

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

**July 10, 2014**

**Santa Fe, New Mexico**

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

A quorum was achieved with the following members present:

**Members Present:**

Tom Starke  
Erica Abeyta  
Richard De Mella  
Loralee Freilich  
John Mowen  
Leah Tafoya

**Member(s) Excused:**

David Saldivar

**Staff Present:**

Lupe Sanchez, DWI Program Coordinator  
Diolinda Roybal, DWI Prevention Specialist

**Others Present:**

Jack Hiatt, City of Santa Fe, DWI Forfeiture Program Hearing Officer  
Christa Kongs, CSV Nurse, MSN student Western Government University

Those present introduced themselves.

**III. Approval of Minutes**

**February 13, 2014:** Upon motion by Mr. Mowen and second by Mr. De Mella, the minutes of the February 13, 2014 meeting were unanimously approved by voice vote.

**April 12, 2014 & June 12, 2014:** These study session minutes were accepted by consensus.

REC'D BY: [illegible]

#### **IV. Approval of Agenda**

Mr. De Mella moved to approve the agenda as published. Ms. Tafoya seconded and the motion passed by unanimous voice vote.

#### **V. Matters from the Council/Action Items**

##### **A. Follow-up from Previous Meetings**

Mr. Sanchez recalled that at the previous meeting Mr. Mowen spoke about the community survey and a proposal has been forwarded to the DWI Program to fund the follow-up on the evaluations. Mr. Mowen said he is working with a subcommittee of the Santa Fe Behavioral Health Alliance that has developed a survey to investigate individuals who have gone through the criminal justice system and are now on probation parole. The survey is to gather their perception of the system with a focus on quality and satisfaction with their experience. The evaluation includes police, hospital, probation parole, legal services, and judges. Highlands University is serving as the institutional review board and has approved the survey which at this point could be considered a pilot project with 10 individuals who have demonstrated high rates of recidivism and 10 individuals with a low rate of recidivism. The idea is to give these individuals a voice.

Mr. Mowen said this is an important survey comparing perceptions of the various parts of the criminal justice system. He outlined some of the questions noting that the survey includes individuals who have been through the DWI program and provides relevancy to the Council's work.

Chair Starke said there is an existing survey that DWI offenders complete and where appropriate that can be used for comparison. Mr. Mowen said there appear to be a great many surveys being conducted and the overlap of those surveys should be reviewed. Data from the probation parole survey will be combined with the new data.

Ms. Freilich asked whether there were questions to ascertain the alcohol consumption practices of the respondent's family. Mr. Mowen said this survey focuses on the individual's perceptions of the criminal justice system and while he recognized Ms. Freilich's concern as important it was not within the scope.

Chair Starke said Impact DWI conducts a survey that includes family-related DWI questions.

A suggestion was made to review available survey analysis through DOH and DOT.

Mr. De Mella said information regarding whether the offenders have children was important to know because many of those children end up in Juvenile Probation and Parole Office because of the family's dysfunctionality.

Ms. Freilich advocated a group therapy meeting with the families and mentioned a counselor with Acorns to Oaks.

Chair Starke recommended dedicating an entire meeting to the family relationships vis-à-vis with alcoholism. He suggested inviting someone with expertise in the family aspect to

discuss the issue. Ms. Tafoya said in the past Teen Court included parent participation. Jennifer Romero from Teen Court and Ted Lovato were mentioned as speakers.

**VI. Information Items**

**A. DWI Plan – status update**

Mr. Sanchez said reviewing the plan on a regular, perhaps quarterly basis, will keep the program on track. The strategic plan was developed a couple years ago and serves as a guiding tool for directing the program and advancing the achievement of the Council's goals. He reviewed each of the five key areas/overarching goals, their associated objectives, outcomes and the plan to address the goal; i.e., strategic priorities, timeframe, responsibility, milestone and whether that priority has been met or is still in progress.

The five key areas are: 1) Reduce DWI and drugged driving incidents in Santa Fe County resulting in fewer crashes, injuries and fatalities; 2) Reduce DWI recidivism through evidence-based sanctions and increased offender compliance; 3) Increase perceived risk of arrest for DWI and driving with a revoked license for DWI; 4) Use evidence-based strategies to reduce underage drinking and drug use and early initiation of alcohol and drug use; and, 5) Collaborate with the Santa Fe County HPPC and other community partners to reduce alcohol abuse among adults.

Regarding Goal 2, a discussion ensued about offenders' mug shots or information on the social media would be helpful as a way of alerting the community to their problem and including a shame factor. Meeting with the judges was mentioned as another important communication component.

It was mentioned that the Indian communities must be included in the education and again social media was suggested as a good avenue to penetrate the community.

Ms. Abeyta mentioned there are career consequences to receiving a DWI conviction and that should be used as a deterrent.

Firestik, the new advertising agency, was lauded for the SaFe campaign.

A subcommittee consisting of Council members Abeyta, Tafoya and Starke will meet with Firestik to discuss the use of social media.

Also highlighted during the review was the importance of aligning the social host (serving alcohol to minors) projects with the City, recognizing the power of the alcohol industry; re-engaging on the Airport Road dispensary issue; participating/funding Restorative Justice program; and, leveraging with UNM in surveying college students.

Item VI. A. I, Additions to the plan, was postponed until the next meeting.

Chair Starke expressed the Council's appreciation of Mr. Sanchez and his staff for their tremendous work especially in their work with law enforcement.

## **B. Coordinator's Report**

Mr. Sanchez discussed the CDWI Grant which is all earmarked for law enforcement with the majority of it going to overtime. The City Police, State Police and County Sheriff will receive \$10,000 a piece; Pojoaque Pueblo, \$5,000 and SID \$5,000. The remaining \$2,000 will be used for lapel cameras and safety lighting for checkpoints.

Chair Starke said all law enforcement in the state will be wearing lapel cameras. There is a battery-operated lighting system that is much easier to set up than the generator-based ones being used now. This should make the checkpoints safer and easier to operate.

Ms. Kongs said the hospital screens patients for alcohol abuse. Chair Starke recognized the screening as a good way for the hospital to help the community.

There was Council consensus to approve the CDWI Grant distribution.

The novelties produced by Firestik were distributed and Mr. Sanchez described their purpose to enhance awareness of the DWI issues. Some of the local bartenders will be wearing t-shirts and using coasters with the SaFe logo. A few County vehicles have been wrapped with the DWI message.

A suggestion to hand out Firestik DWI printed material to cars at the checkpoints, and insert items in the freshman packets and/or bookstore bag inserts at the local colleges.

Mr. Sanchez said Firestik is interested in expanding to social media and has secured time with Hutton Broadcasting for radio advertising, window space at Santa Fe Place mall and YouTube. There is a pilot mass text message project that will go out to DWI offenders alerting them of saturation patrols and checkpoints.

DWI night at the Santa Fe Bandstand is Thursday, July 17<sup>th</sup>.

## **VII. Miscellaneous**

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

- Invite representatives of family alcohol related programs
- Dashboard discussion – statistics and rise in crash numbers
- Invite Firestik to discuss their campaign
- Discuss the hospital screening program, Christine Carmichael
- Social media subcommittee report
- Consider Juvenile Justice on the September agenda
- DWI Plan - additions to the plan

The next meeting was scheduled for July 10<sup>th</sup>.

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**B. Public Input**

Ms. Kongs said she appreciated the Council's work and looked forward to attending meetings in the future.

Mr. Hiatt said he was impressed with the achievements of the Council.

**VIII. Adjournment**

Having completed the agenda and with no further action to come before the Council, Chair Starke declared this meeting adjourned at approximately 10:35 a.m.

Approved by:



Tom Starke, Chair  
DWI Planning Council

Respectfully submitted by:



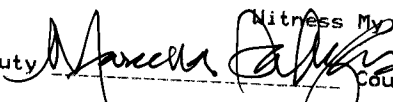
Karen Farrell, Wordswork



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

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I Hereby Certify That This Instrument Was Filed for  
Record On The 19TH Day Of August, 2014 at 09:34:48 AM  
And Was Duly Recorded as Instrument # 1743854  
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Witness My Hand And Seal Of Office  
Deputy  Geraldine Salazar  
County Clerk, Santa Fe, NM