



MOTAC General Monthly Meeting
Tuesday, June 7, 2016 (12p-1p)
Creighton Cardiac Center

MOTAC Mission: *To prevent and reduce tobacco use and the associated health and economic consequences in the Omaha area via prevention through public policy and education.*

Present: JohnCarl Denkovich, Toni Hernandez, Aja Anderson, Caroline Nubel, Jodi Campbell, Mark Welsch, Brock Hanisch, Jennifer Green, Becky Smart, Dean Ross, Dominique Morgan, Jasmine Harris, April Dixon, Primus Jones, Lori Thomas.

1) Call to Order (President)

2) Approval of Minutes

- a. Motion to Approve: Caroline Nubel
- b. Second: Aja Anderson

3) Introductions

4) Officer Updates

- a. Interim President (Aja) Working with Jasmine to build a comprehensive orientation process for incoming Executive Committee members that will provide a foundation for MOTAC history, policy and procedure.
 - i. JohnCarl is assisting in compiling the orientation notebooks and other necessary information, including recommendations of policies and procedures that should receive attention by the new board for amendment.
- b. Treasurer:
 - i. Current Balance: 2625.31
 - 1. Deposits: 100.00 – Women’s Fund of Greater Omaha
 - 2. Expenses: 0.00

5) Program Coordinator Report

- a. Working with Community Alliance & Habitat for Humanity on smoke-free policies and education.
- b. All outdoor signage is placed on BCycle depot stations at 3 area locations, 24th/Lake, 16th & Jackson, One South Location.
- c. Ordering incentives for each initiative/program that will be customized for that topic/focus, and working with that subgrantee to identify quantity/preferences.
- d. Upcoming Training(s) on board diversity with the Women’s Fund for Omaha and NE Cancer Network and LGBT Cancer statistics.

- e. Updating branded signage, table skirts, etc. through Midlands Printing
- f. LTE: Advocating tobacco age change to 21 years old/state tobacco tax increase (still pending TFN approval).

6) Committee Reports

a. Media

- i. Need to cultivate increased media engagement through consistent and rapid proactive media response to fires, tobacco policy, etc.
- ii. Reach out to news media outlets with new media engagement tools and policy stances.
- iii. Buying additional signage in high density
- iv. Current media budgets with in-kind donations will last into the first two (2) weeks of august, extending the life of the budget by a month and 2 weeks.

b. Clean Air

- i. JohnCarl will re-circulate the draft of the tiered recognition proposal to everyone and solicit input from partners before we move forward on implementation. Once approved, we will categorize existing honorees within this recognition system on the website.
- ii. How might the ordinance for opening/selling tobacco products selling individually at hookah bars be out of compliance with current standards of practice/laws? Is this preempted by the NCIAA?
- iii. Possible violations regarding sales of salvia and K2

c. Tobacco-Free Parks

- i. What new partners have we approached? We will need large scale partners to endorse Tobacco-Free Parks initiative prior to February 2017, in preparation for relaunch. Begin these conversations over the summer.
 - 1. Schedule meetings with resources and talking-points to help convey the importance of individual and large-scale endorsements.
- ii. Public endorsements will be listed on website in an easy to update format, not a stagnate image.

d. Youth

- i. Reconnect with Kristen/Jean Stillwell regarding connection to Underground/Smoke-Free Concert events.
- ii. Review format of Youth Congress for long-term student engagement.

7) TFN Report

- a. N/A

8) Region 6 Report

- a. N/A

9) Announcements:

- a. Participating in Juneteenth Parade: June 18, 10a at 30th/Lake.

- b. Participating in Heartland Pride Parade/Booth: June 25, 2016 Council Bluffs (6th Street)/Stinson Park.