



The Pima County-Tucson Task Force to Reduce Underage Drinking

Meeting Minutes
 Thursday, October 30, 2008
 8:00 a.m.-9:30 a.m.

Hardesty Center, Midtown Police Station
 1100 S. Alvernon Way
 Tucson, AZ 85719

In attendance: David Salafsky (Chair), UA Campus Health; Carl Bedford, Tucson Electric Power, Commissioner, Community Prevention Coalition; Marcia Roberts, TPD- Westside Weed and Seed; Usiel Barrios, Luz Social Services; Kim Briamonte, UDEL, PPP; Lori Oien, Southern Arizona DUI; Tim Reese, Tucson Police Dept; Holly Robles, Citizen; Koreen Johannessen, Citizen, Commissioner; Alma Yubeta, Pima Community College; Kristin Barney, Pima County Health Department; Hector Juarez, Pima County Health Department; Sandra Fimbres, Luz Social Services, Inc.; Megan Multanen, Pima Prevention Partnership; Harvey Encinas, Luz Social Services, Inc.; Roy Tullgren, Gospel Rescue Mission; Ed Dunin-Wasowicz, Community Prevention Coalition; Chuck Palm, Policy Analyst, The Partnership; Allison Jacobs, Compass Behavioral Healthcare; Amy Bass, CPC, Compass Behavioral Healthcare

ITEM	ACTION	FOLLOW-UP
Welcome & Introductions	David Salafsky called the meeting to order. Introductions made by all present.	
Review of Past Meeting Minutes	Minutes reviewed from August 28 th meeting. M. Roberts moved to approve the minutes. K. Johannessen seconded the motion. The motion was approved by voice vote.	A. Jacobs will send approved minutes to the City & County.
Mayor and City Council Study Session	C. Palm, M. Multanen, and J. McNamara attended. Councilman S. Leal proposed an alcohol tax for the city of Tucson to relieve the burden of alcohol-related costs, such as DUIs and ER visits due to alcohol-related car accidents, off the city. Part of the money from the alcohol tax could go to funding for substance abuse prevention and treatment. The Mayor and City Council made a motion that within 90 days the City Manager's Office will have a report on the impact of alcohol on the city of Tucson. The City Manager's Office is concerned about the cost of the report to their office so they are looking for groups, like TFRUD, to help.	C. Palm will contact S. Leal. C. Palm will organize work group to update <i>Call to Action</i> .
Keg Registration	D. Salafsky, A. Bass, and J. Daly have been working on the University of Arizona piece to the keg registration ordinance. Next, is to report on what retailers are selling kegs in Pima County and what are their current practices. By June 2009, hope to have implemented a voluntary keg registration pilot program. One consideration to get more people on board with keg registration is to change the name to keg tagging.	A Jacobs will compile a report on keg retailers in Pima County.
837-Safe TPD UAD Tip Line	E. Dunin-Wasowicz unveiled the logo for the Tip Line. MMOSS is working on pocket cards	C. Palm puts together youth focus group for the

	<p>for police to distribute to citizens explaining the Tip Line is not an emergency line. Also, MMOSS is developing postcards, window clings for businesses, schools, and car windows, bumper stickers, door hangers, and news blurbs to distribute. For the Tip Line, E. Dunin-Wasowicz is looking into the feasibility of doing a commercial on Access Tucson. Suggestions from TFRUD for the Tip Line included: For distribution of materials and information surrounding the Tip Line, MMOSS and TFRUD can approach neighborhood and homeowner associations. D. Salafsky had the idea of advertising the Tip Line on buses. L. Oien said they could advertise the Tip Line with posters in schools.</p> <p>Also, E. Dunin-Wasowicz announced the tag line for the Tip Line – “Your call to stop underage and overserving.” D. Salafsky mentioned market testing the tag line, which resulted in C. Palm mentioning he could put together a youth focus group.</p> <p>K. Briamonte said she is doing a similar initiative and campaign with Northwest Phoenix Coalition UDELL system where they are partnering with Circle K. By partnering with Circle K, Northwest Phoenix Coalition is trying to give Circle K positive press by saying they are responsible establishment. K. Briamonte said TFRUD could use her contacts.</p>	Tip Line slogan.
CPC	<p>A. Bass says A. Jacobs, E. McClain, E. Dunin-Wasowicz, and H. Robles are going to an outreach event on Oct. 30th in Topowa, AZ on the T’Odham Indian Reservation. They will be attending the Baboquivari High School Homecoming Football Game. At the game, they will be providing underage drinking information and passing out Halloween bags and Governor’s Office of Highway Safety materials.</p> <p>A. Bass showed the RED campaign informational folder. The RED campaign would like to be expanded to Tucson, Oro Valley, and Amado. A. Bass shares that 29th Street, Sunnyside, and Luz all have experience working with alcohol vendors. It would be great to get all of Pima County on board with the RED campaign. The approach that should be taken is a multi-vendor support, including the existing support of Circle K.</p> <p>The next CPC meeting is November 10th.</p>	
Adjournment	The meeting was adjourned at 9:40 AM	