

IOWA ALCOHOLIC BEVERAGES COMMISSION

MINUTES

Johnson County Health and Human Services Building
855 S. Dubuque Street
Iowa City, IA
Room 203 B&C
November 20, 2013 1:00 PM

Commission Members Present:

Claire Celsi: Chairperson
Tami Doll: Secretary
Jim Clayton: Member
*Rick Hunsaker: Vice-Chair
via phone

ABD Staff Present:

Stephen Larson: Administrator
Karen Freund: Deputy Administrator of Regulation
Shannon Pogones: Education Outreach Coordinator
Meghan O'Brien: Deputy Director of Administration
Tonya Dusold: Communications Director
Stephanie Strauss: Government Relations

Guests Present:

Tom Rocklin, University of Iowa
Mimi Coenen, EverFi
Eleanor Dilkes, City of Iowa City
Nick Grieder, North American Spirits
David Coy, Iowa Brewers Guild
Mindye Pickedell, Fleck Sales Company
Rob Whitman, 7G Distributing
Michele Raymer, 7G Distributing
Health
Robbyn Graves, Iowa Department of Public Health
Vicki Lalla, Iowa City Police Department
Sam Hargadine, Iowa City Police Department
Wendy Mayer, Iowa City Clerk's Office
Leah Cohen, Bo - James
Kristin Frank, MECCA Services
Taylor Keen, EverFi
Peter Komendowski, Partnership for Drug-Free Iowa
Dave Rople, Iowa Brewers Guild
Mike Schulte, Fleck Sales Company
Laurie Konecny, 7G Distributing
Garin Buttermore, Iowa Department of Public
Bonnie Weldon, Sneek Peak
Jorey Bailey, Iowa City Police Department
Eric Goers, Iowa City Attorney's Office
Mark Carlson, KCRG TV – Channel 9

CALL TO ORDER

Chairperson Claire Celsi called the meeting to order at 1:01 PM, roll call was taken and all members were present.

APPROVAL OF THE NOVEMBER 20, 2013 AGENDA

MOTION: A motion was made by Commissioner Clayton and a second by Commissioner Doll to approve the agenda.

Motion approved unanimously.

Opening statement from Chairperson Celsi, thanked everyone for attending and being a part of the conversation to address underage and binge drinking concerns.

ADMINISTRATOR'S REPORT

Administrator Larson stated that the dates are set for Strategic Plan on December 9&10th in Ankeny, details will be available to our stakeholders. The goal for this strategic plan is to review and refresh the initial plan from three years ago. We will also be taking a fresh look at the mission statement.

SYMPOSIUM 21

Stephanie Strauss provided an update on *Symposium 21: Marking 80 Years of Alcohol Regulation in Iowa*. The Division compiled results from attendee surveys which showed that the content was favorable and that attendees learned new information. 208 attendees participated in the 2013 symposium compared to 129 from the inaugural 2012 symposium.

EDUCATION & OUTREACH

Shannon Pogones provided an update on Iowa Program for Alcohol Compliance Training; updates to both online training programs (I-PACT & I-PLEDGE) are effective November 20, 2013. The new updates include information on card readers, REAL ID's, How to spot a fake ID, over service and education resources available. Mrs. Pogones also outlined ABD's correlation to the speakers on the agenda for the meeting.

Doug Beardsley from Johnson county health department reviewed strategies and approaches in Iowa City regarding alcohol use and abuse. Recent data shows that Johnson County is one of the top four counties in the state with excessive drinking; Iowa is the top 7th state. Mr. Beardsley believes that the drinking culture in Iowa City is changing. Mr. Beardsley noted that the vast majority of the alcohol sold in Iowa City is to binge drinkers, drinking in excess and underage. Underage consumers don't typically drink in moderation. The 21 ordinance passed this year with 66% in favor of keeping in, this shows that people are ready for change.

Jim Clayton stated that a portion of funds collected from the Iowa Alcoholic Beverages Division is passed on for prevention. He stated that the industry is also changing products are appealing to sweeter taste profiles the packaging is evolving. Jim encouraged anyone in a Health Department to attend the board meetings and to gain data as well as tell the board what they need to get policy change implemented.

Tom Rocklin from the Student Life office at the University of Iowa serves on the Partnership for Alcohol Safety (PAS) committee as the co-chair with Kelly Bender the alcohol harm reduction coordinator. PAS has published a harm reduction plan for prevalence of high risk consumption on campus this has led to mandatory education for incoming students on alcohol education. There has also been a large push on campus the last few years to put more funding towards alcohol alternative activities. The red watch band program teaches the student to moderate their own consumption and how to help others when they have over consumed. Mr. Rocklin also referred to the 21 ordinance and noted that it is working to help change the climate of drinking on campus. The upcoming project for this year is to create a statewide higher education coalition to share best practices.

Taylor Keen from EverFi director of development for the company EverFi, is an organization focused on creating training to educate users on critical life skills students ages K-12, higher education institutions as well as adults. Their financial literacy program has been in the state for the last several years and Iowa is currently the 3rd most active state in the nation utilizing EverFi's programs. AlcoholEdu at the high school level is another program available aimed at educating youth on their own personal drinking habits to create a culture of change. Online training is the way that youth want to receive their information; it is a format they are familiar with and comfortable using. Ms. Keen explained how this model would work in Iowa starting with a spring 2014 pilot to launch the program free of charge in hopes of creating funding sources and partnerships to sustain the program for subsequent years while taking the financial burden off of the school districts. EverFi managers assist each school in implementing the program; they will then collect the data from each school and present back the findings in a report which conceal the names of individual users. There is also a parent's component to this program to help with consistent messaging from the teacher, student and parent. The best possible outcome utilizes the program for 4 years so every student grades 9-12 has taken the training and received the same information.

Karen Freund discussed signage laws within chapter 123 regarding specific brand names on signs that are viewable to the public. Mrs. Freund also noted that lady's night specials are not allowed by law because they are gender specific discounted price needs to be offered to everyone at the same price.

Peter Komendowski from the Partnership for Drug Free Iowa stated that the partnership was created by several agencies including Office of Drug Control Policy, Senators, Legislators, and the Governor's office targeted around youth substance and alcohol abuse. High school reports show that kids in 10-12th grade are most at risk for underage consumption starting with 39% of 10th graders having consumed alcohol & the numbers increase exponentially by age. Youth spend 50+ hours per week on the computer, video games, etc. Media is a powerful influence for youth. Advertising takes advantage of a human's basic instinct, programming and remembering. In the duration of one week youth have a remainder of 68 hours per week after school and sleep and 55+ of those hours are taken up by media. Kids often report experiencing symptoms of addiction when it comes to the media and they are able to pick out logos and branding faster than most adults.

OLD BUSINESS

None.

NEW BUSINESS

None.

The next commission meeting is scheduled for February 19, 2014.

ADJOURNMENT

MOTION: A motion was made by Commissioner Clayton and a second by Commissioner Hunsaker that the meeting be adjourned.

Meeting adjourned at 2:50 PM.

Commissioner Doll, Secretary