

Yellowstone County DUI Task Force Meeting Minutes
September 20, 2012

Present: Barbara Grossman, Chuck Bratsky, John Bedford, Kent O'Donnell, Walter Shore, David Carter, Monty Wallis, Stan Langve, Barry Willson, Rod Willson, Jade Freiboth, Sharmon Brougham, Darla Tyler-McSherry. **Excused:** Tammi Reimer, Mary Aggers, Jeannie Martin, Roger Gordon, Kevin Holland.

Meeting called to order at 12:00 PM.

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

Darla provided an overview of the Labor Day media campaign. We had a total of 324 radio PSAs run for a total cost of \$3008.00, which breaks down \$9.28 per :30 second spot. Darla will send an Excel file with details along with the meeting minutes and October agenda.

Sharmon provided an update on the Montana Crime Prevention Association conference. It will be in Billings October 22-24 at the Billings Hotel. Registration is free. The Task Force will give a presentation on Tuesday October 23 from 2:45-3:30 on organizing a legislative forum and highlighting different ways to utilize new technology to broadcast our messages with limited budgets. The Task Force will also have a booth there but will not be manned.

The Ales for Trails event is set for Friday, September 28 at Dehler Park. We will have a booth and Tavern Taxi vouchers. Edmiston and Colton has agreed to cover the cost of the vouchers used. We will have our BAC wallet cards available and will have a bike light as a free door prize drawing. Volunteers have signed up for shifts (Darla, John, Jade, Tammi, Rod, David).

We continued the conversation from last month's meeting regarding using different strategies to increase awareness of DUI in the community. The group discussed possibly showcasing names and photos of DUI convictions on Community 7. Concerns brought forth include accuracy of the project and the time component. Another idea presented was to instead feature names and photos of victims of DUI.

We also continued the conversation of booting vehicles that were driven in DUI crimes, regardless of owner. It's believed Laramie, WY used this strategy at one time.

Another idea is to follow a bill through the entire legislative process from start to finish, as in a documentary style. These conversations have brought up questions regarding effective strategies. Kristin volunteered to look into best strategies and report her findings. We will continue with these conversations.

Darla reminded the group that the next RFP applications are due November 1.

Meeting adjourned at 1:00 PM.