

MINUTES
BREVARD ABC BOARD – REVISED HOLIDAY MEETING
January 23, 2020

Approved	
Robinson:	<u>TCR</u>
Jaisler:	<u>JT</u>
Rahn:	<u>M</u>
Jones:	<u>KJ</u>

The Brevard ABC Board met in regular session on Thursday, January 23, 2020 at 8:30 a.m. in the City Hall Administrative Conference Room.

Members Present: Tim Robinson
Jack Jaisler
Teri Rahn
Kevin Jones

Members Absent: Dr. William Riecke, Chair

Staff Present: Mark Balding, ABC General Manager

Special Guests: Chief Phil Harris, Brevard Police Dept.
Dr. Timothy Powers, Brevard College
Lt. Robert Shular, Transylvania County Narcotics Task Force; and
Anna Robbins and Kristen Gentry, C.A.R.E. Coalition

- A. Welcome & Call to Order**
- B. Quorum**

The meeting was called to order by Tim Robinson at 8:30 a.m. and a quorum was noted. Mr. Robinson introduced new Board Member Kevin Jones and welcomed all in attendance.

- C. Approval of Agenda**

Motion by Mr. Jaisler, seconded by Mr. Jones to approve the agenda as presented. Motion carried unanimously.

- D. Approval of Minutes**

- 1. Minutes from Regular Session – December 5, 2019**

Motion by Mr. Jaisler, seconded by Ms. Rahn to approve the minutes of the Regular Session meeting on December 5, 2019 as presented. Motion carried unanimously.

- E. New Business**

- 1. Discuss Alcohol Education and Law Enforcement**

Mr. Balding explained that he and Dr. Riecke met with Chief Harris and Lt. Shular in July to discuss the law enforcement contract and now that we are six months into the contract, it is time to identify opportunities for alcohol education. He introduced Dr. Timothy Powers, the

Criminal Justice Program Coordinator at Brevard College and asked him to talk about a new program he plans to institute at the College.

Dr. Powers explained two years ago he was approached about coming up with a better way to educate our students on alcohol consumption, alcohol abuse and things of that nature. The program they were using was literally a student sitting down in front of a computer and going through a 6-hour episode of the do's and don'ts and the bad things that can happen if you drink. He said they got no results out of that, so he and Chief Harris, along with Mark Balding and a few others, started brainstorming to see if we couldn't do something that not only benefits the college but that we could take on the road. They didn't want to do the "Scared Straight" thing any longer as that has been done to death and doesn't seem to be all that effective. He said what we came up with was kind of a festive atmosphere. He explained that his classes are all very large so we split them up into nine different stations, each with a different topic. Each student will be given a topic and they must do all the research and find all the current data on that particular topic, be prepared to give that in a presentation to a group of five students as they pass through their station. They must also come up with a group of 4 questions that the students will answer at the end of the presentation. If the student answers those questions correctly, then they get to play a game for small prizes. They will each have a punch card to make sure they go through all nine stations. Prior to going through all these stations the students have to take a 30 question quiz and that will be our base of what their knowledge is. Once they go through all nine stations they take the quiz again and we are hoping there is a learning curve between start and finish. We are looking for retention so at the end of the semester they will be given the same quiz yet again. He said he will have a good data base that we can follow from school to school and he can tell the Principals at each school how their students have done. Davidson River will be the first group with 40 students which will give us a great starting point. We should have it tested by fall with our incoming freshman; we'll start there and then we will go to each of the high schools.

Dr. Powers said each of these groups have determined the games they want to play, many of them around alcohol education. He explained that this is going to be a festive atmosphere and so some of the students will be in an area that will be set up as a bar type/club scene atmosphere. There will be a DJ playing music and the students will be given clear drinks. The waiters and waitresses are going to see how much attention they're paying to their drinks. If they're not paying attention, they will drop a little tablet into their drink that will turn it a different color. He said this is meant to educate them, yet scare them to death; that could have been some kind of drug placed in their drink. He hopes that by the students going through and playing games at each of these stations, they will be more engaged and have a better retention than sitting in front of a computer screen and taking a quiz.

The equipment he is looking to purchase for this program includes "Drunk Buster" kits and alcohol masks. He is asking the ABC Board for \$4,000 toward the cost of that equipment. He said the actual cost of the equipment is more than that amount, but he plans to personally pay the additional amount.

Chief Harris added that as the Police Chief he is not interested in getting really good at responding to calls only; he wants to get to the root of the problem and work on prevention. He noted that one of the most recent research keys he has heard in this type of thing is if he talks to a group of kids it doesn't have the impact that an older peer talking to them would

have. He sees this as taking it to the next level and feels it is the perfect opportunity to do that within our community. He gave accolades to Mark Balding for asking how we can work together and do more for our community.

Mr. Balding then introduced Kristen Gentry and Anna Robbins from C.A.R.E. Coalition. They thanked the ABC Board for its generous contributions to the Coalition's efforts over the years to prevent underage drinking and nicotine use with Transylvania County's youth. They shared their 2018-2019 annual report and highlighted the work of their youth coalition, Teens Advocating for Future Youth or TAFFY. They noted that TAFFY is youth led and is unique in Transylvania County as the only club working on substance abuse and mental health. They explained that in order to allow TAFFY to continue and to support our youth in future prevention efforts, they are requesting \$6,000 from the ABC Board. The requested funds will allow them to buy food, supplies and register kids for conferences and trainings, which helps to reduce barriers to participation in TAFFY.

Following brief discussion, Mr. Jaisler moved and Ms. Rahn seconded to give \$4,000 to Dr. Powers and \$6,000 to C.A.R.E. Coalition. The motion carried unanimously. Ms. Rahn said she thinks Dr. Powers' program is amazing and she wished we could give him more since he pays some of it out of his own pocket. Mr. Jones suggested that we tell him we may possibly have more money available and if he is reaching into his pocket later in the year we would entertain the idea of giving additional funds if available.

2. Manager's Report

Mr. Balding presented the Law Enforcement report for December 2019. There were four underage checks and no violations or criminal charges.

Mr. Balding reported that the Board had a strong second quarter. December sales were up \$26,045 or 26% over last year and profit was 8.52%. He reported that sales have been up every month since beginning the FY2020 on July 1. He noted that the next three months are generally slow months. Therefore, in an effort to cut costs during this time, our plan will be to reduce inventory and cut hours when possible. He reminded the Board that we went without paying rent on the new store for seven months and we will start paying rent this month.

F. Unfinished Business


- 1. Review and Approve Accountant's Reports for Months of November and December, 2019**
- 2. Review and Approve Reconciliations and Bank Statements for November and December, 2019**

The accountant's report and reconciliation and bank statements for November and December, 2019 were approved and circulated for signatures.

G. Adjourn

There being no further business the meeting was adjourned at 10:10 AM.

Next regular meeting: The next meeting will be **Thursday, February 27, 2020 @ 8:30 a.m.**



Mark Balding, General Manager



Tim Robinson, Acting Chair

Minutes Approved: 5/28/2020, 2020



Denise Hodsdon, Executive Assistant