



July 14, 2008

Ald. Jim Bohl
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Media Reports Err On Council License File

There have been erroneous media reports in recent days about a legitimate Common Council proposal to allow special events to petition the city to be able to serve alcohol in cans and plastic bottles, lead sponsor of the file and Licenses Committee Chair Ald. Jim Bohl said today.

According to Ald. Bohl, more than one media outlet has reported – wrongly – that the proposal (PLEASE SEE ATTACHED FILE) will limit alcohol sales at special events such as festivals to one beverage per customer per visit to the beverage stand.

“That is not at all correct, and I’m sure that something like that wouldn’t fly here in Milwaukee or for that matter anywhere,” said Ald. Bohl, adding that the section of city code in question pertains to all beverages – not just alcohol.

The proposed ordinance change would amend the city code to allow special events that are granted temporary extension of alcohol beverage premises (allowing, for instance, patrons to carry alcohol beverages freely inside of a festival area) to sell beverages in cans and plastic bottles to patrons. Currently the code allows those types of events to sell all beverages – including alcohol beverages – only in single-service plastic cups.

Ald. Bohl said he believes the erroneous media reports most likely came from a misunderstanding about “single service cups.” “When you buy a beer at a festival they serve it in what is referred to as a ‘single service cup’ – simply meaning it’s only intended to be used once and then discarded by the customer,” he said.

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Media Reports Wrong On License File/ADD ONE

Under the proposed measure, a licensee or sponsor of a special event could apply for an exemption to allow can and plastic bottle sales if an advanced outlined plan was submitted and met with the approval of the chief of police, Ald. Bohl said. The application request would need to be submitted at least 60 days prior to the special event.

The measure will be the first item on the Licenses Committee agenda when it meets tomorrow (Tuesday, July 15, 2008) at 9 a.m. in room 301-B of City Hall, 200 E. Wells St.

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