

Sherburne County Safe Roads Coalition Meeting
November 14, 2018 at 10 am
Sherburne County Sheriff's Office Emergency Operations Room

Attendees:

Barb Burandt, Sherburne County Commissioner
Linda Canton, Crime Prevention Specialist, Elk River Police Department
Roger Fellows, Assistant Sherburne County Attorney
Mark Lees, Health and Human Services, Public Health Division
Chris Lindbloom, Investigator, Becker Police Department
Karla Minetor, Community Corrections
Troy Morrell, Sergeant, MN State Patrol
Roxanne Schreder, TZD Safe Roads Coordinator
David Unze, Communications Specialist, Sherburne County Sheriff's Office

Meeting began at 10:06 am

Welcome and Introductions

Updates from Last Meeting:

- Mark Lees reached out to Collins Brothers Towing Company. They potentially will help distribute information on distracted driving via our project focus in the spring.
- Curt Van Oort from State Farm Insurance indicated his company would be willing to partner with the distribution of information for the distracted driving emphasis campaign.
- County Attorney Kathy Heaney submitted a Letter to the Editor regarding the impaired driving prevention effort. It was published in both the Princeton Union Eagle and the Becker Citizen for sure. Thank you Kathy.

November/December Impaired Driving Emphasis

- While utilizing Facebook or other avenues
 - Shorter messages are the key – 2 or 3 sentences max so that it is quickly read
 - Need an image – photos are better
 - Provide the option to read or click into a website for further information
- Chris will put something together share for the Becker Water Bill that goes out in December regarding the wave
- Linda will reach out to Elk River Utilities to see if they have a similar option
- Roger provided information on the change in the statute for recreational vehicle DWI's and how that effects licensure and vice versa.
 - This change occurred on August 1, 2018. This is a condensed summary of what the law change was:
 - Anyone convicted of driving while intoxicated, regardless of what vehicle they are driving, will lose their driver's license and be prohibited from operating any motor vehicles including ATV's, motor boats and snowmobiles. In addition, the driver will be subject to chemical use assessments, conditional release restrictions and plate impoundment, just like driving a motor vehicle on the roadways.
- Suggestion to check with local papers to see if any reporters would like to do a ride along with an officer when on a TZD wave and report on the experience. Roxanne will check with Sgt. Dave Windels as to this potential opportunity first.

- Coalition members opted to submit at least one Q & A that can be used for a “Question of the Day” at participating Caribou businesses and other potential outlets.
 - Update: Roxanne would still appreciate further input from the coalition on these questions and answers. Please email Roxanne the info along with the source that you received the Q and A from and she will distribute when more are received.
 - Roxanne will contact Princeton Caribou, Linda will contact Elk River Caribou’s. Roxanne will reach out to Captain Sam Olson to contact Big Lake’s business there.
- Roxanne will send out the impaired driving wave images to be used as able in outreach.

Website Review

- Discussed having a page specific to Sherburne County TZD Safe Roads Coalition on the County Website. Dave will put together for us. Some of the content was shared at the meeting as well.

School Sign Project

- Utilize the website for submission and rules for the Sign Contest in the schools. This is still in the planning stages. Implementation is hopeful for December with a deadline to occur in January for submission from students.
- Feedback provided on flyer and official rules draft.
- Roxanne will contact Public Works for specifics needed for the artwork.

Call to Action before December

- Application/flyer finalization for sign contest and its distribution
- Website updates and implementation
- Letter to the Editor for Impaired Driving Prevention in December – Need volunteer
- Promote Message Monday taglines locally – Roxanne will distribute when available

Next Meeting

- December 12th at 10 am in the Sheriff’s Office EOC
- Fatal Review Committee Meeting to be held right after if there are crashes to be reviewed. Roxanne will advise the week before the meeting if this will occur or not.

End of Meeting at approximately 11:00 am.