



The 2025 Council Market Outlook Working Group

Cross Subcommittee Meeting

Tuesday, June 23, 2025, at 1:30 pm

Join us virtually on Zoom

Zoom Link:

<https://us06web.zoom.us/j/89719179841?pwd=xx2h2V8dNkD2UbNKVSohiaVWGG9uyC.>

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Committees: Marketplace – Cannabis, Marketplace – Non-Cannabis, Municipal Relations, Youth Champions

*The Council's Mission is to **promote equitable economic prosperity** by supporting **Social Equity Entrepreneurs** and reinvesting in communities **most impacted** by the war on drugs.*

Summary:

This cross-subcommittee meeting discussed how to better support youth through potential advisory boards, education, and coordinated community efforts. Members agreed that youth advisory boards should be guided by trusted local organizations with provided structure and safety while ensuring young people have a genuine voice. Stipend based models were noted as highly effective. Youth boards may need to vary by municipality or school to reflect local needs. These youth groups could also help determine how cannabis revenues should support workforce development, summer programs, after school programs, etc.

A major portion of the discussion focused on improving cannabis education for both youth and parents. Members emphasized the need for clear information about the developmental risks of under 21 cannabis use, moving beyond outdated scare tactic approaches. Many young people use cannabis to cope with stress, trauma, or social pressures, emphasizing the importance of safe spaces and supportive environments. Some parents lack awareness of health impacts and participants agreed that medical professionals should be involved to help explain the risks, understand mental health connections, and guide prevention efforts.

Community safety concerns centered on the prevalence of illicit cannabis sales, particularly in smoke shops. Members noted that enforcement and clearer municipal guidance could be more effective than messaging alone. Some municipalities are unaware of the municipal sales tax on cannabis and what it can be put towards or enforcement pathways, highlighting the need for a statewide toolkit and coordinated support. Messaging about the safety and transparency of regulated products remains important but may be more effective when paired with concrete enforcement and community specific approaches. Providing

information on market legitimacy through an informational campaign may help to combat illicit market sales while simultaneously spreading cannabis use safety within the regulated adult use market.

Overall, members agreed on the value of building on existing successful youth programs, creating collaborative spaces that include youth directly, and aligning the work of cannabis establishment owners, educators, youth organizations, medical professionals, and municipalities. The goal is to strengthen prevention, improve community supports, and ensure cannabis revenues are used thoughtfully to benefit young people across the state.

