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5 July 2005

Mayor
Office of the Mayor
City of Madison
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Members of the Common Council
Office of the Common Council
City of Madison
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Re: A Proposed Ordinance Amending Section 38.02 and
Creating Section 38.07(14) of the Madison General Ordinances
to Create a Definition for Keg and to Regulate the Sale
of Alcoholic Beverages Sold in Kegs in the City of Madison
Item 27, Report of the Alcohol License Review Committee,
Agenda of the City of Madison Common Council for July 5, 2005

Dear Mayor and Alderpersons:

Item 27 on tonight's Common Council agenda, under Report of the Alcohol License Review Committee, pertains to a proposed ordinance to amend section 38.02 and to create section 38.07(14) of the Madison General Ordinances to create a definition for keg and to regulate the sale of alcoholic beverages sold in kegs in the City of Madison.

Both the Public Safety Review Board (with one dissenting vote) and the Alcohol License Review Committee (by unanimous vote) have recommended that the proposed ordinance be placed on file. Anheuser-Busch Companies, Inc. concurs with the recommendation of the Public Safety Review Board and the Alcohol License Review Committee and would support the placing of the proposed ordinance on file. In speaking with Alderman Paul Skidmore, the sponsor of the ordinance, we understand that Alderman Skidmore does not object to the ordinance being placed on file.

While the draft ordinance has numerous internal problems and unintended results, such as making landlords responsible for tenants in breach of the proposed keg ordinance, the basic problem is that while it is the intent of the proposed ordinance to reduce underage consumption of alcoholic beverages and over consumption of alcoholic beverages, the basic fact is that no research has been done to date by the city as to what new behavioral patterns the proposed ordinance, if adopted, would result in, whether it would simply shift the buying of kegs from city of Madison retail establishments to non-city of Madison retail establishments, whether it would merely shift beer drinking from kegs to cans and bottles, or more significantly, whether it would shift beer drinking to hard liquor drinking.

Mayor
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The issues of underage drinking and over consumption are important social issues that need to be addressed. While Anheuser-Busch Companies, Inc. has objected to the proposed ordinance and supports that the proposed ordinance be placed on file, it has pledged to work with Alderman Skidmore and the City of Madison Police Department to decrease underage drinking and over consumption. In that regard, we have agreed to work with Alderman Skidmore and the Madison Police Department to research what other municipalities have done with respect to keg ordinances and determine the "on the ground" impact of the adoption of such ordinances with respect to underage drinking, over consumption, and purchasing patterns.

Very truly yours,



Ronald M. Trachtenberg

RMT:srp
050082

mayor & members common council 070505

cc: Anheuser-Busch Companies, Inc.

Attn.: Ms. Ashlie Keener VIA U.S. MAIL AND EMAIL

Wisconsin Distributors Limited Partnership

Attn.: Mr. Pierre McCormick VIA U.S. MAIL AND EMAIL