

# IOWA ALCOHOLIC BEVERAGES COMMISSION

## MINUTES

Iowa Alcoholic Beverages Division  
1918 SE Hulsizer Rd.  
Ankeny, IA 50021  
Boardroom  
September 23, 2014 1:00 PM

### **Commission Members Present:**

Rick Hunsaker: Chairperson  
Tami Doll: Vice-Chair  
Jay Wilson: Secretary  
Gary Nystrom: Member  
Claire Celsi: Member (Via Phone)

### **ABD Staff Present:**

Stephen Larson: Administrator  
John Lundquist: Assistant Attorney General  
Tim Iversen: Chief Operating Officer  
Karen Freund: Regulation and Licensing Bureau Chief  
Erin Bothwell: Administrative Assistant  
Tammy Plowman: Financial and Asset Management Bureau Chief  
Deb Bassett: Executive Secretary  
Meghan O'Brien: Spirits and Distribution Bureau Chief  
Heather Schaffer: Compliance Officer  
Stephanie Strauss: Executive Officer

### **Guests Present:**

Sheila Douglas:	Iowa Beer Wholesalers	Lynn Walding:	Diageo
Garrett Burchett:	Mississippi River Distillery Corporation	Nick Grieder:	North American Spirits and Wine
Peter Sullivan:	Mississippi River Distillery Corporation	Joseph Dehner:	Dehner Distillery
Emily Saveraid:	Iowa Wine Growers Association	Brittney Telk:	House Republican Caucus staff
Jay Pedelty:	Prairie Ridge Addiction Treatment Center	Christin Mechler:	Legislative Service Bureau

## **CALL TO ORDER**

Chairperson Rick Hunsaker called the meeting to order at 1:03 PM and a quorum was present.

## **APPROVAL OF AGENDA**

**MOTION: A motion was made by Commissioner Nystrom and a second by Commissioner Doll to approve the agenda for the September 23, 2014 Commission meeting.**

**Motion approved unanimously.**

## **APPROVAL OF THE MINUTES**

**MOTION: A motion was made by Commissioner Wilson and a second by Commissioner Nystrom to approve the minutes from June 17, 2014 Commission meeting.**

**Motion approved unanimously.**

Chairperson Rick Hunsaker then recognized Administrator Larson for the Administrators Report.

## **ADMINISTRATOR REPORT**

Administrator Larson introduced Tim Iversen and Tammy Plowman to provide a financial overview and an update on the agency master plan and E-commerce plan. Additional training for staff and stakeholders will be needed as the E-commerce plan moves forward.

Over the last three to four months, the Division has met with various stakeholders to discuss the need for increased educational efforts in 2015 and beyond. The Division will be looking at developing future training programs for retailers and other permittees.

During these discussions, the Division has identified various issues related to trade practices that may need to be addressed. The Administrator suggested that the commission begin a journey to address trade practices, by reviewing 185-16 and 123.45. The Administrator discussed next steps on processes associated with rules and trade practices.

In closing, Administrator Larson made comments about the Division's attempts to develop a new relationship with the Director who leads the Iowa Department of Public Health.

## **ATTORNEY GENERAL REPORT**

Attorney General John Lundquist provided comments on the AG working relationships with the Division.

## **PUBLIC COMMENT**

Jay Pedelty from Prairie Ridge Addiction Treatment Services provided information about Prime for Life, an alcohol and drug program for people of all ages. Mr. Pedelty has successfully distributed a moderation

poster designed by the Division to local bars, restaurants, grocery stores and liquor stores in his community. This information was well received by retailers and the general public. He also discussed prevention efforts in Mitchell County which have reduced OWIs.

### **NEW BUSINESS**

Division staff provided information about UV Sugar Crush, at the request of Commissioner Celsi. The commission discussed the matter, but took no further action.

The discussion turned to matters associated with the upcoming legislative session, which will begin in January of 2015. The Commissioners want Division staff to communicate regularly and provide information that is timely and relevant. They want to be involved on matters that pertain to Chapter 123, including but not limited to issues that pertain to micro-distilleries. It was pointed out that prior commissions have held educational forums prior to the legislative session.

Finally, Commissioner Hunsaker and Commissioner Doll shared information about a meeting they had with Mississippi River Distilling Company. During this meeting, the company discussed what it would like to do in the 2015 Legislative Session.

In closing, the commission determined that it would need to meet on a monthly basis to continue its review of the Division's trade practices rules. The next meeting date selected by the Commission was set for October 17, 2014 at 9:00 AM.

### **ADJOURNMENT**

**MOTION: A motion was made by Commissioner Wilson and a second by Commissioner Doll that the commission meeting be adjourned.**

**Discussion:** None

**Motion approved unanimously.**

The meeting adjourned at 2:40 PM.