

CASCADE COUNTY DUI TASK FORCE MEETING MINUTES

July 29, 2014

Call to Order

Task Force President Jane Weber called the meeting to order at 3:31 p.m. at the Great Falls Pre-Release Center. The group lacked 1 person to form a quorum to conduct business at that time, so the meeting commenced with agenda items not requiring a vote.

1. Roll Call

DUI Task Force Members

Cascade County Attorney designee: Ashley Wilkinson – Present
Cascade County Sheriff designee: Deputy Travis Grove – Present @ 3:45 pm
City of Great Falls Chief of Police designee: Captain Tim Shanks – Present
Great Falls City Attorney designee: Cassidy Blomgren – Excused Absence
State of Montana Highway Patrol District II Chief designee: Trooper David Baggs – Present @ 3:45 pm
Great Falls Victim-Witness Services designee: Savannah Hilton – Excused Absence
State of Montana Adult Probation and Parole Regional Administrator designee: Wayne Bye – Excused
Montana Tavern Association Home Safe Program designee: Vince Kyle - Absent
Gateway Recovery Center designee: Barbara Bessette - Present
Benefis Health Systems, Inc. Chemical Dependency Unit designee: J.T. Lute – Present
Great Falls Pre-Release Services, Inc. designee: Lisa Meyers - Present
Great Falls Public Schools designee: Danielle Funseth – Excused Absence
Airmen Against Drunk Driving designee: Staff Sergeant Charles Marino Franco – Absent
Citizen Members: Jim Whitaker – Absent; Corin Fisch – Present; Kristi Jo Anderson – Present
Cascade County Commissioner: Jane Weber - Present
Task Force Coordinator: Jerry Kelley - Present

Members of the Public in Attendance

Mike Lake and Patricia Russette with the *Tribune*.

4. Report from the Task Force Coordinator

State Fair Display: Jerry Kelley reported that J.T. Lute transported the crashed vehicle display to the fairgrounds and he will transport it back to Townsend on Sunday. Mr. Kelley passed around a map showing the location of the display and Jane Weber passed around pictures of the display with people reading the signs. Although several pre-made banners come with the crashed vehicle, Jerry Kelley mentioned that the DUI Task Force banner could not be located, so a replacement may need to be purchased.

Letter of Support for Corin Fisch: Jane Weber shared a copy of a letter she wrote as president of the DUI Task Force to the State Addictive and Mental Health Disorders Division supporting Corin Fisch as a highly valued member of the Cascade County DUI Task Force indicating that her primary role is to support prevention in the Great Falls community.

Letters to the Editor: Jerry Kelley circulated Wayne Bye's Letter to the Editor for June and confirmed that Lisa Meyers has her letter prepared for July. Vince Kyle is scheduled to write a letter for August. Task Force members were advised to include a phone number for both online and mailed submissions so the *Tribune* can call to verify who wrote the letter to the editor. The *Tribune* always calls to confirm the author's identify and if a phone number is not provided, they cannot print the letter.

Scholarships: Jerry Kelley received a letter from the University of Montana and Montana State University that Madison Gregoire and Brianna Conrad are pre-registered. Mr. Kelley wondered if that is satisfactory documentation or if he needs a letter that they are actually registered for classes. It was agreed that Mr. Kelley should request a letter from the college confirming the student is officially registered. He has not yet received notification that Destiny Butler is registered. Jerry Kelley commented that the scholarship checks will be written to and sent directly to the institution. Last year this was done in September.

Advertising: *Tribune* Advertising Specialist, Patricia Russette, and Senior Digital Sales representative, Mike Lake, introduced themselves. Lisa Meyers had previously met with Ms. Russette to explore available alternatives to print advertising at the *Tribune*. The two discussed the advantages of developing a website for the Cascade County DUI Task Force in addition to utilizing social media. The website could include stats, stories, a photo gallery, testimonials, twitter feeds, etc., all of which would be updated monthly. There could also be a link to the Task Force's Facebook page and links to those that provide free rides home.

Mike Lake stated that it is difficult to run digital ads without a website. The set-up fee for a 4 page template website would be \$750. Then there would be a 12 month contract of \$49 per month which would include up to 2 changes per month. Task Force members would be trained to use the WordPress site to make minor changes. After the 12 months, if the Task Force chooses not to renew the contract, the website and domain would be retained by the Task Force.

Trooper David Baggs and Deputy Travis Grove joined the meeting at 3:45 p.m.

Jane Weber asked Ms. Russette and Mr. Lake to provide Jerry Kelley with a list of 6 websites they created. Ashley Wilkinson asked how the *Tribune* became associated with building websites. Mike Lake responded that the *Tribune* is part of larger national corporation, *Gannett*, which has become a media center with a full in-house marketing suite. Ms. Wilkinson asked if there would be a link to the *Tribune* on the Task Force website and Mr. Lake responded that there will be a small link at the bottom of the page that reads "powered by Gannett". The group discussed search engines and keywords which allows anyone searching for DUI related information to easily be led to the Task Force website. Mr. Lake stated that typical domain renewal costs are under \$100 per year.

Mike Lake distributed a Social Media Management information packet, stating that Facebook would be the most effective option since 1 in 7 people on the planet use Facebook. Lisa Meyers confirmed that the Task Force currently has a Facebook page, however only about 20 people are associated with it. Mike Lake explained that the lowest plan they offer, which is \$899 per month, allows 15 posts per month wherein every other day they could post stats or something else for us. Included in the monthly cost is \$300 worth of advertising on Facebook. Mike Lake stated that everything people do on Facebook is tracked, so advertising can be targeted to specific consumers. Jane Weber asked Mike Lake and Trish Russette to send Jerry Kelley links to social media advertising Gannett has created and controls. She explained that the DUI Task Force would take this information under advisement and be making a decision in the early autumn.

Mike Lake and Trish Russette departed the meeting at 4:05 pm.

Jane Weber asked for volunteers with social media knowledge to form a committee. Barb Bessette, Corin Fisch, and Lisa Meyers volunteered. Jane Weber asked Barb Bessette to chair the committee. Ms. Weber asked Jerry Kelley to assemble all the costs associated with the Task Force's advertising and participate in the meetings as well. In addition to a website and social media, Ms. Weber would like the committee to research and assess all of the Task Force's advertising methods, including Charter Media, and come up with a recommendation for the meeting in September. Task Force members discussed the feasibility of developing the web page on their own. Jane Weber asked Jerry Kelley to call Charter and request their timeframe for making an advertising commitment in 2014-2015. Jane Weber asked Lisa Meyers to add Barb Bessette and Corin Fisch as administrators of the Facebook page.

Veteran's Treatment Court: Task Force Coordinator, Jerry Kelley, received a written request from State Probation and parole Officer Danny Williams requesting funds for alcohol monitoring for the Cascade County Veterans Treatment Court. Mr. Kelley will forward the request to Task Force members. Because Wayne Bye is not present, this item will be on the Agenda for the August meeting. President Weber advised that whenever someone has a request for money, the decision will be made the month following the request, so that adequate notice can be made on the agenda.

2. Approval of Minutes from June 24, 2014

With a quorum now present, Jane Weber asked for a motion on the June minutes. There being no corrections or additions, **Barb Bessette motioned to approve the minutes from June 24, 2014. There being no further discussion, JT Lute seconded, and the motion passed unanimously.**

3. Financials

Ashley Wilkinson reviewed the ledger with Task Force Members, stating that \$137 in DUI reinstatement fees was received. \$560 was paid to Charter Media for public safety ads, leaving an ending fund balance of \$22,254. Jane Weber reported that there were 2 accruals which would bring the rollover down to \$22,138. Jane Weber requested that Ashley Wilkinson find out what the 2 accruals were. **JT Lute motioned to approve the financials. There being no further discussion, Corin Fisch seconded, and the motion carried unanimously.**

5. DUI Statistics and MIP-A Statistics

Travis Grove related that this was the end of the fiscal year, and there were more DUI's this year than last year. Deputy Grove was not able to get last month's information from District Court for felony convictions. Trooper Baggs commented that DUI's are on the rise significantly this year. He has 5 more through half of this year than last year, so if it continues they will be double from last year. They have had an increase in serious bodily accidents due to alcohol and drugs. MIP's are the worst in his 10 year career. Generally it is males in their 40's with levels above .08. Trooper Baggs reported that he recently arrested 6 people for DUI just in one weekend. The majority of Highway Patrol arrests are in Cascade County even though they cover other counties. Jane Weber stated there were 3 MIP's at the fair on Sunday. Kristi Jo Anderson suggested setting up an avenue to provide safe rides home from the fair. Jane Weber asked Jerry Kelley to put this on the Agenda and invite John Hayes who is on the Fair Board to a meeting in the fall. Discussion revolved around how to reach out and educate people other than what the Task Force has been doing with newspaper ads and public service announcements. Ashley Wilkinson advised that the Task Force's marketing strategy needs to shift without putting all its eggs in one basket, because there is a population that does not use social media. The group agreed that many

people no longer watch live TV or subscribe to the hard copy of the newspaper. They DVR everything and fast forward through the commercials or watch Hulu or Netflix and spend time on social media. Trooper Baggs suggested linking an ad with our Facebook page and the KRTV website. Jane Weber responded that the \$899 per month Facebook fee proposed by the Tribune seems exorbitant. Lisa Meyers offered that Facebook has their own ad plan that could be explored.

6. Airmen Against Drunk Driving

SSGT Charles Marino Franco was not in attendance and did not provide any information.

7. Kudo Cards

There were no Kudo cards awarded this past month.

8. Round Robin

Barb Bessette advised that she did an interview with KRTV that aired June 30th regarding Montana being ranked 2nd highest in the nation with 15.9% of deaths related to alcohol.

Ashley Wilkinson reported that the County Attorney's office had a meeting with the Highway Patrol and discussed ways to beef up their DUI investigation cases. Ms. Wilkinson commented that she has seen an influx of DUI cases on her desk.

Jerry Kelley stated that he is going to have an additional charge on the budget for the next meeting. Officer Grove informed him they need DVD's for the DUI processing room.

Jane Weber notified Task Force members of the need to form a nominations committee in the fall to elect officers to begin their term in January.

Tim Shanks commented that Officer Green and Officer Scheer are scheduled to fly to Denver for the DRE conference. The Task Force voted at the April meeting to fund this trip. Jane Weber suggested that the officers report on the conference upon their return.

Lisa Meyers suggested developing some sort of print media to advertise in the bars.

JT Lute commented that last month John Hayes stated that bars were down 50% in sales and wondered why DUI's are so high. Tim Shanks responded that people are drinking at home and get a DUI when they drive to purchase more alcohol.

9. Public Comment

None

Motion to Adjourn

At 4:37 p.m. JT Lute motioned to adjourn the meeting. There being no further discussion, Tim Shanks seconded, and the motion carried unanimously.

Letters to the Editor

August – Vince Kyle

September – Travis Grove

October – Corin Fisch

The next regularly scheduled meeting is August 26, 2014 at 3:30 p.m.