



Advocating for evidence-based policies and practices
to prevent and reduce alcohol-related harms.

OMAHA COALITION MEETING
Wednesday, December 10, 2025
9 a.m.

Please use to sign-in:



A G E N D A

- I. Welcome and Introductions
- II. Review of the November 12, 2025 Meeting Minutes
(please contact PEM staff with corrections)
- III. Looking Back at 2025
 - a. Policy
 - b. Enforcement
 - c. Youth
 - d. Awareness
- IV. Networking
- V. Adjournment and Next Meeting Date: **January 21st @ 9 a.m.**
UNO's Community Engagement Center, Room 209

IMPORTANT UPCOMING EVENTS

Youth Leadership Network Meeting – January 26th at 7-8 p.m.
Nebraska Liquor Control Commission Hearings – January 6, 2026

The mission of Project Extra Mile is to advocate for evidence-based policies
and practices to prevent and reduce alcohol-related harms.

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PROJECT EXTRA MILE
OMAHA METRO AREA
COALITION MEETING MINUTES
November 12, 2025

- I. Call to Order: Chris Wagner called the meeting to order at 9:00 a.m.
- II. Welcome and Introductions: Coalition members and speakers in attendance: Ed Kaiser, Palistene Gray-Moore, Cody McGee, Greg McVey, Jeremy Leifeld, Lindsey Fox, Alvin McCruel, Shannon Nyhoff, Chris Foster, Micah Chaffee, and Heike Langdon. Coalition members in attendance via Zoom: Jeanne Bietz, Brian Ortner, Courtney Zimbelman-Burt, Dennis Carlson, Cole Williby, Elizabeth Woods, Jona Beck, Jason Sharp, Ashley Rowe, Jayna Schaaf, and Lanette Richards. Staff members: Chris Wagner, Cecelia Fuller, Beatha Kliewer, and Liene Topko.
- III. Approval of Minutes: The minutes from the October 8th meeting were included in the coalition meeting packet. No additions or corrections were made.
- IV. LCC Efforts to Protect Public Health, Safety, & Welfare: Shannon Nyhoff with the Nebraska Liquor Control Commission introduced the new Executive Director of the LCC, Micah Chaffee. Shannon described the process for citizens to submit complaints regarding violations of the liquor control act and encouraged coalition members to submit these with details to ensure problems are properly addressed. She also described that nearly 1,200 businesses have been checked during retail compliance checks throughout 2025 and the non-compliance rate is approximately 10%. The meeting was then opened to Q & A.

When asked about incoming commissioners, Micah shared that the goal is to have at least one commissioner appointed by the December hearings as two months of hearings have already been cancelled due to lack of a quorum.

Staff asked about the LCC's annual legislative letter. Chaffee explained that with the short session in 2026, the letter would be shorter than usual. He mentioned the hope is to revive the mandatory training bill.

The group also discussed how to address potential violations at events with a special designated license (SDL) rather than a permanent license. Shannon encouraged that if a violation is observed, citizens should contact local law enforcement and can also submit a complaint on the LCC's website.

Finally, Dennis Carlson thanked the LCC for their work on shutting down the beer stores in Whiteclay. He described how the town has changed for the better and expressed concern that the turnover at the LCC may result in the loss of institutional knowledge that could lead to alcohol sales returning. Shannon assured the coalition that all the historical documents have been preserved and will not be forgotten.

V. Focus Area Updates

a. Local

- i. Liene Topko shared that since alcohol sales began at Memorial Stadium several news articles have outlined complaints of fights and an overall toxic environment at the stadium, particularly in the student section. UNLPD reported that they've increased the number of people being cited for alcohol-related violations and have had to increase their presence by 25%. A recent news story shared that UNL's Memorial Stadium has made over \$2M in alcohol sales, making this the second highest selling stadium in the NCAA, following UW-Madison.
- ii. Chris Wagner shared that PEM met with representatives of the Buffett Cancer Center to discuss potential collaboration to spread awareness of the alcohol and cancer link. Discussions are ongoing.
- iii. Wagner also discussed staff traveling to Washington D.C. to present at the American Public Health Association's annual conference on the importance of paying attention to the alcohol industry's policy and regulatory efforts to increase consumption.

b. Youth

- i. Cecelia Fuller shared that the Youth Leadership Network voted to focus on an awareness campaign to increase knowledge of the harms due to excessive alcohol consumption. The students are also working to meet with senators to advocate for LB 330 which proposes increasing the sales tax on alcoholic beverages.
- ii. The next YLN meeting is on November 17th at 7:00 p.m. at the UNO Community Engagement Center. Coalition members were encouraged to share this opportunity with high school students they know and work with.

VI. Awareness:

- a. Wagner shared that PEM distributed *It's Just This Simple* campaign materials to nearly 5,000 liquor licensees in Nebraska to remind them to check ID, verify age, and refuse the sale of alcohol to minors.
- b. Topko shared a new study that highlighted an 89% increase in alcohol-induced death rates in the US. The greatest increases were seen in adults age 25-34 with hotspots in New Mexico, South Dakota, and Arizona. Overall death rates are increasing faster among women.
 - i. The November Research Summaries are available at www.projectextramile.org/ResearchSummary

VII. Additional Discussion/Announcements: none

VIII. Adjournment and Next Meeting Date: The meeting was adjourned at 9:55 a.m. The next meeting will be in person only on Wednesday, December 10th at 9:00 a.m.

YOUTH LEADERSHIP NETWORK

COMMUNITY ENGAGEMENT. ADVOCACY. AWARENESS. ACTION

READY TO MAKE A DIFFERENCE IN YOUR COMMUNITY?



Youth in grades 8-12 in the Omaha Metro Area are invited to join Project Extra Mile's Youth Leadership Network. Members will learn about the harms of excessive alcohol use in our community, develop the leadership skills needed to make real change, and put those skills into action!

FOCUSING ON EVERYTHING YOU NEED TO LEAD



Project Extra Mile has been creating community change for over 25 years and we are passionate about reducing alcohol-related harms in our community. In the Youth Leadership Network, we focus on teaching and practicing the skills needed to create change. Youth will receive expert guidance on projects that will utilize media literacy, public speaking, advocacy, problem-solving, and community organizing skills that they'll develop from this initiative.

A YOUTH-LED APPROACH



We're serious about youth leadership, which is why all projects are planned and developed by the youth themselves. Youth projects over the last couple years have included hosting a town hall, meeting with state senators, creating media campaigns to raise awareness, and more!

MEET AND LEARN FROM LOCAL AND STATE POLICYMAKERS

CREATE YOUR OWN MEDIA CAMPAIGNS

LEARN HOW TO USE YOUR INDIVIDUAL LEADERSHIP STYLE

MEET NEW FRIENDS AND DEVELOP SKILLS TO LAST A LIFETIME

COLLEGE SCHOLARSHIP OPPORTUNITY AVAILABLE FOR SPRING 2026!





GROW YOUR LEADERSHIP SKILLS AND MAKE FRIENDSHIPS THAT LAST A LIFETIME

YOUTH LEADERSHIP NETWORK FALL MEETING SCHEDULE

JANUARY 26, 2026
7-8 P.M.
UNO CEC

FEBRUARY 23, 2026
7-8 P.M.
UNO CEC

MARCH 16, 2026
7-8 P.M.
UNO CEC

APRIL 20, 2026
7-8 P.M.
UNO CEC

EXTRA MEETINGS AS NEEDED

YOUTH ADVOCACY DAY AT THE STATE CAPITOL SPRING 2025

YOUTH LEADERSHIP RETREAT SUMMER 2026

HOW TO JOIN

The Youth Leadership Network is open to all Omaha-area youth in grades 8 through 12 who want to grow as leaders and are interested in preventing alcohol-related harms in our community with the skills they develop. To indicate your interest in joining us for our next meeting, please fill out the form using the QR code below. YLN is completely free to join!



Register here!

WHERE WE MEET

The Youth Leadership Network meetings are held once a month at the Barbara Weitz Community Engagement Center (CEC) on the University of Nebraska-Omaha campus at 6400 Dodge Street, Omaha, NE. Parking is free and food and drinks are provided at each meeting (must register for food).

LEARN MORE!

To learn more about the Youth Leadership Network, please visit www.projectextramile.org/youth or contact us at youth@projectextramile.org or (402) 963-9047

Find us on:

