

Date: 2/16/11

### City of Madison Registration Statement – Alcohol License Review Committee

*You must register before the ALRC considers your item.*

PLEASE PRINT CLEARLY

Agenda No. <u>5</u> Required – Can be obtained from agenda on registration table.
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Name Jamie McDougle  
 Address 121 S Bentler St #3  
Madison WI 53703

Please check the appropriate boxes:

- Support**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

- Oppose**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

At this meeting are you representing an organization or a person other than yourself:  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Name, address and telephone number of each person or organization you are representing:  
Madison has too much alcohol already

Are you being paid for your representation?  Yes  No

Are you appearing as part of your other paid duties for this person or organization?  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Speaking Limits: Public Hearing.....5 minutes  
 Information Hearing.....5 minutes  
 Other Items.....3 minutes

(See Back)

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Are you an elected official who is appearing solely on behalf of your office or for your municipality or other governmental body?  Yes  No


*(If you answered "yes" to the question, STOP. You need not complete the rest of this form, except that you must sign this form. If you answered "no" to the question, go on to the next question.)*

If you are being paid for your representation, or if your appearance is part of other paid duties, do you understand that:

1. Before you engage in lobbying as a lobbyist, you or your principal must file an authorization with the City Clerk?  Yes  No
2. Your principal is not permitted to authorize you to lobby unless the principal is registered with the City Clerk?  Yes  No
3. If your principal spends or will owe more than \$500 for lobbying services in any reporting period (calendar quarter), the principal must file expense statements with the City Clerk for the remaining quarters of the calendar year?  Yes  No

*(If you answered "no" to any of the last three questions, please call the City Clerk at 266-4601 or go to the Clerk's Office at Room 103 of the City-County Building, Madison, for more information.)*

Date 2/16/11

Signature   
Print Name Jamie Macarulla

**Make the Alcohol License Density Ordinance Permanent**

**Health Care Concerns**

- Madison was just ranked the 15<sup>th</sup> drunkest city in America, based on alcohol-related liver disease, DUI related arrests and deaths and binge drinking, according to Men’s Health Magazine. That’s not the reputation any of us want for our home.
- We want a community that encourages healthy, responsible choices, not one that promotes over-consumption. Health begins where we live, work and play. Protect our community by addressing the alcohol abuse today.

**Economic Cost**

- We could be making Madison a safer, healthier place, while minimizing alcohol-related crime and violence, the source of major economic costs our community and state face.
- Extension of the 365 day rule will allow numerous locations to be grandfathered, creating more competition with a potential negative impact on revenue in the already over saturated market.

**Violence**

- The ALDO was created to reduce the number of alcohol licenses in the downtown area because of the unacceptably high amount of violence in the area; research shows a strong correlation between violence and the number of liquor licenses.

**Law Enforcement Costs**

- The financial impact of problem establishments on the city is astronomical. Even one problem establishment costs the city too much.
- Alcohol-related problems downtown drain resources from the Madison Police Department, and even pull city and county officers from outside the area as backup.

**The Window of Time for Allowing a Tavern to Reopen within the ALDO Area**

- One effective way to reduce alcohol abuse is by limiting the number of alcohol outlets in an area. This will reduce the economic and health-care related burden of alcohol abuse.
- Doubling the window of time for allowing a new tavern to open does not limit the number of alcohol outlets. It does not do what ALDO was set out to accomplish.
- 365 days is a reasonable amount of time to find a new tenant in a competitive real estate area.
- If an establishment closes and new tenants are not found within 365 days, our leaders should seize that opportunity to reduce liquor outlets in our neighborhood.

**Exceptional Circumstances**

- If an outlet gets more than 50% alcohol revenue, it should be viewed as a bar not a restaurant or entertainment venue.
- Half of a business’ revenue does not need to come from alcohol in order for it to be successful.
- The exceptional circumstance clause should remain as it is in the existing ordinance with no more than a 25% liquor sales allowed for non-bar establishments.
- Raising the limit allowed for total alcohol sales does not work to reduce alcohol outlet density downtown. Let’s remember what ALDO was set up to do and stick to it. Our community will thrive when we address the very real issue of alcohol abuse in Madison by keeping ALDO strong.