

MINUTES
BREVARD ABC BOARD
February 24, 2016

Approved

Dinkins: _____

Philips: _____

Riecke: _____

Robinson: _____

The Brevard ABC Board met in regular session on Wednesday, February, 24, 2016 at 8:30 a.m. in the City Hall Administrative Conference Room.

Members Present: Cameron Austin, Chair
 Geraldine Dinkins
 Brian Philips
 Dr. William Riecke
 Tim Robinson

Members Absent: None

Staff Present: Mark Balding – ABC General Manager
 LeAnn McCraw – Acting Secretary

Visitors: David Miller – Alcohol Law Enforcement

Welcome & Introduction

At 8:35 a.m., Mr. Austin called the meeting to order.

Approval of Minutes

Motion was made by Mr. Robinson to approve minutes from January 27, 2016, seconded by Ms. Dinkins. Motion carried.

New Business

Manager Mark Balding introduced Alcohol Law Enforcement Officer David Miller. Officer Miller presented findings from recent incident dated 1/29/2016 where ABC Store employee sold to underage patron, who then gave the alcoholic beverages to two underage patrons. The ABC employee failed to check the underage patron's identification. Following further investigation the ABC Store employee had checked the patron's identification, a fake license from out of state, in at least two previous occasions. Officer Miller issued a citation to the ABC Store employee with a Transylvania County Court appearance slated for 3/8/2016 at 9:00am.

Manager Mark Balding and Officer Miller shared training opportunities that will be scheduled for ABC Store staff following this incident. Mr. Austin encouraged training to help educate off premise vendors as well. Mr. Balding stated this training would be held before the next board meeting. Ms. Dinkins requested the board be notified of the upcoming training so they can understand the law better, understand how to review driver's license, and show support for employees.

Officer Miller shared other options to help read identification include phone apps, bar code reading machines and point-of-system reading options. The board discussed options and requested manager to reach out to surrounding stores that use the bar code reading machines to get references and present some options at the next board meeting. Officer Miller stated that implementing an electronic reading system further deters underage patrons from trying to use false identification.

Board also discussed reviewing signage and internal standard policies for reviewing identification. Mr. Balding stated that the Brevard ABC Board has never been issued a citation since the Board was established in 1967. In regards to employee performance, Mr. Balding stated that corrective action options are outlined in the Board's employee handbook. Officer Miller also informed Board Members that based on further review of the incident, his ALE Supervisor, Stacy Cox had requested that the citation charge be reduced to a verbal warning and not a violation.

The January Manager's report included a Board performance review for January, an update on new inventory accuracy implementation, an update on labeling warehouse floor project, education expenses and budget, and a WNC Board Comparison of regional boards and their sales. See attached "manager's report."

Mr. Balding shared that an alcohol education program had been scheduled for 4 area schools in April and funding has been approved for the Enduring Regret program. The presentation at Schenck Job Corp is open to the public and all board members interested in attending any of the presentations are invited. At the next meeting a bill board layout will be presented for consideration.

Adjourn

There being no further business, the Board voted unanimously to adjourn at 10:00 a.m.

Next regular meeting: March 23, 2016 @ 8:30 a.m.

Mark Balding, General Manager

Cameron Austin, Chair

LeAnn McCraw
Acting Secretary

Minutes Approved: