



**DWI Planning Council  
Meeting Minutes  
March 12, 2015  
12:30 PM  
MATS Facility  
5901 Zuni Street SE**

**Voting Members:**

Eddie Mahe – Vice Chair  
Sam Howarth  
Linda Son Stone  
Keith Hartnett  
Harris Silver, MD  
Thomas Scharmen

**Non-Voting Members**

J. Gregg Sanchez  
Elena Rodriguez

**Guests:**

Ruben Garcia  
Phil Baca

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**1. CALL TO ORDER**

The meeting was called to order at 12:30 pm by Vice-Chair Mahe.

**2. APPROVAL OF AGENDA**

Motion to approve agenda offered by Silver, seconded by Hartnett and approved.

**3. APPROVAL OF MINUTES**

a. Motion to approve February 12th, 2015 minutes was offered by Hartnett, seconded by Silver and approved.

**4. NEW BUSINESS**

**a. Presentation: JohnnyBoards, Ruben Garcia**

- Ruben introduced Phil Baca with Designated Driver on Demand. Phil explained that they offered impaired drivers who are members, a designated driver and a vehicle take home service. This membership costs clients \$30/mo., plus a minimum \$25 tip for the designated drivers, he stated. All designated drivers, who go through a background and driving record check, are volunteers so the

- tips are their only compensation. By doing this, not only do we curb impaired driving but also reduce the risks clients face by leaving their cars at liquor establishments. Phil provided the Council a list of the number of calls they've had since 2012 showing numbers increasing over the past few years. What concerns us on this list Phil stated, was the number of non-serviceable calls. These are people calling us that are not members. Because of liability issues, we cannot service these people. To help alleviate this issue, we are now working with bars and casinos on adding kiosks in their establishments. This will allow people who are non-members to use the service one time for a pick up and tip fee. They will complete their information and sign the waiver on the kiosk. We will then provide the service. Hartnett then asked Phil what he wanted from the Council. Phil replied "a partnership". I'd like the County to consider paying for the kiosks and in turn, on holiday nights, we will provide rides at no charge. Council members recommended that he consider a phone app as well. He said they are already working on it. After brief discussion, the Council asked Phil to come back with a proposal. Gregg reminded them that this would need to be reviewed by Fran.
- Ruben Garcia then provided the Council with information on the services JohnnyBoards provides including a list of current advertisers. We are an indoor advertising company that works with both liquor/non liquor establishments, he said. We already work with other counties and some are actually going to start a text messaging program. This will help them track data. I did submit a proposal to you for 2 different markets, alcohol serving and none serving. We'd like to work with you on your own concept, promote what you want. This advertising does capture the attention of patrons because of where it is placed. We change the ads as requested and maintain the boards as needed. We are a good public service piece and we are affordable, he said. There are many options on advertising how you'd like. Ruben was asked to work with Gregg & Frank to see if this is an interest of the County. Ruben stated that he would do so and would continue attending the meetings monthly in case any questions come up.

**5. PUBLIC COMMENT**

- No other public comments were offered.

**6. ADJOURNMENT**

Meeting adjourned at 1:30 p.m.



**SUBMITTED BY:**

*Elena Rodriguez*  
\_\_\_\_\_  
Elena Rodriguez

*6-11-15*  
\_\_\_\_\_  
Date

**APPROVED BY:**

*Sylvia Sarate*  
\_\_\_\_\_  
Sylvia Sarate, Chair

*6-11-15*  
\_\_\_\_\_  
Date