

Meeting Minutes

Cannabis Sustainability Work Group

Thursday, January 18th, 2018 1:00 PM

Attendees: Shawna Seldon McGregor, Bia Campbell, Catherine Drumheller, Matt Gettleman, Amy Andrie, Ben Gelt, Kaitlin Urso, Alex Niebergall, Andrew Livingston, Josh Malman, Brandy Keen, Emily Backus, Janet Burgess

Phone: Joe Megysy, Meg Collins, Brooke Gilbert, Jacob Policzer, Ambra Sutherlin, Marc Ross, Kayvan Khalatbari, Duncan Campbell, Nick Hice

1. Introductions
2. 2018 Deliverables discussion
 - a. Symposium
 - i. Shifting core planning responsibility from DDPHE (Emily) to Cannabis Certification Council (Ben & Amy). There will be no change in the image of the event (DDPHE still involved) and no change in work group participation/involvement.
 - ii. Seeking a core planning group of about 5 people - please think about whether you have time/want to be on that team. All work group members will still be involved in a less intensive manner.
 - iii. Ideas for 2018 mentioned:
 1. Changing length to 1 full day plus an evening event the day prior
 2. Consider whether tie-in with MMS is still necessary - leaning towards not. Would still like to cross promote but don't need as big of a venue as they do. Almost no crossover ticket sales in 2017.
 3. Add awards component
 4. Fewer lead-up happy hours, replace with other types of events (like workshops) and different timing (day events) - open to ideas
 - iv. Seeking date and venue ASAP. Could go with a smaller/unique venue. Kayvan is working on another event at DU - DU is donating space and wanting to engage more with cannabis industry. Will reach out to contact there to see if there is similar possibility for symposium.
 - v. MMS will be held either Oct. 8-10 or 15-17, we could shoot for the end of either of those weeks to facilitate cross promotion and capture the same out of state attendees.
 - vi. Kaitlin mentioned YouTube videos from 2017 were very helpful.
https://www.youtube.com/channel/UChE_aKvygtZTmocGjS0WFaQ
 1. Need to feature more prominently on website
 2. Brandy offered that these videos would also be valuable to her marketing department and other members may also want to do the same.
 - b. BMP Manual Update
 - i. Plan to do updates and re-release prior to symposium
 - ii. Will review list of potential update topics and develop work plan in next meeting.

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- c. Kaitlin Urso of CDPHE presented overview of the benchmarking tool they are developing for the cannabis industry.
 - i. Back-end is developed but needs fine-tuning, working on user-interface now.
 - ii. Current version has sample data from the brewing industry
 - iii. Kaitlin is talking with RII on how to integrate with their [Cannabis Powerscore](#), which is in beta. CDPHE does not want the two tools to compete, and would eventually like an industry group to take ownership of the tool.
 - iv. Group agreed that the tool could be powerful both for companies and overall understanding of resource use trends in the industry. Agreed to support by:
 1. Providing feedback to improve the tool during development
 2. Promoting its use to the industry
 3. Helping to find a final “home” for the tool
3. New members
 - a. Agreed to use nomination process
 - b. Discussed several new potential members - agreed to add Brad Bogus to the group
 - c. Please add nominations to google drive here:
<https://drive.google.com/drive/folders/1DIF92-JzCAQaokfOpKg1quVedu1ygJzE?usp=sharing>
 - d. Ideally we can review/approve nominees electronically so they can be invited to the next meeting.
4. Next meeting: February 22nd @ 2PM