MEETING TITLE: Alliance for Marijuana Prevention

DATE & TIME: April 21, 2017; 9:00 a.m. – 10:00 a.m.

CALLED BY: Brandon Poel

ATTENDEES: Sarah De La Rosa (M&RS), Alison Rudick (Red Project), Bob Jakubowski, Tim Bahorski (Muskegon P.D.), Joel Engel (Behavioral Health), Jon DeMol (Public Health), Andy Fias (WEMET), Jared Passchier (NSPD), Don Kalisz (Revel Marketing), and Rachel McCoy (Health Project)

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| **Welcome & Introductions** | The meeting started at 9:05 a.m. with a welcome and introductions.  March's Minutes were approved by Sarah De La Rosa and Tim Bahorski. |
| **DJ Medical Marijuana Presentation Update** | DJ has visited every city, village and township in Muskegon County to address city officials and committees on the marijuana ordinance and why not to adopt it. DJ, along with a couple of other county officials, sat through a presentation by a group called TheraCann. They are a Canadian based company that specializes in medical marijuana facilities. TheraCann would like to build a super marijuana plant facility on our Wastewater site. It was pretty unanimous not to agree to that, or try to convince Egleston Township that this was a good idea. It is an interesting wakeup call that there are big corporations that will be looking to monopolize this market.  Andy Fias reported that Muskegon heights and Muskegon have adopted the ordinance, and will start allowing growers into their jurisdiction. Currently, townships are saying no; but everyone will be traveling to that jurisdiction to purchase marijuana. Every marijuana license is rumored to cost $20,000, which is big money and corporate money to monopolize. Marijuana is hard to track because there is currently no system in place which says that you had already purchased your legal amount of marijuana, so it will be easier for those to purchase double the amount and sell to others for double the price.    The governor hasn’t nominated or chosen an executive to run the marijuana board as of yet, but LARA has selected a medical marijuana expert to lead the committee.  Currently, law enforcement find it difficult to confirm medical marijuana cards with providers. By having a medical marijuana card, a person can purchase 2.5 ounces of marijuana. It is not regulated how much that person can smoke per day, so they could smoke 2.5 ounces of marijuana and then return to purchase more the next day.  Joel stated that because of HIPPA law, law enforcement cannot verify if a person has a medical marijuana card. Andy stated that growers are not going to sell to the same person twice a day because they don’t want to lose the  $20,000 license. Those who are involved with the day to day sales/operations will make a lot of money. Must re-new a medical marijuana card  every three years. There is currently no one enforcing how the cards are produced by a doctor, meaning that anyone who has an MD license to practice can sign a prescription for a medical marijuana card. There will be those who have built a strong doctor to patient relationship, so cards can be easily written with not a legit physical. There needs to be a policy written into place for this to be enforced. |
| **AMP Sub-Committee Meeting**  **Infographic Distribution** | Alison from the Red Project reported that AMP held their first subcommittee meeting March 31st and the meeting generated really neat ideas on how to reach youth. The committee brainstormed some ideas and started the conversation to target youth, not just on marijuana, but also on other drugs. She stated that it is important to have that peer to peer connection and to show youth what bad decisions can lead down the road in life. "What will happen when you have to check that box when applying for financial aid?" These are important concepts we need to reach youth. The committee discussed having a viral and live streaming video on a Facebook page will encourage schools to jump on board to view panel. The panel will consist of speakers of youth and professionals. They are hoping that the streaming service will also allow questions to be filtered through to reach the panel, this way the panel can reach hundreds of schools in one day. Next AMP Sub Committee Meeting will be April 21st from 10am-11am at Brooklyn Bagels on Apple Ave.  Don asked the committee to email joe at Revel on different applications to live stream/broadcast an event. This needs to be a controlled event so there are no negative questions. Sarah de la Rosa asked if text messages could be an idea to relay messages to the panel. Brandon stated that an app was used at the traffic safety summit to ask a question.  The AMP Committee changed the messaging from "what every city official should know" to "what every person should know". Brandon stated that the language may change infographic as time goes on. So far, the infographic has been:   * NSPD posted it on their Facebook page. * Chief Squires sent materials to COPS Board. * Distributed to Workbox staffing to raise awareness to employees.   ***To-Do***   * Rachel to send updated infographic with minutes for agencies to post on social. |
| **Silent Observer Update**  **Policy Update** | Don Kalisz (Revel) stated that the Silent Observer messaging has been  Made into a very collective and impactful campaign. Billboards and mats on buses are out now live to see. The campaign was originally planned  To start in March and April, but will be stretched out to May also. Several other tactics include: graphics, social media, video contest, survey to youth.  Don noted on a slight change to the LC Walker Package – DJ, Tom, and Rachel Stewart will man a table at a Lumberjacks game to promote the app and how to report a crime. Announcements and video will be shown during breaks. The Lumberjacks owner is currently averaging 2,000 seats a game. Floor graphics will be placed all summer long at the Muskegon Farmers Market, LC Walker Arena, and Downtown Muskegon. Don and his team are shifting the prices so AMP's campaign is more cost effective.  A survey has been created and distributed to Facebook to target high school students. Don asked the committee to please share on their Facebook pages. So far, the survey is estimating 56% of youth think underage drinking should be illegal and 50% of youth think marijuana should be illegal. With this in mind, Don stated that education should be AMP's main focus moving forward.  **What's New?**   * Edibles and medibles are now legal for caregivers. * Butane hash oil is illegal – can't do it in a building, farms, house, or hazardous area. It is legal to use butane hash oil in a field. * Andy stated that the old law only allowed the bud in the female plant, but now the whole plant can be used. Vaping is only controlled in the county level, but not at the state level. * Jon DeMol stated that legislation for marijuana legalization in Canada has been passed. |
| **Other Good and Welfare** | **Opioid Summit in Muskegon**  June 29th 3pm-6pm at the Folkert Community Hub - Anyone who is interested in hosting a booth should email Stephanie Vanderkooi - [stephaniev@lsre.org](mailto:stephaniev@lsre.org)  **MAMDP Take Back Event**  Muskegon Area Medication Disposal Program's Spring 2017 Take Back Event will be held Saturday, April 29th from 9am-1pm at Norton Shores Fire Department. |
| **Next Meeting** | **Friday, May 19th from 9:00 a.m. – 10:00 a.m. at Baker College – The Meeting Place.** |