

Point of Sale Subcommittee Meeting Minutes

Date	February 12 th , 2020
Time	10AM-11AM
Previous Meeting Minutes	APPROVED
Topic	
Updates	<ul style="list-style-type: none"> - The Tobacco Free Collier Point of Sale(POS) Task Force members shared their experience from the 2020 AVC Assessment Campaign. Overall the members agreed that the assessment went well and most of the retailers were cooperative. There was only one retailer that denied the assessment. - Feedback from members and retailers overall was positive for the 2020 AVC Campaign. Members were in favor of the approach taken towards the campaign. Each retailer visited was presented with a letter explaining the visit and the purpose of the assessment, and they were also given two FDA “This is Our Watch” digital calendars. The digital calendars were preset to age 21 in efforts of encouraging retailers to abide by the federal tobacco 21 law.
Discussion	<ul style="list-style-type: none"> - The POS members discussed a media advertisement for TRL. Grantee staff pulled some media creatives from the media hub to share with the members and present them with some potential creatives that can be customized. The members chose two media creatives that would be featured in Naples Florida Weekly magazine with a 3-week run. The two media creatives would run on alternating weeks. - The task force discussed the upcoming POS training workshop and decided the best topic to focus on would be a refreshment on TRL and advocacy with local decision makers and key stakeholders. Task members agreed that training on how to approach and advocate with decision makers/stakeholders within the community will better prepare them for future meetings. Practicing advocacy and being well-versed on the subject matter, local TRL ordinance, will also aid members in being confident in presenting facts, data results, etc. to key decision makers/stakeholders. - The meeting concluded with a brief discussion on next steps towards pursuing local TRL ordinance. Due do the number of absences during the meeting, POS task force members that were present decided further discussion should be continued at the



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	training or the next task force meeting so majority of members are well informed and included in the discussion.
Next Task Force Meeting	Spring 2021



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