

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, March 10, 2016

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

Attendance

Craig Balben, Oceanside Resident/NCPC President
Ray Thomson, OHS/NCPC Vice President
Nannette Stamm, VCC/HPC/NCPC Secretary
Maria Yanez, City of Oceanside/NCPC Board Director
Margie O'Hern, Oceanside Resident/NCPC Treasurer
Ray Pearson, CUSD Board Member/NCPC Board Director
Aaron Byzak, UCSD Health Sciences
Dale Walton, McAlister Institute/NCPC Board Director
Erica Leary, VCC/NCPC Program Manager
Rosemary Eshelman, Carlsbad Unified School District
Linda Ledesma, Carlsbad Police Department
Danielle Isola, SD County HHS
Marie Smith, North SD Young Marines
Amy Caillouette, Oceanside Boys and Girls Club
James White, CSACC/MCCS Marine & Family Programs
John Baptiste, CSACC/MCCS Marine & Family Programs
Frank Stalzer, SD Sheriff's Department/Vista Patrol Station
Nancy Logan, San Dieguito Alliance
Debal Acquaro, SD County HHS North Coastal
Julie Vargas, SD County HHS
Cheryl Mast, City of Vista
Leticia Robles, San Marcos Prevention Coalition
Gena Knutson, VCC/Tobacco Control Programs
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 8:10a.m.; self-introductions were made, giving names and organizations represented.

II. Approval of Meeting Minutes: March 10, 2016:

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

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

- General account: **\$1467.38**
- 420 Remix: **\$2150.00**
- Youth Coalition: **\$738.57**
- GoFundMe #1 Account Balance: **\$600.69 (youth coalition)**
- Eastside Neighborhood Assoc: **\$2411.45**

2016 membership dues are still 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. If needed, please contact Debbie for an electronic invoice/receipt.

Still waiting to hear back from TCMC regarding presenting sponsorship for 420 REMIX.

VI. 420 Remix Planning Updates – NCPC Program Staff:

420 REMIX PSA Contest: Erica reported that 20 individual/group PSA entries were received by the April 11 deadline. Program staff completed an initial screening of all submissions and filtered out those that did not comply with entry criteria (i.e. 30 second max length). NCPC members were asked to view the 15 entries that made the cut and score them on a range of 1-10 for the following four

categories: ***Time restriction met; Reaches target audience; Originality/Creativity; and Overall impression.*** The top 5-7 entries from this scoring process will then move on to the on-line voting component. The on-line voting link will be sent out to the membership and everyone is encouraged to share the information with their social media contacts. Online voting will be closed Monday, April 18 at 8a.m. The board of directors will have the final say to determine first, second, and third place winners.

Winning entries will be previewed and prizes awarded at SAY San Diego's Marijuana Prevention Forum on April 19 at Madison High School in San Diego. The winners will also be previewed during Boomers! 4/20 REMIX event. Please contact Fatima Ashaq, NCPC Media Specialist, if you have any questions.

420 REMIX Boomers! Event: John Byrom reported that volunteers are still needed. Resource table space is available (a youth resource area will be set up inside the park-let John know if your agency would like a table); a parent resource area will be set up in the parking lot and a parent workshop will be presented from 5-5:30 p.m.

VII. Membership Announcements:

Maria Yanez, City of Oceanside:

- Día del Niño (Day of the Child), Balderrama Park, Saturday, April 30, 10am-2pm.
- Libby Lake Community Resource Fair, Libby Lake Park, Saturday, May 7, 11am-2pm.
- Crown Heights Annual Community Festival, Crown Heights Resource Center, May 21, 11am-2pm.
- Coffee with a Cop, Thursday, May 21, Oceanside Farmer's Market/Pier View Way & Coast Highway, 8-10am.

Cheryl Mast, City of Vista:

- Human Trafficking Awareness Forum, Thursday, April 28, North County Lifeline Sage Room, 5-8pm.
- Free Movies in the Park starting June 18 (The Goonies) at Buena Vista Ball Fields; movies begin at 8pm.

Rosemary Eshelman, CUSD:

- Next YES (Youth Enrichment Services) meeting will be May 19 (Linda Ledesma will be honored; she is retiring in June – Congratulations Linda!)

Amy Caillouette, Oceanside Boys & Girls Club:

- Mother's Day annual Pancake Breakfast, Saturday, May 7, B&G's Club, Country Club Lane, 8:30-11:30am.
- Summer Camp 2016, June 6 through August 12.

John Byrom, NCPC:

- Rx Drug Take Back Day, Saturday, April 30, various locations throughout North County.

Nancy Logan, SDA:

- Underage Drinking Community Forum, Monday, May 16, La Canyon High School, 6-7:30pm.

Kari Moya, VCC Tobacco Control Programs:

- Youth Tobacco Purchase Survey conducted last week in Escondido; 80 stores visited, 14 sales were made (increase from last purchase survey). Also completed purchase survey in the unincorporated areas of the county- no sales were made (yeah!).
- Next month Kari plans to share highlights from the youth coalition's trip to Youth Quest Sacramento. Youth members met and talked with legislators about ATOD prevention efforts and what they are doing locally to address these issues.

Julie Vargas, County HHS:

- Congratulations to all of the Public Health Award winners!

Erica Leary, NCPC Program Manager:

The North Coastal Prevention Coalition would like to encourage members to participate in the City of Oceanside's online survey gathering public input on alcohol licensing. The survey can be found here: https://www.surveymonkey.com/r/breweries_winerias In particular, there is a question about 'Deemed Approved Ordinances' – a proven strategy for reducing community alcohol-related problems. Also, please read NCPC President Craig Balben's opinion piece as well as a research publication on Deemed Approved Ordinances on NCPC's website: <http://northcoastalpreventioncoalition.org/2016/04/ncpc-encourages-community-to-participate-in-the-city-of-oceansides-online-survey-gathering-public-input-on-alcohol-licensing/> NCPC thanks the City of Oceanside for this opportunity to provide input, and encourages all to participate!

VII. Adjourn: Meeting was adjourned at 9:13 am.

Next scheduled general membership meeting: Thursday, May 12, 2016, 8-9:00 a.m., SD County HHS North Coast Regional Office, 1701 Mission Avenue, Oceanside 92054.

Respectfully submitted by Debbie Obregon on behalf of Nannette Stamm, Secretary