

MEMORANDUM

To: Chair Taylor and Members of the Wheaton Liquor Control Commission

From: James P. Kozik AICP, Director of Planning & Economic Development

Date: June 2, 2022

Subject: Application for an Outdoor Special Event Liquor License - Downtown Wheaton Association - Summer Wine Walk

Proposal

The Downtown Wheaton Association (DWA) has submitted an application for an Outdoor Special Event Liquor License in connection with their Summer Wine Walk, to be held on August 11th from 5pm to 8:30 pm.

Background Information

This DWA fundraising event is planned as a ticketed wine tasting event. The tasting locations will be inside participating restaurants and selected retailers. The DWA will be purchasing the wine and distributing it to the tasting locations. Each location will have one to two wines offered for tastings.

Free Tuk Tuk service and/or a school bus/trolley will circulate in the Downtown area to provide transportation from the north side of the Downtown to the tasting locations on the south side of Downtown. Live music and glass rinsing stations will be provided at various locations throughout the Downtown.

Liquor Sales Procedures

The DWA will sell tickets to the event on-line. All ticket holders will check in at The Moment on Main to be carded and receive a wristband (must be 21 years or older); receive their tasting tickets, souvenir wine glass, and a walking map of all the tasting locations.

Each location will have a Basset trained person (21 years or older) as the server. A special wine stopper that only allows for 1-ounce pours will be in each opened bottle. The server will be responsible for marking off each tasting on the participant's tasting ticket.

All tastings must be consumed inside the business premises. Signs will be posted inside the doorways noting that all tastings must be finished inside - no alcohol is to be allowed outside

Recommendation

Staff has no outstanding issues or concerns with regards to this application and foresees no problems with recommending approval of the Outdoor Special Event Liquor License to the Downtown Wheaton Association for this event.

If the Local Liquor Commission recommends approval of the Outdoor Special Event Liquor License, the application will be placed on the June 20th City Council Agenda.

Attachment

c: Allison Orr