

NORTH COASTAL PREVENTION COALITION

Serving the Communities of Carlsbad, Oceanside, and Vista

www.northcoastalpreventioncoalition.org

Minutes of the Board of Directors – Video Conference via Zoom

2:00PM

Wednesday, April 15, 2020

Attendance:

Aaron Byzak, Interim President
Ray Thomson, Vice President
Nannette Stamm, Secretary
Ray Pearson, Director
Marie Smith, Director
Maria Yanez, Director
Erica Leary, VCC/NCPC Program Manager
Riane Fletcher, VCC/NCPC Media Specialist
Fatima Ashaq, VCC/NCPC Prevention Specialist
Carmela Munoz, VCC/NCPC Prevention Specialist
John Byrom, VCC/NCPC Prevention Specialist/Community Collaboration
Debbie Obregon, VCC/NCPC Admin. Asst.

Absent:

Craig Balben, Immediate Past President
Diane Strader, Treasurer
Dale Walton, Director

I. Welcome – *Aaron Byzak.*

The meeting convened at 2p.m. – video conference via Zoom.

II. Meeting Minutes Approval for March 12, 2020:

Meeting minutes were accepted into the record as presented.

III. Treasurer's Report – *Report deferred to May 2020 meeting.*

IV. 420 REMIX PSA Entries:

Board members (acting as the PSA Judging Panel) reviewed top ten PSA entries selected by program staff. Staff selections were based on input from general members attending the GM meeting held on 4/9 along with online voting results; online voting was open 4/9 through end of day on 4/13.

The board was asked to consider the following questions:

- Do we want winners finalized and promoted by Monday, April 20, or do we want time to request edits from potential winners?
- How many winners?
- Should we award \$25 gift cards to all 10 finalists?
- Ideas for media promotion?

The board members also viewed/compared online voting results and agreed to award the top three entries in two categories: still image and video (1st, 2nd, and 3rd place in each category). It was agreed to allow each of the top six selected entries an opportunity to make minor edits as recommended by the judging panel; the youth will be asked to re-submit their edited entries by end of day on 4/17. A prize amount of up to \$250 will be awarded to the 1st place winner in each category; 2nd and 3rd place awards to be determined. All winners will be announced Monday, April 20, 2020 on the NCPC website and via various social media platforms.

Subsequent to this meeting, the following award amounts for both categories were recommended and approved by a quorum of board members:

1st place: \$250 (x2)

2nd place: \$150 (x2)

3rd place: \$100 (x2)

\$25 gift card to each additional participant (x3)

Please view 420 PSA Contest Results at the following link: <https://youtu.be/Z-Ux8FYvxw>

V. **“One Choice” – NCPC Draft Initiative & Rebranding – Next Steps:**

Board members viewed draft versions for the new “One Choice” logo and discussed design and tag line.

Erica discussed with members how to best integrate NCPC’s existing logo/branding with new “One Choice” initiative. Shared copy of draft logo designs (4 different versions) and asked for the board’s feedback. For better flow, Aaron Byzak suggested re-wording the slogan to read: **“For reasons of health and safety”** at the beginning, followed by: **“no use of alcohol, nicotine, marijuana and other drugs for youth under 21.”** General consensus: agreed/approved re-wording as suggested.

In light of recent virus crisis and concerns with youth and vaping, Ray Pearson recommended that “vaping” be included in the logo/tag line. Considering input from the group, it was agreed that “vaping” is a delivery method and not a “substance” e.g. tobacco, alcohol, and/or marijuana. The group consensus was to leave “vaping” off the new logo. It was agreed that “vaping” information would be included and highlighted in any future media/promo events introducing the new logo/rebranding initiative and also included/with a strong emphasis in any future NCPC written materials/rack cards/handouts, etc.

Board members unanimously agreed on Version #1 logo/tag line - link to design #1: <https://northcoastalpreventioncoalition.org/wp-content/uploads/2020/04/One-Choice-Rebranding-Verson-1.pdf>

VI. **2020 Proposed GM Agenda Items/Guest Presenters:**

May 14: GM + TBD (tentative guest presenter suggested by Marie Smith: Steven Wolf; also suggested to invite rep from Supervisor Desmond’s office.

June 11: GM + TBD (tentative guest presenter: Thelma Mubaiwa, County DA’s Office.

July 9: GM + TBD (tentative Annual Youth Coalition Recap)

Meeting was adjourned at 3:10 p.m.

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