

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, January 14, 2015

SD County HHS Community Room
1701 Mission Avenue
Oceanside, CA 92054

Attendance

Craig Balben, Oceanside Resident/NCPC President
Ray Thomson, OHS/NCPC Vice President
Margie O'Hern, Oceanside Resident/NCPC Treasurer
Aaron Byzak, UCSD Health Sciences/NCPC Board Director
Ray Pearson, Carlsbad Unified School District/NCPC Board Director
Diane Strader, ENA/NCPC Board Director
Dale Walton, McAlister Institute/NCPC Board Director
Maria Yanez, City of Oceanside/NCPC Board Director
Lorraine Wood, Carlsbad City Councilmember
Chief Neil Gallucci, Carlsbad Police Department
Malcolm Warfield, Carlsbad Police Department
Erica Leary, VCC/NCPC Program Manager
Linda Ledesma, Carlsbad Police Department
Melissa Ryan, CA Department of Alcoholic Beverage Control
Rosemary Eshelman, Carlsbad Unified School District
Chris Walker, MADD
Debal Acquaro, SD County HHS North Coastal
Nancy Logan, San Dieguito Alliance
Cheryl Mast, City of Vista
Amy Caillonette, Oceanside Boys & Girls Club
Christina Mackey, Oceanside Boys & Girls Club
Julie Eismin, SD County HHS
Leticia Robles, San Marcos Prevention Coalition
Kari Moya, VCC/Tobacco Control Programs
Nancy Rocha, VCC/Tobacco Control Programs
Fatima Ashaq, VCC/NCPC Media/Prevention Specialist
Carmela Muñoz, VCC/NCPC Prevention Specialist
John Byrom, VCC/NCPC Prevention Specialist
Debbie Obregon, NCPC/VCC Administrative Assistant

I. Welcome and Introductions: Craig Balben, President.

The meeting was brought to order at 8:15 a.m.; self-introductions were made, giving names and organizations represented.

Congratulations to Nannette Stamm – Baby Marcos was born January 2! Nannette will return from maternity leave in April. 😊

Craig announced 2016 Board Officers elected at the preceding board of directors meeting - all 2015 officers agreed to continue in their position: Craig Balben, President; Ray Thomson, Vice President; Margie O'Hern, Treasurer. Maria Yanez volunteered to serve as Interim Secretary until Nannette returns from maternity leave in April. ***Congratulations and thank you to all for volunteering in this capacity.***

II. Approval of Meeting Minutes: December 10, 2015:

Craig asked for any corrections/additions to the December GM meeting minutes; minutes were accepted as presented into the record.

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

Margie reported:

- General account: **\$1133.89**
- **GoFundMe Account: \$505.00 (designated for youth registration fees at YDL Camp)**
- 420 Remix: **\$1230.00**
- Youth Coalition: **\$733.57**
- Eastside Neighborhood Assoc: **\$2600.12**

Margie reminded members that 2016 membership dues are now being accepted: \$25 per individual and \$50 per organization.

Dues help support NCPC's mission, provide support for minor operating expenses, supplies for meetings, events, and activities, and come with voting privileges for the annual board elections. Paid members are listed on NCPC's letterhead (if desired), and linked onto NCPC's website. Debbie can provide invoice/receipt if needed. If you have any questions, please don't hesitate to contact an NCPC board member. NCPC thanks you in advance for your ongoing support.

Craig shared a copy of the new NCPC sponsorship brochure developed by Aaron Byzak (*Nice job Aaron!*). Brochures will be used when making corporate/community contacts to discuss sponsorship opportunities. Craig suggested members think about strategic partners within their own networks who would support NCPC's mission and possibly contribute to NCPC's prevention efforts. Both Craig and Aaron offered to partner with other members to meet with potential sponsorship contacts.

IV. Guest Speakers – Carlsbad Councilmember Lorraine Wood and Carlsbad Police Chief Neil Gallucci:

Carlsbad Councilmember Lorraine Wood and Chief of Police Neil Gallucci discussed "hot topics" currently facing Carlsbad, primarily medical marijuana dispensaries, how Carlsbad is dealing with the new state regulations and working to tailor their own ordinance to preserve local control.

Chief Gallucci reviewed law enforcement's strong support for AOD intervention and prevention programs, specifically youth projects (Juvenile Diversion Program, Project Aware). He shared juvenile arrest rate data and noted that Carlsbad rates have dropped from 27.8 (arrests per 1000 population) in 2011 to 14.7 in 2014 (county arrest rate was 23.7 in 2014). He noted that CPD is also looking at other ways to support/enforce their Social Host Ordinance.

Both Councilmember Wood and Chief Gallucci applauded NCPC's ATOD community education and prevention efforts and offered ongoing support and continued collaboration. Craig thanked both for taking time out of their busy schedules to attend.

V. Program Updates:

Sticker Shock Campaign, "IF THEY CAN'T BUY IT, DON'T SUPPLY IT," Fatima Ashaq: In December, 23 Youth Coalition members visited 20 alcohol retail stores in the tri-city area to place brightly colored stickers on multi-pack alcohol products with a message to customers not to provide alcohol to minors and to comply with all underage drinking laws. The participating store owners were very supportive and the campaign received print media in the SDUT.

Marijuana Ordinance, Erica Leary: The Oceanside City Council voted (4-1 vote) to continue ban on medical MJ dispensaries, cultivation and deliveries. Council did ask city staff to look at a program that would allow delivery services from dispensaries outside the city limits.

420 Remix PSA Contest: Erica reported NCPC will not partner with iVIE for this year's PSA contest, but iVie has committed to help with our contest promotion. The PSA flyer/announcement will be posted on the NCPC website next week. This year the contest will be open to all students, middle through high school (not split as in the past) in SD County. There will be a strict **30 second time** limit to accommodate possible theater ad opportunities. Winners will be selected for 1st (award \$500), 2nd (award \$250), and 3rd place (award \$100). PSA entries are due by April 11. Fatima added that a social media campaign (**#choose not to use**) will be developed to promote both the PSA contest and the afternoon event at Boomers! More details to come.

VI. Membership Announcements:

Nancy Logan, SDA: Solana Beach City Council passed ordinance prohibiting the delivery, cultivation, and distribution of medical marijuana. SDA's next Community Networking Lunch is Feb. 5, starting at noon at the Encinitas Community Center.

Julie Eisman, SD County HHS: Shared copy of "It's Up To Us" newsletter and a flyer for this year's "Love Your Heart" day, February 11. Free blood pressure screenings will be available at sites across the county.

Debal Acquaro, SD County HHS: Shared a 'save the date' flyer for the North County Youth Partnership Networking Reception on Thursday, Jan. 28 (networking opportunity to share resources with other youth service providers and tour the new North Inland Live Well Center). Debal offered to provide blood pressure screenings at the February's NCPC meeting.

Maria Yanez, City of Oceanside: The city will provide Oceanside residents with free sand bags and sand (fill your own/limit 10) at the City Operations Center, 4927 Oceanside Blvd., M-F, 9am-3pm – while supplies last.

Rosemary Eshelman, CUSD: Next YES (Youth Enrichment Services) meeting set for Thursday, Jan. 21; Carlsbad School District Superintendent will be the guest speaker.

Cheryl Mast, City of Vista: Vista will host a Junior Deputy Academy in conjunction with Sheriff's Department starting Jan. 14 through March 17; youth ages 10-17 are invited to participate.

Melissa Ryan, ABC: Encouraged members to visit the ABC website, lots of changes/new laws for 2016.

Carmela Muñoz, NCPYC: Program staff will take ten youth members to youth leadership camp at the end of the month. Thanks to everyone who contributed to the NCPC GoFundMe Account in support of this activity.

Christina Mackey, Oceanside Boys & Girls Club: The club will host full-day camps during President's Day week.

VII. Adjourn: Meeting was adjourned at 9:25 am.

Next scheduled general membership meeting: Thursday, February 11, 2016, 8-9:00 a.m., SD County HHSA North Coast Regional Office, 1701 Mission Avenue, Oceanside 92054.

Respectfully submitted by Debbie Obregon on behalf of Maria Yanez, Interim Secretary