

**Meeting Date:** November 20, 2023  
**Department:** Community Services  
**Report No.:** CS-2023-33  
**Submitted by:** Robert Lilbourne, Director of Community Services  
**Approved by:** Trisha McKibbin, Chief Administrative Officer  
**SUBJECT:** Requested Amendments to the Municipal Alcohol Policy (MAP)

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**RECOMMENDATION: THAT: Council receive report CS-2023-33 for information, and further;**

**THAT: The Council approves the amended Municipal Alcohol Policy (MAP) as requested by the Tri-Township Arena (TTA) Board and the Hometown Festival, and further;**

**THAT: By-law 97-23 be referred to the Consideration of By-laws for approval.**

**BACKGROUND:**

Staff have received a letter from the TTA Board, in which they have requested an amendment to the Municipal Alcohol Policy (MAP). The specific revision they are seeking pertains to the section titled "Municipal Owned Property Eligible to be Alcohol Licensed."

As it stands, the current MAP states that the Tri-Township Arena is only authorized to sell alcohol on the arena floor. However, the Board's request seeks to expand the list of eligible areas to include the following:

- a) Upper Seating Arena
- b) Main Lobby
- c) Meeting Room
- d) Concession Area

Shari Terwilligar, the Chair of the Strathroy Hometown Festival (HTF), has sent the staff an email asking for a modification to item 3 under the "Bar Sales" section in the current MAP.

3. Sales of bar tickets will be limited to 4 per person per sale. No more than two (2) drinks per person will be served per visit to the bar, and from 12:15am to 1:00am, a maximum of one (1) drink per person will be served. OR Cash at the Bar sales will be limited to no more than 2 drinks per visit to the bar. As of 12:15am, a maximum of 1 drink per person will be served. Shot of liquor = 1oz of liquor = one drink. "No double shots"

The HTF Chair is asking for an increase in the number of ticket sales from 4 to 5, and the rationale behind this adjustment is as follows:

**Enhanced Safety Measures:** The aim is to reduce patron traffic at the dedicated ticket sales counter, thereby improving exit safety and assisting security in managing crowds in this congested area.

**Efficient Cash Transactions:** The adjustment to 5 tickets allows for cash sales of 5 tickets at \$30 (\$6 per ticket). This modification is not intended as a special sales opportunity but aims to facilitate change for cash transactions. The current 4 tickets for \$24 (\$6 per ticket) arrangement often necessitates providing coin change.

**Bar Sales Unaffected:** The proposed change in ticket quantity does not impact the existing policy of patrons being limited to purchasing and being served only 2 drinks per person at the separate bar area.

**Ticket Refund Policy Unchanged:** It is important to note that any unused tickets will continue to be refundable as per the existing policy.

**COMMENTS:**

The staff have no reservations regarding these requests, given that municipally operates facilities already permitting the sale of alcohol in similar areas. Additionally, there is an acknowledgment of the position that restricting the number of ticket sales to 4 imposes an extra burden on groups seeking to operate refreshment tents and bars.

**CONSULTATION:**

Paul Lattimore, Supervisor of Recreation, Programs, and Community Liaison  
Kaitlyn Topham, Special Events and Booking Coordinator

**FINANCIAL IMPLICATIONS:**

None

**STRATEGIC PLAN ALIGNMENT:**

This matter is in accord with the following strategic priorities:

Community Wellbeing – Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and well-being.

Destination Building – Strathroy-Caradoc will provide distinct experiences that celebrate its past and future by prioritizing innovative new ideas that set the community apart.

**ATTACHMENTS:**

- Municipal Alcohol Policy
- Municipal Alcohol Policy (red line version)
- Tri-Township Arena Board Request Letter

- Email From Shari Terwilligar HTF Chair