

**MINUTES**  
**BREVARD ABC BOARD**  
**April 25, 2018**

<b>Approved</b>
Riecke: <u>WCR</u>
Dinkins: <u>[Signature]</u>
Jaisler: <u>[Signature]</u>
Crite: <u>[Signature]</u>

*TCR*

The Brevard ABC Board met in regular session on Wednesday, April 25, 2018 at 8:30 a.m. in the City Hall Administrative Conference Room.

- Members Present: Mark Balding, ABC General Manager  
Tim Robinson, Chair  
Jack Jaisler  
Geraldine Dinkins
- Absent: William Riecke  
Eric Crite
- Staff Present: Denise Hodsdon, Executive Assistant
- Special Guests: Karen Gorman and Colleen Clark – C.A.R.E. Coalition

**Welcome & Introduction**

Mr. Robinson called the meeting to order at 8:32 a.m. and a quorum was noted.

**Approval of Agenda**

Motion by Ms. Dinkins, seconded by Mr. Jaisler, to approve the agenda as presented. Motion carried unanimously.

**Approval of Minutes**

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

**Alcohol Education**

Karen Gorman of C.A.R.E. Coalition introduced Colleen Clark who has joined their team. Ms. Clark will be working with Kristen Gentry to execute the youth programs and underage drinking initiatives. Ms. Gorman reported that things are going really well and Ms. Gentry has developed a great relationship with the youth and the schools. Ms. Gorman and Ms. Clark updated the Board on some of the education initiatives they have brought to the youth, including an assembly regarding youth confidence building and anti-bullying to decrease risk behavior. Following the assembly, they have approximately 40 students from Brevard and Rosman who are interested in joining Teenagers Advocating for Future Youth (TAFFY). The Coalition has a new curriculum coming in that will be teaching how youth messages are developed in the media, specifically how alcohol is marketed to youth and helping the kids be aware of how to look at the media with a

critical eye. The Open Doors program in the schools is training teachers how to recognize issues with kids and what to do about it. They are doing a lot of media, including some new media about local kids who are making good choices.

Mr. Balding asked if there are any programs for middle school students, as this is where the Board wants to direct its focus. Ms. Gorman said the middle schools teach DARE to develop relationships between the youth and law enforcement. She said the Coalition does not have anything specific, but they will work with law enforcement to come up with something more specific to supplement the DARE program and report back to the Board.

#### **Manager's Report / Business Update**

Mr. Balding reported that there were no ABC Law violations in March and there were a total of six violations for controlled substances and other offenses. March sales were up \$36,436.00 which is a 13% increase over last March. Mr. Balding provided store sales analysis for the two stores from 2014 to 2018 and noted that sales are still growing at both stores. He also provided a retail/restaurant mixed beverage sales review, which is showing an increase for 2017/2018. Mr. Balding said he will be preparing the budget and will present it to the Board at the May meeting. A 10-day public notice period is required prior to adoption of the budget, which must be approved by July 1<sup>st</sup>.

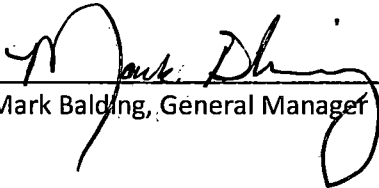
#### **Accountant's Report**

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


#### **Adjourn**

There being no further business, Mr. Jaisler moved and Mr. Robinson seconded to adjourn the meeting at 10:02 a.m. Motion carried unanimously.

**Next regular meeting: Wednesday, May 23, 2018 @ 8:30 a.m.**

  
Mark Balding, General Manager

  
Tim Robinson, Chair

  
Denise Hodsdon, Executive Assistant

Minutes Approved: May 23<sup>rd</sup>, 2018