

**From:** [David Aguayo](#)  
**To:** [licensing](#)  
**Subject:** Opposition to File #83669  
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Members of the Alcohol Licensing Review Committee:

The Greater Madison Chamber of Commerce Board of Directors remains opposed to the proposed changes to Madison General Ordinances ([File #83669](#)) that would place new citywide regulations and restrictions on alcohol licensing.

We appreciate the author's communication and desire to seek input on the issue from local businesses. Ultimately, we believe this is a solution in search of a problem with potential significant consequences for small businesses and entrepreneurs.

Addressing chronic alcohol use is a worthwhile and understandable objective, but a citywide policy that does not consider unique neighborhood characteristics and needs is an ill-advised approach.

From a business perspective, there are still many unanswered questions. What does this mean for businesses looking to renovate? Will this policy serve as a disincentive to making improvements for fear of losing a license? Blanket policies treat all Class A licensed establishments the same, including new, innovative business models that serve as neighborhood gathering establishments with multiple functions, including coffee shops, arcades, bookstores and tasting rooms. Are these the type of businesses we want to reduce in Madison?

Perhaps most importantly as to why this is a solution in search of a problem is the process. The Alcohol Licensing Review Committee already has the authority to reject and renew alcohol licenses where problems occur.

Again, while we appreciate the intent and transparency, there are other ways to tackle these issues beyond a citywide blanket policy that stands to negatively impact small business.

Feel free to contact me directly if you have any questions or comments.

Thank you.

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