

**GOODHUE COUNTY
HEALTH & HUMAN SERVICES (GCHHS)**



REQUEST FOR BOARD ACTION

Requested Board Date:	11/18/2025	Staff Lead:	Ruth Greenslade
Consent Agenda:	☒ Yes ☐ No	Attachments:	☒ Yes ☐ No
Action Requested:	Approve Interagency Agreement for Regional Cannabis Communication Campaign		

BACKGROUND:

All local public health departments including Goodhue County received more Cannabis and Substance Use Prevention (CSUP) grant funds in year 1 than in years 2 and 3.

The counties in the southeast region desire to pool funds to conduct a regional cannabis communication campaign. The consensus at the September Southeast Local Public Health Association meeting was to ask for a consistent \$5,000 base amount from all participating counties. Counties each decided how much year 1 and year 2 funds they could contribute, with the option to increase the amount later. Year 1 funds, for the November 1, 2024 to October 31, 2025, grant year, may be carried forward; these carry forward funds must be spent by June 30, 2026.

CSUP Coordinators in Dodge County, Fillmore County, Freeborn County, Goodhue County, Houston County, Mower County, Olmsted County, Rice County, Steele County, Wabasha County, and Winona County have met several times to discuss and plan. They selected the existing Speaking of Cannabis campaign developed by Carleton-Cook-Lake-St. Louis Community Health Board (CHB). This ad campaign **aims to educate parents, caregivers, grandparents, mentors, and other adults with kids in their lives about the effects of cannabis on a developing brain.** The campaign website is speakingofcannabis.org.

Goodhue County is acting as the host county for this regional effort, meaning Goodhue County will continue to coordinate the regional meetings, convene a subgroup to review vendors in accordance with Goodhue County procurement policy, contract with the vendors as recommended and approved by the other counties, pay invoices and invoice the other counties for their contributions. As an accredited local health department, Goodhue will implement best practices from reaccreditation measure 3.2.1 related to designing communication strategies. A regional—as opposed to a single-county—campaign increases the number of times the target audience will see the ads, increasing message recall. Pooling funds allows for higher-impact ad placements that individual budgets couldn't unlock alone. This will result in broader visibility of the Speaking of Cannabis messaging and consistency across the region. Staff will develop an evaluation plan, as required by the Minnesota Department of Health (MDH).

RECOMMENDATION: GCHHS recommends approval as requested.

INTERAGENCY AGREEMENT

This Interagency Agreement effective November 1, 2025 through June 30, 2028, by and between the Participating Counties of Dodge County, Fillmore County, Freeborn County, Houston County, Mower County, Olmsted County, Rice County, Steele County, Wabasha County, and Winona County and the Host County, Goodhue County, is as follows:

I. STATEMENT OF PURPOSE

The purpose of this Interagency Agreement is to clarify the roles and payment structure regarding the Regional Cannabis Communication Campaign.

II. TERM

The term of this Interagency Agreement shall be November 1, 2025 through June 30, 2028.

III. SCOPE OF SERVICES AND SPECIFIC DUTIES

Goodhue County, acting as Host County, will contract with one or more media agencies to create and distribute print materials and advertising to educate communities located within the participating counties on various topics related to cannabis. Additionally, Goodhue County may contract with an external evaluator to develop and implement an evaluation plan to assess the Regional Cannabis Communication Campaign. To decide who to contract with, Goodhue County will lead a subgroup of Participating Counties' staff to solicit bids for any contracted providers in accordance with Goodhue County procurement policy. Subgroup recommendations will be made to the full group of Participating Counties and approved via email by a majority of county public health directors. Goodhue County will work with each contracted provider regarding reporting metrics, including not limited to website views by cities, etc.

IV. FUNDING

The following chart details each County's Cannabis and Substance Use Prevention (CSUP) funds allocation toward the Regional Cannabis Communication Campaign:

	2024-2025 (Year 1) Carry forward funds	2025-2026 (Year 2)	2026-2027 (Year 3)	Total per county
Dodge	\$ 4,750.00	\$ 5,500.00		\$ 10,250.00
Fillmore	\$ 20,000.00	\$ -		\$ 20,000.00
Freeborn	\$ 20,000.00	\$ 5,000.00		\$ 25,000.00
Goodhue	\$ 30,000.00	\$ -		\$ 30,000.00
Houston	\$ 10,000.00	\$ 5,000.00		\$ 15,000.00
Mower	\$ 20,000.00	\$ 5,000.00		\$ 25,000.00
Olmsted	\$ 10,000.00	\$ 10,000.00		\$ 20,000.00
Rice	\$ 20,000.00	\$ 1,000.00		\$ 21,000.00
Steele	\$ 7,000.00	\$ 5,000.00		\$ 12,000.00
Wabasha	\$ 10,000.00	\$ -		\$ 10,000.00
Winona	\$ 30,000.00	\$ -		\$ 30,000.00
Total per year	\$ 181,750.00	\$ 36,500.00		\$ 218,250.00
Grant year	Nov. 1 2024- Oct. 31, 2025	Nov. 1 2025- Oct. 31, 2026	Nov. 1 2026- Oct. 31, 2027	
Carry forward funds must be spent by	Jun. 30, 2026	Jun. 30, 2027	Jun. 30, 2028	

Goodhue will pay invoices from any contracted agencies and will subsequently invoice the Participating Counties for reimbursement, invoicing each Participating County for their proportionate share. Goodhue will invoice the Participating Counties upon receipt of the initial invoices from any contracted agencies and will then invoice the Participating Counties monthly, as expenses are accrued. Expenses will not exceed amounts listed in the table above. Each of the Participating Counties will make payment to Goodhue County Finance, either electronically or via postal mail at Goodhue County Health and Human Services, Attn: Accounting, 426 West Avenue, Red Wing, MN 55066 within thirty-five (35) days of receipt of invoice. Goodhue County will coordinate with MDH regarding any documentation required for the use of CSUP funds.

V. TERMINATION AND MODIFICATION

Any Participating County may choose to opt out of this Interagency Agreement and will provide at least thirty (30) day written notice to the other Participating Counties. Participating Counties are responsible for any invoice issued or accrued prior to the date of termination. The remaining Participating Counties will jointly determine whether to modify or terminate this Interagency Agreement.

If funding from federal, state or other sources, is suspended or reduced this Interagency Agreement may be modified or terminated at the Participating Counties' discretion to accommodate the change in funds. Any material alterations, variations, or modifications to this Interagency Agreement shall only be valid when they have been reduced to writing, duly signed, and attached to the original of this Interagency Agreement. However, any Participating Counties may contribute more funds if funds are available. Increases to funding will be appended to this agreement through a written amendment signed only by the respective County and Goodhue County.

This Interagency Agreement is effective upon date signed. Any changes to this Interagency Agreement must be made via a written addendum signed by all counties listed below.

Approved and Accepted for:

DODGE COUNTY

BY: _____

DATED: _____

FILLMORE COUNTY

BY: _____

DATED: _____

FREEBORN COUNTY

BY: _____

DATED: _____

GOODHUE COUNTY (HOST COUNTY)

BY: _____

DATED: _____

HOUSTON COUNTY

BY: _____

DATED: _____

MOWER COUNTY

BY: _____

DATED: _____

OLMSTED COUNTY

BY: _____

DATED: _____

RICE COUNTY

BY: _____

DATED: _____

STEELE COUNTY

BY: _____

DATED: _____

WABASHA COUNTY

BY: _____

DATED: _____

WINONA COUNTY

BY: _____

DATED: _____