

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

information provider raises concerns • allays fears.

- 9 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?
- 9 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
- 9 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.
- 9 Attend the committee or license review meeting, collect the names of those present, and

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

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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 businesses
 - 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, norrenew, or revoke adense.

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