

IOWA ALCOHOLIC BEVERAGES COMMISSION

MINUTES

Iowa Alcoholic Beverages Division
1918 SE Hulsizer Rd.
Ankeny, IA 50021
Boardroom
August 21, 2013 1:00 PM

Commission Members Present:

Claire Celsi: Chairperson
Rick Hunsaker: Vice-Chair
Tami Doll: Secretary
Jay Wilson: Member
Jim Clayton: Member

ABD Staff Present:

Stephen Larson: Administrator	Meghan O'Brien: Deputy Director of Administration
Tim Iversen: Deputy Administrator/COO	Tina Norris: Deputy Administrator of Spirits
Nicole Scebold: Products Manager	Herb Sutton: Warehouse Supervisor
Karen Freund: Deputy Administrator of Regulation	Deb Bassett: Executive Assistant
Shannon Pogones: Education Outreach Coordinator	Tonya Dusold: Communications Director
Tom Chapman: Fleet Manager	Jodi Christensen: Public Safety Officer
Victor Kennedy: Budget Analyst 3	Heather Schaffer: Compliance Officer
Stephanie Strauss: Government Relations	Tammy Plowman: Comptroller

Guests Present:

Kristi Kielhorn, House Representative

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 JUNE 19, 2013 MINUTES

MOTION: A motion was made by Commissioner Clayton and a second by Commissioner Doll to approve the minutes from June 19, 2013, Commission meeting.

Motion approved unanimously.

APPROVAL OF THE JULY 11, 2013 MINUTES

MOTION: A motion was made by Commissioner Hunsaker and a second by Commissioner Doll to approve the minutes from July 11, 2013, Commission meeting.

Motion approved unanimously.

ADMINISTRATOR'S REPORT

Administrator Larson informed commissioners about staff changes at the Division and introduced new Deputy Director of Administration Meghan O'Brien.

ABD OPERATIONS

Tim Iversen, Deputy Director/COO provided an update on e-commerce and efficiency for the Division's FY14 goals.

MASTER PLAN

Herb Sutton provided a report from Ryan Industries as well as photos of the new improvements being implemented in the warehouse including; temporary warehouse on Dixon street, rotation of the warehouse, product racking, and fire protection system. Herb noted that we are ahead of schedule in each phase and below budget for these projects. Herb also mentioned that the estimated final completion date is September 23, 2013.

SAFETY & SECURITY

Jodi Christensen updated the commission on some new safety and security features that have been fully implemented at the Division. The phone mass notification system has been tested and employees have been notified now the mass notification system will work. Jodi also noted the updates completed to the fire code system that are near completion.

DISTRIBUTION

Tom Chapman went through three graphs detailing cost per order, fuel gallons used, and mileage analysis in FY2013 as well as early FY2014 numbers for comparison. Tom also noted that the drivers will be receiving new phone devices Motorola ES400 phone devices that will help consolidate how many devices they are required to carry and that can better integrate road net.

ACCOUNTING & FINANCE

Tammy Plowman provided an overview of the FY13 financial highlights, FY13 actual vs. budget comparison, July sales comparison, liquor profits transfer and travel analysis between FY2012 to FY201 looking at both in and out-of-state travel expenses.

PRODUCTS MANAGEMENT

Products Manager Nicole Scebold provided documentation on newly listed products, delisted products and Iowa native products. Nicole also noted that the individual package pouches from McCormick have been delivered into the building on a trial basis; any feedback is welcome on these products to determine if they will be listed as a permanent item. Nicole explained the new max levels that are being implemented in the warehouse with the new racking system, these levels will be reviewed and adjusted on a quarterly basis.

REGULATION REPORT

Karen Freund reviewed total alcohol compliance statistics for 2013 and noted that we hope to have two full time alcohol compliance officers in the field this year. Karen is still conducting Town Hall Meetings, during the meeting it is noted that local enforcement will be conducting compliance checks in the area. Following the Town Hall Meeting all licensed establishments are checked for compliance. Items also covered in Karen's presentation include an updated list of class E licensees and C-stores by county.

EDUCATION & OUTREACH

Shannon Pogones provided a summary of projects completed with the National Alcohol Beverage Control Association 2013 grant. In previous years one larger project has been conducted versus this year the Division completed five smaller initiatives including: attendance to Responsible Retailing Forum annual conference, prom education letters, CALCOhol coasters, mini grants for Symposium 21, and We ID badges. These projects ranged in cost from \$360-4,000 totaling \$10,000.

SYMPOSIUM 21

Deb Basset provided an update on *Symposium 21: Marking 80 Years of Alcohol Regulation in Iowa*. The Division is finalizing the agenda and speakers as well as sending out weekly email blasts to generate interest.

OLD BUSINESS

Administrator Larson provided an update on aggregate limits. Commissioner Hunsaker asked that the timeline is for this process, the response is within the next 60 days.

NEW BUSINESS

None.

The next commission meeting is scheduled for November 20, 2013.

A strategic planning meeting is scheduled for December 9-10, 2013.

ADJOURNMENT

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

Meeting adjourned at 1:59 PM.

Commissioner Doll, Secretary