ORDER OF BUSINESS

Goals:
Assess strategies to reduce beer sales to underage customers
Learn applications of scanners in beer sales

I. Call to Order
Chairwoman Brenda Palmer

II. Moment of Silence
Chairwoman Palmer

III. Pledge of Allegiance
Beer Board Member Nick Della Volpe

IV. Roll Call

V. Review Workshop Goals, Procedure, Introduction of Presenters
Chairwoman Palmer

VI. Presentations
1. Alcohol Sales/Metropolitan Drug Commission  5 Mins
   Karen Pershing, Executive Director Metropolitan Drug Commission
2. Training Including Barriers, Economics  15 Mins
   Kim Pouncey, CEO TopShelf
3. Scanner Technology in Beer Sales  10 Mins
   Charlie Jordan, SafeSurv scanner technology
VII. Questions/Discussion

VIII. Adjournment
City of Knoxville
Beer Board Workshop

January 12, 2017
What is the Metro Drug Coalition?

- Non-profit organization
- Established by a joint resolution of the City of Knoxville and Knox County government officials
- The official primary drug abuse prevention partnership in Knoxville since 1986
Mission/Vision

Mission: To improve the health of the greater Knoxville community by reducing the use of alcohol and drugs through policy, systems and environment change

Vision: A healthy and safe community, free of substance abuse
2013 Knox County Middle School Youth Risk Behavior Survey

The image shows a bar chart representing the percentage of youth who engaged in various behaviors over the years 2008, 2010, and 2013. The behaviors include Alcohol, Cigarette, Marijuana, Rx drugs, Inhalants, Cocaine, and Steroids. The chart indicates a decrease in the percentage of youth engaging in these behaviors over the years.
Partnership with the Beer Boards

- Packets
- Consultation
- Compliance check follow up
- Suggestions to strengthen compliance rates through policy or procedural change
Issue of Community Safety

• Frequent use of compliance checks decreases alcohol sales to minors significantly and are associated with reduced alcohol-related injuries. By decreasing alcohol availability, compliance checks are believed to also reduce alcohol-related problems and crime among youth.
Why are compliance checks important?

• Alcohol compliance checks are a type of environmental prevention that deters alcohol outlets from selling alcohol to underage youth.

• Compliance checks are thought to be most effective when they are frequent, well publicized, and well designed; solicit community support; and impose penalties on the licensed establishment rather than just the server.
Alcohol Outlet Compliance with Underage Drinking Laws-Measured by KPD

- 2004: 72.8%
- 2005: 82.6%
- 2006: 85.1%
- 2007: 80.4%
- 2008: 82.4%
- 2009: 83.4%
- 2010: 85.4%
- 2011: 79.4%
- 2012: 72.40%
- 2013: 79.4%
- 2014: 75.2%
- 2015: 84.4%
- 2016: 81.2%

Percent Compliant
Annual City Beer Stings

Number of Sting Operations


0 50 100 150 200 250 300 350 400 450 500

449 477 328 373 352 319 166 171 221 204 315 308

Communication: Metropolitan Drug Commission PowerPoint Presentation (Alcohol)
Contact Information

Karen Pershing, MPH, CPS II
Executive Director
865-588-0963
kpershing@metrodrug.org
www.metrodrug.org

Follow us:
Knoxville City Beer Board Workshop

January 2017
Beer is the most commonly used intoxicant for:

- Underage drinking
- DUI arrests
- Alcoholics and heavy drinkers
- DUI deaths and injuries
Compliance Checks
What do they show us?

• Higher failure rates could indicate decreased concern by businesses or their employees.

• Either employees are not trained at all on proper carding or not trained well.

• Managers are not taking the issue seriously.
Enforcement Issues

• Not all businesses fail
• Lack of business friendly options
• Businesses see Compliance Checks as “Got Cha”
• Fines are seen as a “Revenue Source” for government
• Businesses blame employees
What Compliance Checks Accomplish

• Reinforce training

• Make all businesses more aware of
  • How strong company carding policies are
  • How well their employees are doing their job

• Improve community safety

• Could save a business from selling to a minor and being sued
Policy

• Have company policy explanation and suggestions in application paperwork

• Have businesses submit company policy with initial paperwork

• Managers should be required to see any ID that has a red bar or DOB of 1996

• TopShelf will have manager policy page tool on website sometime in the first quarter 2017

• Keep employees that do are doing a good job
Training

• Specific training on proper carding techniques

• TopShelf has online options called Minors: Reducing a Major Liability

• This can be done through MDC or KPD at a very reasonable rate for the user.

• The biggie with training - Training is TAX DEDUCTIBLE and fines are not
Look FIRST for any “UNDER 21 UNTIL” Information if available!

If none is available move on to the Date of Birth specifically the __________ of birth.
- Lamination
- Doctored around picture
Year of Birth

1997

1996

Year of FEAR

Know today’s Born on or Before Date!

1995

or earlier

or later
Fake Holograms

Genuine Secure Authentication
The Beer Board

- Beer boards are the parents of beer license holders
- Consistency matters
- Fines and other requirements show businesses the seriousness of selling a legal drug.
“Beer is proof that God loves us and wants us to be happy.”

–Ben Franklin
ALCOHOL COMPLIANCE
WE SUPPORT TRUST IN THE TRANSACTION.
MOTIVATION FROM A FRIEND

- Negligence
- Fake IDs
- Accountability
WE ARE THE FIRST, AND THAT'S OK

- Bottom Up and Top Down
- We Create Transparent Accountability
- BUSTED! 91%
- Who and What Else?
- It’s all about the BIG picture
TEAM

THE SQUAD

- Charlie J. - CEO and Founder. Eagle Scout, and (ex) TTU Student and NCAA Athlete.


- Jonathan B. (JonB) - Head Data Analyst. Recent TTU Grad, and Corgi Owner.

- Jonathan Z. (Zigler) - App Design Expert. TTU Student, and NASA Intern. 10ft rocket in his apartment.
