

**Washoe County Environmental Strategies Meeting**  
**Meeting Recap**  
**September 3, 2009**  
**9 am to 11 am**  
**Join Together Northern Nevada**  
**1325 Airmotive Way, Suite 325**  
**Reno, NV 89502**

**In Attendance:**

**Dennis Allen, WCSO**  
**Stephanie Asteriadis, NPRC**  
**Kathy Bartosz, Statewide EUDL Coordinator**  
**Leah Butterworth, UNR**  
**Jennifer DeLett Snyder, JTNN**  
**Pat Dyer, Sparks PD**  
**Denise Everett, Quest Counseling**  
**Linda Lang, JTNN**  
**Bev Lassiter, Big Brothers Big Sisters**  
**Carol Millie, UNR Student Services**  
**Eric Ohlson, JTNN**  
**Debbie Penrod, UNR PD**  
**Kevin Quint, JTNN**  
**Stacy Shamblin, Reno PD**  
**Leigha Struffert, Reno PD**

1. Welcome and introductions

**Kevin welcomed everyone and introductions were made.**

2. Review last meeting (June 4, 2009)

**The recap of the June 4<sup>th</sup> meeting was made available and briefly discussed.**

3. Report on EUDL Conferences

**Kevin mentioned the 2010 underage drinking conference in Idaho and asked for people to think about whether they'd like to go or not.**

**Leah attended the Idaho conference and the EUDL Conference in 2009. Her assessment is that Washoe County is "ahead of the game" in terms of underage drinking awareness and strategies. She mentioned that at the conferences there was quite a bit of emphasis on working with judges.**

**Kevin asked if there's any training that we'd like to bring to Washoe County. Party dispersal came up as a possible training need. The group decided to think about it and discuss at the next meeting.**

4. Assembly Bill 432 and how we need to mobilize to meet the need

**Kathy reviewed the bill and its provisions, which essentially empower local law enforcement to enforce the alcohol retail and server training laws. Most of the**

**money that is generated by this bill will go to the state general fund but some of it will go back to law enforcement to pay for enforcement activities. This bill becomes effective on 10/1/09. Linda and Denise have devised a plan to market the server training in Washoe County. Kathy will get a letter of support from Peter Krueger (distributor's association). We want to emphasize the need for a local trainer who trains in person as opposed to someone from outside the area who does the training on line.**

5. Discussion on parent involvement

**We have been watching a parent involvement effort in Carson City and this is still coming together.**

**Related to this topic, the Reno PD has put together a DVD on drugs for parents. It was suggested that one for alcohol be produced, as well.**

6. College themed beer cans

**It has been brought to the group's attention that UNR has sanctioned beer cans with the UNR colors on them. We need to make a statement about this to the University.**

**The Bully's ad was discussed as was the ad in the UNR Sagebrush paper that equated drinking with education. Leah and Carol will talk with the Sagebrush. Carol and Charlene Rigdon will talk with Bully's about the Real Campaign. Dennis knows the owner of Bully's, who is a local who grew up here, and will talk with him, as well.**

7. Media messages on movie screens in Washoe County

**Jennifer presented art work that can be used to present our message on local movie theater screens. We can show the message on 66 screens for \$2,300. It was also mentioned that one of the messages on the screen could be about the social host ordinance.**

8. Discussion on social host ordinance strategies

**The Reno PD has been applying the social host ordinance in its party patrol work. In addition, Sparks is working on their ordinance. They will send their current language to PIRE for input before it goes to the City Council.**

9. Update on SPF SIG projects

**Linda reported that JTNN received a final funding amount number from SAPTA. This project is working to strategically blend EUDL, DICCE, and SPF SIG.**

10. Update on UNR football and alcohol

**Leah reported that they are working on cards for the tail gate areas. UNR PD Commander James will be in charge of the UNR effort toward gate enforcement. In addition, there will be increased bike patrol (on bikes purchased through the project!) at the tail gate areas.**

**Leigha asked about pedestrian traffic and what plan there is, if any, for that. This includes people drinking at bars across Virginia Street from the stadium. Debbie will check into that.**

11. Report on BASICS, Real Bar, and UNR environmental strategies

**Leah reported that BASICS is up and running for the fall. The program is engaging the fraternities and sororities. Guest speakers will be brought into these groups with a total number of engaged projected at 250. Finally, Charlene is working with 5 bars in the Real Bar Campaign and working on the “Do the Ride Thing” designated driver program.**

12. Report on DICCCE Program

**Covered elsewhere in different agenda items.**

13. Report on law enforcement activities in Reno, Sparks, and Washoe County

**Sparks reported that they had made 10 arrests at Farmer’s Market. 2 of 12 bars failed compliance checks. They have held several party patrols but have not had much success.**

**WCSO doesn’t have enough staff to do compliance checks and related activities. They are finding parties in vacant homes in the county. The group discussed creative ways to do compliance checks at Incline. Carol volunteered to recruit youth from Truckee to help with compliance checks in Incline.**

14. Report on retailer training program

**Denise is gearing up for the change in the law on 10/1. Evelyn attended training on the AES group (AES is the group from Las Vegas who does retailer and server training, as well). Finally, Denise talked about pricing strategies for the trainings.**

15. Discussion on upcoming ballot initiative on marijuana legalization

**Tabled to next meeting.**

16. Announcements and other items

**None.**

17. Set next meeting

**Next meeting is Thursday October 8<sup>th</sup> at 9 am at the JTNN office.**

18. Adjourn