



MADC Executive Committee (CEC) Meeting Minutes
 Meridian Public Safety Training Center, Meeting Room A
 1223 E Watertower St, Meridian, ID 83642
 November 18, 2021 | 3:00-3:45PM

Committee Members (13): Kendall Nagy, Director | Jennifer Abrao, Secretary | Anne Little Roberts, Business SR | Susie Stertz, Civic SR | Melanie Patterson, Government SR | Brenda Willson, Healthcare SR | Morgan Carter, Law Enforcement SR | David Philips, Media SR | Terry Austin, Parent SR | Earl Scharff, Religious/Fraternal SR | Danielle Fanopoulos, Substance Abuse SR | Noor Hassun, Youth SR | Jeanne Buschine, School SR

Also Present (2): Jos Zamzow, Gracelyn Rourick

TIME	SPEAKER AGENDA ITEMS	PERSON RESPONSIBLE ACTION ITEMS DEADLINE
3:00	Kendall Nagy: Welcome Agenda Additions?	(all) sign-in sheet (Jennifer) record call-in attendees, help monitor chat box
3:03	Jennifer Abrao: Approval of August 19, 2021 CEC Meeting Minutes (sent out via email)	(all) motion, second, anyone opposed? vote to amend or approve minutes (Motion) Jeanne Buschine, (Second) Earl Sharff. All in favor, none opposed.
3:05	Kendall: special guest Jos Zamzow, accompanied by Gracelyn Rourick to discuss Zamzow's 2021 Weed Campaign	<p>(all) Kendall- reason for meeting: MADC received negative feedback from community members regarding Zamzow's 2021 Weed Campaign asking questions we could not answer, so we reached out to Zamzows. Goal of meeting is to have a two-way conversation regarding the impact of the campaign and seek ways MADC and Zamzows can resume their partnership. In the past, Zamzows contributed 30K to help fund the MPD K9 building.</p> <p>Jos- The company understands the perception of the campaign, they always receive negative and positive feedback on all their campaigns. Happy to have the opportunity for feedback from the organization and the community. The Zamzow family is not pro marijuana or pro substance abuse, they are pro hemp. Jos was not aware of some of the social media and didn't realize it had gone as far as it had. This is the second year running the campaign because it did so well. Can see how it was perceived negatively in regards to the family. Open to ideas on how Zamzows and MADC can partner on future events, programs and/or trainings. Doesn't see this campaign happening again and will discuss with the family.</p>

Our mission is to strengthen our community through substance abuse prevention.
 Our Vision is to build Meridian into a drug free community where people can safely live, work and raise a family.



**MERIDIAN ANTI-DRUG
COALITION**
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OUR COMMUNITY**

		<p>Danielle- What's the vetting process for CBD product manufactures and does Zamzows test for THC in their CBD products? Jos-There is none and no we do not.</p> <p>Brenda- Think about the publics perception if you replaced marijuana with any other illicit drug. The campaign should be held to the same standard.</p> <p>Jeanne- as a Zamzows member and after more than 20 years working with youth and seeing the impact of marijuana on youth, families, educators and the entire community, this campaign makes her sad and asks they do not use it any more.</p> <p>Earl- was not entirely aware of the campaign but knows there are a lot of opportunities for MADC and Zamzows to align their efforts om future partnerships.</p> <p>David- concern that Zamzows claims they are a family-oriented Idaho company but their advertising is veering away from family friendly. Ex. ED radio ad. Zamzows is adding to the drug culture and lowering the perception of harm by creating the weed campaign. It appears they are in support of legalization.</p> <p>Jennifer- came from California and has seen firsthand how this type of advertising creeps in and changes communities.</p> <p>Kendall- Zamzows has built a successful business and they have a moral and ethical choice to make for the greater good when they select their campaigns. Prevention organizations and partners across the state are working hard to prevent substance use and many shared disappointment and frustrations with the campaign.</p>
<p>3:40</p>	<p>Any Additional CEC Business Updates Discussion</p>	
<p>Meeting Adjourned at 3:45pm. <i>General MADC Meeting to follow at 4pm.</i> Thank you for your leadership, working to prevent substance abuse in our community.</p>		

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