

	Report Title	Update to the Municipal Alcohol Policy
	Report No.	RCP 19-10
	Author	Rick Cox, Director of Recreation, Culture & Parks
	Meeting Type	Council Meeting
	Council Date	February 11, 2019
	Attachments	Tillsonburg Municipal Alcohol Policy Updated Jan. 2019

RECOMMENDATION

THAT Council receives Report RCP 19-10 – Update to the Municipal Alcohol Policy;

AND THAT Council approves the updated Municipal Alcohol Policy;

AND THAT a by-law is brought forward for consideration.

EXECUTIVE SUMMARY

The last time Tillsonburg's Municipal Alcohol Policy was updated was in 2015. A review of the current Policy by staff identified a series of administrative changes to align the policy with current best practices and clarify some language related to the security provisions in the Policy.

BACKGROUND

In February 2018, Council gave approval on a trial basis for the Tillsonburg Thunder to get a license to serve alcohol in the tiered seating area of the Kinsmen Memorial Arena until the end of the 2017-18 season and playoffs. In September 2018, Council extended that approval for the 2018-19 season and playoffs for both the Tillsonburg Thunder and the Tillsonburg Hurricanes organizations.

During discussion of the above issue, the Tillsonburg Thunder asked the Town to change how licensed functions work at the Tillsonburg Community Centre. Specifically, the request was for the Town to investigate a change from only allowing Special Occasion Permits (SOP) to the Town securing a liquor license for some or all of the facility and implementing a system that would allow functions to work within that license.

One impetus behind the request was the dramatic increase in cost for securing an SOP from \$75 per application (which could be for multiple days) to \$150 per day. Other municipally operated facilities in South Western Ontario do have a license and the thought was that perhaps a similar approach could be used in Tillsonburg.

Staff reviewed the potential and invested considerable time in researching how these other municipalities operated their licenses. The investigation included visiting the sites to speak directly with staff and see how their bar configurations were deployed. After the investigation, staff believes that the current system in place here in Tillsonburg is the most appropriate and should be continued.

Reasons for this recommendation include:

- The Tillsonburg Community Centre layout is not well-suited to establishing permanent licenced areas because there are many entrance points and barriers to visibility/oversight of potential issues. Other facilities have more focused points of entry and control.
- The potential revenue from liquor sales, when offset by costs of supplies and staff does not seem worth the amount of work it would take to establish the appropriate spaces, procedures, and staff.
- The Tillsonburg Community Centre is well used for many other functions besides licensed events, often at the same time. The current system works well for administrators, users, and other patrons. The only reason to change the current system would be to make it possible for licensed events to be held at a lower cost, but by the time the Town secured a portion of bar revenue to offset administrative and licensing costs, the difference is estimated to be minimal.
- The most successful operator of a municipally licensed facility requires all licensed functions in the facility to use that service, with very few exceptions. In Tillsonburg, that means that events run by service clubs and others which currently use bar proceeds to contribute towards event profits would no longer have that option. While there is some revenue sharing, the service clubs, caterers and others would not have the same revenue as they are used to. Staff believes this change would create major discontent and the resulting issues would outweigh potential revenue to the town.
- The current processes in place in Tillsonburg are sufficient to ensure compliance with the MAP. Enforcing compliance with AGCO regulations is the responsibility of the AGCO, but the process is robust enough to be generally sufficient to avoid enforcement issues.

The review of the MAP and other facility's procedures did identify some administrative changes that should be incorporated into the Town's Municipal Alcohol Policy (MAP) to align with best practices and add some clarity to the security provisions.

FINANCIAL IMPACT/FUNDING SOURCE

There is no financial impact with respect to this report.

COMMUNITY STRATEGIC PLAN (CSP) IMPACT

1. Excellence in Local Government

- ☐ Demonstrate strong leadership in Town initiatives
- ☐ Streamline communication and effectively collaborate within local government
- ☒ Demonstrate accountability

2. Economic Sustainability

- ☐ Support new and existing businesses and provide a variety of employment opportunities
- ☐ Provide diverse retail services in the downtown core
- ☐ Provide appropriate education and training opportunities in line with Tillsonburg's economy

3. Demographic Balance

- ☒ Make Tillsonburg an attractive place to live for youth and young professionals
- ☐ Provide opportunities for families to thrive
- ☐ Support the aging population and an active senior citizenship

4. Culture and Community

- ☒ Promote Tillsonburg as a unique and welcoming community
- ☒ Provide a variety of leisure and cultural opportunities to suit all interests
- ☐ Improve mobility and promote environmentally sustainable living

Report Approval Details

Document Title:	RCP 19-10 - Update to the Municipal Alcohol Policy.docx
Attachments:	- 2019 MAP Update.FINAL.pdf
Final Approval Date:	Feb 6, 2019

This report and all of its attachments were approved and signed as outlined below:



David Calder - Feb 6, 2019 - 3:28 PM