

CB Opioid Abuse Awareness Committee

Meeting Minutes

January 30, 2017

Attendees: Mike Benton (NB Councilman), Mike Colburn (Citizen), Kathy Clune (CB Neighborhood Watch), Ricky Cress (CC Sheriff Dept.), Candice D'Agostino (CAASA), Kristen DePhillip (CAASA), Anthony Greene (Act Now CC), Cheryl Greene (CB Opioid Abuse Awareness Liaison, Co-chair), Cathy Letteney (CC Health Dept.), Keith Pardieck (Committee Chair, CB Councilman), Mike Shisler (Beach Elementary/CCPS); (Absent: Shawn Gageby (Citizen), Ashley Staples (Act Now CC))

Location: Chesapeake Beach Town Hall

Summary: The CB Opioid Abuse Awareness Committee met on Monday, January 30, 2017 to continue discussions started at the inaugural meeting on January 17, 2017. We welcomed one new member (Mike Benton) and two resource attendees (Mike Shisler and Kathy Clune). The committee formed four sub-committees: One to begin laying out the educational forum series, the second to work on the web and Facebook pages as well as marketing and advertising strategies, the third to solidify and expand the neighborhood watch programs in the Twin Beaches, and the fourth to focus on marketing and outreach. Draft Vision and Mission Statements were introduced, which members will continue to work on.

Minutes:

I. Welcome & Introductions

- Welcomed Mike Benton, Kathy Clune, and Mike Shisler to meeting.
- Recapped discussions from last meeting for benefit of new attendees and allowed each to explain their reasons for joining group.

II. New Member/Attendee contributions

- Mike Benton indicated, presuming NB Mayor's agreement, North Beach is willing to provide group exposure on their various outreach outlets, i.e. web site, Facebook page, email blasts. Also suggested we look into producing a Comcast spotlight piece.
- Kathy Clune and Neighborhood Watch program suggested using Nextdoor App to help get the word out.
- Mike Shisler indicated that school system could help raise awareness. For example, via PTA outreach and school flyers.

III. Assignments/tasks/action items

• Educational forum development

Cheryl Greene, Kathy Letteney and Candace D'Agostino

- Established dates, times, topics for educational forums.

CB Opioid Abuse Awareness Committee

Meeting Minutes

January 30, 2017

- **Web page and Facebook page development**

Cheryl Greene, Anthony Greene and Keith Pardieck

- Create Facebook page and landing page to be linked to CB website.
 - CBOAA Website Content Survey

- **Chesapeake Beach and North Beach Neighborhood Watch coordination**

Kristen DePhillip, Kathy Clune

- Work to get members registered on Nextdoor

- **Marketing & Advertising**

Keith Pardieck, Cheryl Greene

- Get price quotes for door hanger
- Confirm budget and purchase with Mayor
- Check with Mayor Mahoney regarding committee name change to “Twin Beaches Opioid Abuse Awareness” Council

IV. **Next meeting**

- Date to be decided. Approximately 1 month.
All meetings open to public.