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**MINUTES OF THE**  
**SANTA FE COUNTY**  
**DWI PLANNING COUNCIL**

**November 8, 2012**

**Santa Fe, New Mexico**

This meeting of the Santa Fe County DWI Planning Council was called to order by Chair Allen Steele at approximately 9:00 a.m. on the above-cited date at 2052 S. Galisteo, Santa Fe, New Mexico.

The following individuals present:

**Members Present:**

Allen Steele, Chair  
Richard De Mella  
Lisa Wooldridge

**Member(s) Absent:**

Grace Quintana-Trujillo  
Donna Bevacqua-Young  
Glenn Levant  
Vivian Nelson  
[Two vacancy]

**Staff Present:**

Lupe Sanchez, DWI Program Coordinator  
Peter Olson, DWI Program

**Others Present:**

Ramona Flores-Lopez, SFUDPA  
Maire Claire Voorhees, SFUDPA  
Shelley Mann-Lev, SFUDPA  
Victor Rodriguez, NMDPS, SID  
Ron Crow, SFSO  
Tom Starke  
Lisa Giuffra, SFUDPA  
Loralee Freilich, DWI Educator  
Jennifer Romero, SFC Teen Court



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

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Those present introduced themselves.

Deputy Marcella Salazar )  
Witness My Hand And Seal Of Office  
Geraldine Salazar  
County Clerk, Santa Fe, NM

- III. **Approval of the Minutes**
- IV. **Approval of the Agenda**

Lacking a quorum, no action was taken.

**V. Matters from the Council**

- A. Follow-up from previous meetings**
- B. Other matters from the Councilors**
- C. Approval of Recruitment Committee**

Mr. Sanchez said the Law Enforcement Committee will meet following the Recruitment Committee meeting on November 16<sup>th</sup>. The Recruitment Committee will be provided packets to review the candidates for the Council. Resumes are to be kept confidential. He said he would be checking for a Native American representative to serve on the Council.

Chair Steele invited interested parties to contact Mr. Sanchez and hoped a young person would step forward to serve. He announced that Vivian Nelson has resigned.

Ms. Wooldridge asked the status of the strategic plan amendments. Mr. Sanchez said Ms. Lis was working on them. Additional data has been collected from the Department of Health and a request for data from the Traffic Safety Bureau was recently issued.

**VI. Action Items**

- A. Approval of Recruitment Committee**

Lacking a quorum, no action was taken.

**VII. Informational Items**

- A. Coordinator's Report**

Mr. Sanchez referred to his report within the Council's packet. He provided the following highlights:

- Negotiations with three prevention service providers is underway
- Prevention services continue to be provided to the Pojoaque School District – including curriculum on bullying curriculum and making good choices
- A multi-agency checkpoint and saturation patrol were conducted on October 27<sup>th</sup>
- Santa Fe County LDWI funded the officer overtime for the checkpoint and saturation exercise
- A press conference to kick off the fall public awareness campaign is scheduled for November 19 – “Who’s picking you up tonight?”

Cpl. Crow said this was the first experience combining the checkpoint and saturation patrol with three hours for each. Two out of the six DWI arrests came from the checkpoint.

Mr. De Mella said the results were promising in that over 300 cars were stopped and only six arrests made: “People aren’t drinking and driving.”

Mr. Olson distributed copies of the fall campaign material – bus posters, coasters, magnets, gas station pumps, etc. and said there would also be ongoing radio spots. The telephone number of the cab was included. This campaign is not in Spanish but staff is aware of the need to reach the recent immigrant population.

Sgt. Rodriguez recommended radio spots in Spanish. Ms. Freilich noted that her stickers are in both Spanish and English. She recommended adding "drugs" to the copy.

Sgt. Rodriguez suggested the use of social media, adding many establishments have their own Facebook sites.

Mr. Sanchez reported on the LDWI conference he attended. The application is due February 15<sup>th</sup>. The application will be presented to this Council and requires BCC approval.

Mr. Sanchez said at this point no report before the BCC has been scheduled.

**B. Committee Reports**

Chair Steele said he hoped that committees will be meeting every other month to meet the goals of the strategic plan.

**C. City Councilor Dominguez- Overlay Zone Alcohol Initiative**

Postponed awaiting the Councilor's arrival

**D. Retailing Project Report**

Lisa Giuffra, Santa Fe Retailing Project's coordinator, referred to a packet of information provided to the Council [*Exhibit 1*]. She thanked the County and Council for their tremendous support in this project. She acknowledged her team members who worked on the project and gave special thanks to Mr. Olson and Sgt. Victor Rodriguez.

Ms. Giuffra said there was excellent publicity on the project and commented that Channel 13, KRQE, conducted a special investigative report on the project. The packet includes a summary, result material broken down by location, tip and training information, data collection and miscellaneous documents. She said they strive to document well and communicate their findings.

Ms. Giuffra said 125 compliance inspections were conducted at 19 bars and restaurants and 53 package liquor/off-premise establishments. Of the 53 off-premise sites, five or 9 percent agreed to sell to a pseudo-intoxicated mystery shopper during both of the inspections. Fourteen or 26 percent sold one out of the two times and 62 percent refused to sell on both occasions. The Retail Project is working and fewer sales are being made to intoxicated individuals.

Ms. Giuffra said this was the project's first time to work on-premise. Twenty-one percent agreed to sell with 79 percent refusing the sale. The issue of over-service became apparent with patrons stumbling out the door. She said they will be working on training regarding over-service.

Mr. De Mella said since the Gin Mill was cited, they limit drinks to four. Ms. Giuffra said four drinks affects people differently.

Mention was made of miniatures being sold and that some retailers keep them in the freezer for immediate consumption. Mr. De Mella said while there is no law against it, it is clearly dangerous.

Ms. Giuffra said the project promotes education, training, recommended practices and the layout of the store. She discussed the benefits of the program and described how it works. She mentioned that along with notification to the site, the owner of the liquor license and corporate entity are advised of the results. Law enforcement has the details of the project while it is ongoing.

In regards to what an individual can do when they see someone over-served, Sgt. Rodriguez said report it; unfortunately there are too many licensees and not enough SID agents. He said there were over 2,000 statewide licensees and 15 statewide agents. His division is monitoring parking lots of off-premise sites where buys are made for an intoxicated individual.

Ms. Giuffra said most people want to do the right thing. Dialogue with retailers and corporate entities has been very courteous. She said the Project wants to support the retailers and help them in a respectful manner.

**E. DWI Conviction Rates**

Mr. Sanchez said the Administrative Office of the Courts has been tracking DWI conviction rates in District and Magistrate Courts for seven years. The data, provided within the packet, outlines the conviction rates showing District Court rates are holding steady. However, the Magistrate Court has a less than 50 percent conviction rate. Staff will be meeting with the Magistrate Court representatives to determine whether County staff can assist them. He mentioned a large turnover in DAs as a factor. Representatives will be invited to serve on the Law Enforcement Subcommittee.

Sgt. Rodriguez explained how many cases are dismissed in Magistrate Court and automatically sent to District Court.

**VIII. Matters from the Public**

Ms. Giuffra announced that the DWI March of Sorrow is scheduled for February 20, 2013 at the State Capitol starting at noon. The march is followed at 1:00 p.m. by DWI Awareness Day at the Roundhouse with a press conference.

**V. C. City Councilor Dominguez- Overlay Zone Alcohol Initiative**  
[Exhibit 2: SW Santa Fe Area Planning Initiative]

Ms. Mann-Lev said the area in question is the Airport Road area and Councilor Dominguez is focusing on this area which is the fastest growing and has an incredible density of families. She said the area contains a great deal of open land and this initiative provides the opportunity to create a community for the area.

The Councilor's concern is preventative so the area is not clustered with alcohol establishments. The initiative addresses many issues. Using a map, Ms. Mann-Lev described the

boundaries and located the area within the County and City. The area is 4.5 square miles and made up of 78 percent Hispanics, 34 percent under the age of 17.

Councilor Dominguez apologized for his late arrival. He said the City's General Plan speaks in a vague manner about general health of the community. The initiative is focusing on requiring that new development prove it will promote general health. He said he wants to reach out to the community and get their involvement. The area lacks community-based efforts.

Ms. Mann-Lev said four alcohol-related policies are being developed in the community: 1) limit density, no new alcohol sales within 1,000 feet of where a currently permitted establishment is already selling alcohol; 2) restrict advertising, no alcohol advertising within 500 feet of places where children congregate; 3) ban miniatures, no sales of single-serve liquor bottles; and 4) maintain a higher standard of segregated sales, alcohol sales must be in a separate area of the business with a separate cash register.

Ms. Mann-Lev said these policies need support and she asked the DWI Council to do so. She said these policies are research-based approaches to changing the alcohol environment to limit the harm of alcohol.

Councilor Dominguez said the initiative will be presented to the community via ENN on November 15th, at the Southside Library at 6 p.m. The City's Planning Council will hear the initiative December 6th and it will go before the City Council in a public forum on January 9th.

**VIII. Action Items**

**A. Agenda Items for the Next Meeting**

Items not acted on today will be forwarded to the December meeting.

**IX. Announcements**

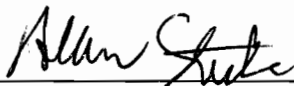
**A. Next PC meeting December 13 6, 2012, 9:00 to 10:30**

Following discussion, the meeting date was changed to the 6th.

**X. Adjournment**

This meeting was declared adjourned at approximately 10:30 a.m.

Approved by:

  
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Allen Steele, Chair  
DWI Planning Council

Submitted by:

Karen Farrell, Wordswork