

NORTH COASTAL PREVENTION COALITION
Serving the Communities of Carlsbad, Oceanside, and Vista
www.northcoastalpreventioncoalition.org

Minutes of the General Membership

Thursday, April 9, 2009

9:00 a.m.

Community Rooms
SDCounty HHSA/ADS
North Regional Offices

Attendance:

Fred Becker, Becker Institute/NCPC Board Vice President
Margie O'Hern, Oceanside Resident/NCPC Board Treasurer
Ray Thomson, Occupational Health Services/NCPC Board Secretary
Maria Yanez, VCC/REACH/NCPC Board Member
Ray Machado, RXYM Fashions/NCPC Board Member
Paul Savo, the Fellowship Center/NCPC Board Member
Erica Leary, VCC/TCPC Program Manager
John Byrom, VCC/TCPC Community Organizing Specialist
Nancy Logan, San Dieguito Alliance
Kathy Valdez, City of Vista/Weed & Seed Programs
Gabriel Amaro, City of Vista
Jim Provenza, Oceanside Police & Fire Commission
Linda Ledesma, Carlsbad Police Department
Loretta Adame, Phoenix House
Tiffany Wyndham, Music Worx of California
Danel Vickerman, VCC/HPC
Francisco Manzano, San Diego-Tijuana Border initiative
Gena Knutson, VCC Tobacco Control Programs
Dannah Hosford, VCC/Tobacco Control Programs
Leticia Robles, VCC/TCPC
Miguel Pinedo, VCC/TCPC
Jovonne Dempster, VCC/TCPC/Youth Coalition Coordinator
Charlene Guillergan, VCC Tobacco Control Programs
Carmela Muñoz, VCC/DFC/ENA Programs
Rachel Bruckman, VCC/TCPC/DFC Programs
Debbie Obregon, VCC/TCPC/NCPC Admin.

I. Welcome and Introductions – Fred Becker:

The meeting was brought to order at 9:05 a.m. Self-introductions were made, giving names and organizations represented and new attendees welcomed.

II. Approval Meeting Minutes – March 12, 2008:

Meeting minutes were approved as presented.

III. Treasurer's Report – Margie O'Hern:

Margie reported a current bank balance of **\$6131.21**. Annual membership dues for 2009 are still being accepted: \$15 per individual and \$25 per organization.

Debbie reported that the NCPC Board of Directors recently ordered NCPC polo shirts, and for this year only, for each individual who is current with a paid membership and is interested in having an NCPC polo, their membership dues could be used for this purchase. If you are not interested in having a shirt, the funds will go into the general fund account. Please let Debbie know ASAP if you would like to be added to the order list.

Note: The following individuals/organizations have paid dues for 2009: E. Leary, J. Provenza, D. Obregon, E. Turk, M. O'Hern, A. Byzak, City of Oceanside, City of Vista, Becker Institute, Occupational Health Services, and Phoenix House. Please contact Debbie Obregon if you have any questions regarding dues of if you need an invoice/receipt for payment. Thank you for your support.

IV. Event Updates – Program Staff:

- **Annual 420 Remix** – Event flyers were passed out and members were urged to promote and attend the event. John Byrom reported that the Parent Packets for distribution at the event are being prepared; if you want your agency information (ATOD specific) included, John needs 150 copies of each item by Friday, April 17. Tickets are still available; reserve tickets (1 adult chaperone for each 25 kids) by contacting John at jbyrom@vistacommunityclinic.org or info@northcoastalpreventioncoalition.org. Staff will drop off flyers at all tri-city area middle and high schools next week. Volunteers are still needed. If you are interested, please sign-up/contact Jovonne Dempster and be at Boomers! on April 20 by 2:00 p.m.

Leticia noted the recent “Steer kids to drug-free “420” event” article published in the North County Times on Wednesday, April 8; Copies were available for review.

- **Diá del Niño Event** – Carmela Muñoz reminded members that the annual Diá del Niño event will be held Saturday, April 25 at the Joe Balderrama Park in Oceanside, 10 a.m. to 2 p.m. Event flyers were distributed and she is still looking for volunteers. Contact Carmela at carmela@vistacommunityclinic.org.
- **Underage Drinking Forums** – NCPC will host two Community Forums on Underage Drinking in May. The first will be presented in English on Wednesday, May 6, from 6-8 p.m. at the Dove Library/Schulman Auditorium in Carlsbad (co-sponsors: San Dieguito Alliance, MADD, CHS Key Club, and Carlsbad Kiwanis Club). The second forum will be conducted in Spanish on Wednesday, May 13, from 6-8 p.m. at the Vista Academy of Visual and Performing Arts Auditorium (co-sponsors MHS and NC Lifeline -English translation services will be available). Event flyers for both forums were available for distribution or visit the NCPC website for more information.

V. Presentation – Francisco Manzano, County of San Diego, HHS, Tobacco Control Resource Program.

Francisco, Project Manager with the San Diego-Tijuana Border Initiative, presented information on a county-wide project addressing the influence of tobacco use in the movies. In an effort to counter tobacco use by the entertainment industry, the project has developed a theater campaign and has an agreement with UltraStar Cinemas to run a **CA Smokers Helpline ad (1-800-NO-BUTTS)** before showing all trailers and movies. Francisco noted that most of the UltraStar theaters are located in North San Diego County, and he shared a sample of the ad along with a list of other California endorsements, resolutions, and proclamations. He asked NCPC to support this effort and sign-on with an endorsement for the campaign.

Following a brief discussion and Q&A session, the membership agreed unanimously (by show of hands) that NCPC should support this campaign. The issue will be taken back to the Board of Directors for final approval.

VI. Strategic Planning – Fred Becker:

Strategic Planning Sub-Committees were asked to continue working on completing the strategic planning process started back in December. During the month of April, members were directed to complete action plans to accomplish short, medium and long-term goals. Coordinated by Committee Chairs, members will work via emails and phone calls, collect information and submit to Debbie via email no later than Thursday, May 7. Debbie will send the completed plans to Aaron; he will put them together and report progress at the May meeting. Aaron will then solicit members to work on each of the projects. In June, committees will come back with an assignment list and timelines for completion of various projects. Debbie will send out a reminder email to the committees prior to May 7 due date.

Committee 1 – Membership Recruitment and Fundraising

Chair: Fred Becker, Secretary Kathy Valdez

Members: John Byrom, Ray Machado, Debbie Obregon, Margie O’Hern, Paul Savo, Caroline Smith, Maria Yanez, Linda Ledesma

Committee 2 – New and Existing Programs

Chair: Nancy Logan, Secretary: Charlene Guillergan

Members: Charles Cooluris, Jovonne Dempster, Loretta Adame, Carmela Muñoz, Jim Provenza, Lilianna Sandoval, Danel Vickerman.

Committee 3 – Media & Communications

Chair: Dannah Hosford, Secretary: Erica Leary

Members: Gena Knutson, John Lundblad, Leticia Robles, Ray Thomson, Luzmam Vigil, Ulises Villalba, Tiffany Wyndham

VII. Announcements:

- Linda Ledesma announced reminder for monthly YES Meeting, Wednesday, April 15, starting at noon. Guest presenter will be Francisco Rodriguez, Mira Costa College President. She added that County Juvenile Hall will hold annual open house event on May 24, an excellent educational opportunity for parents and youth. Please contact Linda for more information.
- Paul Savo reported that the Fellowship Center will host annual ‘Walk for Sobriety’ on May 9 in Escondido, a five mile walk, family friendly event, ending at Grape Day Park with free BBQ and resource fair. Please contact Paul for more information.
- John Byrom mentioned that a CADCA camera crew will be visiting this month to do a video taping highlighting county-wide HARM Initiative efforts with a focus on 420 Remix. The video will be available on a national downlink in September or viewed on CADCA website. John will keep us posted.
- Loretta Adame noted that Phoenix House operates the only adolescent treatment center in the county; also a new parent support group will be starting in May, bi-weekly classes in the evening, free-no charge to attend. A flyer will follow.
- Dannah Hosford, VCC Tobacco Control Programs, announced that the Smoke-Free Ordinance will go before the Escondido City Council on May 20; she will be looking to NCPC members to attend to offer support.
- Nancy Logan reported that the Del Mar Thorough Bred Club is now smoke-free, and possibility that the Del Mar Concert venue will also be go smoke-free.
- Tiffany Wyndham reported that two drum circles for kids will be held at the Healing Hearts Festival on May 3.

- Erica Leary reported that KOCT's "**Inside Oceanside**" highlighting NCPC and prevention efforts will air in April; she will forward the dates and times.

VII. Adjourn:

The meeting was adjourned at 10:10 a.m. The next general membership meeting date is Thursday, May 14, 2009, 9-10 a.m.

Respectfully submitted by:
Debbie Obregon on behalf of
Ray Thomson, Secretary