



City of Gainesville

Text File

City Hall
200 East University Avenue
Gainesville, Florida 32601

Introduced: 1/9/2006

File Number: 050723

Version: 2

Status: Committee Report Out

..Title

Beer Keg Registration and Marketing of Alcoholic Beverages Legislation (B)

..Explanation

On November 28, 2005 the City Commission referred the issues from the 2006 State Legislative Statement discussion on 1) Beer Keg Registration and 2) Marketing of Alcoholic Beverages to the Public Safety Committee. The Public Safety Committee discussed these items at the December 15, 2005 meeting, and concluded that in order to meet the Legislative Delegation deadline to submit initiatives (January 13, 2006), it was necessary to report this item out expeditiously. The committee heard from interested business owners, citizens and University of Florida representatives.

Beer Keg Registration: UF Dean of Students provided the history of this initiative and recommendation derived from the University of Florida Enforcement Subcommittee of the Community Alcohol Coalition. The Coalition brought together community leaders, city and county officials and businesses to address alcohol abuse and underage drinking. The Enforcement committee, one of several committees formed to study alcohol abuse, believes that keg registration would enable the state and local police agencies to hold adults who purchase kegs under their name, responsible for those to whom alcohol is offered, while making the industry part of the solution to underage drinking.

Members of the industry spoke to technical concerns with how to actually tag a keg that would be tamper-proof, when the manufacturers do not have identifying numbers imprinted on the cold, wet, steel kegs. They also addressed the question of setting up a system to track and monitor the purchase and suggested that unintended consequences of the legislation might include, among other things, students purchasing individual bottles of beer or liquor rather than a keg of beer.

The Public Safety Committee heard that it may be difficult, if possible at all, to make apartment complex owners and managers accountable for keg parties in their complex; if they are not sponsoring or fostering them. Law enforcement finds it virtually impossible, when responding to open house parties, to determine who is responsible for the keg and agree that keg registration could help relieve some enforcement issues. The Public Safety Committee feels the initiative is worthy of support, however, recognizes some of the challenges involved in seeking a balance between public safety concerns, (having accountability and control at parties and apartment complexes, noise and nuisance issues that are more and more consistently moving into single family neighborhoods); and the challenge of legitimate businesses selling alcohol.

Prohibiting Pricing and Marketing of Alcoholic Beverages: This item was placed on the City's

Legislative Priorities listing, has been maintained on that listing since 2003, and the Public Safety Committee continues its support for it as a City Legislative initiative. This initiative dates back to the City Commission and Public Safety Committee discussions on bar hours and Raves, and was the topic of over two years of meetings, including recommendations derived from the GAAP (Gainesville Alcohol Abuse Prevention) committee.

..Recommendation

The City Commission support and approve the Beer Keg Registration and Marketing of Alcoholic Beverages legislation as items for the City's 2006 State Legislative initiatives, and retain this item on the Public Safety Committee referral list for at least one more meeting discussion.