

# Town of San Anselmo

Staff Report  
February 14, 2018

For the meeting of February 20, 2018

TO: Park and Recreation Commission

FROM: Dannielle Mauk, Director of Community Services

SUBJECT: Ross Valley Healthy Community Collaborative: Raising the Bar Campaign

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## Recommendation

That Commission review the request by the Ross Valley Healthy Community Collaborative to serve only nonalcoholic beverages at Country Fair Day.

## Background

In January, the Ross Valley Healthy Community Collaborative made a presentation to the Commission on their Raising the Bar Campaign. At the end of the presentation, they asked the Commission to consider joining the Raising the Bar Campaign to help adjust the norms within our Town with regard to how alcohol or other substances are served and consumed at youth-oriented events.

## Discussion

Country Fair Day is a large-scale event that has both youth and adult orientated activities. The activities include a parade, beverage booths, band performances, a petting zoo, kid's activities and rides and food vendors. Each year at the event Parks and Recreation Commission sells beer and wine at Country Fair Day.

## Analysis

The Ross Valley Healthy Community Collaborative's presentation at the January Commission meeting contained valuable information about the health and wellness of San Anselmo adults and youth. The presentation included statistics showing that Marin is the second healthiest county in the state and that the life expectancy of females in Marin is rated number one by county in the United States. It also showed that of America's 50 healthiest counties for kids, Marin ranked number one. Conversely, Marin is ranked in the bottom 10% for excess drinking and the bottom 30% for alcohol impaired driving. The data also showed a significant amount of alcohol and drug use by Ross Valley youth.

The Town of San Anselmo Recreation Department hosts 12 events throughout the year. These events include Picnics on the Plaza (6 nights), Country Fair Day, Goblin's Spooktacular, Breakfast with Santa and the Egg Hunts (2 dates). Country Fair Day is the Town's largest event and it is the only event where the Town serves alcohol. The revenues from CFD are currently healthy; the total in beer and wine sales for this past year was \$4,400 which was 29% of the total revenues (\$15,000). If the Parks and Recreation Commission decides not to serve alcohol at the event, the \$4,400 deficit would need to be raised through another ongoing source.

## **Conclusion**

In conclusion, staff recommends that the Commission review the request by the Ross Valley Healthy Community Collaborative to serve only nonalcoholic beverages at Country Fair Day. And at the same time consider the overall funding of Country Fair Day.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Dannielle Mauk', with a stylized flourish at the end.

Dannielle Mauk  
Director of Community Services