Municipalities have the ability & authority to create a positive alcohol environment

Municipal government has the primary responsibility for alcohol control.

Policy makers & the process are available to public through Wisconsin meetings and open records laws.
Environmental influences on alcohol use include: **acceptance** of alcohol use by society; **availability**, **advertising** and marketing both nationally and locally; and **public policies** regarding alcohol and enforcement of those policies.
In Wisconsin:

No Alcohol Beverage Control Board (ABC).

No registration or approval of new alcohol products.

No Liquor Law Enforcement Agency.
Resource Center on Impaired Driving

a joint effort of

The University of Wisconsin Law School & Wisconsin DOT

OWI public information clearinghouse

Training for attorneys, judges, law enforcement

Traffic and Impaired Driving Law Program

Wisconsin Alcohol and Law Policy Blog
Wisconsin Alcohol Policy Project

Training: Alcohol policy & practices, Alcohol Policy Seminar

Tools: Checklists on procedures, festivals background issues.

Technical Assistance: Municipalities, media, elected officials
Hey, Wisconsin! Let's celebrate! A new national survey says we're number...
What does local alcohol control mean?

It means each community has the ability to create its own alcohol environment.
Local Law Enforcement Activity

- Alcohol age compliance checks
- Party patrols
- Citations for underage drinking
- Citations for unlicensed taverns
Local Ordinances

- Public Intoxication
- Social Host
- Sober Server
- Keg Registration
Wisconsin’s Social Host Ordinances

• Prohibits hosting or allowing a gathering
• Underage consumption or the intent to consume.
• Prohibits adults from intentional aid, advises, hires, counsels or conspires or procures another.
• First offense $1,000
• Second offense $5,000
Public Intoxication Ordinances

La Crosse
Public Intoxication Ordinance followed by intervention
Between 2007 and 2009
518 warning and tickets for public intoxication were issued and individuals transported to safety.

In 2009 motivational interviewing techniques offered to first time

Menomonie
Public Intoxication Ordinance Based on behavior not BAC alone.

In the first 47 days, 25 citations were issued.
Youth Who Consume: Enforce the MLDA

Local fix for a statutory glitch:
Youth cannot be cited for possession without the product being present.
Youth Who Consume:
Two Municipalities, Two Approaches

**Pleasant Prairie:**
Detectable amount of alcohol in blood or breath

**Kenosha:**
Youth who exhibits one or more indicators including
- Odor of intoxicants
- Slurred speech,
- Failed Standard Field Sobriety Test
- Admission of consumption
Municipalities can:

• Licensing Alcohol Sales: number, location & operational standards

• Create an entertainment/alcohol district and assess licensees within that district for the costs of maintaining order in the area.

• Adopt the Beer Institute and Discus billboard placement policies and enforce within community.

• Limit alcohol advertising on all public property, reduces youth exposure to alcohol advertising.
Municipalities can:

- Limit or prohibit alcohol use on public property including parks and recreational areas.
- Create a “habitual drunkard” ordinance banning alcohol sales to habitual drunkards 125.12(2).
- Limit sales of single serving containers.
State Policy Issues

- Occupational tax on wholesalers (excise tax).
- Getting banned/recalled products off store shelves.
- Challenge of new alcohol products that aren’t “alcohol beverages”.
Conflicting Policy Goals:

• Expanded hours for Class A sales

• Distilled Spirits Tasting at off-premises licensees

• Civil action against youth or parents who attempt sales.

• Eliminating quota for restaurants
Unintended consequences

Many alcohol related costs end up on property-tax bill.