

ORDINANCE 2018-17

CREATING SECTION 5.04 OF THE MUNICIPAL CODE REGARDING
ONLINE ORDERING AND CURBSIDE PICK-UP OF ALCOHOL BEVERAGES

The Village Board of The Village of Suamico, Wisconsin Does Ordain as Follows:

Ordinance Section 1: Section 5.04(10)(j), *Online Ordering and Curbside Pickup of Alcohol Beverages*, is hereby created as follows:

(5.04(10)(j) *Online Ordering and Curbside Pickup of Alcohol Beverages*.

- (1) No establishment shall allow online purchase of alcohol beverages and curbside delivery of such purchases ("Click and Collect"), without first obtaining an "Extension of Premises" from the Suamico Village Board to license that portion of the establishment's parking lot that will allow vehicles to park for purposes of picking up their online order.
 - a. The licensed establishment shall file a detailed operation plan with their "Extension of Premises" form that clearly details how their "Click and Collect" operation will function. The operation plan shall include the licensee's protocol for assuring that underage persons and intoxicated persons do not pick up alcohol via the "Click and Collect" program.
 - b. Failure of licensee to provide a detailed operation plan with their "Extension of Premises" application shall result in the Village of Suamico Clerk's Office not issuing the license.
- (2) No establishment holding an alcohol beverage license shall allow online purchase and pick-up of alcohol beverages unless the sale is consummated on the licensed premises.
 - a. Payment for the purchase must be completed on premises and may not be completed until the purchaser is at the licensed premises and has presented valid photo identification that has been verified by a licensed operator employed by the premises.
 - b. The licensed operator must verify that the person placing the "Click and Collect" order is the same person picking up the order.

c. The sale and delivery of "Click and Collect" purchases shall be made only by a licensed operator.

d. No alcohol sales are permitted if the purchaser fails to present valid photo identification.

e. The "Click and Collect" system must allow the purchase of alcohol to be denied without affecting the remainder of the purchase.

(3) Each "Click and Collect" transaction must capture and retain an image of the vehicle into which the order is being loaded for thirty (30) days.

(4) Pick-up of "Click and Collect" orders shall be between the hours of 8:00 a.m. and 8:00 p.m.

(5) There shall be a minimum four- (4) hour waiting period between order time and pick-up time.

(6) Orders placed after 2:00 p.m. cannot be picked up until the following day.

(7) If the "Click and Collect" purchaser is not the driver of the vehicle into which the order is being loaded, the licensed operator must verify that the driver is 21 years of age or older.

(8) The licensed operator shall report to his or her manager any purchaser who shows signs of alcohol consumption, and in conjunction with the manager, shall assess sobriety for purposes of approving or denying the sale.

(9) The pick- up area for "Click and Collect" purchases shall be clearly defined with visible markings, signs, and/or barriers and must be within 150 ft. from the pick-up door.

(10) No events other than the delivery of "Click and Collect" orders shall be allowed on the expanded premises.

(11) Penalty. Any licensee or person who violates any provision of this subsection shall be subject to forfeiture as set forth in Chapter 5.99, Penalty, Severability and Enforcement.

SECTION 2: All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 3: This ordinance shall take effect on and after its publication.

Adopted this 12th day of November, 2018.



Laura Nelson, Village President

Attest:



Bonnie Swan, Village Clerk

Eckert aye

Nelson aye

Andrews aye

Schneider aye

VanRossum aye

Ward aye

Roddan aye

Date Posted: _____