



MECKLENBURG COUNTY ALCOHOLIC BEVERAGE CONTROL BOARD OF DIRECTORS MEETING MINUTES

July 19, 2011 @ 12:00 Noon

3333 North Tryon Street Charlotte, North Carolina 28206

DIRECTORS: Cleveland Edwards, Chairman

Angeles Ortega-Moore, David Conway and via teleconference Jerry Hwang

STAFF: Chief Executive Officer Paul Stroup

Chief Financial Officer Mike Tully; Law Enforcement Division Director Mike Crowley; Human Resource Director Laura Sherer; Operations Director Jason Hughes; Education/Community Relations Director Mary Ward and Administrative Assistant Dawn Carey

GUESTS: Dr. Ricky Woods, Beryl Miller and Patsy Burkins, First Baptist Church West Community Services Association; Spencer Thompson, Howard Phillips

ITEMS OF BUSINESS DISCUSSED AND ACTION TAKEN:

Chairman Edwards called the meeting to order.

I. CHAIRMAN REPORT

Motion was made by Director Ortega-Moore, seconded by Director Conway and unanimously carried approving the June 21, 2011 meeting minutes.

Future meetings were confirmed for August 16 and September 20, 2011.

Ms. Ward introduced members of the First Baptist Church West Community Services Association: Dr. Ricky Woods, Beryl Miller and Patsy Burkins. An ABC grant partner for the last two years, the FBCW Community Services Association has developed an innovative program, "I Know Somebody", to educate young people on the effects of alcohol through social media. Dr. Woods gave a brief overview of First Baptist Church West and its history of community involvement. Ms. Miller outlined the different components to the program. Ms. Burkins concluded by giving a presentation introducing the newly developed website that supports the "I Know Somebody" program.

Chairman Edwards thanked the members of the First Baptist Church West Community Services Association for demonstrating how Board dollars continue to make a difference in the community.

(Director Hwang joins the meeting via teleconference)

II. STORE OPERATIONS

Mr. Hughes reviewed the June, 2011 sales report.

Due to increased sales at the newly opened Indian Trail ABC store, Store #2, 3124 Weddington Road has seen a decline in sales. The Board discussed ways to combat the decline in sales. Director Ortega-Moore suggested installing the video station that highlights product information as well as drink recipes. Management will look into options for improving sales at this location.

III. FINANCE

Mr. Tully reviewed the June, 2011 financial highlights. Director Conway requested when variances reach 10% and/or \$5,000 above or below budget an explanation will be given.

Mr. Tully reviewed the timetable for fiscal year 2011 audit timetable. The Board's audit committee will meet prior to the board of directors meeting, September 20, 2011 at 10:30 a.m.

IV. ALCOHOL EDUCATION

Ms. Ward reviewed the June 2011 activity report.

Chairman Edwards commended Ms. Ward on the recent article in the Charlotte Observer highlighting the Alcohol Education Grant Program.

As follow-up from the Board's June 2011 meeting, Ms. Ward requested the Board approve raising the individual organization award amount from \$30,000 to \$50,000.

After discussion, motion was made by Director Conway, seconded by Director Ortega Moore and unanimously carried approving raising the individual organization award amount from a maximum of \$30,000 to a maximum of \$50,000 beginning FY 2013.

V. LAW ENFORCEMENT

Mr. Crowley reviewed June, 2011 activity reports.

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VI. MANAGEMENT

Mr. Stroup reported the new South Boulevard store is now open.

Mr. Howard Phillips presented and discussed site plans and aerial views of Callabridge Landing. The board will hold a special meeting August 9, 2011 at 4:00 p.m. to approve the construction budget for Callabridge Landing.

Mr. Stroup reviewed highlights of year 2011 as well as objectives for year 2012.

The Board discussed ideas for scaling back board meeting booklets. Suggestions were made to eliminate notebooks and forward information electronically, reducing the amount of information reported, or presenting information that only requires an action. Chairman Edwards challenged staff to come up with ideas for recommendation to the Board.

There being no further business, the meeting adjourned at 1:48 p.m.

Cleveland Edwards, Chairman