



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

MINUTES: MADC Executive Committee (CEC) Meeting
Meridian Police Department, 1401 E. Watertower
June 18th, 2020 | 3:00-3:45PM

Attendees (11): Earl Scharff, Terry Austin, Anne Little Roberts, Cheryl Mulvihill, Kendall Nagy, Sarah Herrick, David Phillips, Nichole Herold, Brenda Willson, Esmeralda Herrera, Jamie Perry

TIME	SPEAKER AGENDA ITEMS	NOTES
3:00	Cheryl Mulvihill, Anti-Drug Coordinator: Welcome Agenda Additions?	(all) sign-in sheet
3:03	Sarah Herrick, Secretary: Approval of May 21, 2020 CEC Meeting Minutes (sent out via email) Meeting was recorded and posted to MADC website, no minutes to approve.	(all) motion, second, vote to amend or approve minutes
3:05	All: watch previews and discuss ways to disseminate the educational documentary, Smokescreen.	<p>How do we prove the creditability of the movie and keeping the wishes of the production company's anonymity?</p> <p>To help with the explanation of the creditability of the movie, the movie was produced in Idaho and the production crew traveled across the country to get information specific to Idaho. A private client paid to have the movie produced. Maybe, creating a brochure giving credit to those who are in the movie. In addition, people who were in the film have been other films not associated with the director and producer of the film.</p> <p>David: working on CCI getting people from the film to come out to speak on panel about this film can help with the creditability.</p> <p>Earl: Getting a short bio of each of those who are in the film.</p> <p>Feedback received from those who may not agree with the film:</p> <ul style="list-style-type: none"> • Extreme drug culture would never occur in Idaho. • For medical marijuana and not recreational not realizing they are the same. <p>Smokescreen teaser (4:00 video teaser) https://vimeo.com/429297974</p> <p>David: Sector reps should be getting onto the MADC Facebook page and negating the comments that are pro marijuana for Idaho.</p> <p>Suggested a text notification when the video posts to notify members to start watching the page.</p> <p>Keep in mind some professionals cannot not engage in a comment war.</p> <p>Building a flyer or brochure with some quick facts to help with posting on social media.</p>

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Our Vision is to build Meridian into a drug free community where people can safely live, work and raise a family.



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		<p>Went around the room and gathered what were good major points of the movie and what suggestions to help get Idaho's attention on the risk of legalizing marijuana:</p> <ul style="list-style-type: none"> • Movie mentioned money and how taxes don't go to the schools as promised. • Using the same playbook from cigarettes, given promises of health benefits. • Movie makes a great point with the destroying the environment, contaminating river and killing wildlife. • Need to educate the community on all the different names for Marijuana. • Get target specific trailer/teasers. (Creating different teasers would have to go through the producer's and unknown how many more teasers they are able to make.) • PSA funds to play teaser at other events or movie theater. • Sparklight Movie Night MADC has a 2:00 promo spot, unknown if able to get a 4:00 promo spot. • Reaching out to the DEA for the illegal grow activity that had occurred in the state.
<p>3:40</p>	<p>Any Additional CEC Business Updates Discussion</p> <ul style="list-style-type: none"> • Brenda: partnership opportunity, Cottonwood Creek summer events 	<p>(this was discussed during the general meeting)</p>
<p>Meeting Adjourned at 3:55pm. General MADC Meeting to follow at 4pm. Thank you for your leadership, working to prevent substance abuse in our community.</p>		

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