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June 11, 2013

To: Common Council, Alcohol License Review Committee, Madison and Dane County Board of Public Health, Madison Business Improvement District Board, Plan Commission, Public Safety Review Committee, and the Economic Development Committee.

From: Alcohol License Management and Business Development Staff

Re: Recommendations and response to Resolution #23090

In August 2011, alongside of changes to the Alcohol License Density Ordinance (ALDO), the Common Council directed staff to develop an alcohol license management and business development plan for the Central Commercial District to be completed prior to the August 1, 2013 sunset of ALDO. Herein, you will find a comprehensive set of recommendations that responds to the two major policy issues that we were asked to review. Our hope is to have robust public discussion surrounding the following recommendations, and in the end, arrive at a product that is reflective of our community's perspective on both alcohol license management and business development.

Staff has met since January to review many pieces of data and provide direction to the future discussions and decisions on both issues. It became apparent early in the process that we could not separate the two issues, nor could we ignore ongoing issues in areas that are not within the Central Commercial District. These recommendations will reflect this sentiment. Since the package of recommendations is a combination of ordinances and policies, many items will have different timings of approval. We have grouped the recommendations in three categories: ordinances and budgetary items; policies and programs; and, other recommendations. The ordinances and budgetary items are the items that will most likely require several months to implement. The policies and programs, though some may require ordinance changes or budget amendments, are more geared towards *how* the city conducts business. And the other recommendations are items that staff did not spend a great amount of time working through, but consider each item worthy of further discussion and follow-up.

In order to provide the most clarity in the process, we are recommending to proceed in two specific ways: 1) Approve a resolution that directs staff to begin drafting changes set forth in this document; and, 2) Adopt a short-term extension of the ALDO sunset to January 1, 2014, in order to complete the implementation of the entire package of recommendations.

Thank you for your consideration,

Mark Woulf  
Capt. Carl Gloede  
Bill Fruhling

Jenny Lujan  
Matt Tucker  
Aaron Olver

Matt Mikolajewski