



Meeting Minutes

February 2004

Contact Information:

Tammy Loew
Student Wellness Office
601 Stadium Mall Drive
West Lafayette, IN 47907-1826
Phone: 765-496-6780
Fax: 765-496-1227
Email: tflowe@purdue.edu

Attendees:

Dan Adams , Where Else?/Wabash Yacht Club	Tammy Loew , Student Wellness Office
Jeffrey Barkee , Neon Cactus	Doug Lovett , Where Else?
Pam Beer , Century Council	Brian Lowe , West Lafayette Police
Jen Bushore , Governor's Commission	Nancy Maylath , Student Wellness Office
Jim Cochran , Neon Cactus	Jo Micon , CAPS, Purdue
Sheila Cochran , Neon Cactus	Steve Misenheimer , Chumley's Beer House
John Cox , Purdue Police Department	Jan Mills , Mayor, West Lafayette
Steve Dietrich , Purdue Police Department	Sandy Monroe , Office of the Vice President for Student Services, Purdue
Maria Drake , CATS, Purdue	Brandi Nichols , Panhel Risk Management
Paul Glasser , Exponent	Nando Perez , SmokeFree Purdue
Marty Green , CAPS, Purdue	Coral Potts , Neon Cactus
Marc Gretencord , A.J. Wingers	Derrick R , Wabash Yacht Club
Rob Hall , A.J. Wingers	Kevin Scanlon , Where Else?
Tony Hawkins , Office of the Dean of Students	Ruth Ann Smolen , School of Nursing, Purdue
Seth Heiss , Where Else	Dan St. John , Village Bottle Shoppe
Jessica Hoffman , Purdue Student Government	Jean Carlos Vargas , Where Else
Lisa Hutcheson , Indiana Coalition to Reduce Underage Drinking	Sara Venn , PSG/Harry's
Chris Leroux , West Lafayette Police	Rick Walker , Tippecanoe County Sheriff's Department
Jim Lewis , Indiana State Excise Police	

Survey/Signs:

Tammy Loew discussed the signs/posters that are available to members of the Coalition. The newest sign addresses the financial aspects of receiving a DUI. These are available by contacting Tammy at her office.

Also, she discussed the survey that members filled out at the last meeting. Members identified the top issues that the Coalition should address: fake IDs, other policy issues (such as impaired driving, Breakfast Clubs, safe transportation), student issues (dangerous drinking, etc.) and

improved communication. We are continuing to evaluate the best way to make this a meaningful experience for all parties involved.

Purdue Student Government:

Jessica Hoffman updated the late-night bus rides in the Village area. They asked the Administration for an expansion and increased hours of CityBus. The Administration agreed to do so on a probationary basis for this semester. Preliminary data suggests that the number of riders have more than tripled since the implementation to the CityBus routes. A question was raised as to whether the route could pull directly into the strip mall area that houses the Neon Cactus. PSG is checking into that possibility.

Project Ace:

Lisa Hutcheson of the Indiana Coalition to Reduce Underage Drinking (ICRUD) discussed this statewide initiative that involves training police officers to carry out compliance checks. Young people work with officers to see if they can purchase alcohol. Ten locations were visited in Lafayette in November, and four of the ten, sold alcohol to minors. Checks will continue throughout the year. Project ACE is a tool and resource for the community and helps retailers monitor how employees follow procedures. The Coalition for a Safe and Drug-Free Tippecanoe County places congratulatory messages in the *Journal and Courier* for those retailers who are in compliance.

SmokeFree Purdue (SFP):

Nando Perez described the work of the SFP project. Last spring, the Boiler Room hosted the first smoke-free bar night in the Village. SFP is interested in working with the bars to promote additional smoke-free nights this year. SFP understands the hesitancy of some businesses to try smoke-free nights; however, Perez noted the success of smoke-free establishments like Scotty's.

Indiana State Excise Police:

Jim Lewis circulated a sign-up sheet for a combined server/seller training, which will be held several weeks before Grand Prix weekend. Interested parties can contact his office at 447-7066. Jim also discussed the sentencing of a young man who had created numerous fake i.d's in this community. The individual has cooperated with authorities. Because of the fake i.d's that are being created by new technologies, Jim urged businesses to stay up on training. Some i.d's that warrant closer attention are: CT, NJ, KY, MI, and VA. Lewis encouraged all to be careful about sales to intoxicated persons.

Century Council:

Pam Beer helped our community with the Rapid Response to Underage Drinking project in 1999. She consults for the Century Council, NHTSA, Governors' Highway Safety Association, AAA, MADD. Beer noted that the Century Council has many free materials for schools, campuses, and retailers. Some of the Century Council programs of interest include:

- "65% Campaign" – a new campaign for point-of-sale
- Hard core drunk driving legislation initiative
- "Cops in Shops" – Law enforcement officers pose as employees and apprehend underage youth or adults in parking lot who buy for youth. According to Beer, doing this program sporadically will get out the word to youth.
- "Blood Alcohol Educator" – This mini-CD includes a virtual bar and educates about legal limits and how alcohol works in the body. 70% of Americans don't know legal limit for drunk driving. A specially-equipped van can be brought to the community/campus prior to special events to focus on these issues.