

**Cannabis Control Authority
Board of Directors Meeting
MINUTES**

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March 1, 2023

1:00 PM – 3:00 PM

Conference Room A & B

Library of Virginia

800 E. Broad St.

Richmond, VA 23219

MEMBERS PRESENT: John Keohane, Chair
Neil Amin, Vice-Chair
Michael Jerome Massie
Bette Brand
Rasheeda N. Creighton

LEGAL COUNSEL: James M. Flaherty, Assistant Attorney General, Office of the
Attorney General

PRESENTERS: Jeremy Preiss, Cannabis Control Authority
Jake Shuford, Cannabis Control Authority
Manuel Liban, Cannabis Control Authority
Jamie Patten, Cannabis Control Authority
Brianna Bonat, Cannabis Control Authority

1. CALL TO ORDER

Mr. Keohane called the meeting to order at 1:02 PM.

2. DETERMINATION OF A QUORUM

Mr. Keohane determined that, with five members present in person, the Board had a quorum.

3. APPROVAL OF THE AGENDA

Upon motion by Ms. Brand, and duly seconded by Ms. Creighton, the members unanimously voted to approve the meeting's agenda.

4. APPROVAL OF PREVIOUS MEETING'S MINUTES

Upon a motion by Ms. Brand, and duly seconded by Ms. Creighton, the members unanimously voted to approve the draft minutes from the January 11, 2023 Board meeting.

5. INTRODUCTIONS – NEW CCA STAFF

Mr. Preiss introduced two new CCA staff members who joined the Authority in February: Hanna Jones, Data and Research Analyst, and Rebecca LaBelle, Health Policy Analyst.

6. LEGISLATIVE UPDATE

Mr. Shuford presented on legislative updates from the 2023 Virginia General Assembly's regular session. Mr. Shuford provided an overview of the bills of interest to the CCA.

Mr. Shuford discussed several bills addressing the Medical Cannabis Program: Senate Bill 788 and House Bill 1598, Senate Bill 1337, Senate Bill 1533, House Bill 1846, and House Bill 2368.

Mr. Shuford also presented Senate Bill 903 and House Bill 2294, which impose new limitations on hemp-derived products.

Finally, Mr. Shuford commented on Senate Bill 1233 and HB2428, which impose advertising restrictions for marijuana, marijuana products, or substances containing synthetic THC or synthetic THC derivatives.

7. SAFE DRIVING UPDATE

Mr. Liban provided a summary of the CCA's safe driving campaign. As of February 26, 2023, the campaign has seen over nine million impressions on the CCA's digital public messages in ten designated market areas and 1.03 million impressions on the Spanish language versions. Mr. Liban reported that the CCA will continue to run the digital campaign until the end of March. The CCA also issued an RFP for the next phase of the safe driving campaign. Mr. Liban informed the Board that the CCA aims to award the contract during the month of March.

8. TOWN HALL UPDATE

Mr. Preiss presented on the status of the upcoming town halls. He said the goal is to have a town hall in each of the five Health Service Areas (HSAs). Mr. Preiss provided dates for the currently scheduled town halls. The first town hall will be in Virginia Beach on March 8, 2023. Additional town halls will occur in Roanoke on April 19, 2023, and in Abingdon on April 20, 2023. The CCA is planning additional town halls in HSAs I, II, and IV.

9. FINANCE AND BUDGET UPDATE

Ms. Patten gave a finance and budget update. Ms. Patten then touched on the potential budget cuts proposed in the General Assembly. The status of these potential cuts is in limbo, and the CCA is waiting for a final decision.

10. DATA ANALYTICS INITIATIVES

Ms. Bonat presented the initial plan for the CCA's data analytics initiatives. She described the three main categories of focus: the medical cannabis program, public health and safety, and internal operations.

The medical cannabis program category will focus on collecting and analyzing data to measure the status of the medical cannabis program, including successes and shortcomings.

The public health category will help address gaps in statewide data collection. The CCA will use public health and safety data to inform its work and the work of other public health and safety-minded stakeholders.

The internal operations category will account for key performance indicators and other data outputs to improve the effectiveness and efficiency of operations within the CCA.

11. PUBLIC COMMENT PERIOD

At 1:43 PM, Mr. Keohane invited comments from the public. Mr. Anthony Gregory encouraged the Board to pursue regulation that did not generalize the marijuana industry in the Commonwealth. He urged the Board to focus their efforts on “attacking” illegal pop-up shops and protecting legal shops, like his own, that followed the law. Dr. Michelle Peace shared information on research conducted by her lab at Virginia Commonwealth University. Her lab is beginning a new iteration of study to analyze confiscated vaping cartridges from middle schools to determine what substances children are using. In the spring and fall, she and her team want to focus on analyzing cartridges to determine if legislation has an effect on youth use of cannabis and hemp products. Mr. Gregory Powers stressed the need for the Board to promote regulatory legislation and safe policies to bring the best marijuana products into the Commonwealth’s market.

12. ADJOURNMENT

The Board adjourned at 1:57 PM.