



Office of the Mayor

Paul R. Soglin, Mayor

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Veto of Legistar Items:

49691, Allowing Alcohol Sales Online and Picking up at Curbside.

48536, Change of Licensed Premise, Wal-mart Stores East LP dba Walmart #2335.

48537, Change of Licensed Premise, Ultimate Mart LLC dba Pick 'n Save #8179.

To: City Clerk Maribeth Witzel-Behl
Madison Common Council

Pursuant to section 62.09(8)(c), Wis. Stats., and section 3.03(2), MGO, I return to you Legistar Items:

49691, Allowing alcohol sales online and picking up at curbside
48536, Change of licensed premise, Walmart Stores East LP dba Walmart #2335
48537, Change of licensed premise, Ultimate Mart LLC dba Pick 'n Save #8179

Which I have vetoed and disapproved.

My objection to these items are:

I see little public value and a number of problems, which adversely affect smaller, usually locally owned liquor stores if we allow the delivery of alcohol purchases to customers known as "click and collect."

Since the invention of the telephone, and subsequently the fax machine, and the internet with email, customers of liquor stores have always had the ability to place an order ahead of their arrival at the store. With the order prepared by the merchant, the shopper could enter the store to complete the purchase. Then the seller could take the merchandise to the customer's vehicle.

What has changed is not the ability to place the order in advance but the completion of the sale in the parking lot. The argument in favor of this arrangement is, that the customer is not inconvenienced and required to exit their vehicle.

This is an advantage in customer service. It is a sign of a more advanced and sophisticated society on the evolutionary scale. Who would have guessed that just a few short years ago with the advent of drive through car washes, hamburger stands, and \$12 cups of coffee that the human race could advance at such a rapid pace.

Unfortunately, there are some disadvantages to this scientific breakthrough.

First, there is the matter of the safety of the sale. A sale completed in the store provides better lighting and the ability to identify the purchaser. A driver seated in a vehicle will be difficult to ascertain their height and perhaps their weight. A driver in a vehicle, even during daylight hours will not be as easy to identify.

Secondly, smaller liquor stores, the locally owned stores, with limited parking lots or no parking lots, will not have the space to complete this outdoor transaction. Certainly, they will not have the ability to set up a drive through for smaller orders.

As I have indicated from the outset, amend to require the customer to enter the store to complete the purchase and I will support the ordinance.

Thank you.

A handwritten signature in black ink, appearing to read "Paul R. Soglin". The signature is fluid and cursive, with a large initial "P" and a stylized "Soglin".

Paul R. Soglin
Mayor, City of Madison

Dated this 22 day of January, 2018