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BOOK

Municipal Alcohol Control Authority

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1. Municipalities may create internal process and adopt guidelines for granting licenses that do not conflict with the three state requirements. State established procedural requirements for granting alcohol licenses:
 1. State application: communities often add supplemental information requests, including but not limited to; floor plans, business plans and consultation with neighbors and community groups.
 2. Applicants must be published in official newspaper
 3. License awarded by vote of local governing body.

The *standards* for award or denial are up to the community.
Once awarded a license may not be non-renewed or revoked without cause and after a due process has been awarded the license holder.

2. May establish geographic guidelines for new licenses, for example. licensees must be at least X feet apart portal to portal
3. State limitations on placement may be waived by majority vote of governing body
4. Municipalities may impose limits the total number of licenses in any category upon the community, although they cannot bind future representatives. The only state imposed numerical limitation [the quota] is on "Class B" *combination licenses*
5. Municipalities may ban alcohol sales at specific locations or categories of retailers; for example: gas stations.
6. Municipalities may set a limit on the occupancy of the licensed area (property).
7. Establish a residence district: A rarely used provision of state law 125.05 (2) (a)
8. Authorize "Class B" licensees to sell alcohol for off-premises consumption.
9. Determine application fees up to the amount established by State Statute 125.25(4). , 125.25 (4) & (5)
10. Adopt the Beer Institute and Discus billboard placement policies and enforce within community.

11. Sober Server Requirement: Require people selling and/or serving alcohol to have BAC of .04 or less
12. Prohibit drink specials that encourage consumption 2-4-1, all you can drink, nickel beer night etc.
13. Create sign ordinances or sign codes limiting the total amount of a window obstructed by advertising. Limit interior alcohol advertising viewed from outdoors
14. Alcohol Tastings: Municipalities cannot prohibit alcohol tastings as described in 125.xx at any Class A establishment, but may place specific restrictions on such tastings. For example; requiring licensed bartender (operator), requiring alcohol to be served in a cordoned area after an ID is presented.
15. Licensed Operators (Bartenders):
 1. Municipalities may NOT require all servers to be age 21 or additional training for license.
 2. Municipalities may NOT require more than one licensed operator supervising each area of the bar.
 3. Municipalities MAY refuse to license someone with offenses “substantially related”
16. Operators: Municipalities may not require operators to be age 21 or to take additional training in excess of the Responsible Beverage Server training required by the state to receive the permit. Local stronger training can be offered if an ordinance violation occurs.

Other alcohol related authority

17. Create an entertainment/alcohol district and assess licensees within that district for the costs of maintaining order in the area.
18. Public property: Limit alcohol advertising on all public property, reduces youth exposure to Alcohol advertising.
19. Limit or prohibit alcohol on public property including parks and recreational areas.
20. Adopt a social host ordinance; making it illegal to “host” three or more unrelated youth drinking alcohol. The draft language from Two Rivers is the basis for ten social host ordinances in Wisconsin since 2007.
21. Adopt an ordinance banning public intoxication; two versions have been adopted in Madison in Wisconsin, La Crosse is focused on pushing offenders into a screening/motivational interviewing session and Menomonie is focused on protecting people vulnerable as a result of over-consumption.
22. Create a “habitual drunkard and enforce prohibition against selling alcohol to habitual drunkards 125.12(2). Both Green Bay and Madison have created “do not sell” lists. It is important to respect the rights of individuals on the list and provide due process to individuals who are listed.

23. Limit sale of alcohol containers with the goal of eliminating sale of single serving products – targeted at single serving containers. Products vary; look at the problem single serving alcohol products in the community and target them.