

## Town of San Anselmo

Staff Report  
April 11, 2018

**For the meeting of April 17, 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.

## **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.

Respectfully submitted,

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

Dannielle Mauk  
Director of Community Services