

**MINUTES
BREVARD ABC BOARD
March 28, 2018**

Approved
Riecke: _____
Dinkins: _____
Jaisler: _____
Crite: _____

The Brevard ABC Board met in regular session on Wednesday, March 28, 2018 at 8:30 a.m. in the City Hall Administrative Conference Room.

Members Present: Mark Balding, ABC General Manager
 Tim Robinson, Chair
 William Riecke
 Jack Jaisler
 Geraldine Dinkins
 Eric Crite

Absent: None

Staff Present: Denise Hodsdon, Executive Assistant

Special Guests: Dr. Tim Powers, Brevard College

Welcome & Introduction

Mr. Robinson called the meeting to order at 8:33 a.m. and a quorum was noted.

Approval of Agenda

Mr. Jaisler moved, seconded by Dr. Riecke, to approve the agenda as presented. Motion carried unanimously.

Approval of Minutes

Motion by Ms. Dinkins, seconded by Mr. Crite to approve the minutes from the February 28, 2018 meeting as presented. Motion carried unanimously.

Alcohol Education / College PSA Update

Dr. Tim Powers reported that the students are currently working on production of two PSA's. He said he sees a lot of darkness in these videos and has suggested to the instructor that he would like to see something more upbeat in the future as these messages are delivered to students in the High Schools and Jr. High Schools. He thought it would be a good idea for the Board to talk to the class and give them ideas and thoughts on what the Board would like to see. Dr. Powers said he will work on a better process of getting the scripts to the Board for its approval. Ms. Dinkins said she would really like to meet with the students and Dr. Powers will try to arrange for them to be at the next meeting. He suggested it would be a good idea to meet with the new class in the fall before they start production so they can get an idea of what the Board is looking for. Mr.

Robinson asked if the PSA's are being distributed anywhere. Dr. Powers said they are having trouble with distribution, but he has asked the instructor to start working on a marketing plan to get them out.

Manager's Report / Business Update

Mr. Balding reported that there were no ABC Law violations in February and there were a total of four violations for controlled substances and other offenses. The Board continued discussion from the last meeting relative to the cost of leasing the two stores compared to the cost of building a new store. Mr. Balding reported that he, Mr. Robinson and Ms. Dinkins met with City Manager Jim Fatland to discuss building up the Board's working capital. The City's budget currently includes a \$150,000 profit distribution from the ABC Board and Mr. Fatland agreed to the City continuing to receive \$150,000 going forward. Profit distribution has to be 75% to the City and 25% to the County so if the City gets \$150,000, the County will get \$50,000. Mr. Robinson said that with this agreement we can keep anything above that and put it back into our working capital until it reaches the maximum allowed by the State. Mr. Balding noted that profits have been up approximately 10% per year over the last 5 years. As we continue to grow revenue we could reach the maximum allowable amount in 7 or 8 years, which would coincide with the current lease expirations. Following discussion and comparing the cost of extending the lease on the downtown store for an additional 5 years versus building a new store, it was the consensus of the Board to respectfully decline the additional 5-year extension on the downtown store. It was noted that Mr. Fatland was interested in seeing the Board owning its own store and is willing to help. He suggested that perhaps the Board could lease or purchase land from the City and he thought the City could most likely get a more favorable interest rate, which would be something to consider when the time comes.

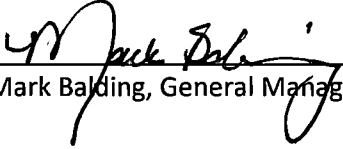
Accountant's Report

The accountant's report and reconciliation and bank statement for February, 2018 were approved and circulated for signatures.

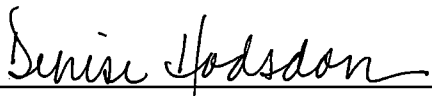
Adjourn

There being no further business, Ms. Dinkins moved, seconded by Mr. Jaisler to adjourn the meeting at 9:57 a.m. Motion carried unanimously.

Next regular meeting: Wednesday, April 24, 2018 @ 8:30 a.m.


Mark Balding, General Manager


Tim Robinson, Chair


Denise Hodsdon, Executive Assistant

Minutes Approved: 4/25/2018, 2018