

Consent Agenda – October 18, 2023 Board Meeting

Agenda Item II.a

ICR Governing Board Meeting Minutes

September 20, 2023 1:00 – 2:00 pm

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

In Attendance: Dr. Chad Kinney, Dr. Cinnamon Bidwell, Dr. Jeff Smith, Ms. Elyse Contreras, Ms. Wendy Fairchild, Mr. Scott McWhorter, Mr. Dieter Raemdonck, Ms. Amber Valdez, Dr. Melissa Reynolds, Dr. Jon Reuter, Dr. John Williamson, Dr. John Harloe, and Dr. Joanna Zeiger

Absent: Mr. Sal Pace, Dr. Malik Hasan, Dr. Tim Mottet and Mr. Sherard Rogers

***Note – Action Items are highlighted with blue text.**

Meeting Agenda:

- I. Welcome (1:00-1:02pm) Dr. Bidwell
- II. Consent Agenda (1:02-1:05pm) Dr. Bidwell
 - a. Annual Report FY23
 - i. Electronic Copy of Report
 - ii. Proposed Distribution
 - b. CRC 2023 Report
 - i. Summary of key information and outcomes
 - ii. Electronic Copy of Report – generated by D. Plump Consulting
 - c. Curriculum Subcommittee – MSU Denver Proposals
 - i. Summary of Process and Background Information
 - ii. Letter of Input to CDHE – For approval as part of the Consent Agenda
 - iii. Full Proposal as submitted by MSU Denver
 - Dr. Reynolds motions approval and Dr. Harloe seconds this – all approve unanimously.
- III. Welcome New Board Members and New Chair (1:05-1:11pm) Dr. Bidwell
 - a. Melissa Reynolds, Ph.D.
 - b. John Harloe, J.D., Ph.D.
- IV. Government Relations Updates (1:11-1:25pm) Amber Valdez and Dieter Raemdonck
 - a. Upcoming Legislative Session
 - b. Priorities for the upcoming session – Board input
 - c. Distribution of the Annual Report
 - Ms. Valdez - New revenue forecast, \$23 million more than expected rather than a reduction.
 - Mr. Raemdonck sets priorities:
 1. Ensure total funding is received by talking to Joint Budget Committee
 2. Get ICR involved in any legislation discussed and collaborate with State to show what we can do and intervene earlier; CDOT impaired driving is in final review and published shortly – will send to GB members.
 3. In a position to open up to engage the legislature and provide info about the ICR – long term vision
 - Dr. Harloe is acquainted with Rep. Perlmutter and can reach out if appropriate

- Dr. Kinney says it's appropriate for legislator's and DA to have our AR and list of new projects.
- Dr. Bidwell – suggests revisiting documents such as the key performance success metrics that were developed last year and make sure they are available to Amber and Dieter soon.
- Mr. Raemdonck mentioned that the ICR is generally well respected, but there is generally a lack of resources to meet all requests
- Ms. Valdez – statutorily required to share AR with educational committee and JBC.
- Dr. Kinney reminds GB that as Amber and Dieter may lean on the expertise of Board Members, and they may reach out to you for assistance in meeting with legislators.
- Dr. Zeiger – Education materials- should these be on our website? [Chad indicates that we will explore this with the new website](#)
- Dr. Kinney reminds Board that a list shared as part of the consent agenda with individuals and groups that would benefit from receiving the AR - would welcome additional input from GB – Ean will provide more input as well
- Mr. Raemdonck and Ms. Valdez – No bills in October in Colorado– nothing until January. Bills are drafted by lawyers and only shared when legislation approves.
- Mr. Raemdonck and Ms. Valdez leave at 1:23

V. Advancement Plan (1:25-1:42pm) Dr. Kinney and Dr. Smith

Pre-read: Topic Introduction and Initial Work

- Dr. Kinney is back as the director– Dr. Smith retained in a new role in which advancement a priority – He created the pre-read and discussed.
- a. Engage outside organization to develop and initiate an advancement plan
- Dr. Smith is engaged in searching for materials related to fundraising since we do not have the expertise on our board.
 - Dr. Mottet recommended professional fundraising group, Strategic Partnerships, and GEM Consulting. Dr. Smith has communicated with each of these groups. GEMM would provide training and initial support for asks – likely about \$30,000
 - Dr. Kinney imagines us hiring personnel for advancement if initial advancement work is successful
 - Dr. Smith suggests producing op eds and editing pieces as we have expertise on the governing board.
 - Mr. McWhorter asks if we can expect more money due to potential rescheduling of marijuana.
 - Dr. Bidwell says we should not rely on one source for funding as not good for financial stability
 - Dr. Harloe asks if we have a PR agency? He also mentioned that Ean Seeb emphasized the role of the Board in fundraising with Dr. Harloe and [he will share more info soon.](#)
 - Dr. Reynolds talks about building relationships to showcase the value of the ICR.
 - Dr. Kinney would like to work to build criteria for RFP and asks group how they envision the plan as we didn't build this into the budget so we may reallocate.
 - Dr. Bidwell says the current fiscal year budget did not allocate enough resources for fundraising to cover the anticipated cost to secure professional training and assistance - details will be discussed by the GB and asks the GB to forward names of groups that do this (advancement).
 - Ms. Contreras suggests that any contracts be performance based.
- b. Potential resources

- c. Potential Donation – Hydroponics Facility in Colorado City
 - Grow facility in Colorado City estimated at ~\$5 million by the current owner. CSU Pueblo Foundation if the ICR interested in pursue this as a donation? Facility is 32,000 sq ft., hydroponic setup with staff member
 - Use for research facility? Produce hemp under current regulations?
 - Dr Harlow says he might be able provide ICR with someone who can offer pro bono legal services if needed in such a transaction.
 - Dr. Zeiger wonders who would pay for upkeep and Dr. Kinney offers the need to find a source for funding.
 - Dr. Harloe wonders why they are getting rid of this and what are the conditions of the gift?
 - Dr. Kinney will do legwork and pursue this further if GB is interested in the opportunity. GB consensus to gather more information

- VI. Marketing and Communication (1:42-1:55pm) Dr. Smith – Postponed to next meeting
 - a. **Please Preview:** new [website draft](#) (link to the draft website was also included in the email that the agenda was distributed with) – Please email feedback directly to Dr. Smith
 - b. Marketing and Communication Plan and Outcomes Review from last year
 - A summary will be shared ahead as part of the documents shared ahead of the next meeting.

- VII. Upcoming Priorities and Discussions (if time allows) Dr. Kinney
 - Insufficient time to address these items. To the extent possible information will be shared ahead of next Board meeting.
 - a. Upcoming Board Training – AG’s Office
 - b. RFA FY25 – (Nov. 1 RFA launched; Dec. 4 LOI Due; Feb. 12 Full App Due)
 - Dr. Kinney will meet with the Research Subcommittee and provide more information about the RFP . To send out info to GB to preview for the next Board meeting.
 - c. Landscape of cannabis related professional organizations and conferences
 - d. ICR - Curricular Offerings

- VIII. Public Comment (1:55-2:00) Dr. Bidwell
 - Adjourn 2:06



COLORADO
Governor Jared Polis

A 2023 270

EXECUTIVE ORDER

MEMBER

INSTITUTE OF CANNABIS RESEARCH GOVERNING BOARD

ORDERED:

That the following named persons be and is hereby appointed to the:

INSTITUTE OF CANNABIS RESEARCH GOVERNING BOARD

for a term expiring at the pleasure of the Governor:

Jon Reuter of Longmont, Colorado, to serve as Chair, appointed.



GIVEN under my hand and the
Executive Seal of the State of
Colorado, this sixth day
of October, 2023.

A handwritten signature in blue ink that reads "Jared Polis".

Jared Polis
Governor

Summary of Advancement, Marketing Activities, and Curriculum Development for the ICR

JPS October 2023



I. Summary of Blakely + Company Contracts, Invoicing, and Future Activities

Summary in place of item VI on the September Board Meeting Agenda. Please direct inquiries directly to Dr. Jeff Smith (jeff.smith@csupueblo.edu)

A. The ICR contracted Blakely + Company to

- *Develop a marketing plan*
- *Make digital content recommendations*
- *Develop communications strategies (items 3 and 4 in invoice summary)*
- *Produce key messages (a tagline)*
- *Produce six videos (5 delivered)*
- *Conduct public relations: press packets and virtual information meetings with media*
- *Conduct board retreat facilitation*

B. Blakely + Company invoiced the ICR for

- *Development of a marketing plan*
- *ICR Website development and production*
- *Press releases (five delivered)*
- *Public relations (Review this with KB)*
- *Development of a tagline and multiple logos*
- *Video production (5 videos completed with 1 in process)*
- *Public relations (virtual meetings where not successful, however, KOAA aired a 2–3-minute segment and a KRDO interview is in scheduling)*
- *Board retreat facilitation*

C. Options for continuation of work

- *Identify fundraising opportunities, assist with marketing to potential funding sources*
 - *Develop board's categories of potential funding sources: research specific targets*
 - *Develop communications materials for specific targets (ICR would implement)*
- *Strengthen awareness of the ICR in the cannabis community and throughout Colorado*
 - *Focused PR efforts to engage specific media outlets, Colorado and nationally*
 - *Assist with publishing Op Ed pieces*
 - *Develop paid advertising on social media, e.g. LinkedIn (trade magazines?)*
 - *Creating advertising materials to be promoted at selected cannabis conferences*
- *Develop additional video content for funded research projects (1-2 within budget)*

- *New website continuing support*
 - *Staff training*
 - *New content implementation*

D. **Recommendation for Approval**

- Approve budget for 6 months of continued relationship with Blakely + Company (\$10K)
- Reassess in 5 months to continue for another 6 months.

III. Educational Programming (update on initiative initiated last FY)

Summary in place of item VII.d on the September Board Meeting Agenda.

A. Implementation of ICR Certificate in Foundational Studies in Cannabis – in progress

- *Six courses leading to a certificate*
 - *Governmental Regulation of Cannabis (ICR 101; 3-credits)*
 - *Basic Human Physiology of Cannabis Consumption (ICR 102; 3-credits)*
 - *Cannabis Law, Ethics and Public Welfare (ICR 103; 3-credits)*
 - *Introduction to Analytical Chemistry of Cannabinoids and Terpenes (ICR104; 3-credits)*
 - *Agriculture and Cultivation of Cannabis (ICR 105; 3-credits)*
 - *Introduction to Cannabis Science and Research (ICR 106; 1-credit)*
- *Partnership with CSU Pueblo Extended Studies (selected through an RFP in FY23)*
- *Implementation of courses Fall 2024*
- *Certificate available Fall 2025*

B. Create a certificate program that may be offered through other universities

- *Model [Green Flower](#)'s certificate program*
 - *offerings implemented at 24 universities nationwide*
 - *Content is NOT bona fide science*
- *Partnership with [International Academy on the Science and Impact of Cannabis \(IASAC\)](#)*
- *Combine IASAC Webinar content with ICR Webinar content to offer CMEs*

Agenda Item II.d

Annual Colorado Board Training has been scheduled for about 30 minutes of the Dec. 20, 2023 Board Meeting. Training will be provided by the ICR's point of contact in the Attorney General's office Mr. Michael McMaster.

Agenda Item II.e

The following page contains the updated Key Benchmarks document, which is a brief summary of key accomplishments for the ICR as well as a brief summary of some of the ongoing research being supported by the ICR. This document contains the same basic information presented in the same document from the previous year. However, the information has been updated and presented in an alternative manner. Please note that the QR Code used in this draft of the document is a place holder and will be replaced once our new website is live. Also note that the resolution as presented on the next page is lower than the actual document.



The Institute of Cannabis Research (ICR)

was created in 2019 by Colorado Statute and is funded by the State of Colorado. The mission of the ICR is to conduct and fund unbiased research related to cannabis, for the benefit of Colorado residents.

Key Benchmarks:

- 33 Peer-reviewed scientific research publications
- More than 75 presentations at local, regional, and international scientific conferences
- 9 Ongoing Collaborations with National and International Partners
- The ICR is currently supporting 21 research projects throughout the State of Colorado all of which include student researchers being mentored through the research process
- \$265K in non-Colorado external funding received has offset the program's cost to the state
- The ICR in partnership with the Global Hemp Innovation Center hosted 7th annual Cannabis Research Conference in Denver on August 3-5 with **more than 340 attendees** and **more than 140 research presentations**
- The ICR is collaborating with three different corporate partners with plans to develop leading state-of-the-art DEA schedule 1 licensed marijuana testing and research facilities at the ICR on the campus of CSU-Pueblo
- Sponsors the Journal of Cannabis Research which is published by prestigious Springer Nature.



ICR supported research projects are conducted by the best and brightest researchers throughout the State. ICR Research Projects substantially impact Public Health and Safety as well as Medical Innovations



- Use of broad-spectrum CBD for treatment of comorbid autism spectrum disorder and epilepsy
- Use of cannabinoids to slow down neuro-degeneration and neuroinflammation for Alzheimer's treatment
- CBD to improve the mental and physical health of patients suffering from traumatic brain injuries

Public
Health
and Safety

- Links among CBD and developmental disorders in offspring
- Independent evaluating labelling claims on real marijuana products
- Assess exposure to toxic heavy metals and polycyclic aromatic hydrocarbons (PAHs) from cannabis products
- Mental health effects of cannabis consumption by Colorado youth.

Medical
Research

Innovations

- Eye-scanning technology to detect roadside impairment and how cannabis products produce acute intoxication when combined with alcohol
- Development of novel cannabinoid derivatives that might improve therapeutic efficacies



For more information
about the ICR

