at the NPN Conference in Denver. This award recognizes and honors NCPC and our collaborative efforts and regional partnerships in countering pro-marijuana influences in the North County Region. Erica, John Byrom, Aaron and Fred Becker will attend the conference to accept the award. Congratulations to NCPC and all of our prevention partners!!

#### **VII. Membership Announcements:**

- Aaron Byzak reported that we will return to our Strategic Plan (approved in September '09) for a quick annual review and update at the September general meeting. Please take some time to review the executive summary (a copy will be emailed and can also be found on the website) prior to the next meeting and come prepared to reassess committee action steps and goals for this fiscal year. Thank you!
- Ray Thomson reported that OHS will offer state certified RBSS (Responsible Beverage Sales and Service) training, and is working on translating the training curriculum into Spanish.
- Erica Leary reported that last month NCPC was introduced to Ana Encinias from the Tri City Medical Center Foundation. Ana presented information on a new Rx Drug Abuse Prevention Program funded by a \$25K grant from the Walmart Community Foundation. The program's focus is to educate parents in the tri-city community on the dangers of Rx drug abuse; TCPC will work with TCMC staff to arrange community forums, venues, and speakers. Unfortunately, Ana was one of 92 employees recently laid off at TCMC; VCC/TCPC is now in contact with TCMC staff with hopes to continue the grant and work out the program details.
- Erica reported that Ivette Ruiz, CSAP Federal Contract Officer, is scheduled for a STOP Grant site visit Aug. 16th. Ivette will meet in the morning with staff, lunch and a tour of the Oceanside community, followed by a meeting at 2 p.m. with board members, and ENA and youth coalition members.
- John Lundblad reported that OPD has a new 40' Command Vehicle that is now available for use at community events and activities; he encouraged members to look into using the vehicle at any upcoming Oceanside events.
- John Byrom reported that the San Diego Community Health Needs Assessment Meeting is scheduled for Wednesday, Aug. 18, 11:30-3:30. Please attend and offer your input for the North County region.
- Nancy Logan offered the following reminders:  
September 25 –Rx Drug Take Back Day @ Scripps Encinitas and other county-wide locations.  
October 16 – Teen Driver Fair @ Torrey Pines High School; this is a huge county-wide event with lots of information and teen activities.  
October 22 – Red Ribbon Lunch; Nancy is event chairperson and more information will follow.

#### **VIII. Adjourn:**

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