

# **Public Affairs Counsel**

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## **MEMORANDUM**

**DATE:** November 28, 1995

**TO:** Tracey Scott  
David Powers  
Roger Mozingo  
Tim Hyde

**FROM:** Mark W. Nelson

**RE:** Industry Meeting held on November 28, 1995

Enclosed is the Agenda and the Proposal that was discussed at the Industry Meeting held on Tuesday, November 28, 1995.

If you have any questions, please call.

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**AGENDA  
OREGON TOBACCO COALITION MEETING  
NOVEMBER 28, 1995  
SALEM, OR**

- I.     Introductions
- II.    Review Past Oregon Anti-Tobacco Ballot Measures/Players
  - A.     1988 Smoking Ban
  - B.     1988 Cigarette Tax
  - C.     1990 & 1992 Proposed Cigarette Tax Initiatives
  - D.     1990 Packaging Ban
- III.   Proposed 1996 Tobacco Tax Initiative
  - A.     Oregon Association of Hospitals and Health Systems
  - B.     \$.30 - \$.50 Tax Increase
  - C.     Possible Uses of Tax Proceeds
    - 1.     Oregon Health Plan
    - 2.     Education
    - 3.     FDA Style Proposals
  - D.     Pacific/West Communications, Inc.
- IV.    Ballot Title Challenge Process
  - A.     Potential Filing Timeline
  - B.     Secretary of State and Attorney General
    - 1.     Process
    - 2.     Timelines

- C. Oregon Supreme Court Challenge
  - 1. Process
  - 2. Timelines
- V. Signature Gathering
- VI. Opposition Campaign
  - A. Participants
  - B. Level of Industry Involvement
  - C. Proposed Campaign Plan and Organization
  - D. Timelines
  - E. Interim Public Relations
  - F. Status of Oregon Executive Committee
- VII. Other Business
- VIII. Next Meeting