

**Alcohol Wellness and Responsibility Education Corporation**  
**Regular Meeting**  
**Frankfort, KY**  
**January 29, 2025**  
**1:00 PM**  
**Meeting Minutes**

1. **Welcome and Introduction:** The meeting was called to order with a quorum present at 1:05 pm. Members in attendance: John Stout, Allyson Taylor, Eric Gregory, Haley Day (SOS), Brystin Denguessi Kwin, Tate Russell, Kirsten Fields, David Noel (APA), Taylor Payne, Rep. Mike Clines. Industry partners in attendance: Brad Oakley, Chris Nolan, Sara Barnes, Jason Baird, Gene McClean. Guests: Ashley Hinton, Carla Jordan, Jason Feddersen, Martha Whitaker, Rob Roberts.
2. **Approval of the September Meeting Minutes:** Motion to approve the minutes made by Eric Gregory, seconded by Allyson Taylor, and passed by voice vote.
3. **Financial Update:** John Stout delivered the financial update with a paper copy. The board's bank account was opened with Community Trust Bank in November and had a beginning balance of \$307,047.81. Two outstanding bills were paid in December. There are two checks that need to be put into the account totaling about \$15,000. Ending balance before depositing checks is 312,647.81.
4. **Evidence Auction Update:** Allyson gave background on ABC's first online auction. She explained that it went well, and there were a few hiccups that were fixed. The auction raised close to \$10,000. The auction had a lot of buzz and was in the national news. The only limitation was that people had to physically come to pick up the alcohol. Sara Barnes explained that she oversaw the industry's auction and is more than happy to help. Allyson gave a shoutout to ABC Investigator David Schroerlucke who worked very hard during the auction. Allyson hopes that the next auction will be up before the next board meeting.
5. **Project Prom/Graduation Funding:** Allyson gave the update. Gene McLean and Leigh Ann Thacker are working with Allyson to get everything done, including getting the applications out. Currently applications are still under the MBEC website. In the last few weeks there were 37 schools that applied. Once the application is completed, they will start writing checks. Those checks will not be delayed, and at the May meeting the board will have the total number of schools that applied. Leigh Ann explained that the application on the MBEC website was a Google form and after the school year the board would work with RunSwitch to change the website, Kentuckymebec.com. Leigh Ann noted the increase of grant application funds from \$500 to \$1000. There was conversation about the Grant amount.
6. **Kentucky Coalition for Responsible Alcohol and Substance Misuse Education (RASME) Program Update:** Sara Barnes introduced the program and guests. With her were Ashley Hinton and Carla Jordan (Executive Director) from the RASME program. Ashley Hinton presented as the consultant for the project. She gave the project's background of the past 6 years. She explained that there was previously informal networking between the state's universities concerning substance misuse programming that has now become more formal across the state. There are currently coalitions outside of the state. RASME has worked with related programs in Missouri, Tennessee and Michigan to get things going. They have gone to coalition-of-coalitions meetings where they are able to share knowledge, resources and tools.

Carla gave a program update as well. She has focused on the long-term success of the program. They currently have 11 higher education institutions engaged. Interest in the project has been growing. The primary goal is to reduce underage drinking and impaired driving. Some of the strategies are to assess the culture, climate and environment of schools for needs. They are currently in the process of developing a shared resource tool which is a 30-minute survey that identifies needs. Once the needs are identified then they will work to pair the school with needed resources, training, and tools. Chris Nolan explained the next steps for the program. Sara discussed the financing of the program and explained that it is housed under the University of Kentucky Extension Office, Department of Agriculture. She further explained that all partners that committed in the first year were being invoiced for funds in year 2. Year 2 was a \$ 332,500 soft ask. Funds would be due payable to the University of Kentucky on May 1. She explained that she would like the AWARE Board to consider matching again this year. She also stated that KDA had \$50,000 ready. KDA and Lifting Spirits had agreed to fund the project. The long-term goal was to get grants for the program.

Allyson discussed the funding explaining that \$162,000 would come from the tax account and matching funds. Sarah explained that she expected to have the KDA funds ready by April.

Allyson made a motion to match funds up to \$162,250. The motion was seconded by Leigh Ann and passed by voice vote.

7. **New Business:** Eric Gregory gave a history of the Safe Rides Home program. He explained that there was previously a partnership with Lyft, who gave discount codes for up to 50% off rides during major drinking holidays. Industry partners are talking to Lyft and Uber again and will keep the board informed of any updates. Chris Nolan stated that they hoped to have a proposal for the next meeting for funding.

Allyson explained that she may talk about the need for a board attorney at the next meeting and is trying to determine the process and channels to get that done.

8. **Adjourn:** Motion to adjourn was made, seconded and passed by voice vote at 1:52 PM.

The next regular meeting will be on **May 28, 2025**, at 1:00 pm at 500 Mero Street, Frankfort, Kentucky.