

Yellowstone County DUI Task Force Meeting Minutes
July 18, 2013

Present: Monty Wallis, Barry Willson, Buck O'Neil, Rodney Willson, Sharmon Brougham, Kent O'Donnell, RD Harper, Rod Souza, Roger Gordon, Jeannie Martin, Darla Tyler-McSherry. **Excused:** Kristin Lundgren, David Carter, Kevin Holland, Barbara Grossman.

Meeting called to order at 12:05 PM.

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

Darla shared the thank you cards and letters we've received to date from the high schools for the funds (\$312.50 per school) to help support the alcohol-free graduation parties. To date we've received cards and letters from: the All-City Graduation Celebrations Committee (Billings Skyview, Senior, and West); Custer High School and Custer parents; Huntley; and Shepherd.

Darla provided a report for the spring media campaign co-sponsored by the DUI Task Force and the MT Crime Prevention Association. The TV ads ran from April 15-June 10. Four hundred ninety five ads ran during that time on KTVQ and Optimum for a cost of \$5,051.00, with average of \$10.20 per spot. Six hundred seventy four radio ads ran from May 20-June for a cost of \$1,499.00, which averaged out to \$8.37/per spot. See attached spreadsheet for further details. Additionally, these commercials and interviews are available on the DUI TF website and You Tube. A total of 281 views are recorded through July 28.

Kristi Drake from Bike Net sent the DUI TF a letter thanking us for our support for the Ales for Trails event, set for September 27. The Task Force will have a table with various materials at the event and will provide Tavern Taxi coupons specifically made for the event.

We continued the conversation regarding the booting project. Monty provided TF members a link for news clip on the Butte booting project prior to the meeting as well as hard copy documents on booting projects across the country. There are 13 states the currently having booting as an option for DUI penalties. Some civic organizations assist with the cost of the boots. Montana law currently has booting as an option for a second offense penalty for 30 days. National data suggests booting reduces recidivism.

One concern brought forward is if booting would have a negative impact on the 24/7 program. Rod pointed out there are options for 24/7 including SCRAM and Soberlink, which is a smartphone app and associated device to monitor BAC. It was noted there are concerns about the wording of the current statute which may need further clarification.

Rod and David will take this project to Scott Twito to plan the next steps to help move forward with local ordinances. Captain Harper stated he will invite the City Attorney to our next meeting.

The Task Force continued the conversation about the dedicated DUI officer at the processing center. The goal of this project is to save man hours on the street during high-traffic, high-volume times. There are no foreseen issues with coordination between City and County on this project. The Task Force is interested in piloting this project during four events in the next year to determine success. Possible events include New Year's, Memorial Day, Labor Day. The data to determine effectiveness of this project will be summary reports from officers on duty during those events who initiated the DUI stop. Regarding the upcoming Labor Day weekend, a motion was made for the Task Force to fund up \$500 in overtime support for a dedicated DUI processing officer. Motion seconded and approved. Captain Harper will serve as a contact for setting up this schedule.

Another possible project noted is the development of future PSAs as needed. Another project is to explore the implementation of a shuttle to get impaired drivers from bars and taverns to their homes. Rod will broach the Tavern Association to gauge their interest.

Sharmon noted the Montana Crime Prevention Association conference is in Bozeman beginning October 8. Registration is now open online. The Task Force will have a presence in the form of a vendor/educational table display.

Task Force members delivered the plastic bags from MDOT with the safety message imprinted on them to the local fireworks stand operators. Members indicated the operators were very appreciative and supportive of this awareness strategy.

Sharmon noted that the Montana Crime Prevention Association was one of ten organizations nationwide to receive grant funding in assisting with fraud investigations.

Meeting adjourned at 1:05 PM.