



**JOHNSON AND ASSOCIATES**

Management Consulting Services

1036 Durango Drive  
Douglas, WY 82633

Phone: 307-351-8614  
Fax: 307-358-4315  
E-mail: janda@communicomm.com

Governor’s Council on Impaired Driving

**MINUTES**

**MAY 14, 2014**

**10:00 AM**

**RAMKOTA - CASPER**

<b>TYPE OF MEETING</b>	Quarterly Meeting
<b>FACILITATOR</b>	Ernie Johnson
<b>ATTENDEES</b>	Rich Adriaens, Ryan Roden, Mike Hays, Tom Montoya, Tom Loftin, Jonlee Anderle, Ashley Schluck, John Butler, Byron Oedekoven, Matt Groth, Kerry Shatto, Mike Reed, Dalene Call, Duane Ellis, Ernie Johnson, Lori Emmert  Conference Call – Ann Comeaux, Stephanie Heitsch, Mario Ramos, Karson James, Jeff Halloran, Danny Glick  Guests – Steve Butler – WYSAC Sonny Roberts – Wyoming 8 Memorial Run

**Agenda topics**

1:00 GENERAL COMMENTS ERNIE JOHNSON

<b>DISCUSSION</b>	Opening remarks from Rich Adriaens. Motion to approve minutes from February 12, 2014, by John Butler, 2 <sup>nd</sup> by Tom Loftin, unanimous. New members introduced and welcomed to the Council – Kerry Shatto.	
	Local government entity position needs to be filled on the council. Contact Mike Reed if you have a suggestion for the position.	
	Alcohol and Crime Reports available in hard copy for council members or in an electronic format on the wascop.com website.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Windriver Reservation and DFS Representatives for membership	Mike Reed	ASAP

10:15 WYOMING 8 MEMORIAL RUN SONNY

<b>DISCUSSION</b>	See powerpoint – requesting assistance in promoting the run – possible sponsorship. Matt Groth thought that Rhonda in that area may be able to help with media from WYDOT. Run is always on September 16 <sup>th</sup> regardless of the day. Media will be pushed that week for the anniversary. Sonny was requested to stay in contact and help develop a program for presentation to the Council.
-------------------	--

10:30 AM

POLICY ANALYST UPDATE

MIKE REED

<b>DISCUSSION</b>	Focus on smartphone application – See PowerPoint. An LOI could be submitted for funding to support this project which needs to be written meeting the objectives of the funding source.	
	Funding source will be determined by Dalene Call after approval of an LOI and deemed a supported project.	
	Motion to support the mobile application and funding sources by Tom Montoya, 2 <sup>nd</sup> by Byron Oedekoven, unanimous.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
LOI related to Smart Phone Application submitted to HSO	Mike Reed	ASAP

10:50 AM

GCID PROJECT EVALUATION

STEVE BUTLER - WYSAC

<b>DISCUSSION</b>	See PowerPoint Presentation – report on evaluation
-------------------	--

11:15 AM

MARKETING EFFORT TO REDUCE OVERSERVICE  
– WHP AND WYOMING LIQUOR DIVISION

DUANE ELLIS

<b>DISCUSSION</b>	Update on marketing efforts – “Got a DD” license plate and proposing a “bottle opener” with messaging related to over service and calling for a ride. Order has been placed and will arrive this week. They will be distributed through the Liquor Division. Rich Adriaens suggested the bottle opener be possibly distributed at TIPS training and other venues. Tom Montoya agreed to be the distribution and point of contact for the bottle openers.
-------------------	--

12:00 PM

UPDATE – MEDIA CAMPAIGN SUBCOMMITTEE

MATT GROTH – MIKE REED

<b>DISCUSSION</b>	Matt Groth provided an update on the media campaign – see PowerPoint. The concept was well received and comments were made validating the direction of the design.  A motion was made to allow the media subcommittee to approve the created “media” for distribution on behalf of the council by John Butler, 2 <sup>nd</sup> by Jonlee Anderle, unanimous.
-------------------	--

12:25 pm

UPDATE – AWARDS SUBCOMMITTEE

MIKE REED

<b>DISCUSSION</b>	The awards subcommittee recommended that the awards be named “Governor’s Council Awards”, submitted to the subcommittee and reviewed, those making it through the review process would be brought to the Council for a vote.  Issues being reviewed are media, timing of nomination packets, venue, etc.  Lori Emmert will create a nomination form, etc, which will be presented at the next Council meeting.  Nominations have been received and it was the recommendation of the subcommittee to hold the nominations until the process is finalized. Nominations will be submitted with the new process in August at the Council meeting for a full Council review.
-------------------	---

<b>DISCUSSION</b>	<p>Ernie Johnson provided an update on the Felderman request. It was decided to refer this request to the Task Force and follow-up with Kimmie Felderman that there would not be further action taken by the Council at this time.</p> <p>24/7 update was presented by Mike Reed – see PowerPoint. Implementation of 24/7 – Mike Reed provided an update as the 24/7 legislation becomes effective July 1, 2014. Information sharing about the legislation and program development has taken place with several groups. Interest in Campbell, Sublette, Teton, Natrona, Laramie, Carbon, and Sweetwater County SO by the Sheriff’s for support of the program and implementation has been gained. A subgroup will be created with Mike as the chairman to deal with the issues associated with implementation of the 24/7 program.</p> <p>Tom Loftin spoke about the final report from the Traffic Safety Injury Foundation that provided a report about the Wyoming Ignition Interlock program which is available on the project site. Strengths and weaknesses were identified in the document with recommendations listed. Tom reviewed the recommendations and the process necessary for change. A subgroup will be created with Tom as the chairman to review and make recommendations on the issue.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Letter and phone call to Kimmie Felderman – referred to Task Force	Ernie Johnson	ASAP

<b>DISCUSSION</b>	<p>Create a model for education, training, and evaluation related to the marijuana issue for implementation statewide. 1000% increase related to fatal hit &amp; runs in Colorado. Chemical testing manpower issues discussed. Combined media campaign to include “Drugged Driving”. The subcommittee will gather more experts to assist in creating and working with Wyoming on this issue.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

<b>DISCUSSION</b>	<p>Leadership of the Council met last week to review the strategic plan and updated the plan on May 9, 2014. See PowerPoint.</p> <p>Page 8 (l) – council decided to give this a high priority and continue moving forward</p> <p>Motion to move and approve the strategic plan as presented with the above change by Byron Oedekoven, 2<sup>nd</sup> by Tom Loftin, unanimous.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Make changes to Strategic Plan as discussed and finalize	Ernie Johnson	ASAP

1:50 PM

OPEN FORUM/CLOSING

ERNIE JOHNSON

<b>DISCUSSION</b>	Next meeting is August 20, 2014, in Cheyenne at the Holiday Inn.