

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>21</u> <i>Required – Can be obtained from agenda on registration table.</i>
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Name AMY R. PETRI
 Address 33 E. MAIN

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:

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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Agenda No. <u>21</u> <i>Required – Can be obtained from agenda on registration table.</i>
--

Name JOHN BERGH
 Address 815 MAGDELINE DR
MADISON

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
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PLEASE PRINT CLEARLY

Agenda No. 21422
Required – Can be obtained from agenda on registration table.

Name May Carbine
Address 122 W. Washington Ave
Madison, WI 53703

Please check the appropriate boxes:

Support - # 21
 Wish to speak
 Do not wish to speak
 Available to answer questions

Oppose # 22
 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 Central BFB
122 W. Washington Ave # 250
Madison WI 53703

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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Agenda No. <u>21422</u> Required – Can be obtained from agenda on registration table.
--

Name Jamie Macarville
 Address 1213 Butler 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:

Support ALDO w/ attached
conditions

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.)

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(See Back)

Make the Alcohol License Density Ordinance Permanent

Health Care Concerns

- Madison was just ranked the 15th 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.