

April 1, 2018

To: All Community Organizations who may be sponsoring a community festival

The mission of our coalition is to reduce the incidence of alcohol, tobacco and other drug use by youth and young adults through education, peer leadership, policies and environmental strategies.

Our coalition recognizes the efforts of many of the organizations in our county to provide fun and safe festivals throughout the year. We hope your event is successful as we appreciate how your event raises funds that support many projects and worthwhile causes in our community. Many of your events are a long-standing traditional social event that families look forward to every year.

In addition to the entertainment value and opportunities for a profitable event, we know you share our concern for the safety of all attendees and others in our community. Therefore we have put together this toolkit as a resource for you as you plan your event. Enclosed you will find:

- ❖ A summary of the new statewide social host ordinance so you understand your liabilities in the event your event serves alcohol
- ❖ A tip sheet to help you comply with the new ordinance and keep your event safe
- ❖ Signage that you can post at your event
- ❖ Feedback Form with envelope to return to us so we can learn how to be of better support to you in the future

Other things we can do to support your event:

- ❖ Loan you an ID scanner and teach you how to use it
- ❖ Provide training for serving and reading ID's
- ❖ Provide additional signage
- ❖ Provide a limited supply of wristbands that can be given to anyone over 21 years of age at your event
- ❖ Provide samples of written policies/procedures other organizations have used to make sure they have a safe event, or we can help you develop your own policy

We hope you have a successful, fun event with lots of sunshine. If you have any questions, please contact us at:

Hannah Phillips, CHES Prevention Coordinator
Northeastern WI Area Health Education Center
925 S 15th Street
Manitowoc, WI 54220
920-652-0238
hannahp@newahec.org
www.hmcsap.org

125.07 Underage and intoxicated persons; presence on licensed premises; possession; penalties.

(1) ALCOHOL BEVERAGES; RESTRICTIONS RELATING TO UNDERAGE PERSONS.

(a) Restrictions.

1. No person may procure for, sell, dispense or give away any alcohol beverages to any underage person not accompanied by his or her parent, guardian or spouse who has attained the legal drinking age.
2. No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with any underage person not accompanied by his or her parent, guardian or spouse who has attained the legal drinking age.
3. No adult may knowingly permit or fail to take action to prevent the illegal consumption of alcohol beverages by an underage person on property, including any premises, owned and occupied by the adult or occupied by the adult and under the adult's control. This subdivision applies at a lodging establishment, as defined in s. 106.52 (1) (d), only if the adult has furnished payment or security for lodging. This subdivision does not apply to alcohol beverages used exclusively as part of a religious service.
4. No adult may intentionally encourage or contribute to a violation of sub. (4) (a) or (b).

(b) Penalties.

1. In this paragraph, "violation" means a violation of this subsection or of a local ordinance that strictly conforms to par. (a) if the violation results in an imposition of a forfeiture or a conviction. For purposes of determining previous violations under subd. 2., the 30-month period shall be measured from the dates of violations that resulted in an imposition of a forfeiture or a conviction. For the purpose of determining whether or not a previous violation has occurred, if more than one violation occurs at the same time all those violations shall be counted as one violation.
2. A person who commits a violation may be:
 - a. Required to forfeit not more than \$500 if the person has not committed a previous violation within 30 months of the violation.
 - b. Fined not more than \$500 or imprisoned for not more than 30 days or both if the person has committed a previous violation within 30 months of the violation.
 - c. Fined not more than \$1,000 or imprisoned for not more than 90 days or both if the person has committed 2 previous violations within 30 months of the violation.
 - d. Fined not more than \$10,000 or imprisoned for not more than 9 months or both if the person has committed 3 or more previous violations within 30 months of the violation.
3. A court shall suspend any license or permit issued under this chapter to a person for:
 - a. Not more than 3 days, if the court finds that the person committed a violation within 12 months after committing one previous violation;
 - b. Not less than 3 days nor more than 10 days, if the court finds that the person committed a violation within 12 months after committing 2 other violations; or
 - c. Not less than 15 days nor more than 30 days, if the court finds that the person committed the violation within 12 months after committing 3 other violations.
4. The court shall promptly mail notice of a suspension under this paragraph to the department and to the clerk of each municipality which has issued a license or permit to the person.
5. A person who holds a Class "A" license, a Class "B" license or permit, a "Class A" license or a "Class B" license or permit who commits a violation is subject to subd. 3, but is not subject to subd. 2. or s. 125.11.
6.
 - a. Notwithstanding subd. 1., in this subdivision, "violation" means a violation of par. (a) or of a local ordinance that strictly conforms to par. (a).
 - b. Subject to subd. 6. c., only one penalty may be imposed under this paragraph for each underage person who is provided alcohol beverages contrary to this section or a local ordinance in conformity with this section.

c. If a violation occurs on licensed premises and the violation is detected by means of an undercover underage person employed by or assisting a law enforcement agency, only the individual responsible for providing the alcohol beverages to the underage person may be issued a citation for, or charged with, the violation.

(2) SALES OF ALCOHOL BEVERAGES TO INTOXICATED PERSONS.

(a) *Restrictions.*

1. No person may procure for, sell, dispense or give away alcohol beverages to a person who is intoxicated.
2. No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with a person who is intoxicated.

(b) *Penalties.* Any person who violates par. (a) shall be fined not less than \$100 nor more than \$500 or imprisoned for not more than 60 days or both.

Wis. Stat. § 125.07

Tips for a Successful Event

Preventing Underage Sales and Social Provision

Policy 1: Checking Identification

For every alcohol sale, check identification of all customers.

Policy 2: Enclosed Area

Restrict alcohol sales to a designated location where underage youth are not allowed

Policy 3: Use Wristbands

Use Wristbands to identify people who are 21 and older.

Policy 4: Limit Servings

Limit the number of servings per person per purchase to one (one ID, one beer)

Policy 5: Use Distinguishable Cups

Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.

Preventing Intoxication

Policy 6: No Sales to Obviously Intoxicated Customers

Absolutely no alcohol sales to anyone appearing obviously intoxicated.

Policy 7: Limit Cup Size

Limit cup size to 12 ounces for beer and wine coolers and 5 oz. for wine.

Policy 8: Alcohol Service Hours

The festival will stop alcohol service at least one hour before closing.

Policy 9: No Price Discounting on Alcohol

The festival will not offer drink promotions.

Improving Staffing and Management Issues

Policy 10: No Drinking Alcohol on the Job

Alcohol servers are forbidden to have alcohol in their systems while working.

Policy 11: Display Signs

Display signs in alcohol-serving areas stating that you do not sell alcohol to anyone under age 21.

Manitowoc County Festival Toolkit Evaluation

Please circle one response that best describes your agreement with the following statements. Use the back of this sheet if additional space is needed.

1. The toolkit was easy to understand

Strongly agree Agree Disagree Strongly Disagree

If you answered either "Disagree" or "Strongly Disagree", what would have helped to make the toolkit more understandable?

2. The toolkit provided the resources I needed to have the recommended policies in place at my event

Strongly agree Agree Disagree Strongly Disagree

If you answered either "Disagree" or "Strongly Disagree", what additional resources would have been helpful?

3. Using the toolkit had a positive impact on my event

Strongly agree Agree Disagree Strongly Disagree

4. I would recommend the toolkit to other event-planners

Strongly agree Agree Disagree Strongly Disagree

If you answered either "Disagree" or "Strongly Disagree", what is your primary reason for not recommending the toolkit?

5. Which of the policies recommended in the toolkit did you use at your event?

- | | | |
|--|--|---|
| <input type="checkbox"/> Limit Servings | <input type="checkbox"/> Use Wristbands | <input type="checkbox"/> Checking Identification |
| <input type="checkbox"/> Limit Cup Size | <input type="checkbox"/> Alcohol Service Hours | <input type="checkbox"/> Use Distinguishable Cups |
| <input type="checkbox"/> Enclosed Area | <input type="checkbox"/> Display Signs | <input type="checkbox"/> No Drinking Alcohol on the Job |
| <input type="checkbox"/> No Price Discounting on Alcohol | <input type="checkbox"/> No sales to obviously intoxicated customers | |

7. What, if anything, stood in the way of you implementing a policy?

8. Which, if any, of the policies were particularly difficult to put in place? Refer to Question 5 for list of policies.

9. Which, if any, of the policies were particularly difficult to enforce? Refer to Question 5 for list of policies.

10. Do you have any additional comments?



Under 21?

Consider this your **ONLY** warning...

This event is taking a one-warning procedure to prevent any underage drinking from occurring. Please consider this your one warning. If you have not shown proper identification and received a wristband, local law enforcement will be contacted if any minor is spotted consuming alcohol. Random spot checks will be completed each day to ensure all attendees are abiding.

This procedure is enforced in conjunction with local law enforcement and Healthiest Manitowoc County Substance Abuse Prevention Coalition.



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OVER 21?

Please stop here to get your
adult beverage wristbands.

***YOU MUST HAVE A WRISTBAND TO DRINK
OR BUY ALCOHOL***