

Click & Collect Alcohol Policy Checklist

(This checklist, originally created in 2018 and revised in 2022, is a supplement to Julia Sherman's 2018 summary, *Click & Collect Alcohol Sales in Wisconsin*, and intended to be used after reading the summary.)

Follow these general steps to determine how your community decides whether and when to grant applications for Click & Collect alcohol sales. Because alcohol licensing is a municipal responsibility in Wisconsin, what you learn in one community may not apply in another.

If you are not yet familiar with how locations that sell or serve alcohol are licensed in Wisconsin, you may want to review WisAPP's webpage on alcohol licensing, at <https://www.mcw.edu/departments/comprehensive-injury-center/wi-alcohol-policy-project/alcohol-licensing>, before proceeding. Understand the alcohol licensing process to become more aware of changes in alcohol sales that may negatively impact your community, such as Click & Collect sales.

Local alcohol licensing and amendments to existing licenses begin at municipal (city, village, or town) offices with the people who process alcohol license applications:

- ✓ Ask the person responsible for alcohol licenses (usually the municipal clerk) if any applications to expand the licensed premises for Class A (off-premises licensees) have been filed.
- ✓ Ask how you can quickly learn when applications to amend the licensed premises are filed. Often there are e-mail lists/listservs for committees or websites where all alcohol applications are posted.
- ✓ Find out how alcohol license applications and amendments to current applications are reviewed. Every municipality has its own process. For example: Does a committee review the application before it is reviewed by the full governing body?
- ✓ Find out who within the Police Department reviews or comments on these applications. Reach out to this person to determine what opinions or information they may have about alcohol sales through Click & Collect.
- ✓ If an application to amend the description of the licensed premises by a grocery store or big-box retailer like Wal-Mart was filed, request a copy along with any additional documentation and information provided by the applicant. These are public records and will be provided upon request.
- ✓ When you review the documents, pay close attention to the description and mapping of the premises, as well as any description of sales policy. Ask yourself whether the

information provide raises concerns or allays fears.

- ✓ Visit the proposed expanded area to document any outdoor lighting, distance from store, and foot traffic. Take pictures with your phone if the expanded premises are in a dark or isolated portion of the parking lot. Could you check an ID and verify a purchaser in those locations?
- ✓ Consider asking local independent liquor stores what they think of allowing Click & Collect alcohol sales—they may plan to oppose the expanded premises out of concern that it will hurt their sales.
- ✓ Consider making a statement at the licensing meeting. Taking a position isn't required, but a simple statement that your coalition is concerned that this type of sale will increase youth access to alcohol and increase underage drinking is very useful, because it reframes this as a public safety issue.
- ✓ Attend the committee or license review meeting, collect the names of those present, and take notes using the list below as a guide. Is there discussion of how Click & Collect sales will meet the five requirements of state law (**in bold**)? Note if each are discussed:

1. The sale must be face-to-face.

- a. How will the seller check for fake IDs?
- b. Will the seller check to determine the name on the credit card is the person taking delivery? [NOTE: This may or may not be an issue for your local police.]

2. The sale must take place on the licensed premises. If the sale will be completed online or by telephone with the store before pick-up, it would occur on the licensed premises but would not be face-to-face. If the sale would occur in a parking lot space that is not included in the description of the licensed premises, it would take place off of the premises.

3. The purchaser must age 21. How does the retailer plan to verify the age of the purchaser? Is it physically possible to examine an ID at the delivery spot in cold or wet weather or after dark? It isn't sufficient for the retailer to assert they will take steps—they should explain how they will implement the stated policy.

4. The seller must be a licensed "operator" or under the supervision of a licensed operator. Most retailers are simply having the individuals assembling and delivering these orders become licensed operators, but each community licenses operators. Someone licensed in City A needs another operators' license to operate in City B. The current responsible beverage-server training has no information or guidance for Click & Collect sales. What training will this retailer provide these individuals?

5. **The purchaser is not intoxicated.** Does the retailer have a procedure for terminating or refusing a sale if a customer arriving to collect the alcohol purchase is intoxicated?
6. How is the expanded licensed area described?
 - a. Where are the additional areas to be located?
 - b. Does that area have lighting?
 - c. Does that location have video coverage?
 - d. Is this area isolated from foot traffic?
7. What hours will alcohol orders be allowed? Should ordering conclude before high school recesses for the day?
8. Exactly how is an alcohol order assembled and delivered?
 - a. When is the credit card charged for the order? [NOTE: It could be asserted the sale occurs when the card is charged. If that is done when the order is assembled, is it really a face-to-face sale?]
 - b. Is an itemized tape prepared? Is it a receipt indicating the sale was already completed?
 - c. Who assembles the entire order?
 - d. Is the individual who delivers the order a licensed operator? If only one employee is outside the building checking IDs, then that person is not under supervision: that individual needs to be a licensed operator (bartender).
 - e. What equipment is provided to the licensed operator conducting the sale? For example, is a flashlight to read the ID provided, or is ambient light sufficient? Is a scanner to record the credit card sale or scan ID provided?
 - f. When is the ID checked?
 - g. When is it determined that the name on the order is the name on the ID? The answer may be never. If the order is under a different name, it is arguable that the sale isn't a face-to-face sale and the individual with the ID is only delivering, not purchasing, the alcohol.
9. Are the sales policies attached to the license or part of a contractual agreement with the municipality?

10. What consequences does the retailer face for failing to abide by the sales policy?
[NOTE: There may not be any consequences, which is why it is important to find out.]
11. What recommendations are made to the full Council:
- a. By the review committee
 - b. By the police
 - c. By the public health department
 - d. By the Chamber of Commerce or other local business group
 - e. By your coalition
12. What license conditions are recommended? License conditions are specific requirements added to the alcohol license by the community at the time it is issued or amended. Failure to fulfill license conditions are serious violations and may be reason to suspend, non-renew, or revoke a license.

Click & Collect is an evolving form of retail sales, but the growth of internet sales suggests some form of Click & Collect will be part of the retail landscape for the foreseeable future. Coalitions working with public health leaders and law enforcement can help shape Click & Collect policies that protect community safety and health.

Please feel welcome to contact the Wisconsin Alcohol Policy Project with technical assistance questions. The Wisconsin Alcohol Policy Project receives funding from the Wisconsin Department of Health Services.

Wisconsin Alcohol Policy Project

Comprehensive Injury Center, Medical College of Wisconsin
 Please contact us for questions, technical assistance, or training.
 Maureen Busalacchi, Director, mbusalacchi@mcw.edu
 Felice Borisy-Rudin, Policy Analyst, fborisyrudin@mcw.edu
www.mcw.edu/wisapp

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