hello everyone hopefully you guys can hear us all we want to thank you for participating in this NAB Co webinar and we welcome you to the presentation there's an app for that before I introduce our speakers from Texas I wanted to address a few things this webinar will highlight how the Texas ABC has used a complaint app that allows citizens to report sales to minors or intoxicated persons and after-hours sales and other violations of the Texas Alcoholic Beverage code through email by phone or through postal services we expect the webinar to last about 45 minutes or so with room for Q&A at the end if there are lots of questions and
if attendees don't mind we may stay on a
little bit longer so please know that
once the webinar begins I'm not able to
acknowledge receipt of questions but
know that we will answer any questions
at the end this presentation is being
recorded and we hope to make it
available for playback later if you have
a question please type it in the
question box which is in the lower right
dhand corner of your screen at the end of
the presentation I will come back and
ask the questions for our speakers to
answer them we are pleased to have
several representatives of the Texas ABC
with us today and I'd now like to just
read some brief bios of our presenters
Carolyn Beck is now director of
communications and governmental relations she joined the TABC in October 2003 as a public information officer. Her primary duties include being the agency spokesperson and legislative liaison. She spearheads various special projects including the agency's biennial strategic plan. Prior to TABC, Carolyn spent 13 years at the Texas Youth Commission working in various divisions. She has seven years of experience in the private sector, managing internal operations for a startup company. She earned a bachelor's degree from the Plan to Liberal Arts Honors Program and a master's degree from the Lyndon B. Johnson School of Public Affairs, both at...
the University of Texas at Austin we also have with us regional director Randy Field. He attended the Harris County Sheriff's Academy and began his career with the TABC in June nineteen eighty-nine. He was initially stationed in El Paso as an agent before being transferred to the Bryan office. He has received several promotions and is now major of the Coastal Bend region. Randy graduated from Texas A&M University in 1988 with The Bachelor of Science degree in agricultural economics and also participating in the call will be Mindy Carroll who after teaching in public education started her career with the Texas Alcoholic Beverage Commission in.
2006 as the education specialist she's received several promotions and is now director of the education division this division is responsible for managing the state's util Block Grant and Mindy is the util state coordinator in 2011 the division managed about 1.5 million dollars in funding and distributed grants to 19 different projects Mindy also oversees all educational programming including the seller server training program for the tabc and so guys thank you very much for participating in our presentation today major field is the person who has charge of the screen and so we will let him go with it but Carolyn is going to speak so Carolyn go right ahead or did I get that
wrong yeah Randy is going to start ok so
major field you're going to start what
we've got is in March of 2013 this past
year part of the spring break initial
if our agency rolled out this complaint
app and kind of targeted it add that
Spring Break crowd obviously the younger
crowd kind of the mobile crowd
everybody's carrying around a smart
phone in their hand or in their pocket
and we wanted to make it more convenient
easier for people to file a complaint
right when it's occurring or right when
they're seeing it as opposed to the old
method of having to go home get on a
computer send an email or make a phone
call to one of the offices during
business hours so that's the mobile

complaint at the there's an app for that

as we know like today there's a map an

app for everything in the world our

point is not moving screams it's not

advancing oh my in control you should be

okay there we go now we're moving when

to file a complaint any time there's a

violation of any sort at a location

licensed to serve oxalic beverages we

want the public to be able to file a

complaint and obviously we want to make

it easy because the easier it is the

more likely it is this somebody will

file a complaint some of the things they

are on the top of the list or selling

alcohol to minors intoxicated person
some of the areas have problems with the
legal sale legal hours of sale where I'm
at in Houston that's one of our larger
problems is locations of just operating
throughout the night 2 a.m. the cutoff
time but they're running till
some of them until opening day the next
day other things gambling drug use
prostitution basically anything that we
refer to as the vice type crimes we want
people to be able to complain to tabc
when they see those violations occurring
again and do it in a convenient quick
efficient way there's an app for
everything out there these days and the
age
he felt like this with the way of stay
up with technology and again appeal to a
younger crowd and give them the opportunity because younger crowd is less likely to send an email or make a phone call to the TABC office differently. You can file a complaint obviously the old ways: you can make a phone call to the office in any of the TABC offices and the good thing is it really doesn't matter where you're at or which office you call it will be directed to the right place. We've got a complaint email box where it's complaint that TABC state TX us and that will get routed through our headquarters and then routed back out into the field obviously. Somebody can send one by mail, but we don't get a lot of those these days but
occasionally from a maybe the more
senior crowd we get something in the
actual mailbox fax again not very common
but occasionally we still good facts in
person somebody may either come into the
office somebody may catch us when we're
in a location occasionally in a you know
complain about a violation that another
location somebody can go to our website
there's an opportunity on our website to
file a complaint through the through our
web web site and then the one we're
talking about in the newest mobile
complain app again where somebody can
very easily very conveniently file the
complaint they can be sitting at the bar
or in the grocery store liquor store
wherever they may be they see the
violation of what they believe is a
violation occur they can get on the
smartphone and file the complaint right
then as you see the message from our
chief that basically says the longer it
takes to file a complaint the less
takes to file a complaint the less
accurate it's going to be in the less
likely that it's going to be to somebody
is actually going to follow it because
as we know as time goes on the
importance of filing the complaint
really diminishes
this is the home page to our app it's
free to the public you can get on a
couple of different ways you can go to
the individual app store whether it's an
Android or the Apple device that you
have searched for it by tabc and a couple of different apps will come up this is one of the ones that will come up or you can go to our website and the address therapy of tabc dock state TX us back / mobile apps and download it that way very simple to download downloads it myself just to make sure I know what it says and how it operates here's that once inside once you click on the create a complaint this is the screen and the first two on the left are actually a scroll that's all 11 screen it takes more than one screen to actually put it all on their top of the thing establishment named the more accurate that is obviously the better off we are
because we can't find it in our computer

if we don't get an accurate name the

establishment location again the more

accurate that is the better off we are

specific numeric address is preferred

but sometimes we can search through our

database and find what it is if we don't

have real specific information the

county is going to be pretty much a

requirement because that's how those are

going to be sent back out into the field

when this is submitted it goes to that

complaint email address that if you went

to our website or you emailed in a

complaint to the complaint complaint

e-mail address this goes to that same

place it's just format a little
differently but when they're sent back
out into the field the county is the indicator as to which field office to
send it to the city obviously again the more information that we have the more accurate we can be at which location it is
then it has incident description and on that incident description what we've got is we've got several different checkboxes again to make it simple for somebody to file the complaint there's checkboxes for minor related violations intoxication related violation hours violations drugs prostitution gambling and then we've got the the one you always have to have his other so if it doesn't fall within one of those
categories you can click other and then
below that is incident details and
that's a free text box where you can go
in and kind of describe again what the
details are the more specific these are
the better again that we are when
somebody files a complaint that a
certain location is selling to minors
that's some basic information but if
they will tell us they're selling to
minors and it's the clerk with this name
or it works at this time and it occurs
on these days and these times of the day
that really helps us with our
investigation as opposed to kind of
shooting in the dark so that incident
details are very important as well below
that is the email address of the person that's filing the complaint that's not a mandatory box that's only if they want to be notified of the outcome we accept hundreds of complaints every month that are anonymous people don't want to know don't want to leave their personal information don't want anybody to know that they called for whatever reason and that's fine we accept those but also we will notify the complainant if they desire and so if they leave their email address they click one of those two boxes there either notify me of the outcome or submit anonymously if it's the midden onimous lee it'll go and submit the complaint if they want to be
notified it goes to the next screen

where it asks for their name address etc

so depending on how they want to be

notified

they want to be notified by telephone or

e-mail emails obviously the pressure

usually or if they want to be notified

in writing with the letter we can

obviously do that as well once this is

done is submitted what we get to that

complaint email box is this this is the

e-mail that goes in there the template so

we've got the name of the location or

the Ming but yes name of the location

the location address the county the city

in those descriptions details that

they've given other descriptions into

the details and e-mail address again as
we want to they want to be contacted

that goes to our complaint email box in Austin somebody in Austin looks at that determines from that city and county

what field office to send it to and then that emails write it out to one of the field supervisors for the investigation

the investigation is entered at the field level into our statewide computer system we've got a complaint system that we entered into again we were getting hundreds of those a month and I couldn't tell you an exact number in the Coastal Bend region we usually carry about 200 to 250 open compliance at any given time in that approximately one-third of the state more or less so that kind of gives
you an idea of how many we have there
are find individual complaint numbers
obviously for tracking purposes we've
got a complaint log they're reviewed
attract by the supervisor again by
geographic area our field agents are
assigned by geographic area so it will
go eventually to an individual agent to
be investigated sometimes we'll get
complaints for violations or for
allegations that really aren't violation
somebody just doesn't like the way they
were treated
server was rude or they didn't have my
kind of tequila whatever that might be
we get those complaints those are
obviously not violations and so we don't
enter that or investigate that we were
first on to another to other agencies if we get a complaint say for a fire code violation or a health code violation we will refer those to the appropriate agency and request that they investigate it for their violations or again if it's a regular violation that our allegation that we will work we assigned that for investigation we try to get most of those done we have a 60-day window that we shoot for that's one of our legislative performance goals is to get eighty-five percent of our complaints investigated enclosed within 60 days and we usually stay a little higher than that or I think closer to 90 percent or close within that time frame that's kind
of a summary of the complaint app the
next app is our spirits Texas mobile app
and Carolyn Beck will speak about that
thanks Randy our spirits Texas mobile
app is a little bit different from the
complaint app in several ways and one
the main difference is that it is
pushing information out to the public or
the user as opposed to a an avenue for
them to send information into us we were
working with a company called nubes on
some other projects here and they
volunteered to because they had access
to and knowledge of our databases of
information they offered to create this
app for us for free and it basically
ties databases that we have into google
maps and so i'll show you in a minute

what it does but because we got it for
free we can offer it free to the public

and it's available for Android and Apple

mobile devices so Randy can you take us
to the next screen

so the main menu breaks our license and

permit holders into various categories

and so a person can choose any of these
categories if they're looking for a

brewery in the area or they need a

liquor store a convenience store or

perhaps a sexually oriented business and

let me mention that this could be used

by the public and searching for a place

to shop but it can also be used by other

law enforcement agencies if they're
looking for something in particular and

for people concerned about locations in their area that have violations so they can pick one of these categories and the one circled is miscellaneous and it will bring up the results that are in your area and under the settings we don't have this shown on a slide but under settings you can set set it to to sort different ways for example you can have it show those locations that are within 20 miles of you within 50 miles or within 200 miles and you can set it so that it shows only active permits only inactive permits or both and you can set it to show those locations that have never had a violation or those that have one or more violations or both and in
Texas for some people where you can carry your concealed handgun is important and so there's a setting where it you can have it show only those locations where you can take your concealed handgun those locations where you can't take a concealed handgun or both and you can have it sort by the distance from you or by the number of violations or alphabetically which is what it's showing now so so basically in this you pick the category and you tell it you want to see the ones that are nearby and it brings up a list and you can see there on the on the right where it says walgreens the red V shows that it's had
one or more violation you can see

because the gun is blue it means you can

carry your concealed handgun there as

opposed to read and there's a little

picture of a bottle of wine with a 17

which means that their permit allows

them to sell wine up to seventeen

percent as opposed to some parts of the

state you can only sell wine up to

fourteen percent and then Randy if you

can take us to the next slide we'll see

what it looks like when you choose one

of those locations that is near you so

we've chosen water to wine which is a

winery permit holder and you can see the

owner's name and the address if you want

you can click on directions and it will


take you to google maps and show you how
to get there from where you are that
wine percent is is for retail locations
and will be would be either 14 or
seventeen percent but gun sign is listed
as unknown here because the gun signs
are relevant to retail locations and if
you choose permit status then it takes
you to the screen that you can see to
the right where it shows the permit
number the status is current you can see
the expiration date and you can see the
previous permit held at this location
and its status and expiration date and
you can also see underneath permit
status on the left the number of
violations they had in 2013 and the
number of violations to add in 2010 that
implies that in two thousand eleven and twelve they didn't have any violations so Randy if you take us to the next screen then we can see what happens if you decide you want to look at those violations so if you choose the number of violations in year 2013 and it shows there was one you can click on that and you can see that it was that they were in trouble for possessing uninvite I'll coohlic beverages and that they received a warning and that the investigation or the administrative action is closed and you can see the incident date and Randy on the next slide in addition to the nearby function which is what we've been looking at there's also a
search function where you can search for things locations by trade name or by address you can say that you want to see locations on sixth Street in Austin which is our bar district and you can search by zip code in case you want to find out like what the you know I can I can go in here and look up what are the liquor stores in my zip code because I want to know which ones have had violations and which ones haven't maybe I only want to give my business to those that that have not had any violations to try to promote them and so that's just one of the many ways that this system can be used and and that is the the end of the the pictures but I'm welcome to
answer any questions about this and I

know that Randy can answer questions

about the complaint app as well and also

Mindy I think you had some some closing

thoughts that you wanted to to share did

you get closer to the phone I'm sorry I

can't hear you one thing that we were

asked to talk to about that wasn't

actually covered in the slides was how

we actually covered the funding for the

complaint app and as a major explained

that was a grant program that we got to

support our Spring Break efforts for

that particular one it's paid by the

justice assistance grant which basically

you have to have law enforcement in your

organization it's a federal program and

we got I believe if you separate it all
out the app probably cost about ten thousand dollars it was a whole educational program it had the app it has PSAs that are on our YouTube channel that promoted the use of the app we paid for airtime to run those PSAs throughout Texas so I think that would be a pretty good estimate of how much that one cost if you don't have you want to do something like this but your organization doesn't have law enforcement so jag funding isn't enough and often for you one other place that you can look for funding that's paid for apps for us and help us support them is through nisus which would be through your department of transportation
they'll pay for apps and this would be one that they would have supported to actually talk to them about paying for it first through Texas and so that doesn't require law enforcement it just requires that effort to prevent drinking and driving or underage drinking consumption and operating a motor vehicle so those are a couple of options if you're looking for money my division handles the actual writing of the grants and these educational programs and to give you an idea of mrs. support we have a third app that will be coming out pretty soon that's basically an industry guide to help our industry members about how we operate what they need to do to
follow the Texas Alcoholic Beverage code
that we've moved into a nap and missus
or TxDOT picked up a hundred percent of
the funding for that one okay that's
great now Mindy or anybody you guys had
mentioned that it was an external
company that created this for you and
could you and you said you had a
relationship with them so internally
versus externally were there some points
that you guys wanted to cover regarding
you know and and I guess it probably
wouldn't be a bad idea I know we
mentioned the name of the company but
maybe maybe spelling their name if
anybody wants to Google or get in
contact with them to see maybe you know
what and how this could work for them
with the spirits app I think we had two different companies do the different apps that the spirits app was developed by a company called nubes and that's EU be us and if you actually pull up the on your devices it gives you some information about nubes at least their names on there and we were working with them on a contract to scan our licensing files decades worth of files so that we could bring it all online which was a huge deal for us because we got to get rid of massive filing cabinets full of documents and start start fresh forward where when when somebody brings an application to us we scan it in and then immediately folks in our field office
and in our headquarters can view the application and start working on it simultaneously on the different things that they do in the different offices.

I'm kind of off topic but this is a really huge thing that nubes did for us with regard to our efficiency and effectiveness and so once they work with us on that and then they understood how our different databases worked and we have a database that's available on our website for the public which is we refer to it as our public inquiry system and the majority of the information that's in the spirit app is in that database on our website and you can go run reports and find it all but what
nubes did was to connect that database with google maps so that you can tie it to your personal location and there's a little bit of added information that they pull from from a database that's not public that provides additional information about the type of business and so that's you know they were generous enough to do that for us for free and i think that the benefit to them was to be able to show people what it is that they can do so that that hopefully they can get future business and i know we were we were talking also about you know whether if folks were interested if this would be something that would be more of a template or if it would have to be built from from
scratch if you will and you know i guess
we
kind of concluded that it was probably
the framework was there but it would
still have to be something that was
specially tailored to the particular
agency that was inquiring right right i
mean with us we we specifically had a
database with information that that had
already been determined to be public and
they tied that database into google maps
and so for for another agency it would
really i'm sure that they could tailor
it so whatever they need it it's just a
matter of cost and depending on how
different their set up is from ours okay
okay i think the bottom line is what we
know they can do is take a database and 
tie it into google maps and develop an
app that's really user friendly okay and
so if anybody has any questions I'm
going to encourage them to type it in in
the in the question box now Mindy you
had mentioned Nitsa and util and I were
you were there other funding sources you
say we're possibly available I know I
guess some napkins a possible source if
you're interested in this because napkin
also has Education Fund grant but as I
say it may not be accurate so we'll have
to double check on that part but any
other funding sources it would just
depend on what kind of funding sources
are available either for enforcement
efforts in their community the util
0:30:26.690,0:30:30.919
grant at one point in time which you
0:30:28.669,0:30:33.110
mentioned in my bio they would have
0:30:30.919,0:30:36.380
supported us some one program but it was
0:30:33.110,0:30:40.010
pretty much cut this last go round of
0:30:36.380,0:30:42.140
budget cuts and so I think each state
0:30:40.010,0:30:45.230
this last year got less than sixty
0:30:42.140,0:30:47.030
thousand dollars so i don't know your
0:30:45.230,0:30:49.520
state gets to determine how they give
0:30:47.030,0:30:51.860
out that block money i don't know if
0:30:49.520,0:30:54.530
they would be able to support any real
0:30:51.860,0:30:56.900
programming any longer and in Texas were
0:30:54.530,0:30:59.919
pretty much doing one video production
0:30:56.900,0:31:01.950
this year with that funding source okay
0:30:59.919,0:31:06.419
okay
0:31:01.950,0:31:09.299
and as far as how this was developed I
0:31:06.419,0:31:13.919
mean did you guys think about and plan
0:31:09.299,0:31:16.500
this and was there a let's say a social
media plan that you had for this or did it kind of happen just by the nature of your relationship with nubes I with the spirits app it just happened because of our relationship with nubes I think with the complaint at it was developed as part of an overall Spring Break education plan is that right Mindy yes it was part of a large educational program that we did for spring break that involve educating people about the concepts of alcohol by volume and had a lot more complex pieces to it that was just one small piece of it in fact the production company that professionally made all of our PSAs and training videos and everything for that educational
program are the ones that we just did

one contract and they actually outsource

the production of the complaint app and

threw themselves castleview Productions

is who did that complaint app but they

didn't have that source coding people

don't actually work for castle

reproductions he just took a subcontract

to do it okay all right all right I need

anything for the good of the order from

the Texas folks that you do you think is

important for folks to know I can't

think of anything ya ain't think you've

been saying bill okay all right and just

before we sign off because it looks like

we're getting ready to close anybody

listening online if anybody has any
questions i encourage you to type it in
in the questions bar i'll be more than
happy to ask it on your behalf so we can
wait a few seconds to see if anything
comes through
okay all right well I want to thank
everybody for participating both as
presenters and as attendees Thank You
Carolyn a major field and Mindy for your
time and for sharing your knowledge with
us if anybody has a question that comes
up that we did not address or if you
think of something afterwards feel free
to email it to me and major field and
Carolyn and Mindy if you don't mind I'll
forwarded to you and then you guys can
respond and then I can get the
information back out to folks so thank

you and as your membership Association
we'd like you to know that naba is here
to help you however we can so we invite
your ideas for future webinar topics and
so please feel free to also share that
with me so thank you guys very much for
listening in you'll have a great day
thank you do bye bye what