



ALCOHOLIC BEVERAGES ADVISORY BOARD

Marc Elrich
County Executive

Meeting
Tuesday, March 10, 2020
Alcohol Beverage Services' Meeting Room
201 Edison Park Drive, 1st Floor, Gaithersburg, MD 20878

Minutes

Members and Staff Present: John Gaughan, Chair; Juliana Levitt, ABAB Member; Jayme, Derbyshire, Montgomery County Police Department; Susan Heltemes, BLC; Robert Dorfman, Director, ABS; Ron Price, Licensing, Regulation and Education; ABS, Kathie Durbin, Licensing, Regulation and Education; ABS and Evelin Chavez, ABS Liaison.

Absent: Lt. Ruane & Vernon Ricks

John Gaughan order that the January 2020 meeting minutes be approved at the next meeting.

Evelin Chavez, ABAB Update:

Ms. Chavez gave an update on the two (2) board vacancies. The vacancies were announced on January 8th and closed on January 29th. Three individuals applied for the vacancies, and two were interviewed. The applicant that was not interviewed was not interviewed because they are a Class B holder and that vacancy is already occupied. A recommendation memo was sent to the County Executive and at this point we are just waiting to hear back. The new ABAB members were appointed on Tuesday, April 14, 2020.

Kathie Durbin, ABAB Member:

Ms. Durbin announced that Alert training has increased tremendously. LRE has been working on enhancing technology. Trainees will now be able to answer questions in real time by using clickers. The new system will capture and save data to later be analyzed.

Ms. Durbin shared that the Keeping it Safe (KIDS) Coalition event will take place on Monday, May 11, 2020. She also informed the board members that LRS has also started working with another coalition prevention group. The hope is to partner and start a new venture.

Ms. Durbin recently attended a summit in Seattle, Washington where she participated on 2 panels representing the county. Alcohol Beverage Services will partner with the Responsible Hospitality Institute (RHI) in convening the forum for cities in Montgomery County to focus on harnessing the economic and cultural contributions of events and social venues while minimizing alcohol-related harm, impacts on public safety and disturbances to quality of life.

John Gaughan, ABAB Member:

Mr. Gaughan made a comment about the work the inspectors and police officers put into compliance checks. He said we often times get lost in comparing ourselves to other areas but wanted to point out that he is very proud of all the work done by LRE and the police department because it clearly reflects on the reduced number of safety events that take place in the county.

Mr. Gaughan gave one of the ABAB applicants, Brett Robinson, as an example of the outstanding work LRE does in helping licensees through the application process. Mr. Robinson is one of the Co-Founders of the Silver Branch Brewing Company that started with 12 employees and how now more than doubled in staff. Mr. Robinson shared his personal experience in terms of dealing with ABS and how much help he received during his license application process.

Susan Heltemes, BLC Update:

Ms. Heltemes made a comment about the Inspector General over seeing the school system. She believes that this will be helpful and a cost savings measure in the future.

Robert M. Dorfman, ABS Update:

Mr. Dorfman briefly talked about the difference between the license application process in Maryland and Virginia. As a previous business owner, he remembers having minimal voluntary training being offered, but not mandatory like Montgomery County. We have other jurisdictions that look at our model because of how effective we are.

The department is in the process of completing the rebranding of our retail stores with a consulting company. The last part is to come up with a name for our stores. As we develop a name, we also want to make sure that we trademark and protect it. The department had a name in mind but a business in the Kentland's recently opened a restaurant with a similar name, so we had to brainstorm other names.

During the process we were told trademarking and protecting the name required that we hire a trademark attorney. The majority of the county council agreed to retain an outside trademark attorney. While working through this process someone suggested that Mr. Dorfman meet with all councilmembers to provide them with an update with what is happening at ABS. Mr. Dorfman met with Sidney Katz last week and is scheduled to meet with all but two of the councilmembers later on this month. During these meetings he will be distributing a FY20 snapshot of what was transferred in FY19, the warehouse total sales from January 2019 to January 2020, and the retail store sales year over year. Mr. Dorfman provided the board members with a copy of the handout for their records.

During the discussion Mr. Gaughan asked if there is any correlation with the numbers and the numbers improving? In other words, do employees get recognized if the goals are met? Mr. Dorfman explained that the department has an Employee of the Year program that recognizes employees for their hard work and dedication. The department is also looking into a gainsharing program. The department is willing to share the savings with the employees when it can prove it is savings in different areas. The plan is to start this program with the warehouse.

Jayme Derbyshire, Montgomery County Police Update:

Officer Derbyshire shares that at this time the department has about 100 checks left to complete before July 2020. DUI numbers are about the same as they have been. Montgomery County Police is currently working on trying to pass a bill that would make a DUI offense a felony, but there is some pushback from the General Assembly.

Most DUI offenders are usually over the age of 21. So far there have been 9 fatal accidents this year so far and 2-3 were alcohol related. Officer Derbyshire believes that DUI court would be helpful for repeat offenders. We don't have felony laws that allow offenders to get the help they need.

Montgomery County Police is working with cannabis patients, as the total number of certified patients continues to increase. Officers usually do not check for cannabis but currently looking to pilot a 2-year road side testing program to reduce the number of individuals driving under the influence.

Next Meeting:

The next meeting of the ABAB is scheduled for Tuesday, May 12, 2020 at 9:00 a.m.

Adjournment:

There being no other business before the Board, the meeting was adjourned at 10:347 a.m.