

STATE OF CONNECTICUT
SOCIAL EQUITY COUNCIL | Outreach Committee

October 28, 2021
Special Meeting of the Outreach & Marketing Committee
10 A.M. – 11 A.M.

This is a public meeting.
The Outreach Committee plans to meet every 2ND Friday of each month at 10am.

Location: Microsoft TEAMS

AGENDA

1. Call to order
2. Review of Goals & Objectives of the Outreach & Marketing Committee
3. Update on SEC Income & Residency Requirements
4. Update on the Outreach Strategy
5. Recommendations to the Full Council
6. Adjournment

Co-Chairs: Subira Gordon, Marilyn Alverio
Members: Subira Gordon, Marilyn Alverio, Corrie Betts, Ramon Arroyo

[Microsoft Teams meeting info here]

Attendees:

Subira Gordon, Marilyn Alverio, Corrie Betts, Ramon Arroyo

Paige Rasid did the roll and all are present.

Subira Gordon

Theres a few things I wanted to talk about, I think firstly we had taken a vote on the income and residency requirements last meeting but we needed to hold on . The vote full committee voting on it. Actually no that's the second thing we need to review the goals and opjectives of the committee. Does everyone have the document that I don't rememver if it was Ginnie-Rae or Andrea that had shared it with us that went over the timeline and the deliverables for the committees. I know we were supposed to deliver the income and residency requirement but the other piece of this was we were all supposed to work on the marketing and the outreach. One of the requirements was the website that we wanted to get the website up and running and I wanted us to spend a little bit of time this morning thinking a bout whagt our strategy should be as there

are lots of things coming down the pike. The application is going to be live at some point soon. I'm on the Policy Committee and we went over some of the requirements so from a committees perspective I have ideas about like how we should be reaching out and connecting the communities most impacted but I wanted to spend a couple minutes this morning to talk about what the goals and objectives of the marketing committee should be, and if there's any updates from the DCP side that we should have around.

Is there anyone who's on social media?? Is there a social media representative? Is there gonna be kind of an outreach arm that's connected to that website ?

Ginne-Rae

Would you like me to respond or are you looking for comments within the Committee?

Subira Gordon

Yeah, if you could start and then the rest of the committee can pop in

Ginne-Rae Clay

OK so the Office of the Social Equity Council will have a communications and social media person and its own website, but we will have links to the other key agencies. Any of our partners, office of workforce competitiveness, will have links to those pages since they do have some work that their doing directly with the SEC. So I guess the answer to your question is we will have someone that is updating the website with all of our information and in charge of our social media.

Marilyn Alverio

What is the timeline for that Ginne-Rae?

Ginne-Rae

We will probably be better in the new year, so we are working on the 4 positions that we had approved prior to my arrival. So it's Administrative Assistant, Program Manager, Staff Attorney, as well as communication and legislative manager. So were working on bringing those people on should have them on by December. In the meantime the posting for a social media person to manage the websites and you know all of our communications press releases, and managing the outreach plan that we set up, making sure the organizations are updated on our information.

Subira

Any other questions?

Andrea Comer

Question just wanted to add medicare, as you know there's things like that

Subira

I can't hear you I'm not sure if anybody else can

Andrea Comer

Can you hear me now

Corrie Betts

Yeah, this is a very bad connection

Marilyn

Yeah, and yeah, I think it's coming from your end the static can you mute real quick to see?

Andrea Comer
The static still there?

Subira
Yep, it's coming from you I'm not sure why?

Ramon Arroyo
Any chance that their marketing strategy also will include bilingual information? For the non English speaking residents.

Subira
Yeah, that's our intention

Marilyn
Well we don't have a marketing strategy in place yet but that is one of our charges is to create the marketing strategy, but everything we believe should be in both in Spanish and in English.

Subira
So I think we do need to spend some time working on a marketing strategy and I think that we should come up with kind of what are some of the things that we think from the committees perspective is important. We have a lot of information right now around the licenses like what kinds will be available. Hopefully the new employees would be on by the beginning of the year so I think we should pick up a few communities that we think we should hold SEC community forums in. I think some of the things that we could do is help to make sure that we get the word out. Also, Marilyn I'm glad you sent the list. I've been thinking about a list of people in different organizations

00:11:55.060 --> 00:11:55.570

Ramon Arroyo (Guest)

Thank you.

00:11:56.440 --> 00:11:57.080

Marilyn Phone

You're welcome.

00:12:01.510 --> 00:12:06.730

subira (Guest)

Uhm OK, Uhm Chairman Comer said she'd put her comments in the chat so we'll wait to see those.

00:12:07.300 --> 00:12:07.790

subira (Guest)

Uhm.

00:12:09.220 --> 00:12:18.730

subira (Guest)

So I think we do need to spend some time working on a marketing strategy and and I think.

00:12:19.750 --> 00:12:28.170

subira (Guest)

That we should come up with kind of what are some of the things that we think from the committees perspective is important?

00:12:28.700 --> 00:12:29.200

subira (Guest)

Uhm.

00:12:30.350 --> 00:12:41.350

subira (Guest)

We have a lot of information right now around the licenses like what kinds will be available, so I would I think.

00:12:41.760 --> 00:12:42.170

subira (Guest)

Uhm.

00:12:43.310 --> 00:13:13.310

subira (Guest)

Director general said that those people. Hopefully would be on by the beginning of the year so if that week and I think on our side come up with what our outreach strategy should be we should pick up a few communities that we think we should be if the the staff of the SEC is holding community forums. I think some of the things that we could do is help to make sure that we get the word out. I think we should.

00:13:13.360 --> 00:13:23.480

subira (Guest)

Also, Marilyn I'm glad you sent the list. I've been thinking about a list of people in different organizations that we should be collaborating with as well.

00:13:23.970 --> 00:13:24.720

subira (Guest)

Uhm.

00:13:25.440 --> 00:13:29.270

subira (Guest)

It would be good to get I don't currently I know.

00:13:30.250 --> 00:13:41.500

subira (Guest)

Or Waterbury has a zoning restriction. I'm not sure if any of I'm not sure of any other municipalities that do but I think we need to be we need to know.

00:13:42.100 --> 00:14:07.860

subira (Guest)

Uhm if there are any other municipalities who have zoning restrictions and kind of if it's a problem anywhere else. And then I think it would be great to come up with some one pagers that we could share with communities and share with and and do outreach. So someone pages in Spanish and English. But I want us to really lean into creating our marketing and outreach plan that should.

00:14:08.740 --> 00:14:11.990

subira (Guest)

Kick off I think beginning of the year.

00:14:13.400 --> 00:14:15.640

subira (Guest)

I guess a question.

00:14:15.690 --> 00:14:16.210

subira (Guest)

Uhm.

00:14:16.720 --> 00:14:28.990

subira (Guest)

Yeah, for I think it's regenerate once we create that plan. Would it need to be voted on by the full committee or can, we create that plan and execute on it.

00:14:20.720 --> 00:14:20.960

Marilyn Phone

Right.

00:14:29.970 --> 00:14:39.080

Clay, Ginne-Rae

I believe we could create the plan and execute on it. The marketing and the outreach. I believe are considered to be the day to day management.

00:14:39.130 --> 00:14:39.660

Clay, Ginne-Rae

Uhm.

00:14:40.790 --> 00:14:58.160

Clay, Ginne-Rae

Responsibilities of the office of the council. But if the committee decides that they would like to make that presentation to the full council. There is nothing that's restricting the full council will take a vote on it, but it it. It is normally considered kind of the day today.

00:14:59.760 --> 00:15:00.570

Marilyn Phone

So.

00:15:02.220 --> 00:15:07.800

Marilyn Phone

So if we are charged the outreach and marketing committee is charged with.

00:15:06.440 --> 00:15:06.910

Clay, Ginne-Rae

Wow.

00:15:08.410 --> 00:15:09.060

Marilyn Phone

Uh.

00:15:09.830 --> 00:15:10.480

Marilyn Phone

Marketing.

00:15:12.060 --> 00:15:12.420

Clay, Ginne-Rae

Yeah.

00:15:12.120 --> 00:15:26.400

Marilyn Phone

Then you know, I my first question is, is your is your staff, creating the marketing strategy or are we creating the marketing strategy and then you all execute.

00:15:24.320 --> 00:15:24.950

Clay, Ginne-Rae

I think we

00:15:26.470 --> 00:15:55.710

Clay, Ginne-Rae

yeah, we will most definitely execute so go out and do the public. Speaking and do the presentations and the power points and all of that information for the for the general public and organizations. We have already begun to collaborate with technical assistance organizations to get the word out about the the council and the early things that we're doing right now like the application, the process. The timeline and all of that what?

00:15:56.470 --> 00:16:16.110

Clay, Ginne-Rae

But I was thinking about for the the for the committee to help with is we don't have a logo. We don't have kind of an identity and identity of what the council 's logo is what our colors are going to be. You know what our website should look like how our website should be set up.

00:16:17.370 --> 00:16:19.490

Clay, Ginne-Rae

So those are kind of the UM.

00:16:20.100 --> 00:16:24.360

Clay, Ginne-Rae

The the work that I would hope that the The Committee would assist with.

00:16:25.580 --> 00:16:49.530

Marilyn Phone

OK so my so I logo identity colors. You know, we have to have the marketing strategy first before those are more actionable steps that you know are then executed so my question is who is creating the marketing strategy is it us or is it. You I understand you're executing on it, but this is an important piece of information.

00:16:33.550 --> 00:16:34.080

Clay, Ginne-Rae

Uh-huh.

00:16:39.020 --> 00:16:39.360

Clay, Ginne-Rae

Yeah.

00:16:46.850 --> 00:16:48.890

Clay, Ginne-Rae

Yeah, I think it's collaboration.

00:16:49.830 --> 00:16:57.730

Clay, Ginne-Rae

Yeah, I think it's collaborating I think it's during these committee meetings with my staff and with the committees with the committee members.

00:16:58.510 --> 00:16:59.750

Clay, Ginne-Rae

Does that interval?

00:16:58.830 --> 00:17:23.860

Marilyn Phone

So we then we need to have a meeting and severe. I hope that this is on track with what you were talking about. But then we need to have separate meetings between us. The outreach and marketing and whoever it is that you're bringing on board. Whoever right to create the marketing strategy, so that means then the marketing strategy would not be created until early 2022.

00:17:16.640 --> 00:17:17.080

Clay, Ginne-Rae

Right.

00:17:18.600 --> 00:17:19.100

Clay, Ginne-Rae

Sure.

00:17:24.060 --> 00:17:49.840

Clay, Ginne-Rae

We can well like I said, If I can get that person on board as soon as I get that person on board. That's what their focus is going to be in the meantime, we do have control of our website. We can update it. We can put things on it, so that part is you know can be taken care of. But as far as the and I could also have my staff, we can work together as a group.

00:17:44.930 --> 00:17:45.460

Marilyn Phone

OK.

00:17:49.890 --> 00:18:00.400

Clay, Ginne-Rae

To develop a draft marketing outreach strategy plan and discuss it at a higher level, with the community community committee members.

00:18:00.970 --> 00:18:29.250

Marilyn Phone

I I'm just trying to get to Jenny our deliverables in terms of the goals and objectives that severe was talking about if marketing strategy is under our deliverables. Even if it's in collaboration, then we need to include that in our timeline of activities and planning for meetings. But my so that kind of answers my question a little bit, it is a collaboration, but

00:18:19.690 --> 00:18:20.130

Clay, Ginne-Rae

Sure.

00:18:29.570 --> 00:18:43.700

Marilyn Phone

now we're in November and you know you may not be until January. These folks come on, so we wanna start creating a draft that will be the responsibility of our committee to lead that at this point because there's no one in place so that's fine.

00:18:42.520 --> 00:18:42.950

Clay, Ginne-Rae

Uh-huh.

00:18:44.110 --> 00:19:14.180

Marilyn Phone

Uh and then the second question is, we really cannot create a marketing strategy until we know what budget is you know allocated to outreach and marketing because you know, we can create things and waste our time on you know what we believe needs to happen and then you know, there's no budget for it. So we kind of need to have that budget before we even start to think about an outline it does, that make sense VR.

00:19:13.270 --> 00:19:13.600

Clay, Ginne-Rae

Thing.

00:19:15.980 --> 00:19:40.980

Clay, Ginne-Rae

Yeah, it does and I think that we could we can propose a marketing budget. A marketing and outreach budget. So we should look at what we want this strategy to look like? What is the best way to get it out to the public and what is that going to cost so if it's gonna cost say it cost \$500,000.00 a year, you know depending there's this strategy include billboards does it include commercials doesn't you know.

00:19:16.200 --> 00:19:16.530

Marilyn Phone

OK.

00:19:40.420 --> 00:19:50.920

Marilyn Phone

Yep, advertising television radio print you know, we have you know a number of grassroots level?

00:19:44.330 --> 00:19:44.820

Clay, Ginne-Rae

Right.

00:19:51.220 --> 00:19:55.600

Marilyn Phone

Uh newspapers in both in the black and the Latino community.

00:19:53.600 --> 00:19:53.910

Clay, Ginne-Rae

Yeah.

00:19:56.570 --> 00:20:03.360

Marilyn Phone

That you know, we definitely want to use those channels as well as radio and local television.

00:20:00.180 --> 00:20:00.630

Clay, Ginne-Rae

Uh-huh.

00:20:03.610 --> 00:20:04.040

Clay, Ginne-Rae

Right.

00:20:04.730 --> 00:20:24.380

Clay, Ginne-Rae

And do we want to plan a conference you know for Connecticut and 2023 or 2022 so I think we should go forward with starting to kind of come come up with ideas about a strategy and a plan and then move into it and then step in recommended budget.

00:20:05.390 --> 00:20:05.700

Marilyn Phone

Yeah.

00:20:09.740 --> 00:20:10.130

Marilyn Phone

Right.

00:20:22.220 --> 00:20:22.690

Marilyn Phone

OK.

00:20:25.490 --> 00:20:48.370

Marilyn Phone

Perfect so then in that case. Let's add to today's meeting that we need to schedule a meeting with our outreach and marketing specifically to plan for around that hopefully Ginny with with you and and so hopefully let's put that in the thing I see that Ramona 's had his hand up for awhile, though, so I want to acknowledge them own.

00:20:38.490 --> 00:20:38.920

Clay, Ginne-Rae

Uh-huh.

00:20:51.500 --> 00:20:55.590

subira (Guest)

I think it was from before yeah about the yeah.

00:20:51.730 --> 00:20:52.260

Marilyn Phone

You're on mute.

00:20:53.410 --> 00:20:56.200

Marilyn Phone

Oh no, he raised it again, he raised it a second.

00:20:55.170 --> 00:20:59.470

Ramon Arroyo (Guest)

Sorry about that I I I I haven't had I don't have my hand raised yet.

00:21:01.290 --> 00:21:01.810

Ramon Arroyo (Guest)

Not me.

00:21:01.410 --> 00:21:02.640

Clay, Ginne-Rae

Yeah, OK.

00:21:03.080 --> 00:21:03.710

subira (Guest)

Uhm.

00:21:03.320 --> 00:21:03.670

Marilyn Phone

OK.

00:21:04.130 --> 00:21:29.890

Corrie Betts

Well, I I do have a question. This is Corey and we're talking about the marketing piece for that. What was it was very important to me is that outreach like? How are we gonna educate especially our youth around cannabis use and going into these schools and making sure that they are aware of the you know the importance of what this cannabis thing is, and how it can affect them, and going to school so that's my biggest thing so.

00:21:31.670 --> 00:21:40.530

Marilyn Phone

That's really important for you and that needs to be part of the marketing strategy is outreach. I mean, it, I mean at least that's how I view it but.

00:21:41.540 --> 00:21:44.240

Marilyn Phone

That's such an important part is that education.

00:21:41.710 --> 00:21:43.060

subira (Guest)

Yeah, so I think.

00:21:46.600 --> 00:21:49.890

subira (Guest)

I'm sorry finished I'm go ahead and Marilyn. I didn't mean to cut you up at.

00:21:49.230 --> 00:22:00.790

Marilyn Phone

Oh no no just what Corey brought up is such an important part of something that you know needs to be part of the marketing strategy is that outreach and education and specifically to use.

00:22:02.110 --> 00:22:09.170

subira (Guest)

Yeah, so I think I had thought about this in like a couple of different buckets. One is like.

00:22:10.020 --> 00:22:29.060

subira (Guest)

It's adult use so we need the same way layers like information that's out there that you know you don't drink a under the age of 21 right like there needs to be a piece of it that specifically and like culturally relevant marketing materials to our communities 2.

00:22:13.700 --> 00:22:13.980

Marilyn Phone

Right.

00:22:30.430 --> 00:23:00.590

subira (Guest)

Councilman or Oreo oreos point I think it's really also really important to think about the

outreach from the getting into the business side of it like if you want to become a business owner. These are the things that you have to do here what the requirements are and I think I keep talking about like how complicated it seems I think it should be the role of the marketing committee or and I'm happy like to create.

00:23:00.640 --> 00:23:30.950

subira (Guest)

Infographs or to work with whoever is in the position right now like you can use Canva and you can simplify anything that you want into like different graphics that are simple and easy to read that are easily translatable, which I think there needs to be like, we and I'm happy to have worked out with the committee and create like these are the things that we wanna do, we'd love to see I would love to see a heavy social media campaign that like says you know cannabis is legal in Connecticut now.

00:23:31.010 --> 00:24:01.500

subira (Guest)

Are you interested in getting into the business click here For more information that's like banners that run on websites that's banners that run on like the all the different newspapers, so things like that. I think is really important, and then the other piece is I think I need to understand a little bit more. What are the resources that will be available for like if you are interested like is there like? What's the money piece of it like get small business loans figure out how to make a business plan like? How do we support?

00:23:35.050 --> 00:23:35.260

Marilyn Phone

Right.

00:24:02.130 --> 00:24:27.390

subira (Guest)

In a culturally responsive and relevant way the communities that have been most impacted and then the 3rd piece of this is just like community like it is now legal. I think this. This list that come under there put together is great like people should know that if you live in these places. You are not allowed to have an establishment like? How do we get this information out.

00:24:28.200 --> 00:24:28.950

subira (Guest)

Uhm.

00:24:29.610 --> 00:24:30.480

subira (Guest)

And.

00:24:31.910 --> 00:24:50.930

subira (Guest)

So I think there's that's just like the 3 buckets that I look at it as it's one. It's like the education around young people to with the education and the outreach around the business. Peas and then 3, about it's like the adult use and the recreational piece of this and like what do communities need to know I know each city has to have like a designated Place Where?

00:24:51.920 --> 00:25:00.870

subira (Guest)

Like this is like there's I I. I yeah, so I know like even the places that and Andrea can correct me if I'm wrong. I thought even the places that have outlawed.

00:25:01.740 --> 00:25:16.360

subira (Guest)

The business side of it still have to designate a place where cannabis can be where you can use cannabis is that true. If doesn't mean in this municipality have the ability to override the use the law specifically.

00:25:18.280 --> 00:25:18.800

Marilyn Phone

Yeah.

00:25:20.170 --> 00:25:31.110

Marilyn Phone

You know you were you I just made me think of something, as you were talking sevira in terms of our next steps and planning out.

00:25:31.540 --> 00:25:33.360

Marilyn Phone

Ah, what we need to do.

00:25:33.410 --> 00:26:03.420

Marilyn Phone

No uh and and the fact that you know, Jenny Rae is in the mist of interviewing her. You know potential staff that will be working with a man and that it made the window. Maybe January but I'm just thinking January, February that that person is on board that perhaps what we could be doing right now is in. In addition to the the I. I gave Ginny real list of in the 11 cities.

00:26:03.470 --> 00:26:22.400

Marilyn Phone

Target towns and cities of the political you know folks in those towns, but getting those who we want to make sure we're collaborating with in those towns, so the towns. There's 11 right Bridgeport Stamford, Hartford, New Haven.

00:26:23.510 --> 00:26:54.220

Marilyn Phone

Norwalk Danbury, New Britain Merit in East Hartford, Manchester and Waterbury. So those are the correct Ginny. Those are the 11 towns that in terms of people of color. No organizations that we want to make sure we're tapping into the right people in those towns that could help us to build the collaboration, so that's a That's a task in itself. I mean, I know that, but I'm on knows you know folks around the the state that we need to be talking.

00:26:42.880 --> 00:26:43.350

Clay, Ginne-Rae

Yeah.

00:26:46.590 --> 00:26:47.110

Clay, Ginne-Rae

Correct.

00:26:54.400 --> 00:27:06.810

Marilyn Phone

I have to put the state representatives and or the local political appointments for those that was provided to me by a man who was it provided by Jeannie Ray I was by iPad idle.

00:27:08.480 --> 00:27:09.490

Clay, Ginne-Rae

From East Hartford.

00:27:09.810 --> 00:27:11.710

Marilyn Phone

Yeah, no it's awesome.

00:27:10.780 --> 00:27:11.200

Clay, Ginne-Rae

Well.

00:27:12.480 --> 00:27:18.070

Marilyn Phone

State Representative had although I'm just drawing a blank on his last name Reyes.

00:27:16.630 --> 00:27:17.400

Clay, Ginne-Rae

Yes.

00:27:18.380 --> 00:27:18.640

Clay, Ginne-Rae

OK.

00:27:19.600 --> 00:27:23.770

Marilyn Phone

Come on ring is, I was looking at, I'm on 2 knowing.

00:27:24.780 --> 00:27:26.270

Marilyn Phone

It was like wait wait wait wait.

00:27:27.350 --> 00:27:51.770

Marilyn Phone

So we have all of the political appointments. So far who are the organizations and that's a task in itself that maybe that's the first thing that we need to be doing. You know in November. December in preparation for your team member because I really would like to make sure that that team member is in the beginning stages of how we're creating all the outreach and marketing activities, so that justice my thought there.

00:27:38.760 --> 00:27:39.240

Clay, Ginne-Rae

Uh-huh.

00:27:50.240 --> 00:27:50.510

Clay, Ginne-Rae

Yep.

00:27:52.080 --> 00:27:52.550

Clay, Ginne-Rae

OK.

00:27:53.060 --> 00:27:53.470

Marilyn Phone

OK.

00:27:54.470 --> 00:28:03.660

Clay, Ginne-Rae

It's absolutely so I'm I don't know if everyone can see Andreas comments, he or she could we put a few so and.

00:28:00.180 --> 00:28:00.610

Marilyn Phone

Ah.

00:28:00.410 --> 00:28:04.300

subira (Guest)

Yeah, that's helpful it's yeah, it's it's very helpful.

00:28:05.140 --> 00:28:06.000

Clay, Ginne-Rae

10 the public.

00:28:05.400 --> 00:28:11.310

Marilyn Phone

I'm I'm not on my phone, so I can't see her comments could you share them out loud, please.

00:28:09.140 --> 00:28:09.600

Clay, Ginne-Rae

OK.

00:28:12.490 --> 00:28:36.370

Clay, Ginne-Rae

Yeah, OK, so her, UM, she listed town, she says. At present, the following towns have a moratorium. Beacon Falls, Burlington, Danbury Ellington Glastonbury Granby Griswold Hebron Old Saybrook Preston, Putnam Thomaston, Torrington, Trumbull Waterbury Wilton and Woodstock.

00:28:37.420 --> 00:28:54.930

Marilyn Phone

So Jay can I ask a question engineering about that, so those are towns throughout the state of Connecticut understanding but shouldn't our focus. Just be on these 11 towns that we're targeting so we don't have to worry about that the only one you mentioned.

00:28:38.820 --> 00:28:39.680

Clay, Ginne-Rae

There's yeah.

00:28:50.200 --> 00:28:51.700

Clay, Ginne-Rae

Yes, it works well.

00:28:52.460 --> 00:28:52.870

Clay, Ginne-Rae

Yes.

00:28:53.430 --> 00:29:10.090

Clay, Ginne-Rae

Right someone with someone asked the question who had the more who had Dander Hadamard, so she just gave that that list and and there was a there was a couple more, but

we worry about like Waterbury, who has a moratorium, but is a disproportionately impacted area.

00:28:57.200 --> 00:28:57.640

Marilyn Phone

Oh.

00:29:10.810 --> 00:29:11.420

Clay, Ginne-Rae

Uhm.

00:29:10.990 --> 00:29:20.950

Marilyn Phone

So Danbury and Waterbury are the 2 that were on that list that are on the disproportionately impacted right. Those are the only 2 OK.

00:29:15.460 --> 00:29:15.890

Clay, Ginne-Rae

Yeah.

00:29:19.450 --> 00:29:21.700

Clay, Ginne-Rae

Correct yeah, yeah, yeah.

00:29:21.700 --> 00:29:23.230

Marilyn Phone

That I mean that's really helpful.

00:29:23.610 --> 00:29:53.000

Clay, Ginne-Rae

Yep, and then come in the climate about it, she says that the outreach committee can develop a wishlist strategy. If you will and then prioritize once the budget has been determined or budget is determined and then she speaks about UM. Section 65 of the statute addresses substance abuse education in part, 65 effective from passage not no later than January 12023, the alcohol.

00:29:53.340 --> 00:30:13.410

Clay, Ginne-Rae

Uh and Drug Policy Council jointly with the departments of health mental and public health mental health and addiction services and children and family shall make recommendations to the governor and the joint standing committees of the General Assembly having organized.

00:30:13.840 --> 00:30:14.470

Clay, Ginne-Rae

Uhm.

00:30:15.260 --> 00:30:15.690

Clay, Ginne-Rae

Uh.

00:30:17.230 --> 00:30:46.870

Clay, Ginne-Rae

I'm sorry I can't even see this cognisant of matters relating to public health. So basically what she's saying in the in the legislation in the law. There are there will be some responsibilities for educating our children and making sure that folks are doing the right

thing as it relates to addictions and public health and mental health and addiction services so section 65. I don't want to read the whole thing, but thank you.

00:30:47.160 --> 00:30:48.030

Clay, Ginne-Rae

For putting that in there.

00:30:49.480 --> 00:30:50.220

Marilyn Phone

Thank you.

00:30:51.510 --> 00:30:57.620

Marilyn Phone

Subira do you want to, I mean? I know we spent a lot of time on this and today's meeting it's important that we do.

00:30:58.280 --> 00:31:00.460

Marilyn Phone

Take the next income and residency.

00:31:00.520 --> 00:31:10.640

Marilyn Phone

Uhm I know I don't think we actually finished on goals and objectives. But I know that the income and residency needs to kind of be voted on right before we can present it next Tuesday.

00:31:11.770 --> 00:31:22.170

subira (Guest)

Well, I think we're not presenting it in next Tuesday and I wanna the only thing I want to get clarity is on. I thought we already voted on it, but I wanted us to, if we didn't.

00:31:12.340 --> 00:31:12.690

Clay, Ginne-Rae

Ah.

00:31:22.820 --> 00:31:34.280

subira (Guest)

I wanted to make sure that we voted on it today, even though we're not presenting it at the next committee meeting. So if we still need to vote on it, I'd love to get the vote done today.

00:31:34.910 --> 00:31:35.600

subira (Guest)

Uhm.

00:31:36.630 --> 00:31:48.110

subira (Guest)

And if so, let me ask that question for us have we voted a is it to your knowledge or are. We all set and already voted on or do we need to vote on it today? Jenny Rae?

00:31:48.370 --> 00:31:50.370

Clay, Ginne-Rae

I think we have to vote on it today.

00:31:51.230 --> 00:31:52.480

subira (Guest)

OK, so.

00:31:51.590 --> 00:31:57.360

Marilyn Phone

And I thought we had voted on it, like severe and I thought we had voted on it at the last meeting.

00:31:54.280 --> 00:31:55.600

subira (Guest)

Me too, yeah.

00:31:57.760 --> 00:32:02.480

Clay, Ginne-Rae

Well, if so, the last the last meeting, you had was 917.

00:32:03.260 --> 00:32:04.110

Marilyn Phone

So correct.

00:32:04.130 --> 00:32:18.630

Clay, Ginne-Rae

Yes, that was you did not vote at that time, so at that time, we had a we had a working group. The 917 meeting was a working group meeting it wasn't a committee meeting. So this is your committee has to be out of committee.

00:32:15.970 --> 00:32:24.570

Marilyn Phone

So it has to be OK, so it has to be, because we did vote on it, but we did pass it. But it was because it was a working group it didn't count.

00:32:24.920 --> 00:32:36.290

Clay, Ginne-Rae

Right and you're right you didn't mean to vote at that right you at the at the Working Group Meeting. You didn't need to vote so we brought it into this committee meeting. And now the committee must vote to take it to the full council.

00:32:26.280 --> 00:32:26.920

Marilyn Phone

It needs to be.

00:32:36.690 --> 00:32:39.000

Marilyn Phone

It should be read you want to bring it to a vote so we can.

00:32:38.100 --> 00:32:38.470

subira (Guest)

Yeah.

00:32:39.530 --> 00:32:40.060

subira (Guest)

Sure.

00:32:40.400 --> 00:32:43.180

subira (Guest)

And so uh.

00:32:44.460 --> 00:32:49.570

subira (Guest)

I need a motion to vote to approve the income and residency requirements for.

00:32:49.620 --> 00:32:50.930

subira (Guest)

Or.

00:32:51.570 --> 00:32:52.090

subira (Guest)

Uhm.

00:32:53.250 --> 00:33:03.890

subira (Guest)

That's the Social Equity Council income and residency requirements for applications to be a business and be licensed in the cannabis industry in Connecticut.

00:33:04.530 --> 00:33:05.220

Marilyn Phone

So moved

00:33:07.620 --> 00:33:08.810

Corrie Betts

Second, Corey.

00:33:09.990 --> 00:33:12.990

subira (Guest)

Alright, thank you. It's been moved and seconded any discussion.

00:33:18.030 --> 00:33:21.360

subira (Guest)

Alright Oh Yep go ahead hormone.

00:33:21.110 --> 00:33:27.600

Ramon Arroyo (Guest)

Yes, yes, I have one emphasize the fact that I was not part of that meeting so I'm just gonna be abstaining from the when they vote.

00:33:29.430 --> 00:33:30.170

subira (Guest)

Alright, thank you.

00:33:31.520 --> 00:33:33.070

subira (Guest)

All right all those in favor.

00:33:34.350 --> 00:33:34.980

Marilyn Phone

I.

00:33:34.640 --> 00:33:35.210

subira (Guest)

I.

00:33:36.080 --> 00:33:36.830

subira (Guest)

Opposed.

00:33:37.240 --> 00:33:37.600

Corrie Betts

alright.

00:33:41.050 --> 00:33:41.650

subira (Guest)

Abstain.

00:33:42.000 --> 00:33:42.620

Ramon Arroyo (Guest)

I'm saying.

00:33:43.540 --> 00:33:44.410

subira (Guest)

OK, thank you.

00:33:48.020 --> 00:33:51.830

subira (Guest)

Uh alright so but it the motion carries.

00:33:48.220 --> 00:33:48.640

Marilyn Phone

So.

00:33:52.600 --> 00:33:53.180

subira (Guest)

Uhm.

00:33:54.450 --> 00:33:55.240

subira (Guest)

So.

00:33:56.120 --> 00:34:03.900

subira (Guest)

I think we kind of blended all of the things on this agenda together, so the update on the outreach strategy. I think we?

00:34:04.550 --> 00:34:08.580

subira (Guest)

I I think there are a couple of things that need to happen moving forward, I think.

00:34:08.630 --> 00:34:09.100

subira (Guest)

Uhm.

00:34:10.190 --> 00:34:20.400

subira (Guest)

We should collectively come up with a list of different organizations that we know of Maryland. If you could I don't know if you shared it with all of us, but it would be helpful. If we saw that list so it's not duplicative.

00:34:21.100 --> 00:34:24.250

subira (Guest)

Uhm so we can all add? Yeah.

00:34:22.290 --> 00:34:23.320

Clay, Ginne-Rae

I will share it out.

00:34:24.520 --> 00:34:49.520

Marilyn Phone

Yeah, well, I was more focusing on the Latino community. I think that we need to have

someone that also does the same thing for the African American black community because they are different people but that should be our you know like I was focusing more on the on all the Latino community and what I would like to work with Ramona and if the time on your OK that let's identify.

00:34:50.260 --> 00:35:19.350

Marilyn Phone

Within those 11 towns, the organizations that we want to reach out to to make sure we're going to collaborate with them. So I can take that piece Ramon if you wanna work with me on that on the for the Latino community and then we need someone maybe Corey and you could work on the African American black community with the same kind of a list. So what I'll do is I can send a template for us and then we can start putting in.

00:35:19.640 --> 00:35:23.580

Marilyn Phone

You know the names of the people and all of that Ramona you OK with that.

00:35:25.010 --> 00:35:27.280

Ramon Arroyo (Guest)

Yes, I'm OK with that I just wanted.

00:35:29.520 --> 00:35:45.250

Ramon Arroyo (Guest)

After November 3rd and I'd be interested kinetically spot in the 17 until December. So I just wonder if its size that we choose so all we have to do it. Before 17 we can meet before the November 17.

00:35:45.910 --> 00:35:48.620

Ramon Arroyo (Guest)

Or after December 15.

00:35:50.630 --> 00:35:51.180

Ramon Arroyo (Guest)

Like that.

00:35:52.520 --> 00:36:02.470

Marilyn Phone

OK, well, you and I could then meet before yeah, and I'm and I'm away. No starting November 14th for a week, but then you and I could meet before the before you leave.

00:35:52.970 --> 00:35:53.410

subira (Guest)

Uhm.

00:36:03.090 --> 00:36:04.500

Ramon Arroyo (Guest)

Sure you could call me.

00:36:04.040 --> 00:36:22.460

Marilyn Phone

Yeah, let's do it next week or something so I have a question about that, so if Ramon and I are gonna meet just to discuss hey? Who are in these 11 towns should we make sure we reach out to you is does that have to be set up as a working group or is that just it's just no just me and Ramon can meet like that OK.

00:36:19.190 --> 00:36:19.610

Clay, Ginne-Rae

Yeah.

00:36:20.600 --> 00:36:21.270

Clay, Ginne-Rae

Let's chat.

00:36:22.010 --> 00:36:23.290

Clay, Ginne-Rae

Yeah, absolutely.

00:36:23.790 --> 00:36:24.200

Marilyn Phone

OK.

00:36:24.390 --> 00:36:45.680

subira (Guest)

So the only thing I wanted to flag is that I think like in a city like Waterbury. I don't think the organizations are designated Latino organizations are designated African American organization. I think they are community based organizations that are serving communities of color, so the.

00:36:46.650 --> 00:37:17.810

subira (Guest)

I'm a little not that I think it's a bad idea but I I think there will be a lot of overlap so that's why I suggest if we could create a working doc where we all drop into because I think like and for those of us who live in certain areas. We might be aware of organizations that those of you who don't live in the area are not aware of so I just think it makes sense to just create one working group. It instead of breaking it up into African American versus you know, I think Korean I am volunteering Corey.

00:36:49.800 --> 00:36:50.010

Marilyn Phone

Or.

00:36:53.250 --> 00:36:53.840

Marilyn Phone

Yes.

00:37:12.540 --> 00:37:12.910

Marilyn Phone

OK.

00:37:16.090 --> 00:37:16.740

Marilyn Phone

I think you're right.

00:37:18.260 --> 00:37:21.230

subira (Guest)

Be happy to throw some names on our list, but like I think.

00:37:22.390 --> 00:37:23.250

subira (Guest)

There would

00:37:24.060 --> 00:37:37.180

subira (Guest)

I think it just it's better if we just did it collectively. We don't have to meet together. Remote has a timeline, but I might not be able to make so it. It's fine for you guys to meet but I just think we should do it more collaboratively instead of breaking it up into 2 separate groups.

00:37:27.290 --> 00:37:27.720

Marilyn Phone

OK.

00:37:37.580 --> 00:37:57.790

Marilyn Phone

Yeah, that's a really good point. That's there is a crossover and a lot of these organizations for example. Oh, I see or somebody that that's it's serving African American, and Latino so that that's a really good point. So let's just create a Google Doc that everybody can just start dropping in if everybody is comfortable with Google Docs start dropping in information.

00:37:37.630 --> 00:37:38.180

Clay, Ginne-Rae

Can I

00:37:58.670 --> 00:38:01.260

Marilyn Phone

And do you need do you have Google Docs?

00:37:58.770 --> 00:37:59.540

Clay, Ginne-Rae

can I meet you?

00:38:01.280 --> 00:38:28.410

Clay, Ginne-Rae

I I was gonna say. Can I make I'll I will take the I will put together the first list of of the first copy of the list and then you guys can look at that and add to it. 'cause I do have quite a few partner organizations. So you don't have to rack your brain right now, I will put that together Maryland. I will include the list that you provided me and then we can go from there, you guys can see what's missing.

00:38:29.610 --> 00:38:31.580

Marilyn Phone

That's perfect that's perfect.

00:38:35.010 --> 00:38:44.580

Clay, Ginne-Rae

So I'll take I'll I'll have that out in just a couple of days. I I've got tons of organizations that I've worked with in particularly in the in the towns were targeting.

00:38:49.970 --> 00:38:53.250

Marilyn Phone

We're gonna go off camera. 'cause I need to move to my car for the rest of the meeting.

00:38:54.650 --> 00:38:55.680

Clay, Ginne-Rae

They they've traveled.

00:38:56.830 --> 00:38:59.060

Marilyn Phone

No, I'll stay on I'm just gonna be off camera.

00:38:58.330 --> 00:39:01.640

Clay, Ginne-Rae

I don't understand you're going to be in your car so be careful.

00:39:01.530 --> 00:39:03.120

Marilyn Phone

Yeah, yeah.

00:39:04.230 --> 00:39:08.260

subira (Guest)

Uhm OK so I think.

00:39:10.600 --> 00:39:25.740

subira (Guest)

I don't know if there's recommendations to the full council that we're going to be doing at the next council meeting do. We we had had a conversation at the last council meeting about the income and residency requirements. We said we weren't going to vote on it until November.

00:39:26.320 --> 00:39:29.220

subira (Guest)

Uhm I'm comfortable saying.

00:39:30.500 --> 00:39:41.980

subira (Guest)

We won't be voting on it until December, but I assume that will be more of like a bigger conversation about where we are with the application process where the Policy Committee is with the licensing stuff so.

00:39:43.430 --> 00:39:47.310

subira (Guest)

I don't know if there's other recommendations to the full council or.

00:39:47.930 --> 00:39:50.810

subira (Guest)

That I'm not aware of that was the only thing that we needed to do.

00:39:51.210 --> 00:40:00.150

Clay, Ginne-Rae

So can I just want to give you some clarity on your agenda so because these are special meetings and there will be special meetings for.

00:40:00.530 --> 00:40:31.070

Clay, Ginne-Rae

Uhm November and December for each of the committees and the reason why they're special meetings, is because they were not posted with the secretary of the state by January, one of this year. So anything that is not posted by January. One of the year. It has to be considered a special meeting so starting in January. We'll have that these will not be special meetings. They'll be regular meetings, So what we did with the agenda is was just trying to make it as broad as possible so you could discuss anything you needed to discuss.

00:40:31.140 --> 00:40:58.400

Clay, Ginne-Rae

Because in a special meeting you have to stick to the agenda. You can't not add anything else to it, so review. If you wanted to go over anything about the The Committee. That's why it says review of goals and objectives. This will be here in November. It'll be here in December. If you've got nothing in that area. You don't have to take it up. But it's always best to put more and not discuss it or not if you don't have anything for it. That's fine, then to not have it on the agenda and not be allowed to discuss it.

00:41:02.310 --> 00:41:04.440

subira (Guest)

OK, that's good to know yeah.

00:41:02.380 --> 00:41:11.710

Clay, Ginne-Rae

Is that OK so this is just the standing it covers everything but you don't have to you? Don't need you do not need to take up each bullet point.

00:41:07.020 --> 00:41:07.540

subira (Guest)

Perfect.

00:41:12.450 --> 00:41:13.710

subira (Guest)

OK, that's helpful.

00:41:14.120 --> 00:41:14.490

Clay, Ginne-Rae

OK.

00:41:14.470 --> 00:41:15.230

subira (Guest)

Uhm.

00:41:16.460 --> 00:41:28.430

subira (Guest)

Alright so I don't think reminded your hands down is there anything else any other committee members have anything that they want to discuss that we have not covered.

00:41:29.350 --> 00:41:29.610

subira (Guest)

Yeah.

00:41:36.160 --> 00:41:36.300

Right.

00:41:37.060 --> 00:41:37.540

subira (Guest)

OK.

00:41:38.460 --> 00:41:38.910

Clay, Ginne-Rae

OK.

00:41:38.700 --> 00:41:39.430

subira (Guest)

Ah.

00:41:41.350 --> 00:41:44.930

subira (Guest)

Andrea Umgeni right anything else before I close the meeting.

00:41:44.400 --> 00:41:44.970

Clay, Ginne-Rae

I did.

00:41:45.640 --> 00:41:49.040

Clay, Ginne-Rae

No, I will get that list out as soon as possible.

00:41:49.590 --> 00:41:52.950

subira (Guest)

OK, I hope there's one thing sorry that.

00:41:50.030 --> 00:41:50.730

Clay, Ginne-Rae

In prod.

00:41:53.540 --> 00:41:55.540

subira (Guest)

I don't know how I forgot how I forgot about this.

00:41:56.700 --> 00:42:21.330

subira (Guest)

How are we noticing our meetings I've gotten a lot of questions and comments from a number of people saying that they are not aware of when either the SEC meeting is meeting or the sub committees, which are special meetings, which I know are also public what is our methodology for?

00:42:22.380 --> 00:42:25.170

subira (Guest)

Is it for noticing our meetings?

00:42:25.520 --> 00:42:35.370

Clay, Ginne-Rae

So I'm I'm actually going to let Paige answer that but I will tell you that we are required to notice them publicly through the secretary of the state so.

00:42:35.420 --> 00:42:45.690

Clay, Ginne-Rae

Welcome page I will let you come if you if you will where people can find that information about our meetings and the the public notices.

00:42:47.080 --> 00:42:58.040

Rasid, Paige

Yeah, so this is Paige Rasset, speaking very officially we have on the the state of Connecticut has a public meeting calendar.

00:42:59.150 --> 00:43:01.060

Rasid, Paige

And that is.

00:43:01.970 --> 00:43:04.170

Rasid, Paige

And I'm putting the link right in the chat area.

00:43:05.370 --> 00:43:08.440

Rasid, Paige

That's the official public meeting record.

00:43:09.110 --> 00:43:10.740

Rasid, Paige

For the state of Connecticut.

00:43:12.660 --> 00:43:20.890

Rasid, Paige

In addition, we've got our website at ct.gov slash Social Equity Council.

00:43:22.380 --> 00:43:24.950

Rasid, Paige

And there's a list of meetings there.

00:43:27.500 --> 00:43:32.350

Rasid, Paige

These are at this point, all special meetings, they're required to be.

00:43:33.640 --> 00:43:39.010

Rasid, Paige

Posted 24 hours before the meeting, however, our governance group.

00:43:39.580 --> 00:43:44.690

Rasid, Paige

Has asked that we post them 48 hours ahead of time?

00:43:45.600 --> 00:43:48.820

Rasid, Paige

With the ideal posting of a full week ahead of time.

00:43:50.600 --> 00:43:51.030

subira (Guest)

OK.

00:43:52.520 --> 00:43:58.130

Clay, Ginne-Rae

And actually we're required to put them 48 hours because they're the meetings are hybrid.

00:43:53.570 --> 00:43:53.980

Rasid, Paige

And.

00:43:59.420 --> 00:44:05.900

Clay, Ginne-Rae

So they do get posted no later than 48 hours prior to the meeting, but we're doing them sooner.

00:44:08.850 --> 00:44:15.160

Rasid, Paige

And the only other thing I will. Add is that I do keep a list of public distribution requests.

00:44:08.900 --> 00:44:09.310

subira (Guest)

OK.

00:44:15.800 --> 00:44:20.330

Rasid, Paige

And when the committees are notified I will send.

00:44:21.410 --> 00:44:28.440

Rasid, Paige

That same notification out to the public distribution request list by email as a courtesy.

00:44:29.570 --> 00:44:37.890

Rasid, Paige

So again if anyone here on the on the chat wants to request to be on the public distribution list they can send that request in.

00:44:39.670 --> 00:45:05.740

Clay, Ginne-Rae

And we may set that up a little differently when when my full staff comes on board, so we may have through the website and I'll investigate this that. People will get notices. If you sign up on the website with your email that we can get a notice will go to you automatically when there is an update on the Social Equity Council, which will include full council meetings and committee meetings as well.

00:45:09.560 --> 00:45:10.010

subira (Guest)

OK.

00:45:11.760 --> 00:45:15.550

subira (Guest)

I was just wondering if we had something that, like talked about when.

00:45:16.340 --> 00:45:21.060

subira (Guest)

Out like you know, I think now that we have standing meetings, it might just be.

00:45:21.860 --> 00:45:44.440

subira (Guest)

Easier and are we going to talk about that at the full council meeting like when each committee has a standing meeting and like how it's all set up just so I think the public is properly aware of when. We're meeting 'cause. I know it's been a little arbitrary like as people schedules. But I think once it becomes more set in stone, it will be easier for folks to stay informed.

00:45:45.090 --> 00:46:15.740

Clay, Ginne-Rae

Well, all all committees have done a standing meeting, which is why we're able to post the meetings publicly as soon as we determined that the you know, such and such committee will meet the second Tuesday. So we do have that down. We do have the council meeting down first Tuesday of every month, 11:50, so we're you know, we've kind of gotten that part. It's the the public needs to look at the public meeting calendar to confirm when the meetings are going to be, because we are required.

00:45:56.550 --> 00:45:56.950

subira (Guest)

Yeah.

00:45:57.900 --> 00:45:59.300

subira (Guest)

Yeah, yeah, yeah.

00:46:11.910 --> 00:46:12.400

subira (Guest)

Uh-huh.

00:46:15.790 --> 00:46:16.710

Clay, Ginne-Rae

My lot to post them.

00:46:17.510 --> 00:46:18.460

subira (Guest)

OK, thank you.

00:46:17.990 --> 00:46:21.510

Rasid, Paige

Some may I ask for this particular committee.

00:46:22.380 --> 00:46:24.810

Rasid, Paige

What is the cadence that you?

00:46:25.440 --> 00:46:26.590

Rasid, Paige

Have decided upon.

00:46:27.680 --> 00:46:31.850

Rasid, Paige

Is it the 4th Thursday of every month or?

00:46:32.200 --> 00:46:34.740

subira (Guest)

I thought it was the second Friday.

00:46:35.430 --> 00:46:37.710

subira (Guest)

10:50 right did I.

00:46:36.920 --> 00:46:40.390

Clay, Ginne-Rae

It is the it's the second Friday 10:50.

00:46:46.570 --> 00:46:47.800

Rasid, Paige

Going forward thank you.

00:46:48.220 --> 00:46:48.630

Clay, Ginne-Rae

It's

00:46:49.630 --> 00:46:56.590

subira (Guest)

OK, so if that's it, I will make a motion I will ask for a motion for adjournment.

00:47:02.050 --> 00:47:02.780

Marilyn Phone

So moved

00:47:04.420 --> 00:47:05.180

subira (Guest)

We have a second.

00:47:06.730 --> 00:47:07.950

Corrie Betts

second query.

00:47:08.750 --> 00:47:10.000

subira (Guest)

alright thank you.

00:47:12.440 --> 00:47:18.870

Clay, Ginne-Rae

Sierra can I just come the website to find public meetings.

00:47:12.660 --> 00:47:13.130

subira (Guest)

At work.

00:47:14.940 --> 00:47:15.220

subira (Guest)

Yeah.

00:47:19.530 --> 00:47:27.850

Clay, Ginne-Rae

Is E Gov dot ct.gov forward slash PM?

00:47:19.660 --> 00:47:20.080

subira (Guest)

Uh-huh.

00:47:27.900 --> 00:47:29.720

Clay, Ginne-Rae

See forward slash.

00:47:32.170 --> 00:47:32.590

subira (Guest)

OK.

00:47:32.210 --> 00:47:35.860

Clay, Ginne-Rae

I don't think they could put that up so people could see it OK.

00:47:34.310 --> 00:47:34.790

subira (Guest)

Thank you.

00:47:37.200 --> 00:47:40.810

subira (Guest)

Alright, well. Thank you everyone and have a great.

00:47:41.800 --> 00:47:43.230

subira (Guest)

Rest of your day we're adjourned.

00:47:43.910 --> 00:47:44.640

Clay, Ginne-Rae

Thank you.

00:47:45.350 --> 00:47:45.730

subira (Guest)

Bye. Bye.

00:47:46.370 --> 00:47:46.850

Clay, Ginne-Rae

Bye. Bye.

00:47:48.020 --> 00:47:48.540

Corrie Betts

Thank you.

00:47:54.050 --> 00:47:59.230

Clay, Ginne-Rae

So number Royal I'm going to send you an email and to get your contact information.

00:48:00.500 --> 00:48:01.210

Ramon Arroyo (Guest)

Oh.

00:48:00.760 --> 00:48:02.320

Clay, Ginne-Rae

So we can so we can talk.

00:48:02.820 --> 00:48:03.750

Ramon Arroyo (Guest)

Sure, no problem.

00:48:04.030 --> 00:48:05.530

Clay, Ginne-Rae

OK talk to you soon.

00:48:06.600 --> 00:48:07.000

Clay, Ginne-Rae

Bye. Bye.

01:02:33.230 --> 01:02:34.280