

NORTH COASTAL PREVENTION COALITION

Serving the Communities of Carlsbad, Oceanside, and Vista

www.northcoastalpreventioncoalition.org

Minutes of the Board of Directors – Zoom Video Conference

8:00 AM

Monday, March 1, 2021

Attendance:

Aaron Byzak, President
Kristal Jabara, Vice-President
Nannette Stamm, Treasurer
Jose Villarreal, Secretary
Ray Pearson, Director
Ray Thomson, Director
Dale Walton, Director
Maria Yanez, Director
Rob Howard, Alternate
Erica Leary, VCC/NCPC Program Manager
Riane Fletcher, VCC/NCPC Media Specialist
Carmela Muñoz, VCC/NCPC Prevention Specialist
John Byrom, VCC/NCPC Prevention Specialist/Community Collaboration
Debbie Obregon, VCC/NCPC Admin. Asst.

Absent:

Marie Smith, Director
Scott Ashton, Alternate
Timothy Jackson, Alternate

I. Welcome:

Meeting convened at 8:00 AM via Zoom video conference.

II. Meeting Minutes Approval for February 4, 2021:

Correction: Rob Howard's first name in the attendance list was corrected from "Ron" to "Rob."
Meeting minutes were accepted into the record as corrected.

III. Treasurer's Report:

Nannette Stamm provided the following report:

General Acct.	Youth Acct.	TCMC	SAMSHA	Walmart	TOTAL	ENA
\$1,254.56	\$3,287.87	\$2,150.00	\$630.00	\$2,175.13	\$9,497.56	\$1,464.51

Debbie Obregon reported that NCPC's annual tax forms for FY 2019 were completed and filed on 2/12/21.

REMINDER: Generate donations for NCPC at smile.amazon.com. <https://smile.amazon.com/gp/chpf/homepage?orig=Lw==>
NCPC will receive a donation on qualifying purchases made through Amazon's community giving program. The links included here takes you directly to the site and NCPC's account: **LINK:** smile.amazon.com/ch/33-0574911. Please let us know if you have any questions - Thank you for your support.

IV. Program Recap/Updates:

NCPC Video Creation – Aaron Byzak:

Aaron reported that he shared the member's input from February's BOD meeting with the PSA development team; he should have a copy of edited version this week. He will review and report back to the board for any additional input and also discuss next steps for promotion and distribution.

Community Forum – Erica Leary:

Erica shared an update on the community forum being planned in collaboration with Oceanside High School/Be the Resistance Club for Tuesday, March 23, 6-7:30 p.m. Opening welcome will be provided Jose Villarreal, OHS Principal; guest speakers will be Joe Eberstein, Program Manager with the Marijuana Prevention Initiative, and Dr. Caroline DuPont, Vice President, Institute for Behavior and Health. Student members will facilitate the forum and plan to promote the event in the tri-city region. The forum will be presented in a webinar format and OHS will provide Spanish translation.

Oceanside MJ Policy – Erica Leary:

Oceanside Planning Commission unanimously recommended approval for Oceanside's first legal cultivation license for a cannabis nursery (Zenleaf, LLC) in the South Morro Hills area. Board members discussed what this might mean to the nearby residents in the

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area and talked about NCPC's position and next steps. Members briefly discussed how to educate residents about the negative impacts (specifically the odor (see link to news article below), developing a postcard campaign to solicit resident support, contacting media outlets, press release and/or op-ed. The board asked Erica to look closer at all the options and opportunities for NCPC to respond to this issue and report back.

<https://www.vcstar.com/story/news/local/2020/02/28/pot-odors-spark-lawsuit-against-carpinteria-cultivators/4903931002/>

County CDC Opioid/Fentanyl Crisis – Erica Leary:

Scott Ashton will include a copy of the County's fentanyl poster and article in the Chamber magazine this month.

Erica reported that NCPC's AOD program has received additional resources to address the county opioid/fentanyl crisis. Staff will be reaching out to local community organizations and businesses (liquor and convenience stores) to distribute fentanyl crisis information. Staff will visit local retailers who participated in NCPC's annual Sticker Shock Campaign in the past and solicit their support to distribute information and post flyers in their businesses. Rob Howard has also offered to reach out to the local faith community to support this effort

Riane shared the county's video PSA developed to promote this campaign and spread the video message county-wide. Board consensus was that the PSA was too long; members suggested using just the poster image with a condensed view time of 15 seconds max. Members suggested an additional version with more youth focused images and message was needed. Members also suggested checking with the county to ask about plans for PSA distribution and social media promotion.

Board approved spending up to **\$500** to boost NCPC's social media platforms in support of the county's fentanyl crisis campaign. So motioned by Aaron Byzak, 2nd by Ray Pearson, pass unanimously.

V. Discussion Items:

Board Meeting Schedule – Doodle Poll Survey Results:

Board members agreed to continue through June with new meeting date as defined by the Doodle Poll survey results: First Monday of each month at 8 a.m. The board will revisit this item in June and reassess at that time.

NCPC Vision/Strategic Planning Session with CADCA Facilitator – Doodle Poll Results:

There were only a few replies to the Doodle Poll survey to select a date for February's strategic planning session to review NCPC's vision statement. Erica reported that the CADCA facilitator is available in March and proposed pushing the session out. She asked members for their availability between March 8 and March 17. Members agreed on three dates and times for consideration. The survey poll with new dates and times will be resent; survey results will be shared ASAP.

Invoice – Dr. Roneet Lev:

Board approved **\$500** for NCPC sponsorship/participation on Dr. Roneet Lev's March 5, 2021 Podcast Broadcast (Aaron Byzak will be guest speaker, NCPC will be mentioned during show, and sponsorship included on High Truths Website). So motioned by Kristal Jabara, 2nd by Nannette Stamm, passed unanimously.

AB 282 – Bill closes drunk driving loophole:

Ray Thomson suggested providing more information to coalition members regarding Assembly Bill 282. Ray explained that this bill will close the loophole caused by AB 3234. AB 3234 lets people charged with a DUI have a plea deal and attend a diversion program which will keep their DUI off their DMV record and avoid attending a DUI program. This will significantly weaken DUI laws and will make our roads less safe.

VI. Proposed 2021 GM Agenda Items/Guest Presentations:

- Mar 11: GM + Megan Patrick Thompson, Exodus Recovery
- Apr 8: GM + TBD (420 Remix PSA Contest)
- May 13: GM + TBD (Ray T. suggested Aaron White, Ph.D., Dr. White recently presented at the Alcohol Policy Panel meeting and spoke about the intersection of alcohol, mental health, and adolescents.)

Meeting adjourned at 9:10 AM; next scheduled **Board of Directors Meeting** will be Monday, April 5, 2021, 8-9 AM.

Respectfully submitted by Debbie Obregon on behalf of Jose Villarreal, NCPC Secretary.

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