



# MECKLENBURG COUNTY ALCOHOLIC BEVERAGE CONTROL BOARD OF DIRECTORS MEETING MINUTES

September 21, 2010 @ 12:00 Noon  
3333 North Tryon Street Charlotte, North Carolina 28206

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*DIRECTORS: Cleveland Edwards, Chairman*

*Angeles Ortega-Moore, David Conway and Harry Lomax*

*STAFF: Chief Executive Officer Paul Stroup*

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

*GUESTS: Howard Phillips, HMP Service; Keith Falls, Edwards Falls and Renegar PLLC*

## ITEMS OF BUSINESS DISCUSSED AND ACTION TAKEN:

Chairman Edwards called the meeting to order.

### I. CHAIRMAN REPORT

Motion was made by Director Conway, seconded by Director Ortega-Moore and unanimously carried to approve the August 17, 2010 meeting minutes.

Future meetings were confirmed for October 19 and November 16, 2010.

There were no presenters for public comment.

### II. STORE OPERATIONS

Mr. Hughes reviewed the August 2010 sales report.

Mr. Hughes informed, with the consensus of the board, all stores will close at 6:00 pm on Christmas Eve.

### III. FINANCE

Chairman Edwards, Director Ortega-Moore and Mr. Tully met with Mr. Falls and reviewed the findings of the FY10 audit report. Chairman Edwards reported both he and Director Ortega-Moore found the report to be well organized, informative and complete with no financial discrepancies.

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Director Conway questioned whether the “unexpected audit procedures” could be implemented on a yearly basis. Mr. Falls advised that unexpected audit procedures are required by government auditing standards each year; however, this year credit cards were selected and audited to a greater extent due to recent board publicity.

Motion was made by Director Ortega-Moore, seconded by Director Lomax and unanimously carried to accept the auditor’s report as presented.

Mr. Tully reviewed the August 2010 financial highlights.

### IV. ALCOHOL EDUCATION

Ms. Ward reviewed highlights from the August 2010 Activity Report.

Ms. Ward noted two important dates for the board’s awareness:

- Sunday, September 26, *The Charlotte Observer* will include in their distribution the board’s ad in the *Living Here* magazine. The board has placed messages inside this publication for the last three years. Distribution is expected to reach over 150,000 households and also will be placed with the Charlotte Regional Visitors Authority and select relocation realtors.
- Thursday, September 30 at 11:30am at the Westin Hotel, Anuvia’s annual awards luncheon
- Tuesday, October 12 at 7:30pm inside ImaginOn (300 East Seventh Street), The Children’s Theatre of Charlotte’s play *The Ice Cream Man* will be performed

The FY’10 Alcohol Education Grant Program Final Evaluation was presented to the board and a slide presentation highlighting grant partner, The Twelfth Step Service Club, was shown demonstrating how funds were utilized for building improvements.

Ms. Ward shared the final evaluation report which included an awarded balance of \$1,941.40 for services that were unable to be reimbursed. As set forth in years past, Ms. Ward requested board approval for the remaining balance to be awarded as part of the FY’12 Alcohol Education Grant Program.

Motion was made by Director Conway, seconded by Director Lomax and unanimously carried authorizing management to include the remaining balance of \$1,941.40 in the FY’12 Alcohol Education Grant Program awards.

### V. LAW ENFORCEMENT

Mr. Crowley reviewed highlights from the August 2010 law enforcement activity Report.

Mr. Crowley gave an update on the progress the law enforcement division is making as it relates to the new strategic plan approved by the board in November 2009.

## VI. MANAGEMENT

Mr. Stroup discussed details from his attendance at the September 8 Mecklenburg Board of County Commissioners meeting. New legislative changes require the boards appointing authority to approve certain items:

- law enforcement reporting
- financial reporting/budget process
- general Manager/CEO compensation
- employee bonding
- travel policy
- board of director's compensation

All items were approved by the Mecklenburg Board of County Commissioners as presented and forwarded to the North Carolina ABC Commission.

As a reminder, October 21 at 7:00 a.m. there will be an employee meeting, to be held at the Charlotte Mecklenburg Police Academy (Main Auditorium), 1770 Shopton Road, Charlotte, North Carolina. All board directors are invited and encouraged to attend.

As a matter of information for new board directors, Mr. Stroup gave a comprehensive overview of the Construction Manager at Risk approach the board currently uses for its construction development. Chairman Edwards suggested the board review this approach in the near future to re-open the process for bidding.

Mr. Stroup presented drawings for the newly proposed South Boulevard store provided by Neighboring Concepts. The design gives a visual concept of taking the building from its current restaurant look to that of the ABC store prototype.

## VII. CHAIRMAN'S REPORT

Chairman Edwards tasked management with developing a five-year strategic plan. Fellow board directors supported Chairman Edwards' directive. Director Ortega-Moore suggested beginning the planning process once the vacant board seat is filled. Mr. Stroup suggested engaging an outside facilitator to assist with the process. The planning process is tentatively tabled for Spring 2011.

Chairman Edwards posed the possibility of marketing gift cards. Ms. Ward shared background information of the ABC gift card and the guidelines of marketing in accordance to the North Carolina general statute.

Chairman Edwards suggested to staff implementing new ideas for a new look to the website and redesigning the distribution poster. Ms. Ward noted she is currently working on both items.

Chairman Edwards offered the board's condolences to Director Lomax during the loss of his father.

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There being no further business, the meeting was adjourned at 1:58 p.m.

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Cleveland Edwards, Chairman