

ALRC Mission Statement – **DRAFT** (10/11/05)

Guiding Values:

- Fair
- Consistent
- Balanced
- Proactive
- Cooperative
- Efficient
- Preventative
- Inclusive
- Deliberative

Mission:

- Serve the City's residents, businesses, and visitors by thoroughly and conscientiously reviewing license applications, establishing and maintaining standards, addressing violations, developing alcohol-related policies, and making recommendations to the Common Council.

Goals:

- Promote responsible alcohol-selling and alcohol-serving practices; enhance public safety and quality of life; consistently apply pertinent laws and conditions; educate the citizenry and business community about the ALRC mission and processes; modernize existing business and governmental systems; reduce public expenditures on alcohol-related issues; improve overall service delivery.

Statutory Authority:

- The committee's primary authority derives from Wisconsin Statute section 125.10 and Madison General Ordinances section 3.56.