



Commonwealth of Massachusetts

CANNABIS CONTROL COMMISSION

ONE ASHBURTON PLACE, ROOM 313

BOSTON, MASSACHUSETTS 02108

TELEPHONE (617) 878-9853

OPEN MEETING

Tuesday, October 3, 2017

10:30 a.m.

Massachusetts Gaming Commission Offices

101 Federal Street

12th Floor

Boston, MA 02110





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▶ PUBLIC MEETING AGENDA

- 1) **Call to Order**
- 2) Review minutes from September 26, 2017 meeting
- 3) Discussion of Revised Mission Statement
- 4) Discussion of Communications Position
 - 1) Discussion of Job Description
 - 2) Announcement of Process and Timing
- 5) Distribution of Public Records Materials
- 6) New Business reserved for business Chairman did not anticipate at time of posting
- 7) Next Meeting date (if known)
- 8) Public Comments and Questions





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Mission Statement (Version 2)

Cannabis Control Commission

DRAFT (FOR DISCUSSION PURPOSES)

- ▶ *The mission of the Cannabis Control Commission is to honor the will of the voters of Massachusetts by safely, **equitably** and effectively implementing and administering the laws enabling access to medical and adult use marijuana in the Commonwealth.*
- ▶ The Commission will foster the creation of and safely regulate a new industry that will create entrepreneurial and employment opportunities and incremental tax revenues in and to communities across the **state and which will be a best practice model for other states**. We will **develop policies and procedures to** encourage and enable full participation in the marijuana industry by people from communities that have previously been disproportionately harmed by marijuana prohibition and enforcement and positively impact those communities
- ▶ Our operating principles:
 - ▶ Conduct all of our processes openly and transparently
 - ▶ Engage in regular two – way communication with all concerned **citizens, patients and care providers, partners and other constituencies**
 - ▶ Strive to build a world-class state agency
 - ▶ Commitment to the highest level of constituent services **using state of the art technology and multiple media**
 - ▶ Define and publicly measure our performance versus metrics regarding timely execution, accessibility, impact on public health and safety, **impact on disproportionately harmed communities** and incremental tax revenue generation
 - ▶ Become self-funding and generate a revenue surplus
 - ▶ Create a great place to work
- ▶ Enhance **and ensure** public health and safety by
 - ▶ Developing and enforcing effective regulations
 - ▶ **Developing and executing a program of continuing public education**
 - ▶ Conducting and contributing to research on marijuana related topics
 - ▶ Using surplus funds to help address issues in these areas

KEY: RED = ADDITIONS TO VERSION 1 (CIRCULATED TO THE COMMISSIONERS); CHANGES FROM VERSION 2 (NOT CIRCULATED TO THE COMMISSIONERS)



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Cannabis Control Commission (CNB)

Job Description

Job Title: Communications Director

Reports To: Executive Director

▶ **I. PURPOSE OF THE JOB**

- ▶ The Communications Director is responsible for the management and implementation of strategic communications and all media relations for the Cannabis Control Commission (“the Commission”). The Director will work closely with the Executive Director, Commissioners and senior managers to execute a communications plan that is timely, relevant, engaging and consistent with the mission, goals and programs of the Commission. The Director is responsible for providing advice to the Executive Director and Commissioners about policy and political issues that may impact the Commission.

▶ **II. FUNCTIONS AND RESPONSIBILITIES**

- ▶ Serve as chief media spokesperson for the Commission.
- ▶ Develop and execute a proactive communications plan to drive strategic initiatives and priorities for the Commission, including working with the Executive Director to develop a multi-platform media strategy.
- ▶ Work with the Executive Director and Commissioners on public education and outreach.
- ▶ Manage communications strategy for the Commission.
- ▶ Handle all media inquiries.
- ▶ Coordinate with the Commission’s records access officer (“RAO”) to respond to public records requests from the media.
- ▶ Oversee and manage information held by the Commission.
- ▶ Develop clear, concise messaging communicated through press releases, key messages and advisories.
- ▶ Prepare and staff the Executive Director, Commissioners and senior managers for media interviews and public events.
- ▶ Write and edit talking points, statements, speeches, op-eds and letters to the editor for the Executive Director, Commissioners and senior managers, as needed.
- ▶ Assist the Executive Director with website content development.
- ▶ Understand and be able to explain the Commission’s licensing, investigation and enforcement processes.
- ▶ Liaise with other state agencies and offices and municipal agencies and offices to coordinate communications efforts on various issues and projects.
- ▶ Attend Commission public meetings.
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Cannabis Control Commission (CNB)

Job Description

▶ **SUPERVISORY RESPONSIBILITIES**

- ▶ Oversee potential hires including digital/social media director and press secretary

▶ **IV. KNOWLEDGE AND SKILLS**

- ▶ Knowledge of the cannabis regulatory environment.
 - ▶ Extensive knowledge of the workings and intricacies of all forms of communication, including experience with social media.
 - ▶ Superb verbal and written communications skills, including the ability to speak well in public and/or work effectively through the media.
 - ▶ Excellent public interaction and interpersonal skills.
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Director Of Communications Position Time Line

- ▶ October 3 – Job Description and Qualifications Finalized
 - ▶ October 3 – Screening Sub-Committee Appointed
 - ▶ October 4 – Job Description and Qualifications Posted
 - ▶ October 19 – Application Deadline
 - ▶ October 25 – Public Sub-Committee Meeting (Executive Session) to Determine Which Candidates to Invite for First Round Interviews
 - ▶ November 1,2,3 – Public Sub-Committee Meeting (Executive Session) to Conduct First Round Interviews (in – person or by Skype) and to Recommend Finalist Candidates to the Commission
 - ▶ November 14 – Public Commission Meeting to Interview Finalist Candidates
 - ▶ November 16 – Public Commission Meeting to Deliberate and Vote on Director of Communications
 - ▶ December 1 – Target Start Date
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▶ Next Commission Public Meeting Date

▶ Tuesday, October 3 at 1:00 PM

- ▶ Cannabis Advisory Board

- ▶ One Ashburton Place, 21st Floor, Boston, MA

▶ Tuesday, October 10, 2017

- ▶ Location: TBD





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