



**DWI Planning Council
Meeting Minutes
March 13, 2014
12:30 PM
MAT Facility
5901 Zuni Street SE**

Voting Members:

Billy Baldwin, Chair
Sylvia Sarate
Tom Scharmen
Dr. Analee Maestas
Henry Mahe, Jr.
Susan Casias
Keith Hartnett
Ryan Scott

Guest:

Peter DeBenedictis

Non - Voting Members:

Katrina Hotrum
Yvonne Valencia
Gregg Sanchez
Kathy Liebhaber
Nicole Ayala

1. CALL TO ORDER

The meeting was called to order at 12:33 pm by Chair Baldwin.

2. APPROVAL OF AGENDA

Sarate moved to approve the agenda, Scharmen seconded, motion passed.

3. APPROVAL OF MINUTES

Sarate moved that the minutes of February 2014 be approved as presented, Scharmen seconded. Motion passed.

4. NEW BUSINESS

a. DSAP Update

Director Katrina Hotrum informed the DWIPC that House Bill 16 which increased the Liquor excise tax amount that would be given in the DWI Distribution fund, had passed, and what that does is it allow us up to a 4% increase over a period of 3 years and then the bill sunsets. Allows the DWI community within the different Counties to justify what they are doing with that fund, why we need it at that level, if we need more and really what the impact is to the community. We feel that Bernalillo County has shown that the number of DWI crashes have gone down this year especially over the New Year's holiday due to the number of Tavern Taxi rides that were provided on that night alone.

There is a Senate Bill 347 as amended from Senator Michael Sanchez and Representative Bratton – Lottery Scholarship fix. It does come out of the DWI liquor excise tax but does not touch the portion that goes into the DWI funds. The other part of what Senator Sanchez wanted to do was the local option, which would allow the Counties to take to the voters an opportunity to vote on whether or not we wanted to impose a local liquor excise tax. The estimated revenue for Bernalillo County would have been \$18 million but that bill did not pass.

DSAP is currently in contract negotiations with Molina Healthcare. Molina has given us a draft contract in the amount of \$175,000.00 on programs that have already been implemented by us that are supplemented by DWI funds, which are the PIIP program, Assessment Center, DSAP's CAP/Outpatient Program and potentially Transitional Living. We should be able to finalize that with them within the next month. After that, we will be in contact with Blue Cross Blue Shield.

Ms. Hotrum spoke to the council about the Tavern Taxi Valentine Day event which was very successful. On the Pick Me UP Take Me Out we had 45 passengers. There was 198 passengers on the Tavern Taxi take me home portion. Total numbers in for February was 1,225 passengers and 701 trips. One of the things we had talked about previously was when it went out for RFP just for the cab company: 1- whether or not we want to continue this program and 2 – if we do when it comes up for RFP this council may want to decide to have

multiple contracts with multiple cab companies. Taxi texting was also implemented during the Valentine Day event.

DSAP has just negotiated a new contract with Aramark for a new menu with a slight cost per meal increase but better quality.

Also not related to DWI funding, Ms. Hotrum informed the DWIPC that at the Round House DSAP has been working with the Heroin Awareness Committee to accept another \$300,000 for adolescent transitional living. This would be a step down program from the medical detox and intense rehab treatment that Turquoise Lodge is providing adolescents. Not all adolescents can go home right after their 28 day treatment. Many of them have generational abuse; some have histories of juvenile detention and certain incarcerations and a step down facility would be beneficial for these individuals, much like what we have in the back which is about a three to six month program to get these kids more grounded and get them integrated back into their communities at a little slower rate. Ms. Hotrum stated that it looks like we will get that funding. At the last legislative session we had commitment and we received \$757,000 to purchase a building. We are currently looking in the South Valley because we have more land available to us there and the prices seem to be a little more reasonable. The current building we are looking at is the old Hogares property. We put an offer on that property at \$730,000 and it looks like they will accept the offer. We will be going to the Neighborhood association letting them know that we want to purchase this and see how they feel about having that program in their community.

b. Peter D. for Media Literacy

Peter D. presented the Media Literacy for Youth program which was renewed in 2012 to the DWI Planning Council. His presentation was the conditioning through TV alcohol commercials and how the commercials influence kids in an inappropriate manner. Per the presentation; drinking teaches a relationship with the bottle for teens also called conditioning through advertising of alcohol. Alcohol consumption is related to inappropriate actions such as violence, injuries, assaults, and sexual assaults and even death can and has occurred. There is violence in advertising of alcohol; there is comedy in advertising of alcohol which equals brain conditioning of teens. Girls have a lowered self-esteem when consuming alcohol to where boys show a higher self-esteem (Liquid courage) and are more prone to inappropriate actions than before consuming alcohol. Peter D. provided Alcohol advertisements for viewing and commented/explained on the inappropriateness of these commercials for teens or persons which when intoxicated can and has led to inappropriate actions by both boys and girls. He also presented a controlled study where a group of college students were placed in a bar and only 2 out of the 20 were provided alcoholic beverages while others

were provided with non-alcoholic drinks. As the night progressed all of the students seem to be intoxicated. At the end of the night the professor let the participants know that only two of them were really drinking although all of them felt intoxicated. Peter D. informed the Planning Council Members that there is a 40% increase of knowledge from pre to post tests. Peter D. currently presents to freshman students at six (6) local High Schools: Highland, Volcano Vista, Atrisco Heritage, Manzano, Albuquerque High, Del Norte and some upper-class students at West Mesa. He would be willing to pick up a few more schools if funding allowed.

Enrap (Sampsu) provides yearly training to teachers – DVD’s are provided for refreshers.

5. PUBLIC COMMENT

Frank presented the Above the Influence banner that will be placed in each of the APS Schools to the DWIPC members.

Laura Tomedi, PhD, MPH, NMDOH Alcohol Epidemiologist will present at the May DWIPC meeting on Alcohol and DWI statistics.

Sylvia will be chairing for the April 10, 2014 DWIPC meeting.

6. Adjournment

Meeting adjourned at 1:32 p.m.



SUBMITTED BY:

Yvonne Valencia

Date

APPROVED BY:

Billy Baldwin, Chair

Date