

**Yellowstone County DUI Task Force**  
**Meeting Minutes**  
**August 16, 2012**

**Present:** Monty Wallis, Stephanie Hons, Barbara Grossman, Chuck Bratsky, John Bedford, Jeannie Martin, Rodney Willson, Kristin Lundgren, Roger Gordon, Darla Tyler-McSherry. **Excused:** Sharmon Brougham, Walter Shore, Kevin Holland, David Carter.

Meeting called to order at 12:04 PM.

A motion was made to approve the July meeting minutes. Motion seconded and approved.

Historically, we have run a Labor Day media campaign. We discussed this project and it was noted advertising rates for TV are high in an election year. We also have other options, such as the project funded by the DUI TF and produced by the MT Crime Prevention Association. Currently in production, it is a PSA featuring Kacee Langdon whose decision to drive under the influence resulted in the death of her daughter. This will also be on YouTube and Facebook. The group discussed running radio ads with a script previously written by Monty. A motion was made to approve up to \$2,000 for radio ads during the Labor Day weekend. Motion seconded and approved. Darla will work with Hot 101.9, Cat Country and MoJo 92.5.

Conversations continued from last month's meeting regarding the possibility of booting vehicles as part of the consequence for a DUI conviction. We will ask David for an update on this at the September meeting.

The Montana Crime Prevention Association conference will take place in Billings October 22-24. The Task Force will have an approximately one hour session to demonstrate how we put together the Legislative Forum we sponsored in August of 2010, as well as showcase other projects we have undertaken. Darla provided examples of other technology that we as well as other Task Forces from across the state can utilize. These examples include [www.animoto.com](http://www.animoto.com) where subscribers can upload text, photos and music to produce videos for a minimal cost. Another example is to generate our own QR (Quick Response) codes for people to scan with their smart phones. These QR codes then direct them to a website or video for educational/informational purposes. Both are relatively user-friendly and can have minimal impact on budgets.

The Ales for Trails event is scheduled for Friday September 28. Darla will work with David to see if Colton Law Firm is interested in sponsoring Tavern Taxi tickets made special for this event and she will talk with him about having breathalyzers at our booth. A suggestion was made to use the QR code

technology to direct people to BAC charts via their smart phones. Darla will send out time table and request for volunteers to man the booth.

Other discussion topics included featuring a DUI Court success story, a second Legislative Forum, and utilizing mass media to bring awareness to DUI convictions in the community. Forms of mass media discussed include billboards, Animoto, QR codes, and Community 7. One risk noted is the risk of misidentification. Another challenge noted is accurately capturing that information from the court system. A motion was made to move forward with exploring the possibility of utilizing Community 7 to broadcast photos and conviction dates for DUI offenders. Monty and Darla will speak with Lynn from Community 7 as well as David.

Meeting adjourned at 1:10 PM.