

MINUTES
BREVARD ABC BOARD
December 20, 2016

Approved
Crite: _____
Dinkins: _____
Riecke: _____
Robinson: _____

The Brevard ABC Board met in regular session on Tuesday, December 20th, 2016 at 8:30 a.m. in the City Hall Administrative Conference Room.

Members Present: Cameron Austin, Chair
 Geraldine Dinkins
 William Riecke
 Tim Robinson

Members Absent: Eric Crite

Staff Present: Mark Balding – ABC General Manager
 Jill Murray – Deputy City Clerk

Visitors: Dr. Tim Powers, Brevard College, Head of Criminal Justice
 Robert Shuler, Transylvania County Narcotics Taskforce

Welcome & Introduction

At 8:35 a.m., Mr. Austin called the meeting to order.

Approval of Minutes

Mr. Robinson, seconded by Ms. Dinkins, the November 22nd meeting minutes be approved as presented. Motion carried unanimously.

Alcohol Education

Mr. Austin suggested a change in the agenda to address the business of two visitors, Dr. Tim Powers and Detective Robert Shuler, and Unfinished Business will be moved afterwards.

Dr. Powers talked about doing PSA’s (Public Service Announcements) involving the college. Together with Brandon Smith, who can produce them, he would like to use local students and law enforcement officers and he can do it professionally with the right equipment. The current equipment at the college is not enough for the PSA’s to look remotely professional and to pay someone to do it professionally could cost anywhere between \$5,000-\$27,000. Rather than paying a professional to do it, he suggested purchasing new equipment for roughly \$6,000 and doing it themselves. The Chief of Police for the City of Brevard feels so strongly about this that

he has already given \$500 towards the purchase and Dr. Powers and his wife have also given \$500 towards the purchase, thereby leaving \$5,000 to come up with. One PSA will pay for the equipment. Another way to pay for the cost is that the Chief of Police and the Sheriff both think that they can sell these to local law enforcement agencies. They could possibly be sold to other schools as well. Dr. Powers asked if the ABC Board could look into their funds to help with this project and he added that at the bottom of the PSA's, they could put at the bottom "funded by the ABC Board" or something to that effect. This would be a one-time equipment purchase and it would be maintained by the theater department at Brevard College. Also, the plan for the first PSA is for it to come from the criminal justice students. They will be trained to use the equipment and how to direct and Brandon Smith will be our first producer.

Mr. Balding added that the target would be underage drinking in the PSA's as that is what their funds would have to go towards.

Ms. Dinkins added that she would like to see all the PSA's before they are showed publicly and possibly see a script beforehand as well. Mr. Powers added that they would likely get it in stages, (i.e., script, video etc.)

Mr. Austin added that even though the college turned down funding previously, he would like to explore reapproaching the college to see if they will step forward with some money since Dr. Powers and the Chief of Police did. He told Dr. Powers that he's given the ABC Board a lot to talk about and thanked him for being there.

Mr. Balding introduced Robert Shuler lieutenant of the Narcotics Task Force for Transylvania County. He invited him to come speak to the Board to debrief them. He and Mr. Shuler hit ten places a few Friday's ago with the mission of putting people at ease. They passed out posters and gave tips on carding people, fake ID's etc.

Mr. Shuler referred to the ABC Law Enforcement Monthly Report and explained they did 10 checks recently and the locations are listed in the report. Also, he explained that one day they could be doing a surveillance and another time it could be underage compliance checks. He could not discuss the 47 criminal charges on the report. Mr. Balding thanked Mr. Shuler for coming in to speak.

Unfinished Business

Mr. Austin provided the November Accountant's Report and Reconciliation and Bank Statement. The November financials proved to be strong.

Mrs. Dinkins moved, seconded by Mr. Robinson, the Accountant's Report and Reconciliation and Bank Statement for November be approved. Motion carried unanimously.

Mr. Robinson asked when the Board should decide about the money that Dr. Powers wants and feels it needs to be discussed. Mr. Austin added he would like to work collaboratively with Dr. Powers in contacting the communications office at the Brevard College about a gift in kind and would love for it to be even more collaborative if we can get \$500 from the Chief of Police, \$500 from the Sheriff, \$500 from the C.A.R.E. Coalition and \$500 from the college. He added that we

need a formal proposal and a sample of Brandon's previous work and try to get a timeline of the Criminal Justice course at the college so maybe we can see a rough shoot around Thanksgiving.

Ms. Dinkins asked how much money has the Board spent and what is left. Mr. Balding replied that they've only spent \$1,750 which leaves roughly \$11,000 to spend.

After much discussion, it was decided that they further discuss this at the next meeting and see where they stand after speaking with Karen Gorman from the C.A.R.E. Coalition and reviewing her wish list.

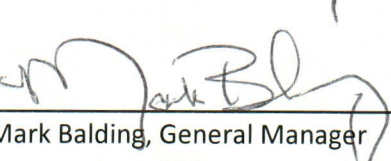
New Business

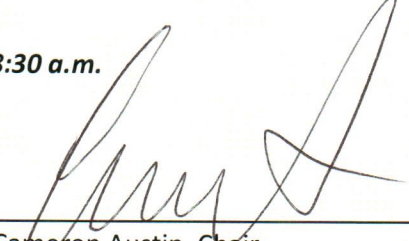
Mr. Balding went over the Manager's Report and stated that they've been up roughly 30,000 the last four months of the year. When they opened the Pisgah Forest store in 2013, the first two years were not very promising, which is shown in red on the report. However, it continues to grow and both stores are trending up 12.14% which are great indicators. Everything is trending up.

Adjourn

There being no further business, the Board adjourned at 10:22 AM.

Next regular meeting: Tuesday, January 24th, 2017 @ 8:30 a.m.


Mark Balding, General Manager


Cameron Austin, Chair


Jill Murray, Deputy City Clerk

Minutes Approved: December 20, 2016