

**Consent Agenda:**

Agenda Item II.a.

**ICR Governing Board Meeting**

**Minutes January 17, 2024 1:00 –**

**2:00 pm**

**Meeting By Zoom:** <https://csupueblo.zoom.us/j/91807976090>

**Meeting Minutes:**

**In Attendance:** Dr. Joanna Zeiger, Mr. Kyle Blakely, Dr. Chad Kinney, Dr. Melissa Reynolds, Dr. John Harloe, Dr. Jon Reuter, Ms. Amber Valdez, Ms. Elyse Contreras, Dr. Cinnamon Bidwell, Mr. Armando Valdez, Mr. Sherard Rogers, Dr. John Williamson

**Absent:** Dr. Malik Hasan, Mr. Sal Pace, Mr. Scott McWhorter

- I. Welcome (1:00-1:02pm) Dr. Reuter
  - President Armando Valdez introduced – filling ex officio seat on the Board as the Designee of Chancellor Frank, active member, looking forward to getting a thorough understanding of the ICR, has some familiarity with ICR, will now take a deeper dive – he’s from the San Luis Valley, rancher, worked in higher education at CSU Ft. Collins, Adam State, has not worked with cannabis and looking forward to learning more.
  - All introduced themselves to CSUP President Valdez
- II. Consent Agenda (1:02-1:05pm) Dr. Reuter
  - a. Minutes from Nov 15, 2023
    - Correct Dr. Zeiger’s name in Part 2 A
    - Minutes approved, motion to approve made by Dr. Harloe and seconded by Dr. Zeiger
- III. Government Relations – Brief Check in (1:07-1:20pm) Amber Valdez and Dieter Raemdonck
  - Ms. Valdez – Collaboration in the legislature appears to be challenging at the start of the session. Of note on the state financial front, the Governor’s office did not recommend as much money to Higher Ed as in past, ICR should be okay to receive requested funds, but our team will stay will need to stay on top of this.
  - Tracking bills – nothing so far, no impact at this time but will continue to watch.
  - Working with Dr. Kinney and CDOT on grant possibilities.
  - Mr. Rogers – asks if cannabis shifts to schedule 3, will we be able to go after cannabis tax revenue? Ms. Valdez is not sure; Mr. Rogers asks about rescheduling – how will this affect tax? Says companies can write off items on federal and state tax, so could affect donations. Could create good conversations with companies.
  - Dr. Kinney is working with AG office to run donations through the Controller’s office – not currently tax write off.
  - Dr. Williamson – if rescheduled to schedule 3, will it only be medical marijuana? FDA/DEA discussions are taking place.
  - Mr. Rogers - medical patients may be able to bill insurance companies for medical cannabis.
  - Dr. Reuter suggest we explore this - Mr. Rogers, John Harloe, John Williamson, and Jon Reuter

- Amber leaves at 1:33

IV. Marketing and Communications Report (1:20-1:35pm) Kyle Blakely and Dr. Kinney

a. Pre-read – 2023 report of activities

- Primary areas covered – finalizing website, graphic design, and fundraising support (review doc).
- Questions? Ms. Contreras says great work, impressed – noticed old ICR website is being pulled from google – Kyle is working to optimize search engine so new site shows up and results will improve.
- Dr. Kinney – both were live at same time, so this only just changed last month – our IT could not update and redirect until recently – blackout period has ended.
- Dr. Reuter – PR efforts – are we tracking these? Can we tell if more people are coming to the website? Value added metric for publicity metrics would be nice to study.
- **Mr. Blakely can perform google analytics for our website to study traffic and where it comes from.**
- Social Media – Ms. Fairchild shared info, Dr. Kinney mentioned Constant Contact
- Mr. Blakely left 1:25

b. Active Initiatives.

V. Subcommittee Updates (1:35-1:55pm) Dr. Reuter

Multiple Subcommittees are actively meeting or have recently started meeting. This will be an opportunity for Subcommittee meetings to share what they are working on with the full Board.

a. Fundraising

- John Harloe – month after the CRC the ICR is looking to hold fundraiser event and work with Gov Polis, Dr. Reynolds booked stadium for mixer and marketing, Dr. Smith talking about running capital campaign.
- **Dr. Kinney and the Fundraising Subcommittee working with AG's office to learn how to accept donations from the broadest possible sources without creating risk to the ICR and the host institution.**
- Dr. Harloe says we can leverage CSU Pueblo and other resources. Fundraising with external people?? What other type of mixers can we get together?
  - Dr. Smith and Dr. Kinney are working on basic training in fundraising and have started coursework – hoping to compliment others in this arena including advancement officers.

b. Research

- Ms. Contreras is chairperson, meeting on hiatus, working to be more strategic in planning these meetings, would like to work with timeline that is complimentary to next RFA – out on maternity leave end of February – Dr. Zeiger will fill in as chair as out as needed.
- Dr. Reuter - Grant review process – all Board members need to participate and count on everyone's opinion/vote.
- Dr. Kinney – subcommittee worked hard to develop a new initiative to fund research to undergraduate institutions in the state in addition to the research institutions.
- Working to shift start dates ahead so researchers can get started earlier in the year – Sept 1 for current RFA, and adjust the following year to August 1 – accepting LOI's, 5 letters so far, 10 in draft, expecting flurry in next several days.

c. Conference

- Dr. Zeiger – wanting to enhance networking/social events, and allow for more people to meet, CRC Planning Committee currently accepting proposals for sessions, call for abstracts once session proposals have been selected. Would like to make the conference more profitable – continuing to work with OSU and will host this year in Ft. Collins.
- Dr. Kinney – add additional partner organizations – benefit for them and requirement for them to assist with committees and submit abstracts: UNLV, Washington State, the Colorado Cannabis Research Consortium (C2RC) at Anschutz will serve as partners. Utah just created a cannabis research program and interested in creating a partnership. Part of the push with partners is to better develop our geographic diversity of attendees – didn't have as strong of a national draw and would like better reach and representation from country.
- Dr. Kinney - Planning committee created and adopted a DEIJ statement for the conference (first time).
- Dr. Kinney - Secured the Mechoulum lecturer – Dr. Lumir Hanus from Israel.
- Dr. Reuter wonders if we will keep the conference in Colorado. Dr. Kinney says next year will be in person and held in Oregon – will shift each year, and determined each year.
- Cannabis conference is hosted by the ICR and OSU in partnership with other organizations – we are the hosts, so Colorado and Oregon should be locations.
- Dr. Reuter - Old business topic – Michael McMaster – COI, we are still on the fence and seeking expert opinion – **Dr. Kinney will reach out to him. He will sit in on our meetings in the future.**

VI. Public Comment (1:55-2:00pm) Dr. Reuter

Adjourn: 1:53