



High-Risk Drinking Prevention Action Team Minutes

"We want to encourage and educate individuals about responsible drinking in a way that doesn't stomp on people's rights, but creates a safe community for all."

High Risk Drinking Prevention Action Team Meeting Minutes

Wednesday, February 7th, 2017

8:30– 10am

Eau Claire County Government Center/Courthouse

Room G302

Present: Carleigh Olson, Denise Wirth, David Stanley, Katie Wilson, Greg Weber, Tom Wirth, TJ Atkins, Jennifer Eddy, Janessa Stromberg

1. **Welcome and introductions.** David Stanley volunteered to take minutes.
2. **Approval of January meeting minutes:** approved by the group with minor changes that Carleigh will make.
3. **Policy**
 - a. The agenda was amended to move the policy section before updates. Janessa Stromberg, Assistant City Attorney, presented a draft of an ordinance that she is planning to present to City Council on March 12th. The draft ordinance has four parts, detailed below.
 - The 1st part addresses an update on new language on loitering which includes refusing to leave place of business. It also addresses public concerns regarding yelling or speaking that disturbs the peace. There have been reports from the ECPD about groups of people being loud and disorderly.
 - The 2nd part of the ordinance addresses physical neighborhood appearance.
 - The 3rd section of the ordinance includes citation if a person is publically intoxicated. This part of the citation would happen if someone is drawing attention to themselves and have evidence of being intoxicated.
 - The final section includes safety and neighborhood concerns regarding party bus drop-offs. There have been safety concerns in the past. This ordinance designates drop-off sites for the bus.
 - a. Those at the meeting had an opportunity to provide feedback on the ordinance and express any other concern they may have. One of the main concerns was being sure that the ordinance is used in the way it is intended. Janessa informed the group that the ordinance will have a purpose statement specifically focused on drinking and substance use. She shared that the intent is to deter irresponsible and disruptive behavior. This will be a city-wide ordinance, not neighborhood specific so as to include all public places, as well as drinking establishments. The group expressed concern regarding the cost of detoxing for people and law enforcement stated that they do not

anticipate more people being detoxed because of this ordinance. Eau Claire has met about health department providing content for program of drinking education option to get the citation removed and a lower fine. It is currently proposed to be a \$295 fine for any violation of this ordinance. City council will be considering in March. Public discussion will be held at March 12th city council meeting, the group may send representative or draft letter. City attorney's office meeting with neighborhoods and businesses about the ordinance over the next week. A letter will be drafted by Jennifer Eddy. Tom Wirth will potentially talk at the public hearing. More decisions on this will come at the next meeting.

4. **Updates**

a. **Alcohol Environment** – All

a. The group discussed some of the upcoming events happening at local bars and taverns.

b. **Lower drunken driving threshold article** – TJ

a. A federal report on alcohol recommendations was released Jan 17th. Some of the recommendations include that states should pass laws lowering the BAC for impaired servers, increase alcohol taxes significantly, limit alcohol availability including business hours, curbing alcohol advertisements and marketing and steer to anti-drinking. Some recommendations include required ignition locks on offenders. Another suggestion is to create special courts for establishing monitoring and education of offenders. The tobacco campaign was successfully curbed from advertising and could be used as a possible model for alcohol. Also suggested to put resources into alternatives for drinkers that may drive.

c. **Celebration Helpers** – Carleigh asked for 1 or 2 participants to participate in a couple meetings from each action team to provide feedback on the celebration planning. TJ Atkins volunteered.

5. **Education/Outreach**

a. **Alcohol Awareness Month** – Carleigh went over the current plan for April which includes:

-Tues. April 10th at 4pm WEAU interview

-Facebook posts: Important in social media campaign to be clear on what you want audience to do, suggested “drink tracker” (looking into free apps, verified testers of both iPhone and android free apps)

-make link to drink tracker in social media posts (David)

b. **Message** – the group discussed importance of tie to action in the message. More to be discussed/finalized at next meeting.

c. **Outreach**

1. WEAU Interview: Tues. April 10th at 4pm

2. Facebook Posts: picture of fine amount with hashtag (idea), link to “drink tracker” apps in posts

6. **Wrap-up**

a. **Next meeting date – March 7th, 2018**

7. **Adjourn**

8.

You can find all minutes and agendas on our website located at www.echealthycommunities.org