

The Partnership – Campus and Community United Against Dangerous Drinking

<http://sites.psu.edu/thepartnership/>

November 3, 2015

4:00-5:30 p.m.

The Nittany Lion Inn's Faculty Staff Club

Co-Chairs: Damon Sims and Tom Fountaine

Members Present: George Arnold, Tom Fountaine, Elizabeth Goreham, Charmelle Green, Courtney Hayden, Ken Healy, Tom King, Linda LaSalle, Emily McDonald, Centrice Mulfinger, Lisa Powers, Joe Puzicki, Kay Salvino, Danny Shaha, Damon Sims, Bonnie Tatterson

Guests: Shannon Bishop, Adam Brumbaugh, Patty Carnevali, Pat Daugherty, Michael DiRaimo, David Gray, Margaret Gray, Gail Hurley, Madhavi Kari, Emily Miller, Kat Rowan, Thomas Sowerby, Teresa Steck, Todd Wagner, Bill Zimmerman

Welcome and Introductions

Announcements

Penn State and the State College Borough have been named a recipient of the inaugural International Town Gown Association (ITGA) ImpACT Awards: Putting Practice into Action, for their collaborative efforts in diminishing the negative effects of State Patty's Day on the local community.

The current Partnership membership list was distributed to the group. Please let Liz know if you have changes: enb2@psu.edu

2014-2015 Annual Alcohol Assessment Report

Linda LaSalle provided an overview of the report. The report is available at

<http://sites.psu.edu/thepartnership/wp-content/uploads/sites/1872/2012/12/2014-2015-Annual-Alcohol-Assessment-Report.pdf>

Damon will provide an overview of the report at a future Faculty Senate meeting.

Alcohol in Public Venues

Discussion took place about the sale-of alcohol for specific events in University and Borough venues.

The Bryce Jordan Center (BJC)

Gail Hurley, Associate Vice President for Auxiliary and Business Services and David Gray, Senior Vice President for Finance & Business provided an overview of the University's decision to pilot test the sale of alcohol at the BJC. A portion of the net profits will be used to fund student alcohol education programs and the other portion will go toward venue improvements. Discussion by the committee included the following comments:

- Concern that the resulting message will be that you need alcohol to have a good time
- Once you open up the sale of alcohol in one place, other locations will want to follow
- Students in attendance indicated that some students may not pregame as much if they can purchase alcohol at the venue

Downtown State College Music Festival

For the past 9 years the Summers Best Music Fest (<http://summersbestmusicfest.com/>) has taken place in downtown State College in June. In the past the event has attracted approximately 5,000 people. The Downtown Improvement District members would like to improve attendance in 2016. Planners of the fest have partnered with Lucky Dog Event Management <https://www.facebook.com/Lucky-Dog-Productions-124745920966968/>. Todd Wagner and Patty Carnevali of the management company indicated that alcohol sales are crucial to making the event successful. The group proposed having a fenced-in beer garden. The following concerns voiced during the discussion:

- How do you say yes to this event and not to other events?
- If you sell beer, you need to have food. Street food should be available.
- The easier alcohol is to obtain, the more alcohol is associated with having fun, and the more alcohol will be consumed by students and everyone else.
- this could be a great opportunity to demonstrate to the community how “alcohol” can be handled in the right way

If attendees have additional comments in response to the discussion about the sale of alcohol at the BJC or the summer music festival, please share those comments with Damon and Tom as soon as possible. Additional conversations about alcohol in those specific venues, as well as the broader questions about the relationship between alcohol and the full range of community events, will occur soon at the leadership level of both the University and the Borough. Damon Sims and Tom Fountaine would appreciate input from The Partnership as they engage in those discussions.

State Patty’s Day

A meeting for the State Patty’s Day Task Force will be scheduled soon. A community response needs to be developed in anticipation of the event.

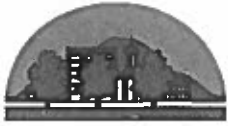
Next Meeting: TBA of the State Patty’s Day Task Force

Talking Points for Meeting of Campus-Community

Partnership on Dangerous Drinking

November 3, 2015

- The University and the community stand united in our resolve to address effectively the problem of dangerous drinking
- It is not clear that well-controlled public sale of alcohol—even in large venues like the Bryce Jordan Center—is necessarily at odds with our goal of curbing dangerous drinking and alcohol abuse
 - It was in that context that the University decided to pilot the sale of alcohol (in this case beer) to the concert patrons who attended the six Garth Brooks concerts in late April and early May of this year
- President Barron received a written expression of concern from Tom Fountaine on behalf of the Partnership concerning that decision
 - Dr. Barron responded—and we will distribute a copy of his letter now—and promised that we would review the results of this pilot sale of alcohol and the BJC with the Partnership
 - We are pleased that you have provided us this forum to review those results and the path forward
- In short, what our experience from the April-May concerts demonstrates is that the public sale of beer and/or wine under tightly controlled circumstances can be done safely and with minimal threats to the welfare of concert patrons or the surrounding community
 - Ask Gail to distribute spreadsheet
 - This spreadsheet compares our experience in terms of emergency medical and police services with the six Garth Brooks concerts to 11 country music acts that took place at the BJC over the prior five years (at which alcohol was not sold)
 - Clearly demonstrates that a properly and tightly controlled public sale results in both fewer inside and outside police incidents and a considerably reduced need for medical intervention
- Let's put the safety issue off to the side for a moment and examine some of the reasons why **President Barron intends to proceed with two additional pilot sales of beer and/or wine** at future BJC concerts
 - The Jordan Center's early 1990s total cost of construction (\$60.1M) came from two principal sources: Commonwealth capital appropriations (64%) and University funds (36%)
 - While the BJC may be owned and operated by the University—with University events and students as a focal point—it was **clearly intended to be a regional economic and social resource.**



BOROUGH OF STATE COLLEGE

243 South Allen Street, State College, PA 16801-4806

March 13, 2015

Dr. Eric Barron, President
The Pennsylvania State University
201 Old Main
University Park, PA 16802

Dear Eric:

I am writing to express my concern about alcohol sales at the Bryce Jordan Center. I certainly understand and appreciate the recommendations and approach taken on this pilot project. I also appreciate and respect Penn State's interest in making decisions about matters of this nature for on campus and other University venues.

As you know, alcohol is a serious issue in this community. For decades the Campus Community Partnership has focused on issues associated with alcohol use and misuse in State College and Penn State University. Through the Partnership, Campus and Community United Against Dangerous Drinking, we have developed a strong and unified relationship to address these issues on both sides of College Avenue. In addition, we have been able to engage collectively in difficult conversations about alcohol and in recent years we have made significant progress in addressing many issues, which were related to the use of alcohol in our community.

While I understand the fact that Penn State University must make decisions about the use of its facilities and the policies on campus, I believe that a constructive conversation about issues involving alcohol is an important part of that process. I would ask, as Co-Chair of the Campus Community Partnership that we have the opportunity to meet and discuss these issues before decisions are made.

As always, I value and appreciate the strong partnership we share in State College. This Town/Gown collaboration between Penn State, the Borough and the community is one of the keys to making this such a special place.

Thank you for your continued partnership. I look forward to having conversations about these important issues in the future.

Sincerely,

Thomas J. Fountaine, II
Borough Manager

TJF/ske

cc: Nick Jones, Executive Vice President/Provost
David Gray, Senior Vice President of Finance & Business
Damon Sims, Vice President for Student Affairs
Margaret Gray, Director of Local Government/Community Relations
Borough Council
Elizabeth A. Goreham, Mayor

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Office of the President
The Pennsylvania State University
201 Old Main
University Park, PA 16802-1589
814-865-7611
Fax: 814-863-8583

March 25, 2015

Thomas J. Fountaine, II, Borough Manager
Borough of State College
243 South Allen Street
State College, PA 16801-4806

Dear Tom,

I am writing in response to your letter regarding the University's decision to pilot test the sale of beer at an upcoming Bryce Jordan Center concert series and the involvement of the *Campus and Community United Against Dangerous Drinking Partnership* in this process.

As you are aware, the University will pilot test the limited sale of beer at the Garth Brooks concerts. The purpose of the pilot is to determine if this offering, in a controlled and closely monitored campus setting at a predominantly adult populated event, is met with responsible and respectful behavior. A thorough review of our pilot experience will be undertaken following the concerts and this analysis will inform our recommendations about future alcohol sales at the Bryce Jordan Center. A portion of the net profits will be used to fund student alcohol education programs.

It is my intention to share this review with both College Township and the *Campus and Community United Against Dangerous Drinking Partnership*. I am acutely aware of the seriousness of alcohol misuse and the University recognizes and values the important work of the Partnership to combat excessive alcohol abuse in our community especially among students. I believe the success of the recent THAW weekend is a testimony to the collaboration and common purpose of this partnership.

Thank you for your continued and effective leadership and for the partnership we share on this issue and many others.

Sincerely,


A handwritten signature in cursive script, appearing to read 'Eric J. Barron'.

Eric J. Barron

David Gray
Margaret Gray
Elizabeth Goreham
Nick Jones
Damon Sims

A Stake Through the Heart of State Patty's Day


A community collaborative effort to reduce the negative impacts of a social media driven 'holiday'



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STATE COLLEGE, PENNSYLVANIA

Alternative Saint Patrick's Days

State Patty's Day 2011



Full video at https://youtu.be/d.7YX_gaerWQ

- Sole Attraction: Drinking
- Social Media Driven
- Out-of-Town Appeal
- In Other Communities:
 - "Unofficial" Univ. of Illinois
 - "Fake Patty's Day" Kansas State
 - "Blarney Blowout" Univ. of Mass. Amherst

PENNSYLVANIA STATE UNIVERSITY
STATE COLLEGE, PENNSYLVANIA

The Making of State Patty's Day

**Single Most Challenging Day
in the Year for the Community**

By Alyssa Sweeney April 8, 2012

Penn State Daylong Culture

Contrary to popular belief, Penn State isn't one of those schools.

Football #1000Daylong

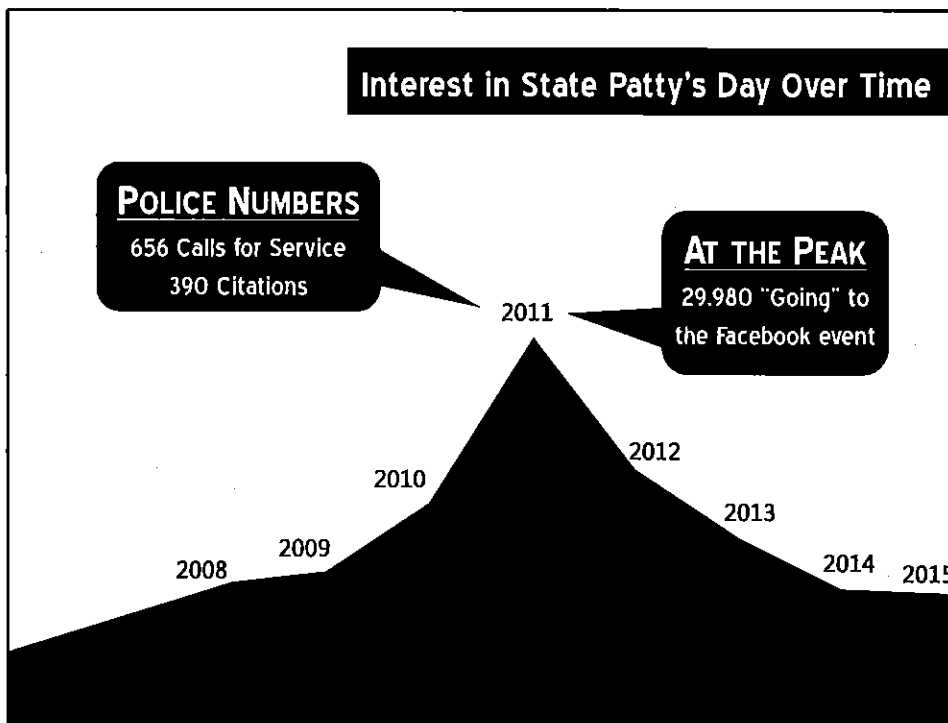
"Daylong" — or, get it, State College, Pa. [pron] — Any party taking place during the hours of 11 a.m. and 6 p.m. at which Penn State students meet.

It doesn't matter if it's Wednesday, a Friday or a Sunday. As long as the weather reaches 60 degrees and a few rays of sun peek through the State College cloud cover, it's game on, all day long.

Lion Party Network prepares to launch website around State Patty's Day weekend

Official State Patty's Day 2012

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State Patty's Day Task Force

Penn State University	PSU Student Organizations	Local Businesses	Local Government & Community	Police & Emergency Medical	Transportation
<ul style="list-style-type: none"> • Student Conduct • Alumni Association • Faculty Senate • Residence Life • Athletics • Student Activities • News and Strategic Media 	<ul style="list-style-type: none"> • Interfraternity Council (IFC) • Panhellenic Council • University Park Undergraduate Association • Council of LionHearts • Association of Residence Hall Students • Graduate Student Association 	<ul style="list-style-type: none"> • Downtown State College Improvement District • Tavern Association of State College • Convention of Visitors Bureau • Individual Business Owners 	<ul style="list-style-type: none"> • State College Borough Council and Mayor • State College Borough Staff • Code Enforcement • State College Neighborhood Coalition • Communities that Care • Sounds 	<ul style="list-style-type: none"> • University Police & Public Safety • State College Police Department • Centre County Alcohol Task Force • Mount Nittany Medical Center • Centre LifeLink • PSU EMS 	<ul style="list-style-type: none"> • Centre Area Transportation Authority • State College Borough Parking Department • PSU Transportation Services
Other Partners					
<ul style="list-style-type: none"> • Pennsylvania Liquor Control Board (PLCB) • Local Beer Distributors • Rental Property Owners 					



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Goals of the Task Force

- Make the event unattractive for out-of-town guests
- Reduce the number and severity of ER admissions
- Reduce stress on emergency medical staff, police and other resources
- Reduce or eliminate other threats to public safety in downtown and neighborhoods around State College
- Diminish the economic harm to the downtown commercial district
- Replace State Patty's Day with a productive community event



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Efforts Through the Years

2011

- Community forums lead to "Sober Walk" initiative
- Focus is on police presence and volunteer initiative
- Some bars close
- PLCB reduces liquor store hours

Arrests continue to increase

2012

- IFC/Panhellenic restrict parties
- Some bars close
- PLCB reduces liquor store hours
- Residence Life limits number of guests
- Students organize 1st State Day of Service

2013

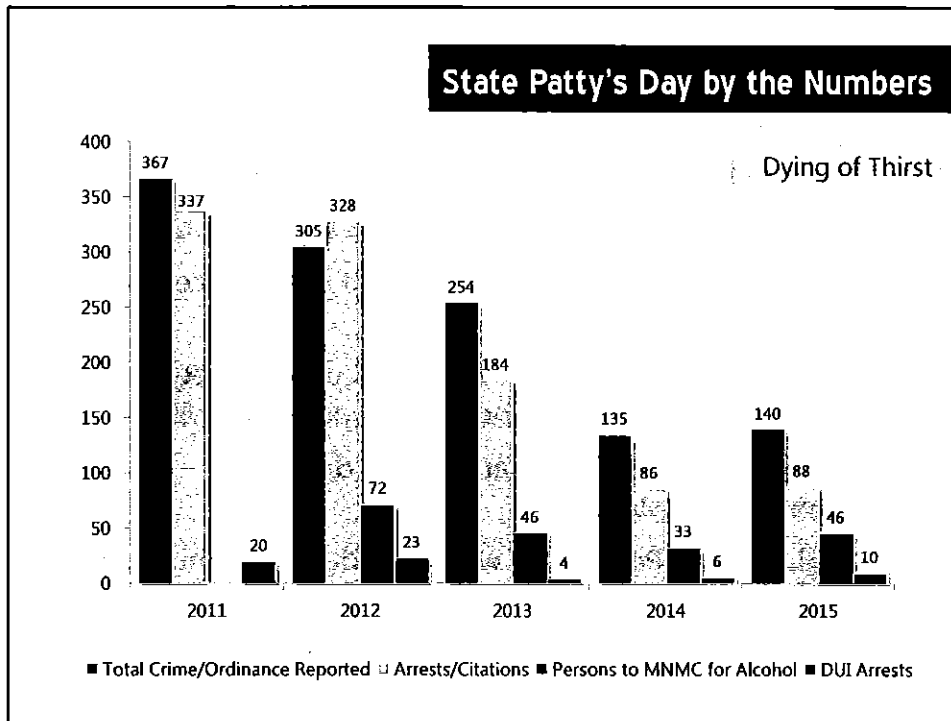
- Continue to expand upon 2012 campus and community efforts
- Task Force and Tavern Association partnership bans all alcohol sales downtown
- PLCB closes liquor stores on Friday evening and Saturday
- Reduction in ER visits, but no significant reduction in BAC

Large decline in arrests

2014

- Task Force begins discussion early, meets weekly
- State Day of Service hosts record number of volunteers (>500)
- Bars and PLCB asked to close one last time
- 50% reduction in ER visits, slight decline in average BAC

Arrests decline below 2009 levels



Is State Patty's Day Dead?

Not quite...

- There was a resurgence of interest a few days before the 2015 event
- Crime and health indicators stabilized, but did not improve in 2015
- Alcohol-related ER visits returned to 2013 levels

STATE
PATTY'S
DAY

2007-2015?

This will be my _____ State Patty's Day! #StatePattysDay2015

<input type="radio"/>	First	...
<input type="radio"/>	Second	...
<input type="radio"/>	Fourth	...
<input type="radio"/>	Third	...
<input type="radio"/>	Fifth	+86

Repeating Our Success

Our success is directly related to:

- Greek life's commitment to canceling parties for the entire weekend
- The Alcohol-Free Zone downtown
- The closing of state liquor stores by the Pennsylvania Liquor Control Board

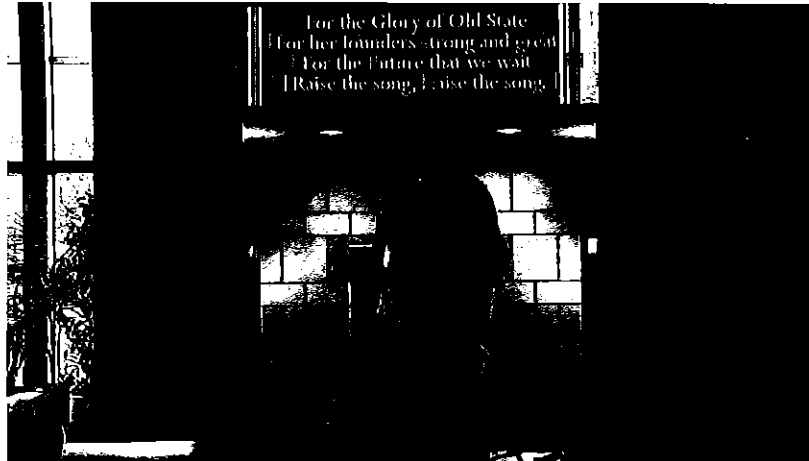
The Magic Bullet

- The Alcohol-Free Zone was the magic bullet
 - Provided the economic incentive for change
 - Removed fuel from the system by decreasing access to alcohol
 - Reduced the party atmosphere
 - Decreased interest from out-of-town guests and students resulting in fewer incidents
- The Alcohol-Free Zone was never a long-term solution

A Word on Partnerships

- Early action and mobilization of your team as well as continued action throughout the year is critical to success
- Relationships with business owners helps to identify the necessary economic incentives
- Students taking the lead were essential in creating buy-in for the Alcohol-Free Zone

Students Taking the Lead



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Contact Us

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