

Meeting Minutes

Interested Parties Meeting

Proposed Drink Specials Regulations

July 29, 2019

3:00 p.m.

City Hall- Council Chamber

Hollis called the meeting to order at 2:59 p.m. Hollis introduced himself and stated the meeting agenda will include background, an overview of draft ordinance, and opportunities for questions and public comments.

Hollis provided the background and overview of the draft ordinance in the form of a presentation, which is attached to these meeting minutes.

Hollis stated the City Council considered a memo from its Substance Abuse Advisory Commission outlining the commission's recommendations regarding alternative alcohol enforcement structures, alcohol outlet density, and drink specials regulations, in November, 2017. City Council then requested a report on drink specials regulations from the Public Health and Human Services and Police departments, in March, 2018. Staff presented a report on drinks special to City Council in February, 2019. City Council then directed staff from the Public Health and Human Services, Police, and Law departments to develop a draft ordinance prohibiting certain types of drink specials after 9 p.m.

Hollis presented information from the staff report, including:

- The evidence base for regulating drink specials
- Local data in the domains of:
 - Health and Safety
 - Youth behavior
 - Student behavior
 - Crime Data
- The Hospitality Zone Assessment Conducted for the Downtown Community Improvement District (Downtown CID)
- Other state and local regulations

Staff then fielded questions from the audience, as follows:

1. The last slide stated 72 hours but it was stated by Hollis 24 hours which would it be?
Hollis stated that it was his error. It would be the 72 hours, as per the slide

2. On drink specials the law states you must keep the prices in place for at least 24 hours and the proposed ordinance states a week which would it be?
Hollis stated they will have to refer this question to the Law Department.
3. How would this affect Microbrewery prices as they produce their own product?
Hollis stated they will have to refer this question to the Law Department.
4. Would wine tasting be banned after 9 pm?
Hollis stated the way that this ordinance is currently written, it would be.
5. Would drink tickets fall under section 4?
Hollis stated they will have to refer this question to the Law Department.
6. Would all-inclusive events be included? One establishment does mimosas for a New Year's Eve celebration.
Hollis stated that this would be documented and would be deferred to the Law Department.
7. Are we suggesting that 13 year olds are going after the drink specials?
Hollis stated that the climate and environment in which first drink happens varies by community, and a culture of underage drinking is a determining factor.
8. Loyalty programs before 9 pm would not apply to be able to redeem such tickets?
Hollis stated they will have to refer this question to the Law Department.
9. Has the Substance Abuse Commission weighed in on this?
Hollis stated that the commission did weigh in on this and was supportive.
10. Is it clear to the community that this doesn't solve the problem?
Hollis stated that underage drinking was just one of the target issues; the main issue was excessive drinking.
11. Why is this not applying to off-premise license holders?
Hollis stated they will have to refer this question to the Law Department.
12. Has there been any effort before this draft ordinance to help curb underage drinking or help recognize fake IDs?
Hollis stated the most recent attempt was the server certificate requirement. Hollis reiterated that this is intended prevent excess drinking.

13. With underage drinking happening in the community it is very hard to tell fake ID's apart anymore and the enforcement of this prohibition will take a lot of police time. Is there going to be any increased enforcement?

Stephens stated that if this ordinance passes, there would be hope for voluntary compliance, and it's not an "us versus them" mentality. Each area would be paired with a beat officer. What they're doing, what they're seeing and then working together to come up with solutions.

14. Where would a bar/restaurant find the information to pair with the officers?

Stephens stated it should be available on the Columbia Police Department's website.

15. Anyone considered revamping the Smart training?

Hollis stated the City doesn't own or require Smart training and is open to reviewing and approving other trainings.

16. Anything in the language of the ordinance that addresses the larger problem of excessive drinking such as movies, pop culture, ect?

Hollis stated this ordinance only focuses on drink specials.

17. With the recent construction of the apartments downtown, have we considered the numbers we have seen increase having something to do with all of that and revisiting why these numbers have increased?

Hollis stated unfortunately that was out of the purview of this project. Staff was directed by council to draft an ordinance prohibiting drink specials on a temporal basis. Issues with alcohol clearly involve other community issues, but this meeting is limited to input about the draft ordinance.

18. The data that was provided showed some evidence that these types of rules reduce excessive drinking, where some of it shows that there is no effect. Some of it shows that it also exacerbates pregame drinking. How much weight was given to that data as opposed to the selected studies?

Hollis stated the meta-analysis utilized did indicate some evidence that drink specials prohibitions do reduce excessive drinking.

19. Who is this for? What coalition went to City Council and asked for this?

Hollis stated that the City's Substance Abuse Advisory Commission proposed the council consider drink specials regulations.

20. How would you track every business's menu items or keep track of such data?

Hollis stated his understanding was that there would be no database, but that if a business were asked to produce a price list they would have to do so.

21. With the heat map was there a comparison made to peer cities? Where would you locate that at and is it pretty par for the course for those peer cities?
Hollis stated that those numbers did not come from peer cities. Those were used to form the temporal restriction. The data was used to target time of day.
22. Is there any data for alcohol poisoning for those self-regulating their drinks versus those drinking in an establishment.
Hollis stated that unfortunately that was not a data point that they had.
23. Nearly two out of every three Missourians is obese and these numbers have tripled since the 90's, so just curious on when we were going to ban lunch?
Hollis stated there is limited time and asked the audience to submit genuine questions.
24. Is there anything that the City can do to prevent business from moving just passed the city limits to avoid this drink special restrictions and how could City businesses compete with that?
Hollis stated there is no way to avoid that.
25. The data is in all raw counts, is the data available in rate versus the raw count?
Hollis stated the report also contains rates.
26. How will this affect private clubs?
Hollis stated they will have to refer this question to the Law Department.
27. If we have dram shop laws already, wouldn't this be over redundant?
Hollis stated they will have to refer this question to the Law Department.
28. In recent times they have noticed a crackdown on bars at night, but not during football Saturday is this going to be done?
Hollis stated they will have to refer this question to the Police Department.
29. In conjunction with the proposed ordinance is the City Council offering any kind of outreach in to the community such as rehabilitation offered by the city for excessive drinkers or education out reaches to the schools?
Hollis stated this question would be better suited for Council.
30. With the police department being stretched already, how are you going to enforce the 9 p.m. cut off and also how are you going to deal with more intoxicated people during the day?
Stephens stated that if this becomes ordinance, this is where the voluntary compliance comes into effect.

31. What measurements do you have to judge whether or not the policy is successful or if it causes more harm than good? How would you collect that data? How would you prepare for that data to be effective?

Hollis stated that this is an evidence based practice and that several indicators could be monitored over time.

32. Were you asked to monitor excessive drinking or were you asked to do a regulation on excessive drinking?

Hollis stated that they were asked to develop an ordinance that would prohibit certain types of drink specials on a temporal basis.

33. I have a blackboard special paired with a meal and I would have to stop that at 9 pm correct?

Hollis stated he's not sure what kind of drink special the owner runs, but if it were to fall under this restriction then, yes that would likely be the case, if this proposed drink special ordinance is adopted.

34. Which City Council member requested this regulation and was it in public hearing?

Hollis stated that it was requested by consensus of the council at a city council meeting.

35. Would businesses be required to turn over purchase orders to show that they were compliant with this ordinance?

Hollis stated they will have to refer this question to the Law Department.

36. What economic impact studies were done on how this regulation would affect downtown Columbia or Columbia as a whole? What business owners were contacted to get their input?

Hollis responded none and none, and that's why we are here today.

37. How are you going to tell what the retail prices are if it's not currently on the menu? And will they be allowed to make it if they do not have it on the menu but have the items to make it?

Hollis stated they will have to refer this question to the Law Department.

38. What else has been tried before to combat excessive drinking? What were the results of that? Have they failed? Are there other laws being over turned.

Hollis referred back to the server training as the last big alcohol policy change for the city.

39. Will there be a time limit on this ordinance?

Hollis said not that he is aware of, but we would note this question.

40. What are repercussions for going against the ordinance?

Finley stated that if there are reports received or patterns observed they will work with the police department and recommend a suspension or revocation of the liquor license.

41. Why will there not be a fine first?

Finley stated there is a liquor license review board in place and there is the opportunity to appeal the business administrator's decision.

42. How are those two things working together with the district and restaurant week without doing a whole new menu item permanently?

This question could not be answered.

43. In regards to the smart training, has the board looked at any data to see if that has worked or not?

Hollis stated it's not something that his department has looked at. Hollis stated he is unaware if any other department that has looked at the data either.

44. Why not do this over a public vote versus a council vote?

Hollis stated that's not a question that he could answer.

45. What counts as a drink special? I hypothetical buy a slice of pizza and get a dollar a pint of beer versus buy a pint of beer get a dollar off a slice of pizza. They end up being the same essentially. How do you know which one would end up being allowed?

Hollis stated that it would be based on the established price of the beverage.

46. Many other cities were cited, such as Iowa City, none with the exception of Georgia were ranked lower than us. Specifically Iowa City where you pulled most of the verbiage for the draft ordinance. It was actually ranked by USA Today as one of the drunkest cities in the U.S. How can you prove that any of these measures will be effective in curbing excessive alcohol drinking or will this just make it harder on businesses to make money?

Hollis referred to the evidence cited in the report.

47. Will there be an opportunity to speak with City Council since we are not getting a whole lot of feedback?

Hollis stated that if this goes to City Council there would be a public hearing, but in the meantime people should feel free to reach out to the Council members. Hollis also stated and they would try to get answers for any of the unanswered questions today.

48. For those of us unfamiliar with this process, this is a draft, what does this look like from here? What stages does this go through before this possibly becomes law?

Hollis stated that they wanted to have this interested parties meeting today to solicit feedback, though it is not a required process. Based on the feedback, we will regroup as staff and make any needed adjustments to the draft ordinance. Then it will go to council with all public comment and the questions and answers.

49. Do they have to vote on it then or does it go council as a report and they say thanks end of story?

Hollis stated either scenario could happen.

50. What makes you think that this proposed ordinance would work now versus the current voluntary ordinance that is in place?

Hollis stated that he wants to reiterate that they were specifically asked to draft this ordinance by council and it isn't a matter of opinion as they were given a task.

51. Would a pitcher of beer that someone could sell before 9 pm no longer after 9 pm at a regular price but it would be more than one?

Hollis stated from his understanding that it wouldn't be prohibited because it wouldn't be at a discounted price.

52. If on the premise a full bottle of wine is won, would that be under this ordinance as well?

Hollis stated they will have to refer this question to the Law Department.

53. What about gift certificates for a charity event? It is a donated gift certificate versus a purchased one. Would that be considered a special?

Hollis stated from his understanding this would just be a form of currency.

54. Certain bars have more interactions with police than other bars and restaurants as far as enforcement is concerned. Are we expecting full blanket enforcement or pick and choose enforcement? With each specific officer for the area are they going to be trained to look over what they are given to say that's on point with the size and liquor portions? What are we supposed to do when liquor enforcement is there?

Stephens stated that nobody had been trained on it clearly since this is very preliminary. If this were to pass we would clearly establish the guidelines we were going to enforce and there would be a clear understanding of what they were doing and where they were doing it. It would also be all inclusive just like now with MIP's, or with any kind of instance. If there is one place where it's a problem you're probably going to see officers more frequently than if it's not a problem there. Initially everyone is going to start out the same as it's going to be brand new to everyone. Officers would be trained. It would be a new learning experience for officers as well as business owners.

Hollis opened the meeting for public comments, as follows:

1. Richards Walls, 410 S 9th St. Nine is a different time to me, college students. and older adults. I think it's an arbitrary time. Their 9 p.m. is someone else's 5 p.m. as they are just getting done studying or getting off of work. I think we are all in the same boat where we do not want to serve minors or overly intoxicated patrons, that's already the law. This is already excessive and

creates a lot of excessive paperwork. Our biggest thing is to serve our guests in a safe manner and I do not think this accomplishes that goal. Thank you.

2. Sharon Naylor, patron in the community not a business owner. I did not hear about the mob or mobs being discussed in the previous slides but you do have to look at the number of student housing that we have downtown now if you want to address that because a lot of those students are drinking in their apartments and are on the streets because that's where people are that they want to associate with. That's where their friends are whether they are getting out of a bar or they are just walking down the street and haven't even been in an establishment downtown. I take personal offense that I can't go into Tropical Liqueurs and try three different flavors before I decide what I want to purchase for a frozen beverage. Or that once it reaches the Boone County limits I can't go and taste test three wines before I purchase a bottle of wine from that location. I take personal offense at this. I certainly understand the greater problem, but I also know that the DARE program was in the Columbia Public School successfully for twenty years making a huge impact when that program was dropped because Columbia Public Schools felt it was more important for those police officers to just be working in the schools instead of working in a preventative manner. So, I think we need to look at things like that in our community if we want to address things like this instead of business owners to attack. Thank you.

3. Matt McGee, 1011 E Broadway on the Rocks. I live in the 6th Ward 2101 Windstone. I applaud my City Council Woman for being here. Thank you. As far as this has gotten thus far, with this public comment or debate, also with what city staff has done so far, this seems almost seems like a settled matter. What floors me is that zero business owners were called in consultation with this. What floors me is that no economic data or impact studies were conducted for downtown Columbia. What I'm positive of, of course I have no data on this, my supposition on this, I'm sure this is unlikely to reduce binge drinking, but actually encourage drinking in student housing and in other avenues. I'm certain that alcohol abuse and use in general is a society level problem. This fueled by influences far outside of our control. This drink specials ordinance will do zero to me. I'm also sure that this ordinance makes the relative package price at the retail a better deal rather than what they are now given bar prices and that will encourage people to go home and use airplane bottles and so forth in bars making our problems greater. I think this also removes essential sales tools for our business. First, and this has already been talked about, the sampling, the craft beer and other items, these are essential tools that are considered an industry courtesy. I don't think that there is any way that samples encourage binge drinking. The size amounts are just too small. Moreover, we would ban things like group discounts. The charity implications for bar and pub crawls in general is crazy and I think most people would agree with me. Moreover, I think that this report and the ordinance ignore something that is important and that is consumerism in general in the United States. Everyone expects value. I know when I go to buy my clothes I buy them on sale and when buy my car I don't pay sticker. I don't think people want to do that with their drink and food prices either. So that's why we have deals in this town. That's why we have deals after 9 p.m. even. And I just think over all this

makes unenforceable regulations that the city, that the police department, have no ability to control, have no ability to enforce. The dollars are already stretched too thin. Overall, I think that the regulatory environment in the ordinance sets us up for “gotcha” enforcement. It sets us up for laws that we can’t keep up with as small business owners. You can now come in and tell us that we have violated the law, that we have done something wrong. For those reasons I oppose this. I think a lot of other people do too. Most the comments echo that. I would encourage the city staff to involve business owners more intimately in this process if it is going to go any further. Thank you.

4. Bonnie Watson, I live downtown at the Neiteymery building 920 Cherry St, and I work as the bar manager at Gumby’s Pizza 1201 E Broadway. With my unique position living and working downtown, being nocturnal, seeing the late night crowd, I understand the concern. I really, really do. There are fights that break out underneath my window when I’m at home and when I’m at work I often I have to separate people or wake people up because they have over indulged or whatever. I have to refuse service to people with fakes. This is something I see every day that I work. I spend 35 to 45 hours a behind a bar each week. I really do understand the concern, but it has gotten worse over the last few years as luxury student apartments have been allowed to run amuck and come up everywhere on every single corner. But really it’s focusing on drink specials, this I’m afraid isn’t going to help the issue because whenever I see people come in after bars at Gumby’s, because even though I pull alcohol off the table at 1:30 when students are in town we are open until 3 a.m. So I see the after bars crowd and often it’s not the people who are getting the drink specials who are causing the issues who I’m calling the cops on. It’s the people who just order whatever they want. The people who have the drink specials and take advantage of those are the calm customers. They’re the ones who really want, someone said right before, to get a value for their dollar. They want to feel as if they are a part of a community, that’s what a bar really is, a group of people coming together to socialize and that’s a great thing. Whenever we start limiting drink specials it’s going to force people, as it has been mentioned, to drink at home before or to drink airplane bottles in the bars which makes our job harder as bartenders because we cannot accurately judge how intoxicated a person is. It’s already somewhat of an issue, but I see a lot of people behind me that I recognize a lot of us are bartenders and that is our job is to recognize how drunk someone is and to refuse service when that is the responsible choice. Introducing or proposing this ordinance I think will intensify this issue because the people who are causing the issue are not the ones taking advantage of the drink specials, they are the ones who are paying more. I see a lot of people who have fakes I refuse services to bragging about it. I’m sure everyone in here can name at least three bars that they have seen someone be served with a fake. I have heard countless stories of someone saying: “oh yeah I just hand the door guy my credit card not even a fake ID just so the camera looks like I’m checking an ID.” There are certain bars that we could all name that do serve to underage individuals and over serve of age and under age individuals. So I understand the problem, but I’m just afraid that limiting drink specials is going to intensify the issue. It’s going to push people who want a value on their drinks out of bars. It’s going to force more people to drink more at home and then come into bars. It’s a slippery slope honestly and

it's going to make our job as bartenders harder. And it does honestly feel like an attack on businesses as well because we are not being trusted to do what is already our job. Thank you.

5. John Stansfield 1852 Cliff Dr., proud resident of what I think is the 6th Ward. I don't own a bar. I don't go to bars that do the penny pitchers or do the drinks specials or anything like that but what I do want to say is if limiting human freedoms made societies better off, then North Korea would be a paradise.
6. Heather Harlan, 302 Loch Ln, Ward 4. Thank you for having this hearing. I'm a certified prevention specialist. I think we are all here because we can all agree that the downtown area has a problem with violence, vandalism, and vomit. So we want to look at ways that would be effective to deal with that. We dropped D.A.R.E because D.A.R.E doesn't work. People looked at the research and it doesn't work. It was a popular program, but it didn't work. In fact the numbers tended to increase. Prevention is about creating something where the drinking doesn't happen. The over drinking doesn't happen in the first place. It's not reacting to it. It's so the overdrinking, the over consumption doesn't happen. We actually know more about effective prevention than we do effective treatment. It is a slow methodical process and there is some science to it, believe or not. But, the reason I've heard a lot of comments here today about "well what about this" or "why did we do all this," there's a bigger picture. This is a small intervention to see if it makes a difference. There is lots of research that indicates that it might. We don't have a crystal ball to know for sure that it will. But we can agree again that we have a problem with violence, vandalism and vomit, so where do we begin. This is a place to begin. How will it be enforced? Voluntary enforcement. I think, I could be wrong, but I think bar owners could be very alert if there neighboring bar is selling drink specials when they're not supposed to be. This evens the playing field automatically, at one point in time. If you want to allow your neighbor to do that and undercut you then you certainly can. If you want to alert someone to that then you can do that as well. Effective prevention does not end the problem. It simply makes the numbers go down. You still have Tuberculous that's a public health and safety issue, but we make the numbers go down. So if there is anyone that says "well that won't keep anyone from doing it." They're absolutely right. There will be people who over drink. The point in effective prevention will be to make the numbers go down. We have been working on getting the data to do that. Columbia Missouri already, by the CDC, is described as the drunkest city in Missouri in the 2017 report. Often we are offered the idea that we just educate people to bring awareness. We know from prevention from data findings that the least effective intervention we can do is educate people. It does not change behavior. That's what we are looking for is behavior change. Humans are most responsive when you affect their pocket book to effect behavior change. That's why City Council is looking at this. And I think that we should tread carefully if we say the City Council or bar owners or anyone is forcing people to drink at home. When did that become the responsibility of the bar owners to keep people from drinking at home? We are not forcing people to drink anywhere. I hope we will not use that argument. Finally, years ago when the City of Columbia passed a smoke free ordinance we heard from bar owners that bars were going to close left and right and it was going to effect the business

district terribly. Absolutely no bars closed. It was not the disaster predicted and many people enjoyed a smoke free environment to work and to drink. So, I will continue to respect your comments and I would ask for the same. Thank you.

7. Lydia Melton, I am the owner Gunter Hans. I'm also with the Missouri Restaurant Association. One thing we haven't talked about is something that unifies all restaurants and bars and that's that we typically have a very young work force with a high turnover. In Columbia, I would say that is amplified based on fact that we are a university town and that staff just keep turning over. Restaurants have razor thin margins. So people are under the illusion that restaurants are making money left and right and I can tell you the national average for a chain is 10 cents. For a mom and pop it's even less, and we're so strapped for time as business owners. Like instead of working on construction, which I should be doing right now. I literally left a construction site to come defend this. So I could be growing my business, but I'm not. I'm protecting it and that's very frustrating to me. But, one I thing I want to mention with the turnover we really, really, really need help with staff training on preventing this. So, if we're worried about over consumption, a huge issue is by the time I get my staff trained on this they're gone. And I don't have the resources to reinvent the wheel every time. We try and we try hard. And I think we've done a great job at our bar of not being that place where people are irresponsible. So I feel like in that sense it has been a success. But I can just tell you as one restaurant owner to another that we need more help with this, and the SMART training is not it. It's a great first step, truly it is, it's better than nothing. But it's all reading. I'll have staff go through it and they retain maybe 50% of it. And then they're asking me questions afterwards and it's a struggle to encourage them to ask me questions and not be like "really didn't you just read that?" So something engaging, something like a program they have an opportunity where they don't learn from a text book or computer screen, where they can put what they're learning into practice, would be the best thing. Whether it's videos where it's "hey guys, this is how you cut someone off." Because it's very different reading about it than it is actually cutting someone off. They're young and it may be their first time having conflict with a guest. And that is so hard to tell someone who has over consumed that you're done for the night. So I think they need as much help as we can give them with that. And that is my plea. I beg of you. Give us this. If we have money to throw at all of this please give us the training first. I would rather prevent it at the front line than try to make it happen economically and have this whole thing misfire. That's all I got.
8. Gabriel Jacobs, 47 Broadway village Dr, in the 6th ward. I'm a graduate student at the University of Missouri. I'm a regular at Gumby's. Thank you Bonnie. Less than a decade ago, excuse me let me back up a little. During the questions phase I heard a lot of: "This isn't going to address underage drinking specifically, it's to address excessive drinking." And I don't think you can separate the two of them like that. A big part of excessive drinking is people who are underage or who just turned 21, or whose brains are still developing, who are enjoying the freedom of being out from under mom and dad's wings, that maybe who haven't built healthy and responsible drinking habits yet, who are likely to drink in excess. And less than a decade ago, as I was saying, I was a dumb undergrad. I'm not ashamed to admit that I drank before I turned 21 in

a different state. Don't come after me. And I can tell you from that no so long ago experience it was never about being able to get a couple of bucks off of a pitcher. No, it was about the availability of alcohol. Where I could get it from without risking getting in deep doo doo. If we're looking to address that part of the issue, which is a substantial part of the issue underage drinking by undergraduates, just going to throw them under the bus a little who aren't the most responsible drinkers, we can't pretend like they are the ones relying on specials. When I was an undergraduate I lived in the dorms. I didn't have bills and rent to pay. I didn't work a regular job and I still don't really. I'm a grad student. But I didn't have to budget the same way a lot grown adults do. I was less worried about you know saving a couple of bucks when I wanted to have a beer with dinner. So I think this is a little bit mis-targeted and I will defer to bartenders and bar owners as to the economic impact of it. Thank you.

9. Jesse Garcia, 1025 E Broadway. I live in the 2nd Ward. I just want to address the entirety of what this proposal was based on, to say that there is a problem with underage drinking and binge drinking in Columbia. And that City Council should address this issue as if it apart of their purview and it was what we elected them to do in the first place. But they took it on their benevolent graces that this is a problem that we want actually try to solve. First I want to call into point the data that you brought up. Every bit of the data that you brought up has not had any valid reference showing that it works. There is no data that you brought up at this point in any of your sample cities showing that these kinds of ordinances actually address the issue of underage drinking or binge drinking anywhere. Currently Missouri is ranked 35th out of 50 states according to the CDC website that everyone seems to be citing. You yourself in the questions phase said that we are at 20% of our people and the national average is 19.4% and that is surprisingly enough is about the average that we have here in Missouri. About 19.8% of Missourians say that they drink to access whether they are in college or not. Let's call into effect all of the sample cities. Every single one of the sample cities that you cited is ranked worse according to the CDC. Especially Iowa where we got a lot of the wording. It was ranked worse in every category. So that the fact that you're saying that these kind of ordinances would somehow would lessen binge drinking or that this ordinance would target this specific problem we're having here all call in to question the data all day. Secondly, I would like to say that in regards to whether or not we actually have a problem here in Columbia I want to call in to question the data that you used on that again. Your saying that 20% of Columbia, well if I'm looking at Columbia as about 120,000 or 130,000 people I think it was a 118,000 on our site. With all of the college students in town making up about 30% of that population and with half of those people being old enough to drink. You're telling me 70% of the people that you interviewed said that they had committed binge drinking. Well that puts it at an even smaller number. So by my math you're looking at a group of people that you interviewed at a college campus that puts it somewhere in the neighborhood of what 5,000 people and 70% of those people that they might have had a binge drinking incident in their life so now we're down to about 3,500 students that you said I don't think that actually represents the adults that live in Columbia. Columbia doesn't seem to have any worse problem than anywhere else does with drinking. The last thing I want to say is that when it comes to whether or not you think we have

a problem downtown. I would disagree that we have a violence problem downtown. Violence is down 40%. That's according to the police department's own math. They released that last year and our crime is down over all downtown. It's a fine safe place to be. What I do think is important to look at is in 2012, according to the CDC, that's whenever when we were at our highest point at excessive drinking reports. Our own ATF got downsized to just five agents and they turned over all alcohol enforcement over to local. At that same time we started increasing the student population downtown and you know what we've done since then? We've actually boot strapped our own police department and haven't given them the support they need to enforce the laws that are already on the books. We don't have any cops left downtown at all. We're down to two if we're lucky at night for enforcement. So you've kind of created your own mess here. Where you've invited all of these students to live downtown. Now you're saying that they're too drunk because they live downtown next to all of the bars. You're insinuating somehow that all of the bars are the problem with this over alcohol consumption when in fact you have no data to support that they got drunk at the bars or that they got drunk at home and then went to the bar or are just spilling out into the street drunk. We should be supporting our law enforcement to do the job that they already have. All we want as citizens, all we want as business owners, is to have a couple of more cops on the street. Maybe lower our utility bills. And hey, can we work out parking deal so we can all have dinner without having to pay an arm and a leg for it? I feel like that the data you provided is flawed and it's flawed and skewed in a way that it suits the Substance Abuse Advisory Committee. These people came up with ideas on how they could outlaw alcohol and somehow thinking that prohibitions would lessen the effect of alcohol abuse in Columbia. I have found no data nationally that supports that. I would urge all of you to go ahead and look at all of the information that they have provided and say You know I don't think that this directly targets it." I would love to be involved in a conversation where we can directly talk about how to curb underage drinking. You know that there isn't even a real stiff penalty for having a fake ID in this city? You can have a fake ID that is so good that fools the cops. 70% of these IDs come back with a false positive even when scanned. They're that good, and there is no crime for that. Why aren't we issuing a \$1,000 fine for just having committed fraud in the first place? We go out of our way to train all of our staff and many of the bars here do. They train them and they do the best they can to try to curb all these problems from happening in the first place, and yet we're taken advantage of day after day by kids who just wanna go out and have a good time. Right? I get it. I'll close it all down by saying I think you're taking the wrong approach to substance abuse. We should be offering solutions. We should be finding ways to educate all the kids around that alcohol abuse and the dangers there in. I don't think there is any evidence to prove that these kinds of ordinances or prohibitions would somehow lessen the effects of alcohol abuse or substance abuse in the City and all this would do is hurt small business and make it harder for us to compete in a down economy, which I think the City Manager just said we are losing a bunch of sales tax on in the first place, so why make it harder on the city and on the businesses. I would urge you to reconsider your stance on even considering this as an option. Thank you for your time.

10. Michael Acker, 1402 Bass. Actually, council woman Peters is my council woman, so I appreciate you being here. I'm not a public speaker so please excuse me everybody. Obviously I'm probably a little biased. I'm employed by several bars that are represented here whose business would obviously be effected by it. Growing up with estranged parents I lived my whole life kind of scrounging together what I could to do financially for myself what I was able to. And I've always been attached to a camera, so a lot of times I'm always in bars taking photos or videos for their social media, for their owners, for their websites. I am for hire. And so while I don't own any bars and I can't speak to any stake that an owner would have, I can speak to the stake that downtown and how I feel that downtown is, as Council Woman Peters brought up. I carry my entire life on my back in my backpack. I've worked very hard for the equipment that I own and it costs a lot of money and with it gone I would probably not survive very long. And to speak about mobs of people downtown and how this affects them. You know I walk to and from work every single night. When everyone gets kicked out I'm left walking through a mob of a thousand people that just got kicked out of bars with all of my life on my back. And being the not intimidating person that I am, I often feel very scared walking through those people. What if someone took my backpack? What if xyz? And to me being a spider on the wall at these bars the people that I see the people the people that intimidate me on the streets aren't the bar goers. I know this because I see them through the lens of my camera every day. I remember many, many, many faces, annoyingly so, and so seeing these people you can for example walk out of a bar at midnight and see crowds of people there that aren't at the bars, that weren't at the bars, they are just there. You know I fear that if something were to happen downtown the one police officer that I see all night walking back and forth downtown wouldn't even be able to help me if that were even an option. The other thing I would like to speak of I come here as a Mizzou student studying film making but before this I was in Kansas City. I worked at a bar, several bars actually, in West Port Kansas City, a district that some people may be familiar with. It's been kind of talked about online. A similar bill was introduced in West Port, and I actually got laid off from both of my jobs because we didn't support the number of customers that we used to and things started to slow off and surprisingly for you the one kid who takes photos for you is on the chopping block when you're trying to down size your business. So I also would encourage data to be shown for us to see not just parallels with sister cities on the data that the advisory commission would like for us to see in terms of alcohol usage, but also sister cities for how bills and ordinances such as this have been introduced and what has happened to the commerce in those regions and does it have any negative benefit, or has there been any positive benefit in terms of what this ordinance is trying to produce. Thank you.

11. Bob Hohenstein, I am with the Community Improvement District Downtown. I want to thank everyone, the City Staff, and the Council people for your time this afternoon. There are just a couple of quick things. Number one is, and it was brought up in one of your slides Steve, the Hospitality Zone Assessment, I just want to be clear that the downtown CID has never endorsed or agreed to drink specials being banned. That has never been. Those things kind of get intertwined and I want to make sure that's clear to everybody. We have not approved that. We have not said it's not a good thing or anything of that sort. So I want everyone to be careful

when you start citing that. Number two, I want to put ginormous dittos in front of what Dr. Peters said. The downtown CID was never contacted about this whole process. The first time I was aware of it was when Mrs. Davis handed me a flyer that this meeting was taking place. My feeling that it is absolutely unacceptable and that I would strongly encourage you to get the bar owners, the restaurant owners, and the downtown CID involved as you go through the future processes. Thank you for your time I appreciate it.

12. Van Hawxby 210, St James St. I own Dogmasters. I don't live there, just feels like I do. I make booze. I make intoxicating substances and I know that. And about a year or so ago in an effort to be a good community partner I hosted an event, many of you where there along with many other people in the community, and we had some conversations and nothing really occurred from that. What I would like to do is extend an offer to all people. I have a place, I have space, and I have a vested interest in what occurs here and let's get people together. Let's get the police department, the law department whoever we have, other people, other people involved in the community. Let's get us together again and come up with some sort of comprehensive plan that makes sense for the City of Columbia. Thank you.
13. Glen Larerick, I'm with the Tiger Hotel 23 south 8th St. here in Columbia. It seems that from all angles that this has been very poorly researched. There is no data to back up what you're trying to push forward here. And, it's just stark how little input people who actually matter and people who could show whether or not this could make a difference have had into this report. There's nothing in your stats, and I've read through them all, that really proves that any of this is going to work. From our point of view the fact that there's no economic impact study that has taken place is shocking. And it really seems that that would be one of the first places to start with a lower tax base, with some of the other problems that some of the other business are facing, with rising rent and increased development. The fact that I won't even be able to offer a wine tasting or a beer tasting to a customer just seems archaic and it would be really dulling the fun that downtown Columbia has to offer. I think you need to go back to the drawing board. I think you need to really look at statistics that matter, properly weighted, and look at the emphasis of what you're trying to do because it's clear to me that hasn't been done. Thank you.
14. Lisa Banks, 1902 Mary Ellen. I think it's important to get a non-business owners opinion. I would like to say that my real job is a court reporter but my fun job is an Uber, and I'm the first one to sign up for the downtown Uber. Thursday through Saturday night, even Sunday nights, get kind of crazy. But I tell you the reputation of Columbia from parents night, moms, dads and families coming, is that Columbia downtown is lively at night. It's so different. You go downtown St. Louis and its shut down unless there is a Cardinals game. The girls bring their parents here and they shop all day and drink all night. If they are of age, then there is nothing wrong with it. Then the dads go to the football games and the families go together and then they finish out their night downtown. Being an Uber driver I hear it all, it's like confessions of a cab. Have you ever seen that? I pick up the kids and it's the underage kids that will tell me anything. I pick them up. They're already drunk. They'll go to wherever, finish off and they're the ones throwing up in my

car. They tell me where they got their ID's. They tell me where they can use them. I know two places I won't go to pick up. If I know this, I'm a peon mom, ok, I've got three teenagers of my own, then the police know it and those business owners know it. So, I don't see why you have to come up with an entire solution for an entire city when the rest of us want to party and have fun legally and within our limits you know. I wouldn't Uber all weekend long if I thought I was in harm, if I thought I was going to get thrown up on. It is a fun thing to see everyone downtown. I just want to be a part of the community. I really enjoy it. We have a great reputation. They're coming from St. Louis, Kansas City, and Chicago to come to our school, to come to our downtown, because we have a lot to offer and it's a lot of fun. So that's all.

15. Brandon Banks, I have a business address of 3211 S Providence Ct. I just wanted to make a comment and ask has the University weighed in on what it might do to our recruitment standards if we are town that has this kind of ordinance passed. Other colleges might be a little bit more attractive. That leads into a bigger economic standpoint on what this could do for our city than just enforcing drinking standards. Thank you.
16. Mary Dodds with Tropical Liqueurs, 515 E Broadway. I think a lot of the comments have been directed at the sledgehammer punitive approach. That seems to come from a feeling that we get as bar owners, that we are being pounced on for something that is not really our problem. The specials that we offer are directed at a whole pitcher for a dollar or whatever you know. The very broad interpretation of specials is not something that really affects the underage or the excessive consumption of alcohol, in my opinion. And I think having a group discussion with bar owners, with the CID, and a lot of other people, who know a real consequence to this kind of thing, rather than just coming down on us with a sledgehammer, should have been the first approach. That's my comment.

Hollis adjourned the meeting at 4:42 p.m.