



July 5th, 2011

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Position Statement on Agenda Items 33 and 34 - Change of Licensed Premise for Wal-Mart Stores

The Dane County Coalition to Reduce Alcohol Abuse (DCCRAA) strongly opposes the change of licensed premise for Wal-Mart Stores, specifically the stores at 7202 Watts Road and 4198 Nakoosa Trail currently applying. To address alcohol abuse, studies show we must reduce accessibility to alcohol and moving alcohol from behind the check-out counters to the store floor does the exact opposite.

Furthermore, the request to increase the floor space for alcohol from four sections to 27 at the Watts Road location and move alcohol from an enclosed area to a 96-foot shelf unit at the Nakoosa Trail location is alarming, unnecessary and counterproductive to reducing alcohol abuse. There is no reason to have this product within arm's reach of our young people.

This decision is not one that will make or break the business economically, but it has the potential to contribute to alcohol abuse in a city already struggling with this very issue. Rejecting this request should be an easy decision for our city's leaders.

Thank you for your time.