



12.1.2020: Meeting Minutes

Attendees: Jen Schilpzand, Kim Sherony, Bruce Butler, Beth Deutsch, Al Thuet, Gabriel Talsky, Maria Olivos, Sara Hannah, Nicolas Sheppard, Sharon Hales, Sydney Hellwig, Toni Siering, Dan Gutchewsky, Noah Arnow, Zoey Hall, Rachel Gasawski, Keira Hoisington, David Morris

I. Welcome and Introductions/New Business:

- A. Objective: Get members' feedback on specifics related to the Medical Marijuana Forum to further progress our planning.
- B. Introductions/Icebreaker question - Early birds or Night owls?
- C. New Business/Prevent+Ed Updates - Rachel recommended watching the documentary. Available through 12/8/2020. Parent discussion to follow. Kim will be sending out the information and link.

II. **Community Sector Spotlight:** Sara Hannah & Maria Olivos from Chapman & Co. to share how they can help with the Medical Marijuana Forum. Chapman & Co. are located in Clayton and are invested in community & leadership. Sara mentioned that a dynamic event has to take into account what we want people to think, feel or do. We need to be intentional about the content and the experience we want participants to have. Facilitation, environment, content and participants are the 4 most important components for an effective experience. The most direct control is over the facilitation and content. Adults learn through experience and interaction through chat and questions. The wisdom is in the room and needs to be pulled out. Chapman and Co. can use various tools such as Mentimeter to facilitate discussion. The group voiced no objections to partnering with Chapman & Co. on this project.

III. **Approve meeting minutes** from 11/10/2020; results from vision statement survey
4:15-4:20

Meeting minutes approved at 1637. We were not able to go over the results from the survey but will at the January mtg.

IV. Collaborative Work Group Session:

- A. Share with large group details that have been finalized thus far for medical marijuana forum (MMF). Each work group will focus on one aspect of the MMF related to their group's topic.

Common Acronyms: DFC (Drug Free Communities), CADCA (Community Anti-Drug Coalitions of America), ONDCP (Office of National Drug Control Policy), NCA (National Coalition Academy), MSS (Missouri Student Survey)

1. Possible Forum dates - Feb 16 or Feb 23
2. Possible speakers: Lyndall Fraker - Chief of Medical Marijuana Program, Prevent + Ed Speaker, Medical Professional and Speaker who can discuss legal aspect of medical marijuana
3. Goals: Disseminate information to the public about medical marijuana
4. Interactive with a moderator

B. Organization/Data Collection

1. **Followup from last session:** Parent Presentation ideas
2. **Background:** For the medical marijuana forum, we need to gather questions from Clayton community members to be asked to expert panelists during the forum.
3. **Objective:** What is the best way to go about gathering this information?
 - a) Do we need to send a survey to each of our sectors to ensure that we have questions that pertain to a diverse audience?
 - b) How do we select which questions we use and which we do not?
 - c) Do we want community members to ask the questions during the forum or have the moderator field all of the questions?
4. **Action Steps:**
 - a) What parts of your objective still need to be completed.
 - b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?
5. **Notes:** The group discussed using preselected questions and the importance of keeping a neutral stance. Options: Have topics and then questions from each topic; Talk with Ellen from the Chamber of Commerce on their marketing plan; The group discussed the possibility of having media sector, Charlie Brennan, as moderator.

C. Community Outreach Group

1. **Follow Up from last group session:** Recap Beth's notes from last session on MMF.
2. **Background:** Given that our goal is to start promoting the forum at least 6 weeks out from the actual date, we need to start planning our promotional strategy so that we have ample time to advertise the event.
3. **Objective:** Create promotional strategy through discussing the following questions:
 - a) Who is our target audience?
 - b) Other than social media, email, School District media channels, what are some other creative ways that we can promote this event to a broad audience? How can we engage and promote within the business sector given that this is a Chamber event?
 - c) People are Zoom fatigued right now. How can we advertise our event as something different and worthwhile?

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4. Action Steps:

- a) What parts of your objective still need to be completed?
 - b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?
5. Notes: Older teens would be a good target. Reach out to the private schools, churches, temples; Reach out to other coalitions and other neighboring school districts; Reach out to our sector reps to spread the word; Zoom fatigue and how to properly advertise to get engagement

D. Youth Engagement

1. **Follow up from last session:** Share billboard for month of Dec.
2. **Background:** Even though the medical marijuana forum is geared toward adults, we want to engage youth in the planning process to ensure that our message of preventing this getting in the hands of youth is conveyed.
3. **Objective:** Discuss ways that our student reps can be involved in the forum (i.e. asking a youth-focused questions, input on the content, what do parents need to understand about medical marijuana and how they can protect their teens from accessing it in their own households, etc)
4. **Action Steps:**
 - a) What parts of your objective still need to be completed?
 - b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?
5. Notes: Billboard changes, adding quotes and icons, interested in information related marijuana technology (vaping), The forum should provide relevant information, avoid personal questions about use to the panelists; kids in Clayton school probably know more about medical marijuana than their parents do.

E. Large group share:

1. Spokesperson for each group will give a brief report on progress made and pose any questions to the large group that they want input on.
 - a) See above in Notes sections for each group

Next Meeting: Jan. 12 4:00-5:00 via Zoom

We meet the 1st Tues. of the month; Feb. 2, March 2, April 6

The mission of the All In Clayton Coalition is to keep Clayton youth safe from the effects of substance misuse. Our key objectives are

- Prevent substance use among Clayton youth.
- Reduce the prevalence of substance use disorders in Clayton.
- Educate the Clayton community on key issues related to alcohol and drugs. •Advocate for policies and practices that prevent substance use among Clayton youth.

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