

Memo

TOWN OF NEW CASTLE
Town Clerk

To: Mayor and Councilors
From: Melody Harrison
Date: April 16, 2016
Re: Request from the Community Market

Request: Staff requests that Council provide direction to Staff regarding a request from the Community Market that the Town obtain a Special Events Liquor License for them. The application will come before the council at a future meeting for their consideration.

Recommendation: Staff recommends that Council consider allowing the town special events staff to obtain the special events liquor license for the community market to assist them in increasing interest and pedestrian traffic at the Market while featuring local business.

Policy Implications: The Town is eligible to obtain special events liquor licenses as a government entity. The council may set limitations on the license such as dates and time, and perhaps require the involvement of both liquor stores in town (provided both are interested.)

Budget Implications: The cost to the town would be for staff time to operate the booths during the two proposed sampling events.


Department Head (signature)

Background: The New Castle Community Market is interested in holding a 'wine tasting' during the community market on two separate occasions. Once in July 2016, and once in August 2016.

Initially, the Community Market wanted to have Spirits Liquor host a wine tasting for them in Burning Mountain Park. The rules for tastings is that the event is required to be held on the licensed premises of the retail liquor store. Spirits is a small store, and a tasting event would be nearly impossible to have there.

Because the Community Market is not a designated 501-c-3 non-profit organization, they are not eligible to obtain a special events liquor license and hold the 'tasting' in Burning Mountain Park themselves.

Noreen Nolan approached town staff and asked what the options were.

After some research, here is what I found:

The town can obtain a special events liquor license, and accept donations of alcohol from Spirits Liquor or New Castle Liquor, or both. The licensed premises could be all of Burning Mountain Park, or a smaller, designated wine garden. IDs would be checked at a separate wristband booth. ServSafe certified staff members would serve the alcohol. Other staff members will check ID and issue wristbands.

The alcohol could/should be served in small, one or two-ounce disposable cups, and guests who obtain a wristband may sample various wines made available by the donating store. At the end of the event, any unopened alcohol must be returned to the liquor store that donated it. Open bottles must be poured out.