

The Power of Collaboration

How Neighborhood Associations Can
Team Up to Prevent Underage Drinking
and Other Alcohol-Related Problems

Introductions

- **Margie Magnuson, Vice-President**
 - Joslyn Castle Neighborhood Association, Omaha and Alcohol Impact Coalition
- **Steve Virgil, JD**
 - Wake Forest University School of Law
- **Diane Riibe, Executive Director**
 - Project Extra Mile, Omaha

Learning Objectives

- Obtain strategies to build partnerships among community organizations and neighborhood associations to address alcohol outlet density and alcohol-related problems
- Learn to identify and prioritize efforts to address liquor licensing issues
- Become empowered to overcome challenges through partnerships

Our Community

- Omaha Metro Area
- Nearly 100 neighborhood associations
- Limited citizen involvement in licensing issues in the past
- Nebraska is a licensure state
- Municipalities' role in liquor licensing



Source: www.city-data.com

Early Inspirations

- Orchard Hill
Neighborhood
Association
- Landscape of the
neighborhood
- Timeline of events
- Legal proceedings
- August 2007 Supreme
Court ruling

Early Inspirations

- What else contributed to the Orchard Hill Neighborhood Association's success?
 - Resolve
 - A strong desire to improve their neighborhood
 - A spirit of the 60's
 - A sense of humor
 - Patience

The Need to Organize

- Initiating the Alcohol Impact Coalition
- Bringing together multiple associations
- What we had learned from earlier involvement in licensing issues



Our Mission

- To improve our neighborhoods by addressing alcohol outlet density and other alcohol-related problems
- To encourage citizen involvement in liquor licensing at both the local and state level



Building Partnerships

- Project Extra Mile
- Abrahams Legal Clinic at Creighton University
 - Legal proceedings
- University of Nebraska Medical Center
- University of Nebraska at Omaha
- Nebraska Department of Health and Human Services



Source: www.stateuniversity.com

What Did We Do?



- Brought together over a dozen associations
- Held monthly meetings
- Established a mission statement and priority areas around alcohol-related problems
- Appointed a spokesperson

What Did We Do?



- Applied for funding
- Consulted with researchers
- Sought out legal advice
- Received media coverage

Media

- Video: Liquor Licenses Denied

<http://www.ketv.com/news/16705796/detail.html>



Where Are We Going?

- Developing a neighborhood resource guide

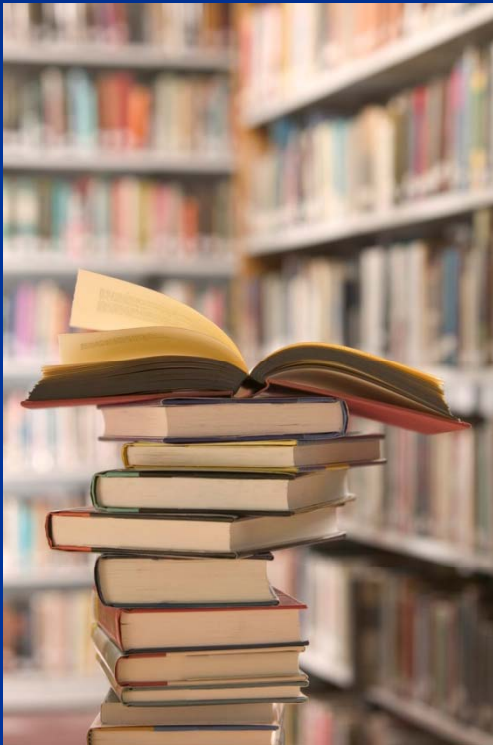
- Partnering with local universities on several research proposals

- Identifying additional partners and legal resources



- Establishing a working group to examine liquor licensing issues
- Identifying legislative priorities

Become an Expert



- Learn the law inside and out
 - Liquor Control Act
- Educate others on the process
- Strategize as a group to prepare for all possible outcomes and formulate the group's response
- Recognize that there may be setbacks – keep moving forward

Lessons Learned

- Maintaining our purpose and focus
- Maintaining community involvement
- Maintaining our calm
- Maintaining our energy



Questions

- How can we help?



Contact Us



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