Approved	
Crite:	
Dinkins:	
Riecke:	
Robinson:	

MINUTES
BREVARD ABC BOARD
March 28, 2017

The Brevard ABC Board met in regular session on Tuesday, March 28th, 2017 at 8:30 a.m. in the City Council Chambers.

Members Present:	Cameron Austin, Chair Geraldine Dinkins William Riecke Tim Robinson Eric Crite
Staff Present:	Mark Balding – ABC General Manager Jill Murray – Deputy City Clerk
Visitors:	Dr. Tim Powers, Brevard College Kristen Gentry, C.A.R.E. Coalition Robert Shular, Transylvania County Narcotics Task Force
Additional Guests:	Phil Harris, Brevard Police Chief Stephen Owen, Narcotics Detective Jackson Reeves, Narcotics Detective

Welcome & Introduction

At 8:36 a.m., Mr. Austin called the meeting to order.

Approval of Agenda

Dr. Riecke moved, seconded by Mr. Robinson, the Agenda be approved. Motion carried unanimously.

Approval of Minutes

Mr. Austin noted to change the minutes to reflect the date of February 28th instead of January 24th. Dr. Riecke moved, seconded by Mr. Crite, the February 28th meeting minutes be approved as amended. Motion carried unanimously.

Alcohol Education

Dr. Tim Powers- Brevard College

Mr. Balding introduced Dr. Tim Powers of Brevard College to ask a few questions about the Public Service Announcements (PSA's), the costs and the length of the agreement.

Dr. Powers explained that he changed "MOA" to "LOA" throughout the agreement so as to be consistent. The Board has given $4,000 towards the purchase of equipment needed to make PSA's and is concerned that Dr. Powers may ask for more money in the future. Dr. Powers explained that he has already put $15,000 of his own money into the course and there is a cost of $3,200 per semester that will come out of his criminal justice budget to pay for someone to create the PSA's. He added that he would like to charge $1,000, maybe more, per PSA which will help recoup the money spent, as well as, make money for future PSA's.

Ms. Dinkins inquired about being limited to only 4 PSA's total. Dr. Powers advised that the plan is to do at least one PSA per semester for the first two years, for a total of four. However they are going to try to do two PSA's per semester. After much discussion amongst the Board and Dr. Powers, they agreed that two year limit is ample for the PSA's and hopefully the course will continue for many years to come.

Kristen Gentry – C.A.R.E. Coalition

Mr. Balding introduced Kristen and explained that he previously asked Kristen that she put the items in order from strongest to weakest, in her judgment and as a Board, and then we can figure out which ones that we're going to choose to fund. Kristen presented the ABC Board-Educational Opportunities to Reduce Underage Drinking list which is explained in greater detail and attached as Exhibit A. She went over the following items:

- Workshops
- Billboard Media Campaign
- Youth to Youth International Conference
- Sticker Shock Campaign
- Overhead Street Message-Alcohol Awareness Month
- High School Lock-In
- SADD Conference

After much discussion, the Board agreed to table this discussion for about a week and then Mr. Balding will follow up.

Robert Shular – Transylvania County Narcotics Task Force

Mr. Balding introduced Mr. Shular so they could go over the Law Enforcement Report in greater detail and try to come up with a better way to provide more information for the Board.

Ms. Dinkins said that she is interested in patterns. Are we spending enough money on underage drinking education? Are certain establishments selling and are we educating the people that work in these establishments? She added that it would be good to know what your officers are seeing as a problem in the field, i.e. house parties. We would never know that without you telling us and that would help us in making decisions of where our money goes.

Mr. Austin asked Mr. Shular if he had $3,000 to spend and he heard the C.A.R.E. Coalition talk about the things they would like to do, what would he put the money towards. Mr. Shular replied that the high school lock-in has been the greatest thing that has happened and is a huge success. He also recommended that if money allowed, purchasing the software that scan driver's licenses.

Mr. Balding stated that he is looking into Telecheck which requires you to stick your driver's license in and it validates if it's a real or fake license or ID and it even validates the age based on the bar code.

After further discussion, the Board decided that rather than have Mr. Shular fill out paperwork, that he and his men come in once a quarter, for a question and answer type session, and tell the Board where they could/should spend their money. They added that Kristen Gentry from C.A.R.E. should be a part of that as well.

New Business

Manager's Report

Mr. Balding went over the Manager's Report and explained Feb. sales were up $3,342.28 or 1.42%, the slowest month we've had to date. Mixed beverage sales were up $2,742.01 or 11.8%. Sales across the state were actually down .25% and that could be because of having one less day in February. The Board's Percent profit for February was up at 6.37% versus 3.72% last year. The Board's percent profit year to date is 7.02% versus 6.89% last year.

The Board excused Ms. Dinkins at 10:24am for an appointment. Quorum remained.

ABC Board Member

Mr. Balding wanted to discuss the possibility of going from a five member Board to a three member Board. He added that it would be a $3,600 costs savings by doing it and now would be the time to do it since there are two people coming off of the Board. He asked the Board if they would be in favor of going back to a three person Board for a cost savings.

Mr. Austin said that his personal answer is no because he thinks the diversity of perspective adds great value to the dialogue the Board has, as well as, it could cause issues with quorum. He added that he would also like to know what the best practices are and what other small Boards in North Carolina are doing.

Mr. Robinson feels it is worth talking about but he doesn't want to make that decision today. He asked if it could be tabled for the next meeting.

Unfinished Business

Mr. Austin presented the Accountant's Report and Bank and Reconciliation for February for approval. Mr. Robinson moved, seconded by Ms. Dinkins, the Board accepted the report as presented.

Adjourn

There being no further business, the Board adjourned at 10:33 AM.

Next regular meeting: Tuesday, April 25th, 2017 @ 8:30 a.m.

Mark Balding, General Manager

Cameron Austin, Chair

Jill Murray, Deputy City Clerk

Minutes Approved: April 25th, 2017