



**JOHNSON AND ASSOCIATES**

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Governor's Council on Impaired Driving

**MINUTES**

**AUGUST 9, 2012**

**10:00 AM – 2:00 PM**

**CENTRAL WYOMING COLLEGE - RIVERTON**

<b>TYPE OF MEETING</b>	Quarterly Council Meeting
<b>FACILITATOR</b>	Ernie Johnson
<b>ATTENDEES</b>	Mike Blonigen, Rich Adriaens, Rich Bohling, Erik Molvar, Ryan Roden, Keith Hotle, Robert Tompkins, Mike Reed, Mike Broadhead, Connie Jacobson, Tom Montoya, Jonlee Anderle, Tom Loftin, Matt Carlson, Paul Yaksic, Danny Glick, Byron Oedekoven, Jeff Schulz, Greg Phillips, Dawn Sides, D J Sweet, Ann Comeaux, Tim Day

**Agenda topics**

**INTRODUCTIONS**

**RICH ADRIAENS**

<b>DISCUSSION</b>	Introduction of council members and guests.		
	Ernie Johnson discussed housekeeping issues including travel reimbursement, etc. Ernie discussed the Public Information Act and the transparency of any communication concerning the council. Those who do not have a wyo.gov account through state government will be receiving an established email account through the state system.		
	Meeting sites will change to be more fiscally responsible. Name plates will be purchased and available at the next meeting. A meeting date was selected for Cheyenne on February 14, 2012.		
Minutes from last meeting on April 26, 2012, changes or deletions. Move to approve by Erik Molvar, 2 <sup>nd</sup> by Jeff Schulz, unanimous.			
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	
GCID Meeting – February 14, 2013, Cheyenne – Liquor Division	Lori Emmert	In Process	

**POLICY ANALYST UPDATE**

**MIKE REED**

<b>DISCUSSION</b>	Mike Reed updated the group on his goals as the Impaired Driving Analyst. Presented a trends analysis in a graph format with some of the research he has conducted related to the impaired driving issue.
	Ernie advised that Mike has been actively involved in several groups and integrating himself into the different organizations becoming a valued partner to different audiences related to the impaired driver.

**MEDIA CAMPAIGN SUBCOMMITTEE**

**KEITH HOTLE**

<b>DISCUSSION</b>	<p>Summary from Keith Hotle. June 20-21, 2012, WYDOT administered the evaluation criteria and the chosen firm based on those interviews was Sukle – contract valid through 2014. Mike Sukle will present to the council his marketing ideas or strategies.</p> <p>Presentation by Mike Sukle to the council based on their demonstration and submission to the media campaign subcommittee.</p> <p>Some thoughts brought forward from an earlier subcommittee meeting and based on the presentation were:</p> <ul style="list-style-type: none"> <li>• Target audience</li> <li>• What do we want to tell people to change their behavior</li> <li>• What will motivate the target audience</li> <li>• Create ideas that spread</li> <li>• Work Experience – many social initiatives (clients)</li> <li>• Goals – How – Challenges</li> <li>• Establish baseline measures</li> <li>• Track Significant Events</li> <li>• Implementing Measurement – agree upon campaign goals, identify means and budget, and begin</li> <li>• Define the problem</li> <li>• Effect the culture of drinking</li> <li>• Engage the citizens with high emotional content</li> <li>• Increase the awareness of alternatives</li> <li>• Facilitate the spread of the conversation</li> <li>• Communicate at key times/places powerful messages</li> </ul>	
<b>CONCLUSIONS</b>	<p>As the media campaign progresses the approval process will include: approval of contract, schedule immersion meetings with the subcommittee and Sukle, quarterly meetings, build a consensus with the subcommittee and the full council, day-to-day operations will be supervised by Mike Reed and Cody Beers, fiscal issues handled by Robert Tompkins.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Media - Day to Day Operations and approval	Cody Beers and Mike Reed, Robert Tompkins	Continual
Sukle Contract Approval	David Griffin, Robert Tompkins	ASAP

**24/7 PROJECT**

**GREG PHILLIPS AND BILL MICKELSON**

<b>DISCUSSION</b>	<p>Attorney General Phillips provided a summary of the meeting with the Joint Judiciary and how we should proceed. He was impressed with how the members of the Joint Judiciary were engaged in the conversation about the issue. Monetary concerns and cost of the program were voiced, as well as the impact to individual communities and local provider’s impact.</p> <p>Bill Mickelson has communicated with Sheriff O’Malley and will be presenting to a group he has</p>
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	<p>established in Laramie to move the project forward in Laramie. Sheriff Glick will also be moving forward with the possibility of continuing with local vendors in Laramie county.</p> <p>Ernie advised that Casper is establishing an alcohol court and will be hiring a special prosecutor and judge. 24/7 may be a foundational piece in Casper.</p> <p>The question was posed concerning participation by individual counties and whether the project was voluntary.</p> <p>Through informal agreements or joint powers agreements smaller counties partner to share resources and technologies in other states.</p> <p>Legislators and members of council may travel to SD to see how 24/7 works in an established county. Grant funding is available to pay for a road trip. Bill Mickelson will coordinate the on-site visit.</p>
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<b>CONCLUSIONS</b>	<p>Motion to schedule a site visit to South Dakota for Council members and legislators, Paul Yaksic , 2<sup>nd</sup> by Erik Molvar, unanimous.</p> <p>Volunteers to go on the trip – Rich Adriaens, Mike Blonnigan, Administrator’s from the pilot agencies, Ann Comeaux, Tim Day or Catherine Rogers, Senator Burns, Representative Nicholas, Ernie Johnson and Lori Emmert</p>
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<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Contact Senator Burns and Representative Nicholas to see if September 24, 2012, they are available to go to Rapid City, SD for a site visit	Greg Phillips	ASAP
Contact respective pilot project administrators in Wyoming to attend site visit in SD	Ernie Johnson and/or Sheriff Glick	ASAP

**CONFERENCE COMMITTEE**

**JONLEE ANDERLE**

<b>DISCUSSION</b>	<p>Jonlee provided a history of prior conferences and recommended we move towards a 2013 partnership with WAM and WACO. Establishing some training prior to or after their scheduled agenda. Each conference could have a different target audience and/or topic areas.</p>
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<b>CONCLUSIONS</b>	<p>Motion by Jeff Shulz to make the target audience the policy makers, 2<sup>nd</sup> by Jonlee Anderle, discussion. Unanimous approval. A separate conference will be held for law enforcement and judicial. Matt Carlson was concerned about the amount of subject matter being presented in a one day forum and that it should not be overwhelming for the audience. Tim Day suggested that we ask to present a block of instruction rather than a full day of training. Chairman Adriaens directed the subcommittee to come back with three options and present them to the council at the November meeting.</p>
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<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
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Topic areas developed and presented to Council in November	Conference Committee – Jonlee Anderle and Jeff Schulz	November 1, 2012

**POLICY MAKER FORUMS**

**ERNIE JOHNSON**

<b>DISCUSSION</b>	Five policy maker forums have been conducted and the goal is to do one in every county. Ernie’s local presentation could be more targeted. The Alcohol and Crime in Wyoming information was distributed to the council with an overview of the information contained. Ernie will load corrected information for Fremont County on the website.

**GCID WEBSITE**

**ERNIE JOHNSON**

<b>DISCUSSION</b>	Statutes will be published, news, minutes from the meetings, and a message from the Governor will be part of the content of the website. Not ready to launch and is still in the design phase.

**SETTING THE MARK – MOVING THE NUMBERS**

**ERNIE JOHNSON AND ROBERT TOMPKINS**

<b>DISCUSSION</b>	See attached handouts – we need to move the numbers with law enforcement. The Governor was approached to see if he would be supportive of a Governors DUI Task Force for which he was favorable. Robert Tompkins was approached for funding the task force. Ernie contacted the six county administrators and gained their approval to move forward. Is the council in favor of the initiative?	
<b>CONCLUSIONS</b>	Motion to support a (6) county Enhanced Enforcement Effort made by Tom Montoya and 2 <sup>nd</sup> by Paul Yaksic. Abstain from vote was Sheriff Glick, approved.	
	Those states who have established Enforcement Efforts have targeted a 5% decrease. Keith Hotle suggested we get ahold of the epidemiology committee to provide an opinion as to how we measure the success.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Move forward with the Enhanced Enforcement Effort	Ernie Johnson	ASAP
Meet with the epidemiology group for discussion and help Convene a conference call	Keith Hotle	ASAP