

Alcohol License Review Committee Subcommittee on Process
Thursday, August 11, 2005, 8:00 a.m.
Room 103A, City-County Building, 210 Martin Luther King, Jr., Blvd.

Present: Alderperson Judy Olson (Chair)
LaMarr Billups
Dawn Crim
Ken Kamp
Captain Jay Lengfeld
Marsh Shapiro
Maribeth Witzel-Behl (Clerk)

A motion was made by Kamp, seconded by Lengfeld, to approve the minutes from the March 10 subcommittee meeting. The motion carried by acclamation.

Beer/Wine Tasting in Grocery Stores with Class B Licenses

Paul Sigmund, the Liquor Agent for Whole Foods Market, appeared before the subcommittee. He said Whole Foods stores located throughout the country offer two-ounce samples of wine at stations that are set up for two hours at a time on Fridays, Saturdays and more frequently around the holidays. A representative from the vineyard is on-site to promote the wine being sampled.

Mr. Shapiro said the Alcohol License Review Committee has concerns about setting a precedent because other Madison grocery stores may want to start offering tasting sessions as well. Captain Lengfeld said free alcohol would draw people to the store.

Mr. Sigmund said the tasting sessions would not be a free-for-all, and that his experience is that people interested in purchasing wine will take a sample. He said a licensed operator would oversee the serving of wine.

Mr. Kamp said he would like to see the wine sampling restricted to a certain spot so customers are not drinking wine throughout the store.

Alderperson Olson pointed out that Brennan's has wine tasting sessions, and that it would make sense to call Brennan's to appear before the ALRC.

Captain Lengfeld said the store could give away 40-ouncers if there were no limitations, and that larger grocery stores like Woodman's could come in for a Class B license so they could offer customers a free beer while they shop.

Mr. Shapiro said it is not in the store's interest to give away as much alcohol as possible. Captain Lengfeld said he has never been to any establishment where you walk through the store drinking. He said he would like to see the wine tasting sessions restricted to a designated area.

Ms. Crim asked if there would be a limit on the number of samples a customer could consume. Mr. Billups asked if there would be more than one type of sample offered per

Draft Minutes

session. Mr. Sigmund responded that the store would not keep giving samples to the same individual, and that two to three types of wine would be offered per session.

Captain Lengfeld asked how often the tasting sessions would be held. Mr. Sigmund said the store would offer tasting sessions two to three times a week on average.

Mr. Shapiro asked whether the committee could establish a pilot program with one establishment, and take a look at the situation after 60 or 90 days. Captain Lengfeld said it is easier to remove conditions from a license than to add conditions.

Mr. Kamp suggested limiting the size of the wine tasting area to 100 square feet. Mr. Sigmund said Whole Foods would limit the wine tasting sessions to one station on any given occasion, but that they would like to be able to set up the station anywhere in the store, depending on the type of wine being sampled.

The subcommittee members agreed to suggest that the ALRC place the following conditions on this expansion of licensed premise:

- On any given occasion, serving and consumption of wine and beer will be limited to one station no larger than 100 square feet.
- Licensed operator will oversee the serving of wine/beer.
- Five-ounce maximum per person per session.

Revision of ALRC Mission Statement

The Mission Statement for the Alcohol License Review Committee currently reads:

Reviews and examines all applications for the granting of all fermented malt beverage licenses, intoxicating liquor licenses and operator's licenses; receives all recommendations relating thereto from staff personnel and reviews and makes recommendations as to subsequent granting of all such licenses by the Common Council; reviews the tri-annual "Alcohol License Problem Reports" submitted by the Chief of Police and may conduct such additional review of problems reported therein with the licenses affected and make such further recommendations or take such further action as they may deem appropriate.

Mr. Kamp said the Nightclub License and Center for Visual & Performing Arts License should be included in the mission statement. Captain Lengfeld suggested adding language that the committee is responsible for alcohol-related policy. Alderperson Olson agreed that alcohol-related policy would be an essential part of the mission statement.

Mr. Billups suggested that the subcommittee schedule a 45-minute session to work on the mission statement, and invite the other members of the ALRC, Mario Mendoza, and the Alcohol Policy Coordinator. He said he or Ms. Crim could facilitate the session. The other subcommittee members agreed with his suggestion.

Update on ALRC Training Manual

Subcommittee members were each given a copy of the training manual that is now given to new members of the ALRC. Alderperson Olson suggested that Attorney Zilavy hold a training session for David Hart, John McNamara and the Alcohol Policy Coordinator.

Review of Subcommittee Priorities

The subcommittee identified the following “high priorities” in 2003:

- Packet, application, recommendation map in advance of meeting
- Safety/impact on neighborhood
- Staff resources
- Policy/procedure manual
- Entertainment Policy
- Overall vision/framework - Long-term vision
- Following ordinances
- Structure of procedures
- Roadmap for consistencies/applicants
- Input from tavern industry
- Police intervention before revocation
- Police orientation and training
- Orientation of new members
- Quicker notification when things start going wrong

Aldersperson Olson said the committee has addressed most of these issues. She said she hopes the Alcohol Policy Coordinator will bring a lot of energy to the committee, and will work with the committee as a sounding board and a resource. She suggested reviewing both the priorities of the subcommittee and the Policy Coordinator job description once that position has been filled.

Renewal of Liquor, Nightclub and Centers for Visual & Performing Arts Licenses

Ms. Witzel told the subcommittee that she and Attorney Zilavy have discussed procedures for the renewal of Nightclub and Centers for Visual & Performing Arts licenses. Both license types need to be reported to the Common Council for renewal, but a new license application or security plan would not necessarily need to be submitted if the renewal of these license types was included in the renewal of a liquor/beer license.

The following questions would be added to the liquor license renewal supplemental form:

Establishments with a capacity of 100 or more:

- (a) Do you offer or allow live music performances?
- (b) Do you have a designated dance floor area?
- (c) Do you offer or allow the use of a disc jockey?

Establishments that currently hold Nightclub Licenses:

Does your approved Security Plan remain in force and unchanged?

Establishments that currently hold Centers for Visual & Performing Arts Licenses:

Do your underage identification and security procedures remain in force and unchanged, as approved on your initial application?

Members of the subcommittee said that looked fine.

The meeting adjourned at 9:00 a.m.