

MEETING MINUTES



MEETING TITLE: Alliance for Marijuana Prevention

DATE & TIME: February 16, 2018; 9:00 a.m. – 10:00 a.m.

Chaired By: DJ Hilson (Prosecutor's Office)

RECORDED BY: Rachel McCoy (Health Project)

ATTENDEES: Sarah De La Rosa (M&RS), Kristin Tank and Rick Witham (MAISD), Jill Keast & Jon DeMol (Public Health), TPR. Martin Miller (MSP), Brandon Poel (NSPD), Laura Fitzpatrick (Health Project), Chief Wypa (Muskegon PD), Rita Dooley (MDOC)

<p>Welcome & Introductions</p>	<p>Introductions were made at 9:15am Minutes from February were presented and approved by Brandon Poel and Sarah De La Rosa.</p>
<p>Sub Committee Update</p>	<p>DJ Hilson updated the committee on the progress of the Shattering the Myths event. Health Project staff has been working with MAISD on marketing and communications for schools to invite other students to the 4/20 event. Kristin Tank stated that a reception should be held to educate school administration, superintendents, school boards, etc. The committee really liked this idea and wanted to move forward with planning. Kristin stated that the reception could help the superintendents feel more comfortable about the resolution. The committee agreed on having the Rocky Mountain speaker, Dale Quigley speak at the reception on 4/19 from 4pm to 6pm.</p> <p>Rick Witham discussed technical/broadcasting opportunities with AMP for the 4/20 event. AMP would be interested in hosting 20 minute segments down the road, but members felt that it would be hard for teachers to stop their curriculum for 20 minutes each week. The question will be added to the survey for teacher input. Rick recommended AMP to visit the website called OperationPrevention.com/classroom for resources and learning modules. Kristin also mentioned on developing a letter or a Facebook post, signed by superintendents to put on their school's Facebook page about 4/20. This post could include facts from MIPHY and OHSP driving under the influence data.</p> <p>Jill Keast mentioned that herself and Ashely Westerlund (MAISD) will be hosting a "Shattering the Myths" like event for teachers and school officials in the late summer/early fall. This will be mostly geared towards adults.</p> <p>The committee discussed a half day summit for political leaders, school professionals, and employers at the Lakeshore Chamber of Commerce on the morning of 4/20. Gary Nuland and Cyndi Larson have been working together to plan. DJ will be bringing Mercy Health President, Gary Allore to summit. This will help introduce Gary to elected officials in Muskegon County. Dale Quigley will be speaking during the summit, then be transported to speak at Orchard View High School.</p>



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<p>Statewide Recreational Marijuana Initiative</p>	<p><u>To-Do</u></p> <ul style="list-style-type: none"> • Jill Keast to add "would you commit to a 4 week segment on high risk health issues for youth?" on post survey, after viewing Shattering the Myths recording. • Rick and Kristin to follow up on professional cameraman to be hired for Shattering the Myths Event. • Kristin and Rachel will work together on creating an Eventbrite and catering for the 4/19 reception event. • Kristin Tank to discuss with Superintendents on the resolution and discuss mass Facebook post. <p>Greenlee Consulting, Scott Greenlee who ran the Snyder's Campaign, is heading the stateside recreational marijuana initiative. Scott is targeting the average soccer moms who think marijuana is healthy for youth. He recently did a survey and 57% of those surveyed are pro marijuana. Scott feels that those 7% can easily be persuaded with education. Scott is hoping to raise between \$10-\$15 million for a successful campaign. If he can raise between \$3.5-\$5 million, he feels confident that he can win. Currently, Scott's biggest push is aimed at the big 3 automobile corporations in Detroit for funding and education. The Healthy and Productive Michigan Facebook page and website are now live. Daily facts and stats have been posted to raise awareness on the dangers of marijuana. The website directs business partners for promising donations. Come spring, there will be Facebook ads and more displayed media. He was able to have the Michigan Chamber of Commerce pass the resolution of support, so it is a matter of time before other chambers hear this and follow suit. Website - http://healthyandproductivemi.org/</p>
<p>MJ Business Survey</p>	<p>Health Project staff updated the committee on the 2nd Marijuana Business Survey. The Chamber is willing to assist the coalition with distributing the survey to their contacts.</p>
<p>Local and State Policy Update</p>	<p>DJ Hilson stated that there is talk that legislature is trying to pass a law quickly to legalize recreational marijuana, then quickly repeal the law in lame duck.</p>
<p>Other Good and Welfare</p>	<p>Muskegon Area Medication Take Back Program (MAMDP) April Event – Event will be held on Saturday, April 28th from 9am to 1pm at the Norton Shores Fire Department located on Pontaluna Road.</p>
<p>Next Meeting</p>	<p>Friday, March 16th from 9:00 a.m. – 10:30 a.m. at Baker College – The Meeting Place</p>