



Office of the City Clerk

To: Mayor Welch, City of Milton Common Council
From: Leanne Schroeder, City Clerk
Date: September 15, 2020
Subject: Discussion and Possible Action Regarding Applications for a Class “A” Retailer’s License For Fermented Malt Beverages and a “Class A” Retailer’s License - Intoxicating Liquor For Consumption Away From The Premises Where Sold from Dolgencorp, LLC, Dollar General Store #6787, located at 383 S. John Paul Road

Summary

On August 27, 2020, Dolgencorp, LLC submitted applications for a Class “A” Retailer’s License For Fermented Malt Beverages and a “Class A” Retailer’s License - Intoxicating Liquor For Consumption Away From The Premises Where Sold for the Dollar General Store #6787, located at 383 S. John Paul Road. If approved, these licenses would allow Dollar General to sell fermented malt beverages (beer), intoxicating liquor (“hard” liquor), and wine for consumption off premise.

Staff has completed background checks on the sole manager of Dolgencorp, LLC, Jason Reiser, and the appointed agent, Amy Trams. The background checks were satisfactory and approved by Chief Marquardt. Staff can confirm Dolgencorp, LLC meets the qualifications for licenses and permits as contained in Wis. Stats. Sec. 125.04(5).

Every alcohol beverage license application requires the applicant to provide a “premises description”. The premises description indicates the location on the property where alcohol beverages are to be sold and stored (including the storage of alcohol records). Alcohol beverages may be sold and stored only on the premises described. Dolgencorp, LLC’s application indicates the premise will be Dollar General Store #6787, located at 383 S. John Paul Road, and is described as “9,014 sq. ft. free standing building consisting of sales area, stock room”.

Dolgencorp, LLC has also provided a copy of their alcohol sales policy and a list of all Wisconsin Dollar General stores that hold alcohol licenses. These items are attached for your review.

Staff has not received any comments or concerns regarding these license applications. Notice of the applications was published in the Milton Courier on September 3, 2020.

In accordance with Section 14-400 of the City of Milton Code of Ordinances, the common council will use the following standards (as applicable) for making a determination on this application:

Section 14-400 Standards for Issuance of Licenses and Permits.

- The qualifications for licenses and permits as contained in Wis. Stats. Sec. 125.04(5).
- History of convictions for alcohol-related offenses.
- History of convictions for controlled substance-related offenses.
- Experience of the applicant and proposed manager in operating licensed establishments.



- The design, type and size of the proposed licensed establishment.
- Proximity to other licensed establishments.
- Compatibility of proposed use with neighborhood.
- Compatibility of proposed use with other properties in the immediate area.
- Zoning and land use considerations including consistency with the comprehensive plan of the city.
- Demonstrable positive economic impact for the city.
- Adequacy of safeguards to prevent theft of alcoholic beverages.
- Adequacy of safeguards to prevent sales of alcoholic beverages to minors.
- The physical condition of proposed licensed premises.
- Adequacy of parking.
- Adequacy of exterior lighting to insure proper security.
- Limitation of licenses or permits imposed by statute.
- Other relevant factors.

In addition to the above factors, the common council will also apply Section 14-392(d) of the City of Milton Code of Ordinances when considering the applicant's responsible alcohol sales and service policy:

Section 14-392(d) Adoption of Policy. No license will be issued unless the applicant has adopted a policy relating to responsible alcohol sales and service that includes the following elements:

- Restricts employees from consuming alcohol while working.
- Requires at least one licensed operator on the premises whenever alcohol is sold or served.
- Requires that service be refused to any customer who cannot produce a valid ID.
- Requires checking the ID of everyone who attempts to purchase or sample alcohol who appears to be under 30 years of age.
- Requires that when a customer has been refused service by a server, the server must inform all other servers.
- Requires that servers be trained on the signs of intoxication and encourages termination of sales to anyone who exhibits those signs.
- Requires training employees to look for inappropriate behavior. Does not permit loud, unpleasant or obnoxious behavior or illicit drug sales.
- Encourages employees to maintain a close, cooperative and working relationship with police department.
- Requires training employees to properly read IDs.
- Requires signage stating that purchasing of alcoholic beverages by persons under age 21 is against state law.

Recommendation

Staff does not offer a recommendation on this license application.