



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 52680**

<b>File ID:</b> 52680	<b>File Type:</b> Resolution	<b>Status:</b> Items Referred
<b>Version:</b> 2	<b>Reference:</b>	<b>Controlling Body:</b> ALCOHOL LICENSE REVIEW COMMITTEE

**Lead Referral:** **Cost:** **File Created Date :** 07/31/2018

**File Name:** Directing the City of Madison Finance Director to analyze alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, and propose steps to address such

**Final Action:**

**Title:** ~~SUBSTITUTE. Acknowledging Directing the City of Madison Finance Director inter-disciplinary staff team tasked with analyzing~~ to analyze alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, ~~and to~~ propose steps to address such problems to engage stakeholders and to report on the analysis to the Alcohol License Review Committee.

### Notes:

**Code Sections:** **CC Agenda Date:** 08/07/2018

**Indexes:** **Agenda Number:** 2.

**Sponsors:** Ledell Zellers, Michael E. Verveer and Zach Wood **Effective Date:**

**Attachments:** 52680 DMI & BID Support.pdf, Version 1 **Enactment Number:**

**Author:** Kwasi Obeng, Council Chief of Staff **Hearing Date:**

**Entered by:** lveldran@cityofmadison.com **Published Date:**

### Approval History

Version	Date	Approver	Action
1	08/07/2018	Laura Larsen	Approve

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Council Office	08/02/2018	Referred for Introduction				
	<b>Action Text:</b>	This Resolution was Referred for Introduction					

**Notes:** Alcohol License Review Committee, Common Council Executive Committee, Public Safety Review Committee, Downtown Coordinating Committee, Economic Development Committee, Equal Opportunities Commission

1 COMMON COUNCIL 08/07/2018 Refer ALCOHOL 09/26/2018 Pass  
 LICENSE REVIEW  
 COMMITTEE

**Action Text:** A motion was made by Baldeh, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

**Notes:** Additional referral to Common Council Executive Committee, Public Safety Review Committee, Downtown Coordinating Committee, Economic Development Committee, and Equal Opportunities Committee

1 ALCOHOL LICENSE 08/07/2018 Refer COMMON 09/04/2018  
 REVIEW COMMITTEE COUNCIL  
 EXECUTIVE  
 COMMITTEE

**Action Text:** This Resolution was Referred to the COMMON COUNCIL EXECUTIVE COMMITTEE

**Notes:**

1 ALCOHOL LICENSE 08/07/2018 Refer PUBLIC SAFETY  
 REVIEW COMMITTEE REVIEW  
 COMMITTEE

**Action Text:** This Resolution was Referred to the PUBLIC SAFETY REVIEW COMMITTEE

**Notes:**

1 ALCOHOL LICENSE 08/07/2018 Refer ECONOMIC 09/26/2018  
 REVIEW COMMITTEE DEVELOPMENT  
 COMMITTEE

**Action Text:** This Resolution was Referred to the ECONOMIC DEVELOPMENT COMMITTEE

**Notes:**

1 ALCOHOL LICENSE 08/07/2018 Refer DOWNTOWN 10/18/2018  
 REVIEW COMMITTEE COORDINATING  
 COMMITTEE

**Action Text:** This Resolution was Referred to the DOWNTOWN COORDINATING COMMITTEE

**Notes:**

1 ALCOHOL LICENSE 08/07/2018 Refer EQUAL  
 REVIEW COMMITTEE OPPORTUNITIES  
 COMMISSION

**Action Text:** This Resolution was Referred to the EQUAL OPPORTUNITIES COMMISSION

**Notes:**

1 COMMON COUNCIL 09/04/2018 Re-refer COMMON 10/02/2018 10/16/2018 Pass  
 EXECUTIVE COMMITTEE COUNCIL  
 EXECUTIVE  
 COMMITTEE

**Action Text:** A motion was made by Ald. Shiva Bidar-Sielaff, seconded by Ald. Rebecca Kemble, to re-refer this item to the COMMON COUNCIL EXECUTIVE COMMITTEE meeting on 10/2/2018. The motion passed by voice vote/other.

1 EQUAL OPPORTUNITIES 09/13/2018  
 COMMISSION

1 PUBLIC SAFETY REVIEW 09/17/2018 Re-refer ALCOHOL  
 COMMITTEE LICENSE REVIEW  
 COMMITTEE Pass

**Action Text:** Mustajab Abbas made a motion to refer to the October PSRC meeting. Myadze seconded the motion. Anglim indicated the item before the committee is time sensitive as it has a timeline that would need to be back before the referring committee before our next PSRC meeting. Some members of the committee were not aware there was information on this agenda item and did not review prior to the meeting and indicated they would like to refer to have time to review the information before making a decision.

A motion was made by Abbas, seconded by Myadze, to Table. The motion passed by the following vote:

- Absent: 2 Ledell Zellers and Margaret Anderson
- Ayes: 5 Debra F. Julian; Sara J. Petzold; Syed (John) Mustajab Abbas; Gideon W. Amoah and Charles Myadze
- Noes: 1 Mary T. Anglim
- Non Voting: 2 Paul E. Skidmore and Barbara Harrington-McKinney

1	ECONOMIC DEVELOPMENT COMMITTEE	09/26/2018	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Stanley, seconded by Staniszewski, to Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote.

1	COMMON COUNCIL EXECUTIVE COMMITTEE	10/02/2018	Re-refer	COMMON COUNCIL EXECUTIVE COMMITTEE	10/16/2018	10/16/2018	Pass
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**Action Text:** Requested that the sponsors of the resolution be invited to attend the next CCEC meeting.

A motion was made by Ald. David Ahrens, seconded by Ald. Sheri Carter, to Re-refer to the 10/16/18 COMMON COUNCIL EXECUTIVE COMMITTEE. The motion passed by voice vote/other.

- Ayes: 5 Sheri Carter; Shiva Bidar-Sielaff; David Ahrens; Barbara Harrington-McKinney and Marsha A. Rummel
- Noes: 1 Paul E. Skidmore
- Excused: 1 Rebecca Kemble
- Non Voting: 1 Samba Baldeh

1	PUBLIC SAFETY REVIEW COMMITTEE	10/10/2018
1	EQUAL OPPORTUNITIES COMMISSION	10/11/2018

**Action Text:** The Equal Opportunities Commission is waiting on data, including the demographics of people causing the problems and the demographics of the establishments that have the complaints. McDowell calls for a written request to be made for this information. Ramey moved to postpone this item until further information is provided. McDowell seconded the motion. Motion passes by voice vote.

1	COMMON COUNCIL EXECUTIVE COMMITTEE	10/16/2018	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Ald. David Ahrens, seconded by Ald. Shiva Bidar-Sielaff, to Return to Lead with the Recommendation for Approval of a SUBSTITUTE RESOLUTION (to be drafted) to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

**Notes:** Approved with recommendation to have sponsors draft substitute resolution with assistance from Ald. Kemble, Ald. Ahrens and Ald. Carter.

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1	ALCOHOL LICENSE REVIEW COMMITTEE	10/17/2018	Re-refer	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
	<b>Action Text:</b>	A motion was made by Bidar-Sielaff, seconded by Verveer, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other. Mr. Fletcher abstained.			
1	DOWNTOWN COORDINATING COMMITTEE	10/18/2018	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
	<b>Action Text:</b>	A motion was made by Martin, seconded by Henn, to Return to Lead with the Recommendation for Approval with the recommendation that the City Attorney's Office provide more interpretation and direction on the public meetings process and that the Staff Team should provide a preliminary report to the Common Council on or about June 30, 2019 to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.			
1	PUBLIC SAFETY REVIEW COMMITTEE	11/08/2018			
1	EQUAL OPPORTUNITIES COMMISSION	11/08/2018			

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**Text of Legislative File 52680**

**Fiscal Note**

This analysis was called for as part of the 2018 Adopted Operating Budget. ~~Staff from Public Health and the Department of Finance are coordinating efforts to~~ The Finance Director will carry out the analysis in partnership with relevant agencies. The project will be completed during the ~~fall of 2018~~ spring of 2019.

**Title**

SUBSTITUTE. ~~Acknowledging Directing the City of Madison Finance Director inter-disciplinary staff team tasked with analyzing~~ to analyze alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, ~~and to~~ propose steps to address such problems to engage stakeholders and to report on the analysis to the Alcohol License Review Committee.

**Body**

WHEREAS, there is an increasing number of and concentration of bars, taverns, restaurants, and other establishments that serve alcohol in the City of Madison, particularly downtown Madison area; and,

WHEREAS, that national research provides evidence that links alcohol outlet density to various health and social harms; and,

WHEREAS, there is a common perception that certain areas of the City disproportionately consume City resources and therefore pull these resources away from other areas of the City; and,

WHEREAS, the City has not adopted a policy to deal with the problems caused by excessive consumption of alcohol, the density of bars and taverns, and the risk to Madison Police Department (MPD) officers and other persons in the areas with high numbers of bars, taverns, restaurants and other establishments that serve alcohol; and,

WHEREAS, the increasing number of calls to MPD for incidents in and around the downtown and other areas of the city with high numbers of alcohol serving establishments often means other areas of the City have fewer MPD officers available, especially on weekends when there may be a greater need for officers; and,

WHEREAS, studies have shown the health and social impacts of excessive consumption of alcohol extend beyond the users to others in the area impacted; and,

WHEREAS, the City needs to develop long term policies and solutions to the problems presented by the density of bars, taverns, restaurants and other places serving alcohol beverages; and,

WHEREAS, including stakeholders concerned with the success of the downtown and other areas of the city with high numbers of alcohol serving establishments provides the best opportunity for defining such policies; and,

WHEREAS, implementing policies focused on mitigating and solving problems associated with overconsumption of alcohol is crucial for a safe and healthy community,

NOW, THEREFORE, BE IT RESOLVED, that ~~an inter-disciplinary staff team that has been created and charged~~ the Finance Director is directed to conduct an alcohol outlet density analysis, ~~will and to~~ complete a profile of alcohol outlet density in the City of Madison. Within areas of the City that are identified as being dense, the profile will examine if there are a disproportionate share of City services being delivered. The analysis will also include a comparison of the policies identified in MGO 28.127 with national best practices related to alcohol outlet density policies; and,

BE IT FURTHER RESOLVED, that ~~this Staff Team will present its results to the Finance Director~~ (a) may draw upon other City staff and Public Health staff as needed, (b) shall communicate the progress of the study to the Alcohol License Review Committee (ALRC) at least in January and April of 2019, (c) shall contact stakeholders identified in this resolution on a regular basis to seek input and to invite them to ALRC meetings, (d) will complete the analysis and present it for further discussion, recommendation and action at an ALRC meeting that will include the stakeholders, no later than May 31, 2019, and ~~who will use the findings from this analysis as the basis to develop recommendations for policy changes and/or ordinance changes geared towards the possible reduction of alcohol outlet density and improved accountability.~~ The Staff Team (e) will also offer recommendations pertaining to the sunset provision of MGO 28.127; and,

BE IT FURTHER RESOLVED, that the ~~staff team~~ Finance Director will engage with the multisector stakeholders to inform its analysis. These stakeholders will include but will not be limited to; members from Downtown Madison Inc., members from the Business Improvement District, members of neighborhood associations in areas where the alcohol outlet density analysis shows a large number of alcohol outlets, members from the Downtown Coordinating Committee, members from the Public Safety Review Committee, members from the Alcohol License Review Committee, members designated by the UW Chancellor, members of the Dane County Tavern League, members designated by the Associated Students of Madison, and Alders; and,

BE IT FURTHER RESOLVED, that the ALRC, the stakeholders and other interested persons may use the analysis to develop recommendations for policy changes, including ordinance changes, intended to reduce alcohol outlet density and improve accountability; and,

BE IT FINALLY RESOLVED that the ~~Staff Team~~ Finance Director will provide an update on ~~its~~ the work to the ALRC in January and April 2019 and will complete the report with any potential

changes in policies and regulations by ~~December 31, 2018~~ May 31, 2019.