DRINKER AND TEETOTALER NAMED TO ALCOHOL PANEL

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A female social drinker from Ogden and a nondrinking attorney from Provo are in, while radio personality Tom Barberi is out.

Barberi's not-so-tongue-in-cheek campaign to be named to the state Alcoholic Beverage Control Commission was snuffed Tuesday when Gov. Mike Leavitt named Ogden Realtor Vicki McCall and Provo attorney A. Dean Jeffs to fill the two vacancies on the commission. McCall will be the only drinker and only woman on the five-member commission, which oversees the granting of liquor licenses and the imposition of penalties for those taverns, clubs and restaurants that violate Utah's complex liquor laws.

"The governor has based all of his board and commission appointments on the goal of diversifying, and these appointments fit the pattern of other appointments he has made," said Leavitt spokeswoman Vicki Varela. "In this case, he did try to seek out people who would represent diverse points of view."

Barberi, who lampoons the liquor commission almost daily on his KALL radio program, was seriously considered a potential appointee, Varela said, as were all others who applied for the appointment.

"The governor has always taken Tom Barberi seriously as someone who could make a contribution," she said. "But I don't know how far the discussions went."

Barberi has argued the commission - previously made up of five teetotalers - sorely needs people on the board who are drinkers who can empathize with the frustrations most Utah drinkers feel toward Utah liquor laws.

Commission Chairman Jerry Fenn agrees. He commented at a commission meeting last month that he also hoped for increased diversity, noting that a commission of five white males was probably not representative of Utah as a whole. ``I guess that would leave Barberi out, wouldn't it?" he said.

Fenn, the butt of Barberi barbs, also quipped that ``Barberi has a lot to say for never having been to a commission meeting." The commission has specifically invited Barberi to attend, but the radio personality has never done so, Fenn said.

Fenn added that whether a person drinks or not has never been a litmus test for serving on the Alcoholic Beverage Control Commission, but commissioners and officials of the Department of Alcoholic Beverage Control agree there is a negative public perception when the board lacks diversity.

McCall and Jeffs replace retiring commissioners Dale Browning and S. Chris Johnson, both of whom served 12 years on the board. In addition to Fenn, the other members of the commission are Nicholas Hales and J. Bonner Ritchie.

Commissioners emphasize they do not set liquor policies or pass liquor laws. That is the exclusive domain of the Utah Legislature, which also sets the profit margins charged by the state-owned liquor stores and the number of bars, clubs and restaurants licensed to sell alcohol.

Barberi was unavailable for comment.