

2009 RHI NETWORKING CONFERENCE

# Invest in a Safe and Vibrant Nighttime Economy



**Austin, Texas**  
**Live Music Capital of the World**  
**November 12-14, 2009**



Wine & Spirits  
Wholesalers of America

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Association

## Austin Partners



parkside

Austin  
CONVENTION AND VISITORS BUREAU

Wild About Magic

6ixth  
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Responsible Hospitality Institute  
740 Front Street, Suite 318  
Santa Cruz, California 95060  
[www.RHIweb.org](http://www.RHIweb.org)



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November 11, 2009

Greetings,

I am pleased you've joined us at the **2009 Networking Conference on the Nighttime Economy**. Despite a year wrought with economic setbacks and postponed downtown development and revitalization plans, a basic human drive motivates us to connect here in Austin and in our personal lives. Regardless of economic status or size, one thing remains central to every town and city: people and their need to meet friends, family, co-workers and new people. Your being here today demonstrates your interest and commitment to assuring your community provides safe and vibrant places to socialize.

As you go through the programs on Thursday and Friday, and join in a concluding discussion on Saturday morning, I hope you appreciate the wealth of knowledge and experience of not only those participating in the formal programs, but those attending with you. We've designed the program as best we can to assure the most opportunity to interact and develop relationships with those sharing a common vision.

At the San Francisco Networking Conference RHI launched the Sociable City Network (SCN) to create a unique linkage among city and state leaders seeking tools and strategies to define or maintain safe and vibrant hospitality zones. We are approaching the first 100 charter members in the SCN, and if you have not joined, we hope that through your attendance at this conference, you'll see the value of being part of this network and join today.

In 2009, we also introduced the Regional Forum on the Nighttime Economy in nine US and Canadian cities. More than four hundred people attended, representing 253 organizations from 14 states and 88 cities. In 2010 we'll revisit some 2009 locations to showcase progress and venture into some new cities with an expanded program focus that incorporates state and local engagement, challenges and opportunities.

Finally, as you network and connect with RHI staff, board members and sponsors, we hope you'll share your expectations and ways in which we can further develop resources and programs to meet your needs.

Thanks again for taking the time and making an investment to attend this year's Networking Conference.

Sincerely,

James E Peters  
 President

**1983-2009 - CELEBRATING 26 YEARS**

**ASSISTING BUSINESSES AND COMMUNITIES CREATE SAFE AND VIBRANT PLACES TO SOCIALIZE**

NETWORK		RESOURCES		SERVICES	
CONFERENCE LEADERSHIP SUMMIT	SYMPOSIUM SOCIALE CITY	CLEARINGHOUSE TOOLS	PRACTICAL GUIDE WEBINAR	HOSPITALITY ZONE ASSESSMENT	HOSPITALITY ZONE MANAGEMENT



## Special Thanks

The development of RHI's Networking Conference involved dozens of organizations and individuals dedicating time to coordinate many details, and it is not possible to acknowledge all. In addition to our title underwriters, Austin partners, and event speakers, the following deserve special thanks.

## Acknowledgements



Laura Stuesser

### City of Austin – Wild About Music – 6<sup>th</sup> Street Austin

Jim Butler – Fred Schmidt – Josh Allen

## RHI Team

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Diageo North America  
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## CONFERENCE SCHEDULE

<b>Wednesday</b>			
<b>Registration and Opening Reception</b>			
4:00 - 6:00 pm	Registration and Check-in		
6:30 - 8:00 pm	Opening Reception at Maggie Mae's		
<b>Thursday</b>			
<b>Morning Sessions - Ballroom</b>			
7:30 - 8:30 am	Registration, Check-in and Continental Breakfast		
8:30 - 8:45 am	Official Opening Welcome		
8:45 - 9:45 am	Austin Welcome		
9:45 - 10:00 am	Networking Break		
10:00 - 11:45 am	Plenary: Hospitality Zone Vibrancy		
11:45 - 12:15 pm	Networking Break		
12:15 - 1:00 pm	Luncheon		
<b>City Showcase</b>			
<b>Rooms</b>	<b>Maximilian Room</b>	<b>Citadel II</b>	<b>Citadel I</b>
1:15 - 2:00 pm	Seattle	Gainesville	Livermore
2:00 - 2:45 pm	San Jose	West Palm Beach	Santa Rosa
2:45 - 3:15 pm	Networking Break		
<b>Issue Forums</b>	<b>Economic</b>	<b>Venue Safety</b>	<b>Public Space</b>
3:15 - 5:00 pm	Music and Entertainment Economic Impact	Security and Safety Marketing Patron Responsibility	Public Space and Markets Sound & Trash Management
5:00 pm	Day Program Ends		
<b>Friday</b>			
<b>Morning Sessions - Ballroom</b>			
8:00 - 9:00 am	Registration, Check-in and Continental Breakfast		
9:00 - 9:15 am	First Annual Sociable City Awards		
9:15 - 9:45 am	Keynote: Kathryn Graham, Raising the Bar: Preventing Aggression in and Around Bars, Pubs and Nightclubs		
9:45 - 10:00 am	Networking Break		
10:00 - 11:45 am	Plenary: Hospitality Zone Safety		
11:45 - 12:15 pm	Networking Break		
12:15 - 1:00 pm	Luncheon		
1:00 - 1:45 pm	Austin District Overview and Tour Preview		
1:45 - 2:00 pm	Networking Break		
<b>City Showcase</b>			
<b>Rooms</b>	<b>Maximilian Room</b>	<b>Citadel II</b>	<b>Citadel I</b>
2:00 - 2:45 pm	Pittsburgh	Long Beach	Edmonton
2:45 - 3:15 pm	Networking Break		
<b>Issue Forums</b>	<b>Evaluation</b>	<b>Public Safety</b>	<b>Alliances</b>
3:15 - 5:00 pm	Research to Practice Note: Pittsburgh is a case study for this session	Public Safety & Policing Concierge Governing	Hospitality Zone Management Nightlife Networks
5:00 pm	Day Program Ends		
7:30 pm	Start your Late Night Tour. Meet in lobby		
<b>Saturday</b>			
<b>Off Site: Parkside Restaurant</b>			
10:00 - 11:30 am	Action Plan Development		
11:30 am	Conference Ends		



# Thursday, November 12<sup>th</sup>



Thursday		Morning Sessions - Ballroom	
7:30 - 8:30 am	Registration, Check-in and Continental Breakfast		
8:30 - 8:45 am	Official Opening Welcome		
8:45 - 9:45 am	Austin Welcome		
9:45 - 10:00 am	Networking Break		
10:00 - 11:45 am	Plenary: Hospitality Zone Vibrancy		
11:45 - 12:15 pm	Networking Break		
12:15 - 1:00 pm	Luncheon		
City Showcase			
Rooms	Maximilian Room	Citadel II	Citadel I
1:15 - 2:00 pm	Seattle	Gainesville	Livermore
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2:45 - 3:15 pm	Networking Break		
Issue Forums	Economic	Venue Safety	Public Space
3:15- 5:00 pm	Music and Entertainment Economic Impact	Security and Safety Marketing Patron Responsibility	Public Space and Markets Sound & Trash Management
5:00 pm	Day Program Ends		













Have an issue that challenges you? Bring it to the issue forum. Designed for information exchange, issue forums are your opportunity to develop and share strategies with peers.

Each session will begin with an overview presentation by a facilitator to frame the issue, and then will open the forum for discussion. Some sessions have two common themes, which will be blended together into an open discussion after both presentations.

**THURSDAY, NOVEMBER 12**  
**3:15 – 5:00 PM**

<b>Music, Nightlife and Economic Impact</b>	<b>BECOMING A MUSIC CITY</b>
<b>Maximilian Room</b>	<b>ASSESSING THE ECONOMIC IMPACT OF NIGHTLIFE</b>
<b>Venue Safety and Patron Responsibility</b>	<b>VENUE SERVICE AND SAFETY</b>
<b>Citadel II Room</b>	<b>SOCIAL MARKETING AND PATRON RESPONSIBILITY</b>
<b>Public Space and Quality of Life</b>	<b>PUBLIC SPACE IN HOSPITALITY ZONES</b>
<b>Citadel I Room</b>	<b>SOUND AND TRASH MANAGEMENT</b>

## THURSDAY, NOVEMBER 12: ISSUE FORMS

**Issue: Music, Nightlife and Economic Impact**  
**3:15 PM – 5:00 PM: Maximilian Room**

### MUSIC AND ENTERTAINMENT

#### Planning, Developing and Managing a Music Economy

Quality music and entertainment options in a city do not just happen – they require multifaceted support and planning. While traditional cultural organizations build and invest in symphony, theatre and opera, a similar investment in coordinating development of music featured in nightlife venues can lead to a more sociable city. Increasingly, location of venues in or near residential neighborhoods is creating conflict. This session will be a roundtable discussion with representatives from two cities on how to both develop a music economy and manage impacts through education, business assistance and policy.

- The role of music in social life and socializing.
- Developing systems for nurturing talent in your city.
- The factors that create a “music city”.
- Establishing a city task force, office or commission on music.
- Evaluating the direct and indirect impacts of music and entertainment.

**Facilitators** | **Jim Butler, Manager – City of Austin, Creative Industries**  
**James Kebblas, Director – Seattle Office of Film and Music**

### ASSESSING THE ECONOMIC IMPACT OF NIGHTLIFE

#### Define, Measure and Stimulate the Nighttime Economy

An active and vibrant nighttime economy places greater demand on city resources. This section will provide practical guidelines on what, why and how to measure factors such as sales, tax revenue, employment, ancillary industries, and how to track consumer spending pre- and post- socializing on shopping, lodging, restaurants and transport, and identify ancillary industries that depend on nightlife consumers. Data collected in studies to date has led to more appropriate allocation of public resources to manage safety, noise, and traffic impacts.

- Local data sources to collect sales, revenue and employment information.
- How to apply current assessment methodology to the nighttime economy.
- Role of government in facilitating an economic impact study.

**Facilitator** | **Mac Nichols, Principal – ERA AECOM (formerly Economics Research Associates)**

**Issue: Public Space and Quality of Life**  
**3:15 PM – 5:00 PM: Citadel I**

## **PUBLIC SPACE IN HOSPITALITY ZONES**

### **Street Vendors and Markets Socially and Economically Enhance Public Space**

As more people move into city centers, and policies of sustainability drive more downtown development, hospitality zones are evolving to become destinations. Opportunities to develop the street as a venue are becoming a specialized approach.

Adding vendors, kiosks and markets are key to adding vibrancy. Additional benefits are opportunities for entrepreneurs to venture into business at an affordable level, integrating diversity of food and products and building more pedestrian traffic to drive patronage at retail shops, dining and entertainment venues.

This forum will gain insights from a researcher who studies markets and presents you with an opportunity to share your success stories.

- The role of markets in creating vibrancy.
- Strategies for recruiting vendors and developing markets.
- Challenges in managing vendors and markets.

**Facilitator**

**Alfonso Morales, Assistant Professor - Department of Urban and Regional Planning at the University of Wisconsin**

## **QUALITY OF LIFE: SOUND, TRASH AND CROWD MANAGEMENT**

### **Adapting Zoning and Construction Standards for Mixed Use Development**

This section will review strategies to accommodate historic district infrastructure for contemporary hospitality uses. Anticipating noise and trash impacts in mixed-use development enables better planning for how to mitigate them. Popular destinations also contribute to crowd management, loitering and disbursement at closing time. Among the approaches to be discussed include consolidation of trash, recyclables and schedules to reduce impacts on traffic flow, as well as proactive implementation of noise-reduction strategies from street life, venues and crowds.

Learn how to prevent the most common impacts to residents' quality of life generated by nightlife activity prior to or in conjunction with new housing or retail development.

- Sound reduction strategies in mixed-use areas.
- How to modify and update codes to better address nightlife business uses, including construction, traffic flow, and disclosures.
- Strategies to address loitering before it generates increased noise and quality of life impacts.
- Communicating code standards to enforcement agencies to more effectively address violations.
- Trash haulers and their role in developing solutions.
- Creating a comprehensive trash and resource management plan for a hospitality zone.

**Facilitator**

**Elizabeth Jackson, President – The Urban Agenda**

**Issue: Venue Safety and Patron Responsibility**  
**3:15 PM – 5:00 PM: Citadel II**

## **VENUE SERVICE AND SAFETY**

### **Hospitality Moments of Truth Begin at the Entrance and Continue to the Exit**

Dining and entertainment venues offering food, licensed beverages, music and dance are subject to exceptional responsibility in protecting their patrons and reducing impacts to the surrounding community from underage drinking, intoxication, drunk driving, noise, trash and litter.

Although responsible beverage service training is now a requirement in many states and cities throughout North America and many other countries worldwide, attention has only recently been placed on training of security and safety staff. Increased vigilance and proactive monitoring of patrons at the door and inside venues have been linked to reduction in violence and closing time incidents on the street, thereby ensuring a high standard for residential quality of life.

- Status of server and manager training on responsible beverage service.
- Essential elements of security and safety training for non-service staff.
- Factors contributing to disorder and violence in and around venues.
- Policies and practices required to support training.
- Use of technology in age identification, crowd management and violence prevention.
- Legislating training and lessons learned.

**Facilitator** | **Robert Pomplun, President – Loss Control Services Inc.**

## **SOCIAL MARKETING IN HOSPITALITY ZONES**

### **Reducing Public Disorder Through Patron Responsibility**

Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good. Applications in hospitality zones have been oriented to changing people's behavior around smoking, underage drinking, high risk drinking, violence, public urination, litter and noise.

The widespread use of social media such as MySpace, FaceBook and Twitter by Millennials presents an opportunity for new and more efficient methods of disseminating social marketing messages to increase patron responsibility.

- Translating social marketing techniques for hospitality zone improvements.
- Campaigns from New Zealand, US and Canada.
- Using social media to communicate messages to influence patron behavior.

**Facilitator** | **Barbara Ryan, President – Silver Gate Group**

# Friday, November 13th



Friday		Morning Sessions - Ballroom	
8:00 - 9:00 am	Registration, Check-in and Continental Breakfast		
9:00 - 9:15 am	First Annual Sociable City Awards		
9:15 - 9:45 am	Keynote: Kathryn Graham, Raising the Bar: Preventing Aggression in and Around Bars, Pubs and Nightclubs		
9:45 - 10:00 am	Networking Break		
10:00 - 11:45 am	Plenary: Hospitality Zone Safety		
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2:45 - 3:15 pm	Networking Break		
Issue Forums	Evaluation	Public Safety	Alliances
3:15 - 5:00 pm	Research to Practice Note: Pittsburgh is a case study for this session	Public Safety & Policing Concierge Governing	Hospitality Zone Management Nightlife Networks
5:00 pm	Day Program Ends		
7:30 pm	Start your Late Night Tour. Meet in lobby		



# FRIDAY, NOVEMBER 13: SOCIABLE CITY AWARDS

RHI will recognize sociable, safe and vibrant cities

9:00 AM – 9:15 AM: Driskill Ballroom

**Welcome and Award Presentation:** Gary Zizka, Vice President Public Policy, Diageo North America, 2009 RHI Board Chair  
 2009 marks RHI's first Sociable City Award Program. Each of the nine cities will present a city showcase on Thursday and Friday afternoon. Cities will receive either outstanding achievement or distinguished merit in safety and vibrancy, and one will receive the much anticipated award for North America's Most Sociable City. This city demonstrated outstanding achievement in both safety and vibrancy in its principal hospitality zone. Selections were based on cities' fulfillment of the below criteria.

## Award Applicants



Seattle, WA



Gainesville, FL



Livermore, CA



San Jose, CA



West Palm Beach, FL



Santa Rosa, CA



Pittsburgh, PA



Long Beach, CA



Edmonton, AB

## Award Criteria

### Safety in Hospitality Zones

- Collaborative strategies and partnership between diverse stakeholders and public/private entities with a shared goal of increased safety.
- Enforcement officers trained in unique approach to managing crowds in hospitality zones, such as interactive, roving patrols.
- 'Concierge' governing approach by permitting and licensing authorities to proactively assist new and existing business owners.
- Proactive compliance education and training opportunities for new and existing business owners, and security and service staff within establishments.
- Measures to raise awareness among and engage patrons in taking accountability and responsibility over actions' impacts on the quality of life of surrounding residents and businesses.
- Overcoming negative perceptions of safety by the media and the general public.
- Presence of alternative late-night transportation options to provide safe rides home to patrons, and thereby reduce impaired driving risks.
- Nighttime orientation of public services and staffing needed to manage a hospitality zone (e.g. trash pick-up, operation hours for code compliance).

### Vibrancy in Hospitality Zones

- Recognition of the economic, social and cultural value of the nighttime economy, which reinforces a city government position of advocacy and support towards music and entertainment.
- An investment in support and nurturing local musicians and other entertainment talent (e.g. through dedicated educational programs in schools, business training, subsidized housing and health insurance).
- A mix of experiences, diversions and commercial options that appeal to multi-cultural and/or multi-generational patrons.
- A seamless visual experience, including nighttime lighting, cleanliness, noise control, etc. that is appropriate to pedestrian use of the zone.
- Attention to managing transition points between day, evening and late-night activity.
- Participatory activities on the streets/sidewalks and in public space areas that facilitate social interaction (e.g. street entertainment i.e. buskers, street vendors, outdoor dining, public markets, festivals and events).
- Coordinated marketing and promotion of the hospitality zone as a vibrant destination highlighting the diversity of social options.







# FRIDAY, NOVEMBER 13: CITY SHOWCASES

## Comprehensive Approaches to the Nighttime Economy

Choose from the cities that best match your city type or aspirations for an in-depth overview of how city-wide public, private and government partnerships created an integrated approach to enhance their hospitality zones. Representatives will share challenges, lessons learned and strategies customized to development of specific strategies, followed by a facilitated discussion.

<b>Mixed-Use Challenges</b>	<b>Music Festivals</b>	<b>Street as a Venue</b>
<p><b>Friday, 2:00-2:45 pm</b>  <b>Maximilian Room</b></p>	<p><b>Friday, 2:00-2:45 pm</b>  <b>Citadel II</b></p>	<p><b>Friday, 2:00-2:45 pm</b>  <b>Citadel I</b></p>
		
<p><b>Pittsburgh, PA</b></p>	<p><b>Long Beach, CA</b></p>	<p><b>Edmonton, AB, Canada</b></p>
<p>Impacts in South Side, a 20 block stretch of eclectic bars, dining and retail reached a tipping point. A menu of best practices and model policies has served as a catalyst for cooperation. Learn how this district is overcoming barriers of distrust and animosity among residents, businesses and patrons to develop solutions that address concerns and support this vital economic sector.</p> <p><b>Note:</b> Pittsburgh will be featured as a case study in the research to practice issue forum.</p>	<p>Downtown Long Beach has emerged as a regional destination for music lovers. Learn how the Downtown Long Beach Associates and Redevelopment Agency revamped their traditional music series to present Summer And Music (S.A.M.), with more than 40 free performances including 4 large-scale events such as FunkFest, drawing a total of more than 25,000 people to Downtown.</p>	<p>Edmonton considers entertainment areas as venues in and of themselves that need coordination for appropriate nighttime public services. The 'Street as a Venue' Whyte Avenue coordinator has implemented changes that the business and residential community identified to mitigate impacts of the nighttime economy while increasing perception of safety, cleanliness and vibrancy.</p>
<p><b>Bruce Kraus - Bryan Woll</b>  <b>Member of Council and Intern</b>  <b>City of Pittsburgh</b></p>	<p><b>Steve Sheldon - Justin Hectus</b>  <b>Marketing Manager and Event Producer</b>  <b>Downtown Long Beach Associates</b></p>	<p><b>Darb Erickson</b>  <b>Street as a Venue Coordinator</b>  <b>Whyte Avenue</b>  <b>City of Edmonton</b></p>

Notes:

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Have an issue that challenges you? Bring it to the issue forum. Designed for information exchange, issue forums are your opportunity to develop and share strategies with peers.

Each session will begin with an overview presentation by a facilitator to frame the issue, and then will open the forum for discussion. Some sessions have two common themes, which will be blended together into an open discussion after both presentations.

**FRIDAY, NOVEMBER 13**  
**3:15 – 5:00 PM**

<b>Evaluation</b>	<b>RESEARCH TO PRACTICE</b>
<b>Maximilian Room</b>	<b>(PITTSBURGH AS CASE STUDY)</b>
<b>Public Safety</b>	<b>HOSPITALITY ZONE SAFETY</b>
<b>Citadel II Room</b>	<b>CONCIERGE GOVERNING</b>
<b>Alliances</b>	<b>NIGHTTIME ECONOMY MANAGEMENT</b>
<b>Citadel I Room</b>	<b>SYSTEMS</b>
	<b>NIGHTLIFE NETWORKS</b>

# FRIDAY, NOVEMBER 13: ISSUE FORMS

**Issue: Evaluation**

**3:15 PM – 5:00 PM: Maximilian Room**

## RESEARCH TO PRACTICE

### Translating Scientific Research into Practical Application

Evaluations of business practices have uncovered key factors that contribute to safety and aggression in and around a nightlife venue. College communities in particular will benefit from an analysis of social and community influences that lead to high-risk behavior related to intoxication such as disorderly conduct, fights and impaired driving.

The City Showcase of Pittsburgh will be used as a case study for the forum facilitators and participants to develop potential evaluation strategies to measure effectiveness of their initiatives. It is recommended you attend the Pittsburgh session.

- Research conducted to-date that focuses on harm reduction and identification of high-risk behavior in licensed beverage businesses.
- Trends, gaps and opportunities in research and policy.
- How to integrate research findings into real world policies and business practices.
- Evaluation of the effectiveness of strategies proposed by research findings.
- Criteria for measuring impacts in Pittsburgh and how they can be applicable to other cities.
- Future research opportunities on integrating district development, social marketing, hospitality zone vibrancy and hospitality zone safety strategies.

**Facilitators** | **Brett Bivans, Vice President – International Center for Alcohol Policies**  
**Brenda Miller, Senior Scientist – Prevention Research Center**

**Issue: Public Safety**  
**3:15 PM – 5:00 PM: Citadel II**

## HOSPITALITY ZONE SAFETY

### Public Safety Integrates Policy, Licensing, Policing and Education

The burden of managing impacts in late-night districts often falls exclusively to the police department, the only safety agency typically staffed in the early morning hours. Yet effective public safety in hospitality zones requires a continuum of collaborative partnerships. Communication among licensing, permitting, regulatory and enforcement agencies from fire, police, health, alcohol and traffic safety perspectives can lead to more effective coordination of education and interventions to assure compliance. Learn how to proactively harness safety partnerships and keep multiple eyes on the street.

- Tackling safety challenges through multi-agency coordination.
- Application of community policing and design strategies to hospitality zones.
- Efficiently address at-risk establishments with high calls for service.
- Liaison with nightlife venues to manage crowds, underage drinking and intoxication.
- Use of technology on the street and in establishments.
- Ideal characteristics of officers assigned to nightlife districts.

**Facilitator**

**John Thayer, Public Safety and Security Consultant & Retired Lieutenant – Santa Barbara Police Department**

## CONCIERGE GOVERNING

### Streamlining the Licensing and Permit Process for Efficiency and Compliance

In these challenging economic times, city and state governments are forced to do more with less, while still delivering services to support the economy and reduce risk. This is especially challenging for businesses that offer food, alcoholic beverages and entertainment. A complicated permitting process or conflicting licensing requirements from city, county and state agencies can result in more government costs, confusion among businesses, delayed openings and increased risk to public safety and quality of life.

- Streamlining the permitting/licensing process to open a dining and entertainment business.
- Education and support resources available to new and existing business owners.
- Integration of local zoning and conditional use permits in state licensing requirements.
- Identification and removal of barriers from opening new businesses.
- Liaison with local enforcement agencies.

**Facilitator**

**Kathie Durbin, Division Chief, Licensure, Regulation and Education – Montgomery County Department of Liquor Control**

**Jocelyn Kane, Deputy Director – San Francisco Entertainment Commission**

**Issue: Alliances**  
**3:15 PM – 5:00 PM: Citadel I**

## **NIGHTTIME ECONOMY MANAGEMENT SYSTEMS**

### **Matching Staff and Resources to Nighttime Service Needs**

Business Improvement Districts and Main Streets, models that manage commercial areas and supplement city maintenance services, have principally focused resources on daytime economies. But as district activity grows and intensifies after dark, a new need arises. Nightlife businesses and weekend events generate unique safety, maintenance and traffic impacts beyond City and BID budgets and well beyond their hours of operation. Police become the after dark catch-all. Trash piles up on Saturdays and Sundays, but gets collected like clockwork on weekdays. Borrowing from the assessment-based BID model, a new scenario is emerging that responds to the special after-5pm safety and maintenance needs within a designated Hospitality Improvement Zone (HIZ) and assigns special staff to attend to nighttime issues.

- The roles and responsibilities of BID Nighttime economy managers that punch the clock after dark.
- Special Assessment models based on business type, hours of operation and location.
- Matching resource allocation with peak-time service demand.
- Reorienting public policy, economic development, investment and planning mechanisms to nighttime business development.

**Facilitator** | **Shirley Lowe, Executive Director – Old Strathcona Business Association**

## **NIGHTLIFE NETWORKS**

### **Businesses Join Together and Benefit from a Vibrant Nightlife**

Nightlife businesses in cities throughout the nation are mobilizing into associations to protect their social, cultural and economic contributions to the vitality of their cities. Centralized leadership and increased civic engagement among hospitality business owners have set new precedents for effective coordination with city government and peer-to-peer mentoring. By acting as advisory liaisons between the hospitality industry and both regulatory and enforcement bodies, associations have raised the bar on nightlife management and public safety.

- How to organize nightlife business owners into coalitions, associations and other representative bodies.
- Overcoming challenges in starting and sustaining an association.
- How nightlife associations can improve relations with city government and residents.
- Role as liaison to city government in disseminating information on new regulations and collaborating with legislators on new policies.

**Facilitator** | **Gregory DeShields, Senior Director of Corporate Relations – School of Tourism and Hospitality Management, Temple University**

# Saturday, November 14<sup>th</sup>



Saturday		Off Site: Parkside Restaurant	
10:00 - 11:30 am		Action Plan Development	
11:30 am		Conference Ends	



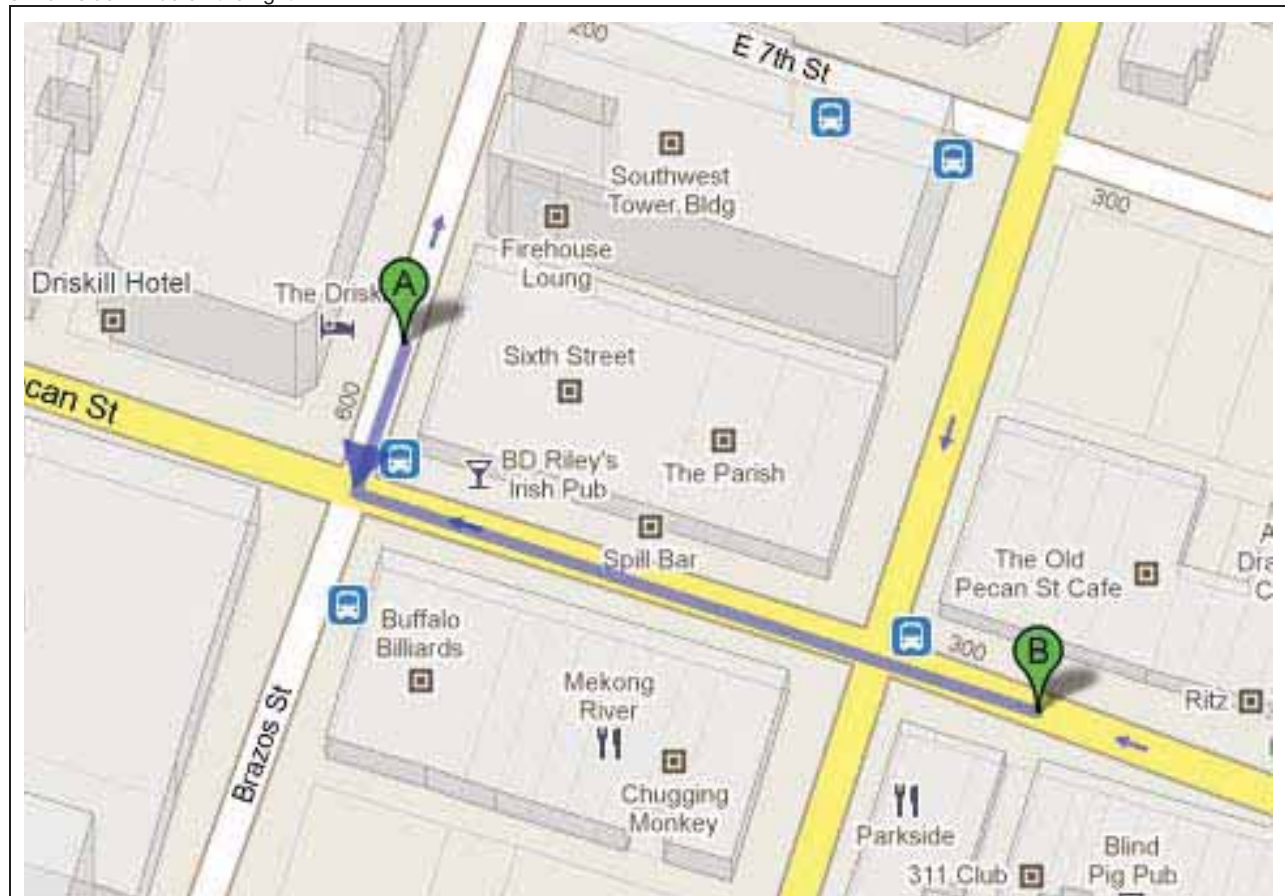
[RHlevents.org](http://RHlevents.org)

# SATURDAY, NOVEMBER 14: ACTION PLAN DEVELOPMENT

## Directions from Driskill Hotel to Parkside

10:00 – 11:30 AM

1. Head south on Brazos Street (toward 6th Street)
2. Turn left at E 6th Street
3. Parkside will be on the right





**1 ACTION:**

Tactics:	Milestone:
Resources:	

**2 ACTION:**

Tactics:	Milestone:
Resources:	

**3 ACTION:**

Tactics:	Milestone:
Resources:	

**4 ACTION:**

Tactics:	Milestone:
Resources:	

**5 ACTION:**

Tactics:	Milestone:
Resources:	

**6 ACTION:**

Tactics:	Milestone:
Resources:	

# Appendix



## Appendix

Speaker Biography

Participant Directory

Issue Forum Descriptions



[RHlevents.org](http://RHlevents.org)

# SPEAKER BIOGRAPHIES

## Contact Information in Roster

### Brett Bivans



**Brett Bivans**  
**Vice President**  
**International Center**  
**for Alcohol Policies**

Brett Bivans is Vice President of the International Center for Alcohol Policies (ICAP). He joined ICAP as Director of Partnership Development in February 2004. Brett handles industry related issues, such as corporate social responsibility, self-regulation, road safety, retail and responsible hospitality. He is also responsible for outreach in the Asia-Pacific and Africa regions.

Prior to joining ICAP, Mr. Bivans was the first Manager of the Global Road Safety Partnership (GRSP) initiated by the World Bank and hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC) in Geneva, Switzerland. GRSP benchmarks road safety good practice and the positive impact of partnerships for both business and social development. Between 1996 and 1999, he was part of the World Bank's Finance and Private Sector Development team which developed corporate social responsibility and partnership initiatives.

### Ed Book



**Ed Book**  
**Captain**  
**Gainesville Police**  
**Department**

Gainesville Police Captain Ed Book currently serves as an Operations District Commander and Community Resource Division Commander, and has had responsibility for Gainesville's two hospitality districts. Captain Book has been involved in many efforts related to entertainment district management, including enforcement details, innovative crime prevention strategies, formation and expansion of a nationally recognized safety kiosk and support of local legislation.

He has served in almost every capacity and on all patrol shifts including investigations, internal affairs, training, and administrative assignments during his nearly 25 year career. Captain Book has been in charge of University of Florida football game day operations for GPD and has been involved in all of the recent national championship football and basketball celebrations serving in Incident Command. Captain Book is certified by the Florida Attorney General as both a crime prevention & CPTED practitioner, the highest level of certifications awarded in those fields.

### Jim Butler



**Jim Butler**  
**Manager**  
**City of Austin**  
**Creative Industries**

Jim Butler works for the city government of Austin, Texas. He is in charge of finding ways to make Austin a better place by working with individuals, companies, nonprofits and other governmental organizations involved in the music, film and technology industries. His efforts include direct job creation programs as well as programs that enhance the overall quality of life in Austin.

## Raphael Clemente



**Raphael Clemente**  
**Assistant Director**  
**West Palm Beach**  
**Downtown**  
**Development**  
**Authority**

Raphael Clemente joined the Downtown Development Authority (DDA) in January of 2006 as Urban Planning and Services Director, bringing with him a multi-disciplinary background and local knowledge. With experience in land use and transportation planning, human scale design, CPTED, and project management, Mr. Clemente has used his skills to find solutions to community problems in ways that have carried downtown West Palm Beach toward its desired long-term goals.

Prior to his arrival at the DDA, Mr. Clemente's experience included work in both the public and private sector. He has been involved in many different levels of community planning, ranging from project management for real estate development, to overseeing the Palm Beach County Greenways and Trails Master Plan in his role as Senior Planner with the Palm Beach Metropolitan Planning Organization.

## Ernest Collins



**Ernest Collins**  
**Director, Arts and**  
**Entertainment**  
**City of New Orleans**

Ernest Collins, Director, Arts and Entertainment since 2002, oversees the Arts & Entertainment Division, which includes the offices of film, music, tourism and arts for the city of New Orleans. The strategic goal of the Mayor's Arts & Entertainment division is to position and promote New Orleans as a center for entertainment and tourism, and to fully leverage these economic development opportunities in film and television, music, tourism and arts, to provide a better quality of life for the citizens of New Orleans.

In this role, Ernest is the point person for the City on large festivals like Essence and Jazzfest, leads the strategic effort to promote New Orleans as a center for entertainment and creative media development, and works to create more opportunities for musicians and artists to enhance their careers.

## Raissa de la Rosa



**Raissa de la Rosa**  
**Economic**  
**Development**  
**Specialist**  
**City of Santa Rosa**

Raissa de la Rosa has worked for the City of Santa Rosa as an economic development specialist for four years, focusing her efforts on the city's downtown core for the past two. Prior to this position, her entire professional life was spent in non-profit and arts administration. Most recently she was the Cultural Funding Coordinator for the City of Oakland for five years, and before that ran a mid-sized performing arts theater in San Francisco.

## Gregory L. DeShields



**Gregory L.  
DeShields**  
Director of Industry  
Relations  
Temple University

Greg DeShields currently serves as the Senior Director of Corporate Relations for Temple University School of Tourism and Hospitality Management. Greg has been a manager in the hospitality industry for such companies as Hyatt Hotel, Omni Hotels, Sheraton Hotels, and the Korman Company, and General Manager of Philadelphia OIC's Opportunities Inn: Hospitality Training Institute. Greg serves as an adjunct instructor and Faculty Advisor for Temple University School of Tourism and Hospitality. He also conducts Customer Service training workshops.

Greg's Board membership and committee chairs include The Philadelphia Convention & Visitor's Bureau – Multicultural Affairs Congress, Philadelphia Gay Tourism Caucus, The Greater Philadelphia Restaurant & Purveyors Association, National Board of the Responsible Hospitality Institute, Fund for Philadelphia, Co-Chair. Greg is an active member of the Council on Hotel & Restaurant Institute Educators, The American Hotel & Lodging Association, Meeting Professionals International, Hispanic Meeting Professionals, National Association of Black Hotel Owners Operators and Developers, and Hispanic Hotel Owners Association.

## Kathie Durbin



**Kathie Durbin**  
Division Chief,  
Licensure,  
Regulation and  
Education  
Montgomery County  
Department of  
Liquor Control

Kathie Durbin is the Division Chief of Licensure, Regulation and Education for the Montgomery County Department of Liquor Control. She began her career as a Responsible Beverage Instructor for the State of Maryland. In addition to her training responsibilities, Kathie spent 8 years as a contractor for Montgomery County Health and Human Services actively working on substance abuse prevention techniques with key stakeholders and community organizations. She managed several sizable state grants, a county program of mini-grants and the substance abuse prevention network. As the Executive Director of the Montgomery County Restaurant Association in the early 1990's, Kathie assisted the business community with legislative issues and local policies.

Kathie is certified by the State of Maryland as an Alcohol Server Instructor and as a Prevention Professional. She plays leadership roles on local, statewide and national alcohol related boards such as the National Alcohol Beverage Association, Maryland Alcohol Licensing Association, Responsible Hospitality Institute and the Responsible Retailing Forum.

## Darb Erickson



**Darb Erickson**  
Street as a Venue  
Coordinator  
Whyte Ave  
City of Edmonton

Darb Erickson is the 'Street as a Venue' coordinator for the City of Edmonton's most vibrant entertainment area. His role is to manage the public space as if it were a facility, in recognition of the high demand for city services to address the nighttime economy. Darb maintains many initiatives that lead to the growing public perception of safety, cleanliness and cultural vibrancy.

Prior to joining the City of Edmonton staff, Darb spent a decade as an Area Director for Young Life of Canada. His role was to build leaders and increase the capacity of communities to care for and mentor their youth. These efforts led to many creative recreational programs revolving around skateboarding, mountain climbing, snowboarding, sports, music and art.

## Kathryn Graham



**Kathryn Graham**  
**Senior Scientist**  
**Centre for Addiction**  
**and Mental Health**

Kathryn Graham (Ph.D, Psychology) is a Senior Scientist and Head of Social and Community Prevention Research at the Centre for Addiction and Mental Health (CAMH) in London, Ontario, Canada. She is also Adjunct Research Professor in the Department of Psychology at the University of Western Ontario and Professor (Adjunct), National Drug Research Institute, Curtin University of Technology, Perth, Western Australia.

Her current research focuses on the role of alcohol in aggressive behaviour both in licensed premises and between intimate partners, the social context of aggression and gender differences in the relationship between alcohol and aggression. Her work in the community has included the development and evaluation of the *Safer Bars* program to reduce aggression in licensed premises. In 2002, Dr. Graham received the Queen's Golden Jubilee Medal for her contributions to applying research knowledge to community interventions. Her book (with Ross Homel) on preventing bar violence, "Raising the bar" was published in 2008 by Willan Publishing, United Kingdom. She is also senior editor of "Unhappy hours. Alcohol and Partner Violence in the Americas" published by the Pan American Health Organization (PAHO), also published in 2008.

## Allison Harnden



**Allison Harnden**  
**Vice President**  
**Responsible**  
**Hospitality Institute**

As Vice President of RHI, Allison Harnden is responsible for securing consulting contracts, and scheduling and delivering Hospitality Zone Assessments to municipalities and dining and entertainment districts. She has co-facilitated over twenty five Assessment processes in tourism and resort communities, as well as college towns and urban neighborhoods, each resulting in action plans that have been successful in addressing a range of issues, including late-night transportation, social diversions, pedestrian flow and safety and crime prevention through environmental design.

Ms. Harnden began her 14 year career with RHI as a site coordinator for San Diego's Hospitality Resource Panel, a contract partnership with RHI and San Diego's Economic Development Office. As liaison to 10 entertainment-oriented Business Improvement Districts in San Diego, including the Gaslamp and La Jolla, Ms. Harnden developed and piloted innovative programs relating to land-use, regulatory compliance, business and workforce development and public policy. She worked closely with City Council, their Aides and the Redevelopment Agency on hospitality zone-related issues, including noise and trash, most notably leading the Mixed-Use task force, which advised Council's Land-Use and Housing Committee.

## Justin Hectus



**Justin Hectus**  
**Director of**  
**Information**  
**Keesal, Young &**  
**Logan**

Justin Hectus is the Director of Information at Keesal, Young & Logan, a 70-lawyer firm with five offices, where his responsibilities include management of the firm's Accounting, Billing and Technology departments. Justin has served on the Board of Directors of the Arts Council for Long Beach since 2003, where he just completed his second term as Chairman of the Board. Justin is also a founding member of the Board of Directors of Culture Shock LA, a non-profit, hip-hop dance organization that provides dance education and youth and community outreach. Justin has been entrenched in the Long Beach music scene for over 12 years and is the co-producer of *Schooled in Song*, a concert event that highlights local musicians and raises money for music education.

In 2009, Justin co-founded SAM (Summer and Music), and worked with the Downtown Long Beach Associates and Long Beach Redevelopment Agency to present a concert series featuring over 80 local acts performing in free concerts to audiences totaling more than 25,000 citizens of Southern California. In October 2008 Justin was one of three Arts Activists to share a ranking in the Long Beach Post's list of the "Ten Most Powerful People in Long Beach."

## Jean Homza



**Jean Homza**  
**Bar Manager**  
**9:30 Club**

Jean Homza has been involved in restaurant and bar management in Washington, DC since 1985. For the past 11 years she has been the Bar Manager and Community Liaison for the 9:30 Club, an internationally award-winning live music venue. She has also spent the last 20 years involved in producing and promoting fundraising events for a variety of worthy local causes. As a local promoter, producer and educator, Jean is a strong and vocal advocate for industry responsibility to create safe, professional and vibrant entertainment environments in partnership with residents and local government.

Jean is a founding member of the MidCity Business Association and is active in the DC Nightlife Association working to change laws and government policies that impose hardships on the hospitality industry while at the same time working to increase industry professionalism and safety; she teaches alcohol awareness classes for the DCNA. Jean helped to spearhead a pilot Hospitality Resource Partnership (HRP) in DC while encouraging the process to go citywide. Currently, she is working with Washington's Metropolitan Police Department and the DC Alcoholic Beverage Regulation Administration to write a manual on Best Practices for Nightclubs.

## Elizabeth Jackson



**Elizabeth Jackson**  
**President**  
**The Urban Agenda**

Betsy Jackson is President of The Urban Agenda, an urban development consulting firm located in Ann Arbor, Michigan that specializes in strategic planning and community problem solving. Betsy was President of the International Downtown Association in Washington, DC for four years. Prior to joining IDA in 1997, Ms. Jackson was the Executive Director of the Society for Environmental Graphic Design.

Betsy has worked in the field of downtown revitalization and management for 25 years, first as the Executive Director of Jackson Main Street, in Jackson, Michigan, and then for nine years as Program Associate and Program Manager for the National Trust for Historic Preservation's Main Street Center. Ms. Jackson has a Bachelors Degree as well as a Masters Degree in Urban Planning, both from the University of Michigan.

## Jocelyn Kane



**Jocelyn Kane**  
**Deputy Director**  
**San Francisco**  
**Entertainment**  
**Commission**

Jocelyn Kane is Deputy Director of San Francisco's Entertainment Commission, which is charged with ensuring the health and vitality of all indoor and outdoor entertainment venues in the City. Current projects protecting hospitality include the re-zoning efforts of the city's Planning Department, permitting (protecting) street performers for the first time in the city's history, and revising San Francisco's outdated sound ordinance to stay current with technologies of the 21st century.

Jocelyn is also the founder of Motogirl Productions, an SF-based artist development company. Motogirl Productions works with large and small artists in various genres, to help them understand the "business" of music and how to reach individual goals effectively in one of the toughest industries around. Motogirl Productions co-produced Nadines Wild Weekend 2002, which included production of 20 shows with over 135 bands in 15 clubs over 4 days, garnering major national and international media attention.

## James Kebblas



**James Kebblas**  
**Director**  
**Seattle Office of**  
**Film and Music**

James Kebblas is the Director for the City of Seattle's Mayor's Office of Film and Music. James is responsible for developing strategies and policies that support Seattle as a place to create, produce and enjoy film and music. James took his passion for civic engagement to a new level when he and other community members turned Seattle's once oppressive stance towards music into one of support and growth. James was Co-founder and the original Executive Director of the Vera Project, a nationally recognized nonprofit, music-arts center run by and for youth in Seattle. As a graduate from the University of Washington's School of Urban Design and Community Planning, James has worked with a handful of cultural organizations and served for two years both as a Seattle Arts Commissioner and a Music Advisory Member.

James is also nurturing the Music Office Network, a group of diverse, critical thinkers from government music commissions and agencies to share creative ideas to successfully balance community concerns with enhanced opportunities for music and entertainment.

## Russell Kolins



**Russell Kolins**  
**CEO**  
**Russell Kolins**  
**Associates**

Russell Kolins is currently a private detective, security expert and consultant specializing in the hospitality industry, including nightclubs, restaurants, bars, casinos, sports arenas and hotels/motels. He was the director of the Camden County, New Jersey Tavern Owners Association for six years while he owned and operated one of the three largest nightclubs in the county.

Mr. Kolins lectures to numerous organizations and is a certified Tam and TIPS instructor. As an investigator, he has attended numerous professional classes for investigating all aspects of the hospitality business including risk management and risk assessment. He has investigated over 3,000 liquor liability and inadequate security cases for both plaintiff and defense and has been court qualified to testify as an expert in liquor liability and inadequate security cases. Mr. Kolins is also a consultant to the only 5 star restaurant and bar in Pennsylvania, as well as other restaurants and bars owned by world renowned chef Georges Perrier.

## Bruce Kraus



**Bruce Kraus**  
**City Councilman**  
**City of Pittsburgh**

Councilman Bruce Kraus was sworn into office in 2008 as Pittsburgh's District 3 Councilman. The Councilman has focused mainly on quality of life legislation, seeking to improve the tranquility and well-being of his constituents' lives. In addition, he seeks to reduce crime, increase property values, encourage small business development, and thereby improve the quality of life for the city as a whole.

To further these goals, while in office, Kraus has successfully introduced numerous legislative initiatives, including updating the city's noise ordinance; regulating and streamlining the process of installing, designing, and maintaining sidewalk cafés to improve city business; reducing fire and health hazards by regulating the use of indoor furniture outside; and increasing fines for open alcohol containers, among many others. He has worked passionately to beautify the city through the removal of illegal graffiti and unsightly tags.

## Frank LaTorre



**Frank LaTorre**  
**Director of Public**  
**Space**  
**Providence**  
**Downtown**  
**Improvement**  
**District**

Frank LaTorre became the first Director of Public Space for Providence's Downtown Improvement District in 2005. He is currently the co-facilitator of the Providence Hospitality Resource Partnership (HRP), established in January, 2007 to address nightlife issues collaboratively with key stakeholder groups. On September 16, 2009 Frank accepted a Citizens Citation Award from Mayor David Cicilline on behalf of the Providence HRP for partnering with the Mayor's Substance Abuse Prevention Council in curbing underage drinking in local nightclubs and bars.

Frank co-chairs the Downtown Providence Security Network Greater Kennedy Plaza Security Committee and is a member of the Greater Kennedy Plaza Working group, working on ways to revitalize the use of public park space in the heart of Providence's downtown. Frank was the recipient, on behalf of the Downtown Improvement District, of a Community Policing Partner Award given by the Mayor of Providence and the Providence Police Department in 2008.

## Shirley Lowe



**Shirley Lowe**  
**Executive Director**  
**Old Strathcona**  
**Business**  
**Association**

Shirley Lowe has been the Executive Director of the Old Strathcona Business Association for nine years. She has watched and been a part of many changes around one of the busiest areas of her city. Shirley chairs the Edmonton Council of Business Revitalization Zones (BRZs) and is a past president of her Rotary club and the Edmonton and District Historical Society. She has researched and co-authored two local history books and has edited a third. Shirley has been heavily involved with nighttime economy issues and opportunities since connecting with the Responsible Hospitality Institute in 2004.

## Jeanna Mastrodicasa



**Jeanna  
Mastrodicasa**  
City Commissioner  
City of Gainesville

Re-elected to the Gainesville City Commission for a second three year term beginning May 2009, Commissioner Jeanna Mastrodicasa currently serves as chair on the Commission's Public Safety Committee, and member of the Equal Opportunity Committee as well as the Recreation, Cultural Affairs and Public Works Committee. Jeanna served as the Vice-Chair for two of Gainesville's City Advisory Boards: the Historic Preservation Board and the Human Rights Board.

Jeanna is also involved in NASPA, the National Association of Student Personnel Administrators, by serving in several leadership roles. She is a frequent presenter at its conferences and consults on topics related to millennial college students and diversity issues in higher education. The Summer 2009 issue of NASPA's Leadership Exchange featured an article by Commissioner Mastrodicasa titled *Campuses and Communities Strengthen Relationships: Make Your Campus a Good Neighbor*.

## Brenda A. Miller



**Brenda A. Miller**  
Senior Scientist  
Prevention  
Research Center

Brenda A. Miller, Ph.D., is a Senior Research Scientist at PIRE at the Prevention Research Center in Berkeley, CA. Her research and publications focus on the issues of family violence, violent victimization, family-based prevention strategies, women's alcohol/drug use, parenting and adolescent alcohol/drug use, adolescent risky sexual behavior, drinking and driving, and crime/social justice. Her current work as Principal Investigator of a NIDA funded study focuses on the prevention of drug use of young adults in club settings. In this cross-site study, she is working with Drs. Debra Furr-Holden, Bob Voas, Mark Johnson, Harold Holder (PIRE) to develop environmental and group-based prevention strategies.

Previously, she was the Janet B. Wattles Endowed Professor and Director of the Center for Research on Urban Social Work Practice at the University at Buffalo (1998-2002). From 1998-1998, she was the Acting Director at the Research Institute on Addictions in Buffalo, New York, where she was also Deputy Director (1988-1998) and Senior Scientist (1981-1998). She is currently a member of the NIH chartered study section, Community-Level Health Promotion (CLHP).

## Alfonso Morales



**Alfonso Morales**  
Assistant Professor  
University of  
Wisconsin

Alfonso Morales (PhD Northwestern) is Assistant Professor of Urban and Regional Planning at the University of Wisconsin-Madison. He writes about public health, and the socio-legal organization of the economy. He has been invited to speak nationally and internationally. His scholarship includes three edited books and more than 20 articles appearing in the American Journal of Sociology, Journal of Planning Education and Research, Ethnicity and Health, Economic Development Quarterly, the Law and Society Review, etc. Besides HACU, a variety of organizations have supported his research. He is on the board of EDCO-Ventures creating profit-oriented firms in marginalized areas.

## Mac Nichols



**Mac Nichols**  
Principal  
ERA AECOM

Mac Nichols is a principal with ERA AECOM (formerly Economics Research Associates), an international consulting firm focused on economic analysis for the entertainment and leisure industry, real estate development, public-policy analysis, tourism and economic development.

Since its founding in 1958, ERA has completed over 15,000 assignments yielding unmatched experience in land use economics. In the process, the firm has made important contributions to some of the world's most innovative and successful development projects.

## Bob Peth



**Bob Peth**  
Detective  
Seattle Police  
Department

Seattle Police Detective Bob Peth is assigned as the department's primary nightlife monitor. He reviews every nightlife police report citywide, coordinates internal efforts to minimize nightlife crimes, acts as a liaison to partner agencies and the Joint Enforcement Team (JET), and administers the department's Security Training program for nightlife employees.

As a Patrol Officer he started working in the Pioneer Square hospitality zone in 2003. In 2004 he transitioned into the West Precinct Community Police Team where he was responsible for long-term problem solving related largely to nightlife. Under then Captain Linda Pierce he worked on the pilot program that became JET and has been the sole person assigned to that program ever since. The program has been housed in the West Precinct, Vice Unit, Violent Crimes Section and currently resides in the Metropolitan/Special Response Unit.

## Jim Peters



**Jim Peters**  
President  
Responsible  
Hospitality Institute

Jim Peters is the founder and president of RHI. He has overseen RHI as it emerged through peaks and valleys of growth and revitalization. He brings a unique background to his role and for more than twenty years he has administered effective management of RHI's evolution and projects. Born in Long Island, New York, Peters first pursued an education in engineering, only to be drawn to work in hotels, restaurants and nightclubs, formalizing the practical experience with a degree in hospitality management from the University of Massachusetts. Peters continued his graduate education in psychology and counseling.

Peters is considered a leading authority on legal and social trends impacting the hospitality industry. In his role with RHI, Peters has organized and administered numerous conferences, symposia and forums involving national and international experts. He has organized and facilitated coalitions at the local, state and national levels, and has served as both speaker and facilitator for numerous conferences worldwide. He has advised legislators and regulatory agencies on policy and program development, served as a consultant on research projects evaluating responsible beverage service programs, testified as an expert witness in alcohol service liability cases, and assisted in the development of programs in Canada, New Zealand and Australia.

## Robert Pomplun



**Robert Pomplun**  
**President**  
**Loss Control**  
**Services, Inc.**

Robert Pomplun is the President and Founder of Loss Control Services, Inc. established in 1985. Since then, he has conducted over 6,000 seminars throughout the state of Minnesota for such organizations as the American Legion Posts and Veterans of Foreign Wars. He has performed over 1,000 assessments for bars, restaurants, and other establishments that serve alcohol. He has testified several times before the Minnesota State Legislative Judiciary and Transportation Committees to help enact new legislation regarding valid identification for alcohol consumption and legal liabilities in the sale and use of alcohol.

Mr. Pomplun is a charter member of the Responsible Beverage Service Council, which is an international organization dedicated to responsible beverage service and practices. He founded Serving Alcohol, Inc. in 2007 which offers various general and custom online training courses at [servingalcohol.com](http://servingalcohol.com).

## Rose Reyes



**Rose Reyes**  
**Director of Music**  
**Marketing**  
**Austin Convention**  
**& Visitors Bureau**

Rose Reyes has been the Director of Music Marketing for the Austin Convention and Visitors Bureau for the past four years. Reyes has worked in the cultural arts arena in Texas for 20 years including working as an artist manager for Tish Hinojosa, and an administrator, fundraiser and producer for state-wide cultural arts organization Texas Folklife Resources. At TFR she oversaw development of statewide music and visual arts touring initiatives, artist development, fundraising and produced the Texas Folk Masters series.

Rose has worked extensively on business and cultural outreach programs for the Austin Hispanic Chamber of Commerce and Texas Department of Commerce and has served on the boards of La Pena, Austin Music Commission, the National Academy of Recorded Arts and Sciences Texas Chapter, Cine Las Americas and COA Live Music Task Force. She has consulted with a wide range of non-profit groups such as Americans for the Arts, the Library of Congress, Latino USA, The Alejandro Fund, Ballet Austin, ALLGO, International Accordion Festival and served on funding deliberation panels for the Fund for Folk Culture, National Endowment for the Arts and the Texas Commission on the Arts.

## Barbara Ryan

**Barbara Ryan**  
**President**  
**Silver Gate Group**

Barbara Ryan has over 30 years of experience in the alcohol, tobacco and other drug prevention field. She has developed numerous publications and guides in the area of prevention, including *The College Alcohol Risk Assessment Guide* and CSAP's *Prevention Primer*. She edited *Prevention File: Alcohol, Tobacco, and Other Drugs*, a periodical magazine on prevention issues from a public health perspective. As a senior advisor for the Center for College Health and Safety and the U.S. Department of Education's Higher Education Center for Alcohol and Other Drug and Violence Prevention, she edits the newsletter *Catalyst* and wrote *Prevention Challenges at Community Colleges* and *Making the Link: Academics and Prevention*.

She has published numerous articles on prevention topics ranging from preventing alcohol sales to minors to using local powers to control alcohol availability. She is the co-author of *A Matter of Degree Advocacy Initiative: A Project of The Robert Wood Johnson Foundation* and *A Matter of Degree Initiative to Reduce Binge Drinking at Colleges and Universities: Lessons Learned*

## Chris Ryan



**Chris Ryan**  
**President**  
**Lodge Management**

Chris Ryan is the President of the Lodge Management Group, which provides auditing, inventory, human resources, and training services to liquor licensees in the City of Chicago. Mr. Ryan is also the President of twelve (12) corporations holding City of Chicago liquor licenses. He has played an active and positive role in community affairs for many years, drawing from his expertise in the operation of nightclub venues.

Mr. Ryan is the Chairman of the 18th District CAPS Hospitality Subcommittee, which provides owners, managers, and employees of the hospitality industry the opportunity to network and become informed about industry issues. As chairman of the Subcommittee, Mr. Ryan is a member of the District Advisory Council and meets with the 18th District Police Commander on all issues regarding liquor licensees in the near north community. He has also testified before the City Council and the licensing committee on many issues, including deleterious impact, cameras, and promoter ordinances.

## Rachael Snedecor



**Rachael Snedecor**  
**Executive Director**  
**Livermore**  
**Downtown, Inc.**

Rachael Snedecor is the Executive Director of Livermore Downtown Inc. She has been working in the downtown for the last seven years focused on the revitalization of downtown Livermore. Her varied business experience has given her the ability to empathize with the small business needs in downtown Livermore as well as experience in marketing a destination that has grown to be the jewel of the San Francisco East Bay Area.

Accomplishments in Downtown Management include assisting in the completion and implementation of a Downtown Specific Plan which included a 13 million dollar Streetscape Project. Under her management, Livermore Downtown Inc. has successfully produced and facilitated downtown events that attract over a million consumers to the downtown district each year. Rachael and her team constantly look for new and innovative ways to reach out to consumers. Their unique outreach methods include "Livermore Life; Your Downtown Magazine" a television show produced for a local community television station and the Downtown Club program, which hundreds of residents have joined, establishing their strong loyalty for downtown by shopping locally.

## Steve Sheldon



**Steven Sheldon**  
**Marketing & Special**  
**Events Manager**  
**Downtown Long**  
**Beach Associates**

Steve Sheldon is the Marketing & Special Events Manager for the Downtown Long Beach Associates (DLBA), a private nonprofit organization that operates on behalf of the tenants and commercial property owners in Downtown Long Beach. Steve is responsible for the marketing, promotions, advertising and special events initiatives of the DLBA, which manages one of the largest business improvement districts in the U.S. and represents more than 1,800 stakeholders.

The DLBA produces and sponsors more than 75 events annually, including the Summer And Music (S.A.M.) concert series, the Latin American Parade & Festival and the Long Beach Bike Festival, which was recognized this year with a coveted Pinnacle Award by the International Downtown Association. He is involved in a number of community activities and is the recipient of the President's Volunteer Service Award by the President's Council on Service and Civic Participation.

## Janice Solomon



**Janice Solomon**  
**Executive Director**  
**Toronto**  
**Entertainment**  
**District Business**  
**Improvement Area**

Janice Solomon is the Executive Director of the Toronto Entertainment District Business Improvement Area (BIA), formed in 2008 as one of Canada's largest BIA's. As Executive Director, Ms. Solomon oversees the day to day management of this mixed use area – with a mandate to promote and enhance the Entertainment District. Ms. Solomon also oversees the development of a Master Plan for the Entertainment District. This plan provides a vision for the future of the area, including beautification of streets, parks and plazas to create a desirable neighborhood to live, work, visit and be entertained.

Ms. Solomon's initiatives have included formation of a Nightlife Committee to maintain a vibrant and safe nightlife through: Development of a Best Practices document for Nightlife operators and monthly roundtable meetings with nightlife operators, police, enforcement agencies and local residents to bring about new and better ways of managing nightlife.

## John Thayer



**John Thayer**  
**Public Safety and**  
**Security Consultant**  
**Retired Lieutenant**  
**Santa Barbara**  
**Police Department**

John Thayer is a nationally recognized expert on community policing and special event and public safety planning. He has conducted extensive research in the areas of entertainment venue policing and co-authored "Policing Entertainment Districts," published in The International Journal of Police Strategies and Management, London, England. This comprehensive analysis included numerous site visits and a survey of fifty cities across the country.

Mr. Thayer retired as a senior manager with the Santa Barbara California Police Department, where he held a variety of leadership positions, including Media Relations, Chief's Adjutant and Special Event Planning. He was the agency's liaison to the US Secret Service during the Regan presidency, when the Western White House was located in Santa Barbara.

Mr. Thayer has provided consulting services to a number of cities, including Kansas City, MO; Memphis, TN; Irvine, CA and San Jose, CA. He brings a diverse and extensive background in the entertainment business, as well as over thirty years of police experience.

## Lee Wilcox



**Lee Wilcox**  
**Downtown**  
**Coordinator**  
**City of San Jose**

In 2008, Lee joined the City of San Jose City Manager's Office as the Downtown Coordinator. Lee serves as the City's liaison with Downtown stakeholders, analyzes current policies and ordinances, and recommends areas for change and improvement. He oversees implementation of the recommendations from the Hospitality Zone Assessment Report and acts as the lead staff support to the City Manager's Downtown Advisory Committee to continue the vibrancy and nightlife experience for residents and visitors.

In 2009, he worked with local stakeholders and the police department to develop a new entertainment zone policing model which provided an earlier presence in the downtown and relied on collaboration with nightlife businesses. A portion of the costs for this new model are paid by nightlife business owners. Lee's political and public policy background lends especially well to working with the Mayor and Council, City Officials, and downtown stakeholders on the direction of downtown San Jose.

## Bryan Woll



**Bryan Woll**  
**Staff Intern**  
**City of Pittsburgh**

This summer, Bryan Woll served as a Staff Intern in the Office of Pittsburgh City Councilman Bruce Kraus, where he focused on the South Side's entertainment district. This internship was organized and funded by southwestern Pennsylvania's Local Government Academy. Bryan is currently a sophomore at Georgetown University in Washington, D.C. and devotes significant time to public and community service. He currently serves as Field Director for the Georgetown University College Democrats, working to increase membership and assist students in registering to vote and absentee balloting. Bryan is also working on a community-based learning project with LIFT-DC, where he serves as a student-advocate for homeless and low-income residents of D.C.

He has previously held internships with Alliance for Justice, a Washington, D.C.-based non-profit, social justice advocacy organization, and the Pittsburgh District Office of U.S. Congressman Mike Doyle, where he worked on constituent services and community development issues. In 2007 and 2008, Bryan served as the Chair of the City of Pittsburgh Youth Council and the Vice-Chair of the city's Youth Commission, where he helped to shape the city's youth policy and authored the Council's Voice of the Youth report.

## Jeffrey Yarbrough



**Jeffrey Yarbrough**  
**President**  
**Big INK PR and**  
**Marketing Concept**  
**N2, Inc.**

After achieving unequivocal success in all aspects of the hospitality industry, Jeffrey Yarbrough has shifted his focus to the PR & Marketing business. In April of 2004 bigInk PR & Marketing opened with an impressive roster of clients consisting of leaders in the hospitality and entertainment industry from around the country. Yarbrough incorporates the real life experience he gained from running his own companies and shares it with his clients.

Yarbrough's knowledge of public relations tactics, media relations and the hospitality industry warranted bigInk PR's recognition as one of Dallas Business Journal's Top 25 public relations companies in Dallas/Fort Worth in 2005. A unique networking ability and strong understanding of local and national publications have put not only his own company.