



ICR Governing Board Meeting Minutes of 6/16/23

In attendance: Dr. Cinnamon Bidwell, Dr. Jon Reuter, Dr. Joanna Zeiger, Malik Hasan, Sherard Rogers, Dr. Jeff Smith. Absent: Dr. Tim Mottet, Sal Pace, Dr. Elyse Contreras, Scott McWhorter. Others in attendance: Mr. Kyle Blakely, Dr. David Gorelick, John Williamson

I. Dr. Smith welcomed the board members to the meeting and took attendance with a quorum of four members.

II. The consent agenda was reviewed by Dr. Bidwell, motion to approve was made by Dr. Hasan, seconded by Dr. Reuter, and passed unanimously.

III. Dr. Smith reviewed deadlines and procedures for board level review. Dr. Zeiger asked that editable PDFs will be distributed by Dr. Smith in advance. Dr. Smith agreed to send training information and a final reminder to the board the week prior to the distribution of materials.

IV. Mr. Blakely presented the board with a review of his strategic marketing plan and progress report. Target audiences were reviewed, including government officials, academic institutions, industry, research partners, etc., and noted that they would be impacted in the new fiscal year as basic materials are nearing completion. Website in process next couple of weeks. Visual content for the website, six videos, are being developed to help people who engage the website understand the institute. Key messages, tag line, logo update tools were created. Press releases and detailed press kit for release in the new fiscal year will help impact target audiences better. This year spent developing materials, next year will be for implementation. Dr. Reuter asked if there are critical deadlines, milestones to target, e.g. legislative decision points. Mr. Blakely indicated he would work with the ICR to develop a structured timeline to the communications plan. Dr. Hasan asked about increasing funding being directly targeted, Dr. Bidwell indicated that the products of the SWOT analysis would address the question better and that he would also work with the fundraising committee to move this forward. Dr. Zeiger suggested video from the conference be included, interview students, presentations, posters, etc. Dr. Bidwell asked for finer grain to the plan going forward, specifics about how and when specific target audiences would be reached, and noted that metrics of success would be needed going forward to refine the strategy as it is implemented.

V. Dr.'s Zeiger and Smith led discussion about the SWOT analysis. Dr. Zeiger reviewed the document that was distributed for the meeting noting the three main points that emerged from the board retreat SWOT discussion; 1) increased and broader funding base, 2) engagement of professionals, and 3), elevating the profile of the ICR. Dr. Smith reviewed the document in detail. Dr. Hasan suggested targeting employer and HR support, generating a list of foundations to target. Dr. Zeiger added that engaging industry without a perceived COI would need to be navigated and Dr. Smith indicated this could be covered by the outreach components. Dr. Bidwell spoke in support of creating a support position as described in the document and noted that the finer details for implementation would be needed for the board to move this forward: define role, qualifications, budget, and integration with ICR staff activities. Dr. Reuter was concerned about the staff budget, Dr. Bidwell noted that the funds are

already in the budget. Dr. Williamson noted that much opportunity to engage with this initiative is already developed or developing in state, e.g. engaging clinicians as part of public perception of the ICR, engaging research and analytical centers in Colorado, but that engaging dispensaries should be avoided. Dr.'s Smith and Zeiger will bring this back to the board.

VI. Dr. Gorelick, editor in chief of the *Journal of Cannabis Research* presented a slideshow overview of the activities of the journal. He reviewed a historical timeline of the journal's development including indexing, acceptance into societies, and increasing numbers of publications; the aims of the journal as they align with the mission of the ICR; broad scope of publications that are published; international reach of the journal including with editors, reviewers, manuscript origins; increase in Colorado authors; numbers of worldwide article downloads (450,000 to date); altmetric mentions, e.g. social media and blogs; top 5 articles downloaded; key accomplishments, e.g. we are the only multidisciplinary open source, 470 submissions 178 published articles; CiteScore and impact factor are comparative to similar journals and are improving with impact factor predicted to go to 2.5. Future plans are to increase submissions citations and downloads, publish special issues e.g. hemp, increase promotions at conferences, increase APC-waver availability. Dr. Williamson noted Dr. Gorelick's support for ICR webinars, and noted how well the journal has moved forward in such a short time. Dr. Bidwell asked about concrete plans to improve author experience ratings. Dr. Gorelick noted it is a partnership with Springer Nature and that turnaround times are slowed by difficulties recruiting reviewers and that it is improving but still needs to be faster. Dr. Zeiger noted that the field to recruit reviewers from is small. Dr. Gorelick also noted that International Cannabis Research Society (ICRS) and its *Cannabis Research Journal* is a major and well-established competitor that prevents its members from serving on our editorial board or reviewing for us.

VII. Dr. Smith made announcements as noted on the agenda. Including the board meet and greet to be held at CRC23 at 5:30 – 6:00 PM and board dinner at 6:00 PM on Thursday the 3rd of August. Dr. Bidwell asked that the CRC23 dates be delivered by calendar invite.

VIII. The meeting was adjourned at 1:08 PM.