

Information Item

Date: March 13, 2023

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Angela I. Carmon, City Attorney

Subject:
City Participation in Public Information Campaign for Winston-Salem Bar Owners Council

Strategic Focus Area: Safe and Secure Community
Strategic Objective: Reduce Crime and Fear of Crime
Strategic Plan Action Item: No
Key Work Item: No



Local bar owners, mainly representing downtown establishments, recently have organized themselves to create the Winston-Salem Bar Owners Council (WSBOC) to develop initiatives to promote community safety. The WSBOC is affiliated with the North Carolina Bar Owners Association, whose stated top priority is to maintain a safe environment for all their patrons, staff, and guests by implementing programs dedicated to the best practices in responsible serving and community safety.

The WSBOC's first initiative is to develop a window cling that promotes community safety by prohibiting specific behaviors and activities that would result in permanent ejection from the member establishments. The WSBOC is asking the City of Winston-Salem, Winston-Salem Police Department, North Carolina Department of Alcohol Law Enforcement (NCALE), and Downtown Winston-Salem Partnership to add their logos in a horizontal blank space on the window cling below text that reads: "*These entities below are actively working with the WSBOC to keep our community safe.*" The proposed window cling is attached to this information item.

City staff have drafted a letter to the WSBOC, agreeing to participate in this initiative with the understanding that the City's participation does not represent future endorsement of other WSBOC's initiatives or policy positions and does not provide special treatment, which is important to note since there are some WSBOC members who have received nuisance abatement letters. The draft letter to the WSBOC is attached to this information item as well.

City staff also are reviewing policies, such as the NCALE's policy regarding use of the agency's logo, to ensure the appropriate use of the City's logo, as well as the Police Department's logo/shield. The City has shared its logo manual with WSBOC. The NCALE currently prohibits use of their logo.

City staff are requesting endorsement by the City Council's Public Safety Committee to participate in the WSBOC's initiative. If the Public Safety Committee supports the City's participation in this initiative, city staff will move forward without further action by the Public Safety Committee or City Council unless otherwise directed.