

MEETING MINUTES



amp

MEETING TITLE: Alliance for Marijuana Prevention

DATE & TIME: March 17, 2017; 9:00 a.m. – 10:00 a.m.

CALLED BY: Brandon Poel

ATTENDEES: Roger Squiers (WPD), Echo Brown & Alison Rudick (Red Project), Chad Wilson (Muskegon P.D.), Tim Bahorski (Muskegon P.D.), Joel Engel (Behavioral Health), Tim Titus (WEMET), and Rachel McCoy (Health Project)

Welcome & Introductions	The meeting started at 9:05 a.m. with a welcome and introductions. February's Minutes were approved.
Silent Observer & AMP Update	<p>AMP and Silent Observer members have met with Revel to edit billboard designs and messaging for the upcoming campaign. Messages of billboards consisted of "Not on my block. Report Crimes Anonymously. Earn Cash", "Save A Friend. Report Drug Activity Anonymously. Earn Cash" and "Report Crimes Anonymously. There's an app for that." Part of the AMP partnership will consist of door hangers that can be given to law enforcement agencies. The purpose of the door hangers is for every crime committed that a door hanger be put in place and canvassed through the neighborhood, directing them to the Silent Observer logo and app. Other tactics of the AMP and Silent Observer partnership included a press release, social media ads, an LC Walker Arena Package, Video Contest/Campaign, and banners.</p> <p>Tim Bahorski asked what an agency should do if a tip comes through the front desk, and the correct response was to have the individual call Silent Observer/the tip line.</p>
AMP Sub-Committee Meeting	Rachel reported that a Sub-Committee Meeting will be held on March 27 th at 3:00 p.m. at the Chamber of Commerce. The Sub-Committee was created to develop a presentation/panel discussion to talk specifically about drugs and marijuana. The presentation will be targeted at middle school students and up. Echo and Alison stated that it is more powerful to show students what life can be like down the road with a drug possession charge on their record. The committee also discussed having youth their age talk about their addictions.
2017 Marijuana and Emerging Drug Business Survey	Health Project staff stated that a meeting has been put in place to discuss the business survey with the Lakeshore Chamber of Commerce. The new survey will consist of questions pertaining to other coalitions of the DFC; such as, alcohol, tobacco, marijuana, and other drugs.
Recreational MJ One Pager Discussion	Brandon Poel stated that the current AMP Recreational Marijuana Flyer has not been distributed or shown to the public. The flyer was originally created to be distributed to city officials and stakeholder while Andy and DJ were presenting.

MEETING MINUTES



amp

<p>AMP Final City Officials Infographic Distribution</p>	<p>Chief Squires recommended that the flyer be targeted at city officials who care about the community. The one pager consists of facts; and, as a coalition, it is our duty to provide accurate facts to the public. It was decided to replace the headline of the infographic from "What every <u>city official</u> should know about marijuana" to "What every <u>person</u> should know about marijuana".</p> <p>Officer Wilson said that he has connections with Workbox Staffing in Montague, and the infographic can be distributed to other Workbox staffing sites in the area. Chief Squires volunteered to distribute the new flyer to COPS board members via email. Rachel will work with Revel to create a PDF and JPEG images for social media use.</p> <p><u>To-Do</u></p> <ul style="list-style-type: none"> • Health Project Staff to ask Revel for edited version of flyer • Chad Wilson to distribute flyer to Workbox Staffing • Chief Squires to distribute to COPS members.
<p>Other Good and Welfare</p>	<p>MAMDP 2017 Spring Take Back Event will be held on April 29th from 9:00 a.m. – 1:00p.m. at the Norton Shores Fire Department.</p>
<p>Next Meeting</p>	<p>Friday, April 21st from 9:00 a.m. – 10:00 a.m. at Baker College – The Meeting Place.</p>