

Washoe County Environmental Strategies Meeting
Meeting Recap
October 8, 2009
9 am to 11 am
Join Together Northern Nevada
1325 Airmotive Way, Suite 325
Reno, NV 89502

In Attendance:

Christine Adams, Red's Little Waldorf
Dennis Allen, WCSO
Evelyn Allen, Quest Counseling
Kathy Bartosz, Statewide EUDL Coordinator
Leah Butterworth, UNR
Pat Dyer, Sparks PD
Linda Lang, JTNN
Bev Lassiter, Big Brothers Big Sisters
Manuel Mederos, Pikkante Skateboards and JTNN Board
Carol Millie, UNR Student Services
Kevin Quint, JTNN
Mark Schloss, Red's Little Waldorf
Denna Smout, UNR student intern
Leigha Struffert, Reno PD

1. Welcome and introductions

Kevin welcomed everyone and introductions were made.

2. Review last meeting (September 3, 2009)

The recap from the 9/3 meeting was made available and briefly discussed.

3. Follow up items:

- a. College themed beer cans: **Carol is talking with the Wolf Pack properties regarding marketing beer with UNR school colors.**
- b. Media messages in movie theaters: **Linda is working on this with WCSD media person Kelli Blincoe.**
- c. Training needs: **Kevin asked about training needs. Carol said there is need for more agencies to be trained in BASICS and related programs. Kevin will follow up with Carol. It was brought up that training should be provided for UNR football.**

4. Special events and alcohol policy in Washoe County

UNR student intern Denna Smouts presented on developing data and an eventual plan of action for identifying community events that serve alcohol. Then strategies can be developed to work with one or more prioritized events to help bring their alcohol sales and serving to an acceptable social norm. Denna asked for feedback on the idea. She asked, "What events do we want to look at?" Leigha suggested that we look at Hot August Nights. Sparks Farmer's Market is another event we

could consider. The key is to find the place that the most underage drinking takes place or where the opportunities are the greatest. A conversation ensued on alcohol detection technology. Carol brought up the Santa Crawl as an issue, as well as the Zombie Crawl at Halloween time. Leigha pointed out that the Santa Crawl is not an official special event but after this year it will be. It was suggested that we do some data analysis on events that cause MIP/MIC problems. This will help us to prioritize.

5. Discussion on upcoming ballot initiative on marijuana legalization
Kevin asked if the group would like to keep this item on the agenda. It was agreed by consensus that we should and that we need to keep apprised of what's going on.

6. Update on Assembly Bill 432 and how we need to mobilize to meet the need
Kathy talked with Pete Krueger of the Petroleum Retailers Association and Quest Counseling to establish pricing for retail training. Quest is holding a training every Wednesday evening at 5:30 pm. In addition the Nevada State Department of Taxation needs to develop an MOU with local law enforcement to enforce the retail/server training law. Kathy will keep us posted on progress.

7. Report on retailer training program
Evelyn reported. As mentioned, training is held every Wednesday at 5:30 pm. Since August there have been 5 to 6 people per training. Evelyn reported that the word about the training is getting out. Linda reported that the Spanish version of the training is almost ready and that we have a trainer. Evelyn can act as the proctor for the Spanish speaking trainer.

8. Discussion on parent involvement
Parent University will be held in Carson City on November 14th. Kathy and Eric will attend and report back. We also talked about the DVD that was developed by Reno PD on different drugs. We'd like to develop something similar for alcohol. Linda will organize a call between Kathy, Carol, Kevin, and others to put something together.

9. Discussion on social host ordinance strategies
Sparks is working on an ordinance. Pat will keep us up on progress.

10. Update on SPF SIG projects
Nothing new to report. The funding ends on June 30, 2010.

11. Report on DICCCE Program
Carol reported that they had a teleconference call with other universities with this grant. Her assessment is that we are "ahead of the curve" in our strategies and work in this area.

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

Reno had 62 party calls in the last 2 weeks and 40 arrests. They did two compliance checks in September. Sparks PD will do party patrols on and around Halloween, as well as shoulder tap operations. The WCSO is planning compliance checks at Incline Village.

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

See item #11. Also, according to Carol, BASICS numbers are down because the prevention strategy is working.

14. Update on UNR football and alcohol

Carol reported that they produced a new informational game day video for this season. Game day strategies seem to be working as there is less drinking and fewer ejections at the games for drinking related behavior.

15. Announcements and other items

Manuel would like this group to take on the Smokers' Corner issues at the local high schools. Kevin will contact the Tobacco Coalition and report back to this group.

16. Set next meeting

The next meeting is scheduled for Thursday November 12th at 9 am at the JTNN office.

17. Adjourn

Adjourned at 11:10 am.