Legislation Details (With Text)

File #:	49691	**Version:**	2	**Name:**	Allowing alcohol sales online & picking up at curbside
Type:	Ordinance			**Status:**	Passed
File created:	11/28/2017			**In control:**	COMMON COUNCIL
On agenda:	2/27/2018			**Final action:**	2/27/2018
Enactment date:	3/10/2018			**Enactment #:**	ORD-18-00005

Title: SUBSTITUTE Creating Section 38.07(4) and renumbering Sections 38.07(4) through (21) to Sections 38.07(5) through (22) of the Madison General Ordinances to allow patrons to order alcohol sales online and pick up merchandise in a designated parking area of the store.

Sponsors: Michael E. Verveer

Indexes:

Code sections:

Attachments: 1. Alternate Body, 2. Version 2 - Substitute, 3. Version 1, 4. Mayoral Veto of Legistar Item 49691 48536 48537.pdf, 5. Memo from J.Sherman dated 10.17.17

Date	Ver.	Action By	Action	Result
2/27/2018	2	COMMON COUNCIL	Reconsider	Pass
2/27/2018	2	COMMON COUNCIL	Override Mayoral Veto	Pass
2/6/2018	2	COMMON COUNCIL	Override Mayoral Veto	Fail
1/22/2018	3	Mayor	Veto	
1/16/2018	2	COMMON COUNCIL	Adopt Substitute	Pass
1/16/2018	3	COMMON COUNCIL	Adopt	
1/2/2018	2	COMMON COUNCIL	Refer to a future Meeting to Adopt	Pass
12/20/2017	1	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
12/5/2017	1	COMMON COUNCIL	Refer	Pass
11/28/2017	1	Attorney's Office/Approval Group	Referred for Introduction	

Fiscal Note

No fiscal impact.

Title

SUBSTITUTE Creating Section 38.07(4) and renumbering Sections 38.07(4) through (21) to Sections 38.07(5) through (22) of the Madison General Ordinances to allow patrons to order alcohol sales online and pick up merchandise in a designated parking area of the store.

Body

DRAFTER'S ANALYSIS: This ordinance is created in response to the trend in retail grocery and general merchandise stores of customers ordering their merchandise online and then picking the items up at the store. Customers pre-select the items they wish to purchase and the items are gathered and bagged by the retailer and delivered to the customer's vehicle. These transactions are commonly referred to as "Click and Collect". Retailers wanting to engage in this practice must file a Change of Premises application and appear before the Alcohol License Review Committee, which will make a recommendation to the Common Council, in order to expand their licensed premises to include a designated area outside the store in which a customer can park their vehicle for purposes of picking up their online order. State law requires licensing of any portion of a

premise on which alcohol beverages will be sold, consumed, stored or delivered. This ordinance will provide regulations designed to prevent underage purchase of alcohol beverages either directly or through a straw party and to ensure that individuals who are intoxicated are not allowed to pick up a “Click and Collect” order.

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

Please see "Substitute Body" in Attachments.