

MEETING MINUTES



MEETING TITLE: Alliance for Marijuana Prevention

DATE & TIME: January 19, 2018; 9:00 a.m. – 10:00 a.m.

Chaired By: Stephanie Vanderkooi (LRE)

RECORDED BY: Rachel McCoy (Health Project)

ATTENDEES: Jason Carlson and Rita Dooley (MDOC), Roger Squires (WHPD), Jon DeMol (Public Health), Kori Bisson (KWB Strategies)

Welcome & Introductions	<p>Introductions were made at 9:10am</p> <p>Minutes from January were presented and approved by Brandon Poel and seconded by Chief, Roger Squires. Meeting chaired by Stephanie Vanderkooi.</p>
Sub Committee Update	<p>Rachel updated the committee on the previous sub-committee meeting that was held in December. The committee agreed to stick to marijuana as this is the perfect opportunity to engage and education communities on the topic. The event will be held at Orchard View High School from 12:30 to 1:15pm with a 15 minute segment afterwards for Q&A. The event will be recorded and then given to schools to utilize in health classes, to send to parents, or to use in mass assemblies. Teachers will also be provided with a toolkit to answer difficult questions from students. Stephanie stated that Ottawa County has created a marijuana teacher toolkit.</p> <p><u>To-Do</u></p> <ul style="list-style-type: none">• Stephanie will reach out to them for a copy to give to Rachel.• Brandon Poel stated that he or Officer Mike Weaver (MPD) can attend the Shattering the Myths subcommittee to give a legal aspect to the event/presentation.
Marijuana Business Survey	<p>The committee discussed inviting Healthy and Productive Michigan to the Rotary meeting in March. Possible donations or requests could be discussed with the big three automobile companies to solicit funds for state-wide campaign.</p> <p>Data committee will look at state and national for past 30 days use of marijuana. Kori Bissot will finalize survey, then will send to Rachel to distribute to committee. Laura will connect with Cindi Larson for an update on the business list, so the committee may distribute the survey personally.</p>
MJ Resolution and Support	<p>Stephanie asked AMP members to become a spokesperson for the MJ Resolution of Support, and to bring to jurisdictions and discuss with schools. Members agreed on the following:</p> <ul style="list-style-type: none">• Joel – Muskegon,• Brandon – Norton shores• Chief Wypa – Orchard view, Reeths puffer• Roger Squires – Whitehall & Montague

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Stephanie distributed the new resolution to the committee. The Drug Free Coalition approved and passed the resolution at the last DFC General Meeting. Stephanie and Kate presented at MAISD and the Superintendents will be taking the resolution back to their school to determine if the resolution is something they want to take on. The way that the resolution is written is just education and not lobbying.

This proposal will regulate marijuana like alcohol. 10oz of marijuana equals to a keg of alcohol. Visual images could be made to show the aspects. The proposal takes away local control, and no language on MIPs is located in the sanctions. The Michigan counter campaign, led by Scott Greenlee, is called Healthy and Productive Michigan. Scott is working very closely with SAM (Smart Approaches to Marijuana). Scott's goal for all coalition members is to have as many municipalities and agencies as possible to sign the resolution. Each agency who signs the resolution will be put on the website to show the total agencies who support the resolution.

Scott's 2nd goal is to engage the community at large, whether that be mailing school board members, city councils, members, and policy makers in community to educate them and to encourage them to attend workshop.

Laura attended the Government Affairs Committee at the Chamber, and noted that there may be 5 different ballots in October. Absentee ballot will be out 30 days before the other voting, so that could be another marketing aspect to just vote absentee.

The more we can separate drugs from youth, the better off that they will be. If we recognize it in one place, then we need to recognize it in another place. The proposal replaces everything else. Current law in Michigan is if you are not a card holder, if you have a nomogram of marijuana, then you are violating the law. If a card holder has marijuana in their system and on person, they have to show intoxication.

Laura – Rotary Club Roundtable in March. Physician will be talking about the benefits of marijuana. Laura suggested to bring in someone from our team to set the stage for what marijuana is really about.

To-Do

- Stephanie to ask them what the intended audience is and report back to Rachel.
- Brandon Poel can speak to the schools.
- Chief Wypa could advocate in his district at his schools.
- Stephanie will email PowerPoint to Rachel to send out to committee.

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AMP 2018 Work Plan Review

Health Project staff reviewed the adjusted 2018 Work Plan to the Committee. Work Plans are updated every year. This year, we delegated strategies from the DFC Strategic Planning to incorporate in the new plan. The Green is new and the italicized.

Objective 3

Strategy 1 – Implementing a Social Norming Campaign

The committee decided to keep the social norming campaign idea, but to include actual use rates from student data in high school and college. Social Norming Campaign could compare the State average for usage of marijuana every 30 days with the national average. Negative aspects from the pro side could come back and say that "yes" they are using marijuana. Using national average as credible. Apply recommendation for a social norming campaign once data is determined. Social Norming campaign will be added to work plan.

To-Do

- Data committee to research national and state average for the percentage of youth using marijuana.

Goal 2: By 2020 Reduce the use of Marijuana among the adult population in Muskegon

Laura had mentioned that the Chamber would like to give AMP the list to conduct their own numbers and MJ Business Survey. The survey would just focus on Muskegon County, and would also target businesses of all number range of employees.

Chamber is concerned for the growing number of populations to vote "yes", they do not want to upset their target populations. We give a two week window to complete a survey to accomplish the 3/2018 stated in the work plan.

Brandon Poel stated that if AMP can make the data public from the current survey, then that will motivate employers and communities to provide more education, instead of tabling this item at other meetings/committees.

To-Do

- Rachel to re-send questions for business survey to committee.

Committee decided to do a state-wide survey because the interest is not there. Other employers and businesses may not have changed their mind from the previous state-wide survey. If AMP can target bigger companies such as, Ford or GM, and they say that they are in strong opposition of marijuana because it effects their work force, AMP may have more of an advantage.

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2018 Budget	<p><u>To-Do</u></p> <ul style="list-style-type: none">Stephanie to work on contacting Ford and GM for resolution, etc. <p>The 2018 AMP Work Plan was approved by Brandon Poel, and was seconded by Jason Carlson.</p>
Adjournment	<p><u>To-Do</u></p> <ul style="list-style-type: none">Laura to review Community Benefit Funds and report back to AMP. <p>Meeting adjourned at 10:14am</p>
Next Meeting	<p>Friday, February 16th from 9:00 a.m. – 10:30 a.m. at Baker College – The Meeting Place</p>