



Cannabis Advisory Council

February 5, 2026

Agenda

- Call to order
- Approve meeting minutes from September 4, 2025 and December 18, 2025
- Chair remarks
- Office of Cannabis Management updates
- MN Department of Health Updates
- CAC workgroup updates
- Public comment
 - If time permit – you can also send testimony to cannabis.council.ocm@state.mn.us
- Closing

- We will roll call by last name alphabetically
- If you are joining us online, please unmute once your name is called for attendance
- Please raise your hand if you were missed

Approve Minutes

- Voice vote to approve meeting minutes from September 4, 2025 and December 18, 2025



Welcome

Chair Eric Taubel, Director, Office of Cannabis Management

Legislative Session Planning

Kelly Wilder – OCM Government Relations Director

- 1) Technical/housekeeping
- 2) Data practice policy updates and clarifications
- 3) Cannabis business regulatory updates
- 4) Hemp regulatory updates and product labeling changes
- 5) Local control clarifications
- 6) Increasing efficiency in legislative reporting
- 7) Event organizer license restructure

Proposal to Streamline the Medical and Adult-Use Supply Chains (1/15/26)

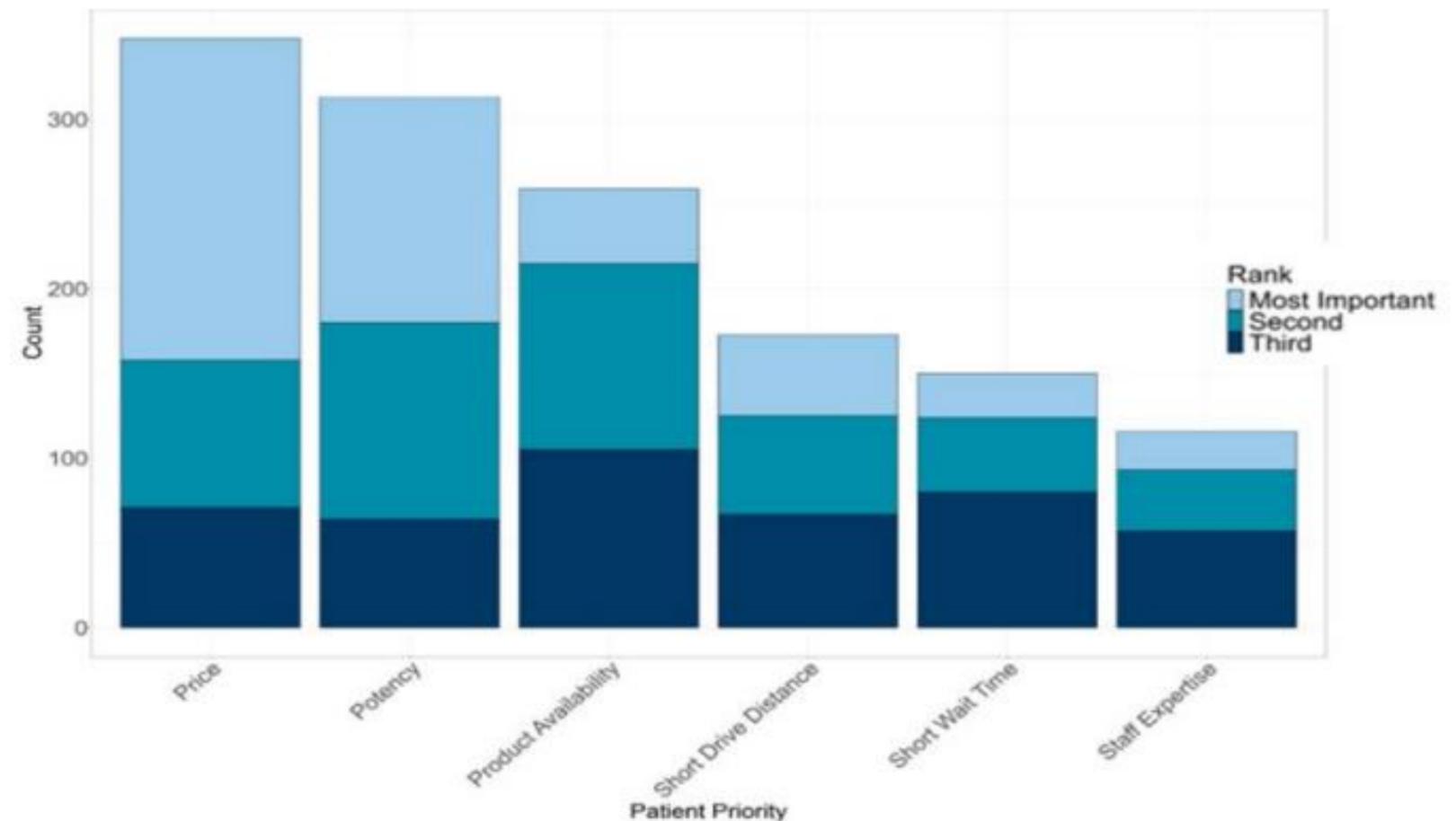
The proposal on [OCM's webpage](#) includes four main provisions:

- 1) Safeguarding the medical cannabis supply and patient protections through updates to the medical cannabis retail endorsement and established requirements for all medical cannabis retailers.
- 2) Encouraging business participation in the medical cannabis market through the addition of expanded authorized activities for license holders serving the medical market.
- 3) Ensuring fairness between cannabis licenses to allow similar activities for similar license types through the addition of expanded authorized activities for cannabis microbusinesses and mezzobusinesses that serve the medical market.
- 4) Balancing opportunities for larger and smaller businesses aligned with the law's framework through the establishment of a new license type—the macrobusiness—to replace the medical cannabis combination business license type, in better alignment with existing license types while maintaining the role of serving the medical market.

Medical Cannabis Patient Priorities with Minnesota's Emerging Adult-Use Market (1/15/26)

- Medical Patient Priorities
 - Patient and health care practitioner feedback
 - Product preferences by age of patient
- Medical Cannabis Product Purchasing Trends

Figure 1: Top priorities of patients during their medical cannabis purchase experience in the program



Cannabis Market Monitor Dashboard

David Rak – OCM Data and Analytics Supervisor

Benjamin Hartmann – OCM Market and Policy Analyst

Cannabis Market Monitor Dashboard

- <https://mn.gov/ocm/data-reports/dashboards/cannabis-market-monitor.jsp>





Cannabis Market Research

Kari Gloppen | Injury Prevention and Mental Health

MDH Cannabis Market Research Overview

The Substance Misuse Prevention and Maternal Child Health sections collaborated on an RFP focused on cannabis and substance misuse education and prevention for pregnant and breast/chestfeeding individuals, young people under 25, and influential adults in their lives. The scope of work includes:

- **Audience and market research** to understand engagement needs and identify effective communication approaches
- **Message development** grounded in culturally competent and community-informed strategies
- **Message testing** to refine clarity, resonance, and impact
- **Capacity building and community engagement** to strengthen local prevention efforts
- **Final report and recommendations** summarizing findings and outlining next steps

MDH Cannabis Market Research Timeline

This work is being conducted by a vendor selected from the RFP process.

Timeline:

- **Apr. 2025:** RFP posted
- **Aug. 13, 2025:** Vendor was selected after internal RFP reviews and interviews
- **Oct. 27, 2025:** Contract with vendor (Tunheim) was signed
- **Oct. 29, 2025:** MDH began working with Tunheim
- **Dec. 2025:** Environmental landscape analysis
- **Jan. – March 2026:** Audience research engagements (e.g., focus groups, interviews, feedback sessions)



CANNABIS EDUCATION & PREVENTION

Project timelines are subject to change

Quarter 3 | 2025

- Soft launch releases for youth and pregnant and breastfeeding/chestfeeding audiences
- Media plan for *Be Cannabis Aware* campaign begins
- Cannabis communications project launches: research, message testing, and capacity building

Quarter 4 | 2025

- Media Plan for *Be Cannabis Aware* ends
- Research and message testing begins
- Initial engagement with local public health, Tribal health, and other community partners

Quarter 1 | 2026

- Research and message testing ends
- Capacity building begins with involvement from local public health, Tribal health, and other community partners

Quarter 2 | 2026

- Capacity building and partner engagement ends
- Final report and engagement recommendations shared

Quarter 3 | 2026

- Communications and outreach implementation begins



Spread the Word: Insights Needed for Cannabis Market Research

The Minnesota Department of Health (MDH) and its partner, Tunheim, are creating a cannabis and substance misuse prevention and education program. Both need your help to promote these research opportunities to your partners and networks.

The first opportunity is for people who are pregnant, planning to become pregnant, or who are breastfeeding or chestfeeding. Visit the [Exploring Views on Cannabis Use During Pregnancy, Breastfeeding and Chestfeeding](#) form for more information.

The second opportunity is for youth, young adults, and influential adults for youth. Visit the [Young Minnesotans: Your voice is needed](#) and the [Exploring Views on Cannabis Use for Youth and Young Adults in Minnesota](#) forms for more information.

Details about who researchers are looking for are in each form. Space is limited. All research activities will take place virtually.

Questions? For the first opportunity, email healthresearch@tunheim@state.mn.us.

For the second opportunity, email youthhealth@tunheim.com.

Thank You

Workgroup Discussions

Industry Health Workgroup

Members involved:

- Diana Tastad-Damer (Expert Representing in the Interests of Cannabis Workers)
- Kyle Marinkovich (Expert in Cannabis Product Manufacturing)
- Carol Moss (Expert in Women-Owned Businesses)
- Dan Solomon (Representing Department of Labor and Industry)
- Bryant Jones (Expert in Cannabis Cultivation)
- Maren Schroeder (Patient Advocate who is a Patient Enrolled in the Medical Cannabis Program)



Intergovernmental Workgroup

Members involved:

- Carol Moss (Expert Representing Women-Owned Businesses)
- Jill Wolf (Representing League of Minnesota Cities)
- Martha Burton (Representing Department of Revenue)
- Josh Wilken-Simon (Expert in Cannabis Retailing)
- Michael Sly (Expert in Providing Legal Services to Cannabis Businesses)



Public Health and Safety Workgroup



Members involved:

- Rachel Moran (Expert in Criminal Justice Reform to Mitigate the Disproportionate Impact of Drug Prosecutions on Communities of Color)
- Gabe Cornish (Representing the State Patrol)
- Catherine Knutson (Representing the Bureau of Criminal Apprehension)
- Bryant Jones (Expert in Cannabis Cultivation)
- Samantha Lee (Expert in Laboratory Sciences and Toxicology)
- Michael Hanson (Representing Traffic Safety in DPS)
- Kate Makinen (Licensed Mental Health Professional)
- Jaren Zech (Expert in Municipal Law Enforcement with Advanced Training in Impairment Detection and Evaluation)
- Nicole Archbold (Representing Department of Public Safety)
- Jen Sather (Representing Department of Human Services)

Medical Workgroup

Members involved:

- Maren Schroeder (Patient Advocate who is a Patient Enrolled in the Medical Cannabis Program)
- Melanie Johnson (Expert in Pediatric Medicine)
- Josh Wilken-Simon (Expert in Cannabis Retail)
- Ann Philbrick (Expert in Clinical Pharmacy)
- Dylan Zylla (Expert in Adult Medicine)



Public Comment

- We will call on people in order
- Please limit your comments to two minutes
- If we do not get through the entirety of public comment, you may submit your comments in writing to cannabis.council.ocm@state.mn.us and they will be shared with the council.

Next meeting:

- Thursday, May 21, 2026, 10am-12pm

Stassen Building + hybrid option

Thank You!

cannabis.council.ocm@state.mn.us