

Consent Agenda April 2025 ICR Governing Board Meeting

Agenda Item II.a.

ICR Governing Board Meeting

March 19, 2025 1:00 – 2:00 pm

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

Meeting Minutes:

In Attendance: Mr. Michael Hennesy, Dr. Gail Mackin, Dr. John Harloe, Ms. Elyse Contreras, Dr. Joanna Zeiger, Dr. John Reuter, Mr. Sherard Rogers, Mr. Scott McWhorter, Dr. Cinnamon Bidwell, Dr. Melissa Reynolds, Mr. Michael McMaster, Mr. Deiter Raemdonck, Dr. John Williamson, Dr. Chad Kinney, Dr. Jeff Smith, Ms. Wendy Fairchild

Not present: Dr. Malik Hasan

- I. Welcome (1:00-1:02pm) Dr. Reuter
- II. Consent Agenda (1:02-1:05pm) Dr. Reuter
 - a. February Board Meeting Minutes
 - Dr. Zeiger motioned to approve, Mr. Sherard Rogers seconded, and all approved except Dr. Gail Mackin, who abstained.
 - b. Cannabis Research Conference
 - i. Date Revision
 - ii. Call for Session Proposals
 - iii. Future partnership with the National Interdisciplinary Cannabis Symposium
 - c. Advancement Dinner – By the Numbers
 - d. RFA Related Updates
 - e. Marketing and Communication - Executive Summary
 - f. Research Scientist – Search Update
- III. Welcome New Board Member (1:05-1:10pm) Dr. Reuter
 - a. Dr. Gail Mackin – New Chancellor of the CSU System Designee
 - b. Brief Board Introductions
 - Dr. Mackin introduced herself as new member of the Board in the role of Designee of the Chancellor of the CSU System.
 - Board members introduced themselves to Dr. Mackin.
- IV. Government Relations Update (1:10-1:20pm) Emma Hudson and Dieter Raemdonck
 - Mr. Raemdonck – Budget closes sometime this week – by Friday – JBC sent revenue forecast on Monday, state has a \$1.2 billion shortfall – this week JBC recommended cuts to Marijuana tax fund – effects ICR mentioned for \$950,000 cut or 25% to the ICR's budget – Higher education analyst doesn't agree with Office of State Planning and Budgeting (OSPB) cuts -JBC members struggling with shortfall but attempting to share this equally – Dieter and Emma in communication with JBC members.
 - Dr. Harloe – Ms. Deanna Perlmutter might be able to help so **he will send her contact to Mr. Raemdonck.**
 - Dr. Bidwell- Are we getting all the talking points out there? How can we support and what are members saying? Mr. Raemdonck said they like what we are doing, JBC is receiving the message that we will be impacting previous with cuts this size.
 - Dr. Bidwell inquired about cuts to cannabis research – thoughts from Dieter?

- Mr. Dieter Raemdonck – Believes the University of Colorado School of Public Health is recommended 1 million dollars in cuts
- Dr. Chad Kinney –marijuana tax cash fund needs to cut 36 million to balance.
- Dr. Reuter asks Dieter to let the board know if they should send letters of support, or help in any way, etc.

V. Budget Subcommittee – FY26 Preview (1:20-1:35pm) Drs. Bidwell and Kinney
Draft FY26 Draft Budget (pre-read)

- a. Feedback to Budget Subcommittee
 - Dr. Bidwell – budget developed before news of potential cut to ICR’s appropriation, recommends Board wait to see what budget will be and then provide a revised proposal – worth our time to get initial approval and welcome edits/revisions/changes based on numbers we have – (shared budget with group)
 - Dr. Kinney – The March meeting is great time to address and ask questions before approval meeting in April regarding monies and budget line items.
 - Dr. Zeiger – marketing line – large increase – why big jump?
 - Dr. Kinney recommended making a change with our marketing support so may need additional resources – we would look at current SOW and make adjustments based on current experience with marketing company.
 - Dr. Zeiger – will marketing and fundraising be incorporated? Chad thought this is a good idea.
 - Dr. Bidwell - Current relationship is our first – chose the less expensive company – we learned a lot from this relationship.
 - Ms. Contreras - Will OSU be able to cover more costs of the conference if we need to make cuts to the ICR?
 - Dr. Kinney – Both OSU and ICR are committing the same support for CRC 2025 – we are not likely to recover all monies we will invest in the conference in 2025 year – more expensive this year due to out of state and at a hotel rather than an academic institution – want to ensure success and conference experience is a good
 - Dr. Reuter – are the 25% monies rolled over here?
 - Dr. Kinney – If all researchers roll forward 25% of award for next year, it will consume most, if not all, of the roll forward capacity the ICR has – FY 25 to FY26 is first time this will include projects that are concluding can request a no cost extension – approved with long bill last year. Hard to give definitive yes or no about roll forward capacity at this time. Roll forward is not reflected in the draft budget – conceivable that we might have wiggle room to roll more funds forward for research.
 - Dr. Bidwell – purpose of rolled forward is to provide flexibility for delays, etc. for the research project not to support other areas.
 - Ms. Contreras – possible to describe what each line is? A small summary would be helpful – **Dr. Kinney will additional details/comments.**
 - Dr. Kinney - CDPHE manages some of the contracts that we can’t manage (It is actually CDHE that manages the contracts and not CDPHE) – indirect costs to cover time and effort on behalf of ICR.
 - Dr. Mackin- if a reduction of funds is required, where will these occur in the budget?
 - Dr. Chad Kinney – budget subcommittee will meet to discuss this – no plan yet, as this was new news (Monday afternoon) – Most likely will require a reduction or elimination of new projects from the current RFA most – hard to cut funds from existing research projects – review panels already scheduled for these current RFA – Dr. Kinney is concerned that nothing will come of this – ideally we will fund a limited number of projects.
 - Dr. Zeiger – maybe only one project this year?

- Dr. Kinney feels if \$950,00 cut it would be very hard to fund any new projects, but then if less cut, we can fund one or two
 - Dr. Zeiger - does this effect the mandate of the ICR?
 - Dr. Kinney says we are still funding ongoing multiyear projects so we would just have a gap in new projects that will work its way through – mandate is that we fund projects using best practices.
- b. Decision item in April
- VI. Advancement Dinner (1:35-1:50pm) – Drs. Harloe and Kinney
- a. Board feedback
- Dr. Harloe suggested debriefing meeting with group before reporting to board.
- b. Input for future events
- Ms. Contreras – quick suggestion via her colleagues – invite celebrities - Could draw a larger crowd.
 - Mr. Rogers – May be able to help with this – can I make some calls and get some athletes.
- VII. Subcommittee/Board Updates (1:50-1:55pm) Dr. Reuter
(Information only sharing by committees contained within consent agenda)
- Dr Zeiger – conference planning committee – nice group of folks committed and part of request that they need to recommend session proposal – overall we have 19 session proposals, closes April 7th. - Date of conference has been changed to Oct 6-8.
 - Ms. Contreras – research subcommittee met all goals set out since governing board retreat - likes online form that will be used for GB scoring, very easy and convenient, hoping to get all Board Members to review and answer survey about priorities– hoping all board members will participate. Looking at areas of prioritization and engaging state and outside partners for input on priorities.
 - Dr. Chad Kinney - First week of April we will send out COI and rubric form to all members – scoring rubric and COI are rolled in together, information and scores will auto populate a spreadsheet - goal is for Board Members to review application summaries by the April meeting for the discussion – need final scores for proposals shortly afterwards – we want to contact teams in early May at latest- please reach out with questions/review process – looking for 100% Board participation this year
- VIII. Public Comment (1:55-2:00pm)
- No comments
 - Adjourned at 1:55

Agenda Item II.b.

Fundraising Subcommittee – Advancement Dinner Debrief (04/02/2025)

Finances:

- Slight lost (\$1500) on the event. As it is the first event, this loss was not considered significant and even encouraging.
- Need to consider other opportunities for giving that span the capacity of the audience. Silent auction was suggested.
- Consider incorporating some of the planning aspects into Marketing and Communication SOW.
- CSU Pueblo Foundation suggested they could manage the registrations – eliminates extra per registration fee charged by Eventbrite.

Areas for improvement:

- Collect better attendee data
- Encourage more mingling
 - Event ended too quickly – Need to include ample time for guest to network at the end of the evening
 - May require limiting program
 - Exchange sponsored table attendees
 - Difficult to hear – talk to across tables
 - Consider a buffet or no assigned seating
- Move the date away from other key dates for the ICR (e.g. RFA Deadline was 02/28/2025) – Subcommittee discussed late April or early May – need to avoid very end of the spring semester for academics – A date in late April or May could interfere with the goal of having more legislators participate.
- Information on receipts – “Advancement and Networking Dinner”
- Better attendance from legislators (e.g. JBC members) and policy makers (engage Emma and Dieter for assistance) - Connect academics/legislators/regulators/industry
- Better PR - Modern marketing – social media + popup ads + geofencing
- Participation by foundations and sponsors that are peripheral to cannabis research

Other Thoughts:

- Good venue – met needs well
- Interest in including a celebrity speaker – engage Sherard
- Some members observed dead time during dinner as some tables are wrapping up a component and others are still being served. Consider how this might be avoided
- Set date by midsummer
- Getting our name out and goodwill were the best products of the event

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Conference Subcommittee – CRC 2025 Mechoulam Lecture

Dr. Aron Lichtman from Virginia Commonwealth University (VCU) will be delivering the Mechoulam Lecture at the CRC 2025. Dr. Lichtman is a Professor of Pharmacology and Toxicology, Director of the School of Medicine Graduate Student Affairs, and Interim Vice Chair of Research in the Department of Pediatrics. His research focused on the physiological function of the endocannabinoid system, mechanisms underlying the pharmacological effects of cannabinoids, medicinal applications of cannabinoids, the impact of drugs of abuse whose route of administration is inhalation. Dr. Lichtman's contributions to cannabis research has been recognized by the International Cannabinoid Research Society, where he is a past president, with the 2013 Mechoulam Award. He has also been recognized for his excellence in teaching and mentorship with the Distinguished Mentor award from VCU's School of Medicine and twice recognized as the Professor of the Year in the Department of Pharmacology and Toxicology.

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Research Subcommittee – Important Dates and Reminders

Board members are encouraged to review summary information for the top scoring applications for research funding as part of the 2025 RFA prior to the April Board Meeting. Board Members can do so by accessing the only COI Form and Scoring Rubric at: <https://prettyform.addxt.com/a/form/vf/1FAIpQLSdg-nHYOsyjeRUUxp6dyvn7qZ8M2H6WuQ99IK44sTyRtwv7wQ>. You can review the information without submitting scores.

This information was originally disseminated to Board Members on 04/01/2025 by email along with some additional information related to the applications. If you have any questions about the COI Form and Scoring Rubric or are having difficulty locating the email being referenced please reach out to Chad Kinney (chad.kinney@csupueblo.edu)

The deadline for the COI Form and Scoring Rubric submission is the end of the day on April 23, 2025. All Board Members are strongly encouraged to offer their input on the top applications through this process.

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Research Scientist Hire Update

Dr. Siyoung Choe contacted Dr. Kinney and informed him that between accepting the offer from the ICR his proposed start date (April 16, 2025) he had received a second offer of employment that he intended to accept. Dr. Kinney is currently exploring the continued interest of Dr. Vahid Ashoorion in the opportunity. Dr. Ashoorion was given strong consideration for the position following his interview.

Agenda Item II.f.

Marketing and Communication – March Executive Summary

Blakely + Company

Website:
Coordinated with website vendors and Jeff to solve the issue with the Webinars page
Created 300-word blogs to go with the researcher videos on the website. This project is designed to help the ICR website's organic search performance. Jeff is adding them to the website.
Started discussions to do Zoom video interviews with other researchers who have completed ICR-funded studies. Jeff will add these to the website when they are completed.
Started working on the resource documents for the website. These documents are intended for new cannabis researchers, or those wanting to start conducting cannabis research.
Public Relations:
Sent Ed Perlmutter's and Paige Figi's speeches to Marijuana Moment.
Podcasts and Guest Articles:
Kyle has started contacting cannabis industry websites to inquire about guest articles from the ICR. Do not have anything scheduled yet.
Also contacting podcasts to inquire about having someone from the ICR on as a guest. Do not have anything scheduled yet.
Communications:
Working on a list of cannabis regulatory agencies to which we can market the ICR's webinars.