



Legislation Details (With Text)

**File #:** 19030      **Version:** 1      **Name:** Keg delivery  
**Type:** Ordinance      **Status:** Passed  
**File created:** 6/29/2010      **In control:** ALCOHOL LICENSE REVIEW COMMITTEE  
**On agenda:** 8/3/2010      **Final action:** 8/3/2010  
**Enactment date:** 8/12/2010      **Enactment #:** ORD-10-00073  
**Title:** Amending Secs. 38.07(3)(a) and (c) and creating Sec. 38.07(3)(g) of the Madison General Ordinances to modify regulations related to the delivery of alcohol beverages.  
**Sponsors:** Michael E. Verveer

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
8/3/2010	1	COMMON COUNCIL	Adopt	Pass
7/21/2010	1	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
7/6/2010	1	COMMON COUNCIL	Referred	
6/29/2010	1	Attorney's Office/Approval Group	Referred for Introduction	

**Fiscal Note**

No fiscal impact is anticipated.

**Title**

Amending Secs. 38.07(3)(a) and (c) and creating Sec. 38.07(3)(g) of the Madison General Ordinances to modify regulations related to the delivery of alcohol beverages.

**Body**

DRAFTER'S ANALYSIS: This proposal clarifies that a sale of alcohol must take place at the licensed premise of a retailer and in a face-to-face transaction and also eliminates the language referring to the collection of social security numbers for keg sales.

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The Common Council of the City of Madison do hereby ordain as follows:

1. Subdivision (b) of Subsection (3) entitled "Restrictions on Delivery of Beer, Wine and Intoxicating Liquor" of Section 38.07 entitled "General Restrictions" of the Madison General Ordinances is amended to read as follows:

"(b) For delivery of kegs, ~~cases of beer, cases of wine, wine coolers and any quantity of intoxicating liquor greater than one bottle,~~ payment or payment arrangements shall be made in person at the licensed establishment prior to delivery."

2. Subdivision (c) of Subsection (3) entitled "Restrictions on Delivery of Beer, Wine and Intoxicating Liquor" of Section 38.07 entitled "General Restrictions" of the Madison General Ordinances is amended to read as follows:

"(c) The person paying for the keg/beer/wine coolers/intoxicating liquor must be at least 21 years of age and shall provide the licensed establishment with two forms of identification. The types of identification and identifying factors (e.g. driver's license number, physical descriptors, ~~social security number,~~ address, etc.) shall be recorded by the licensed establishment. The identifying information shall be retained by the retailer for at least two years from the date of sale and must be made available at the request of law enforcement or the Alcohol License Review Committee, pursuant to an active

investigation by the Madison Police Department, City Attorney, or ALRC regarding alleged Chapter 38 MGO/ Wis. Stat. ch. 125 violation(s).”

3. Subdivision (g) of Subsection (3) entitled “Restrictions on Delivery of Beer, Wine and Intoxicating Liquor” of Section 38.07 entitled “General Restrictions” of the Madison General Ordinances is created to read as follows:

“(g) Transactions under this subsection shall comply with Sec. 38.07(16), MGO.”