

SENATE RESOLUTION #1474

Title: ASUW Malt Beverage Sales Expansion Proposal

Introduced: March 12, 1984

Thesis: Beer Sales in the War Memorial Stadium and Arena/Auditorium

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1. Whereas, the sale of beer at the University of Wyoming events held in the
2. War Memorial Stadium and the Arena/Auditorium will reduce behavioral
3. problems and the dangers posed by glass bottles, and whereas the ASUW has
4. worked closely with the University Administration in formulating a proposal
5. for beer sales in these facilities which encourages responsible behavior
6. through the control of alcohol; Therefore, be it resolved by the Student
7. Senate of the Associated Students of the University of Wyoming that they
8. recommend that the Trustees of the University of Wyoming adopt the concept
9. of selling beer in the War Memorial Stadium and the Arena/Auditorium and
10. adopt regulations for the controlled sale and use of beer in these
11. facilities.

3/13/84

Referred to: *no referral*

Date of Passage: _____ Signed: _____

ASUW Senate Chairperson

"Being enacted on _____, I do hereby sign my name hereto and approve this Senate action." _____ ASUW President

*1st Reading
3/13/84*

*2nd Reading
disposed*

*Passed
unanimously
3/13/84*

March 12, 1984

ASUW MALT BEVERAGE SALES EXPANSION PROPOSAL

PROPOSAL

The Associated Students of the University of Wyoming (ASUW) propose that the Trustees of the University of Wyoming endorse the concept of beer sales in the War Memorial Stadium and the Arena/Auditorium. ASUW has worked closely with President Veal, Bill Solomon, Chief Miller, Bill Wolf, James Hurst and Tom Matthews in formulating what we believe is to be a policy that encourages responsible behavior through the control of alcohol at events here at the University of Wyoming. This proposal should not be viewed as an introduction of alcohol to the college events because factually we all know that alcohol has been coming into the proposed areas without control and regulation for a number of years. Rather, this proposal should be viewed as a conscious and responsible approach to control crowd behavior and the abuse of alcohol at University events.

The proposal is to obtain malt beverage permits for the football stadium and the Arena/Auditorium. The reason for requesting both permits at this time is to avoid the problems of making piecemeal malt beverage requests for the University of Wyoming. Among these complex problems are the need for special authorizing legislation, the need for home rule acceptance by the City of Laramie, and the undesirability of approaching the State Legislature during a budget session year. While ASUW has accumulated data supporting beer sales in the football stadium since 1979, the other universities contacted in gathering this data, as a general rule, do not allow beer sales in their arenas. ASUW does believe that many of the behavior problems evident in the football stadium also exist in the Arena/Auditorium. If malt beverage permits were obtained at this time for both facilities, the University Administration could be given the option to allow beer sales in the Arena/Auditorium or for specified events in the Arena/Auditorium should further data indicated that such sales were desirable.

PROCESS

After a great deal of consultation with the University Administration, ASUW proposes that the following format be followed for the addition of beer sales in the football stadium and Arena/Auditorium. First, the Trustees of the University of Wyoming should express their opinion and make comments on the concept of selling beer in the Stadium and Arena/Auditorium. Secondly, after the Trustees have acted, the Wyoming State Legislature should be approached for an amendment to the beer garden statute, WYO. STAT. §12-4-501 during the General Session next year. We believe that an amendment to the statute is

preferable to a new statute because it would consolidate college beverage permits to a single source rather than cluttering the statute books and by making future reference difficult. In approaching the State Legislature next year during the General Session, the required number of votes for introduction of this legislation will be lessened in comparison to initiation during the Budget Session. Thirdly, the City Council of Laramie will be approached for their support. As you are all aware, the proposal for malt beverage sales in the beer gardens, as well as this proposal, can be viewed as special legislation under the Wyoming Constitution and thus subject to City Council approval under the Home Rule Amendment. Fourthly, the Trustees of the University of Wyoming should adopt measures for controlling the sale of beer at these facilities. The beer garden malt beverage permit was granted on the condition that the Trustees adopt needful rules for the sale of beer there, and in all probability, the State Legislature would follow the same procedure for beer sales in the Stadium and Arena/Auditorium. Further, a responsible plan to control alcohol usage can best be implemented with foresight and control in mind at the outset.

THE CONCEPT

1. Sale of Beer in the Stadium and Arena/Auditorium

ASUW proposes that beer be sold at the War Memorial Stadium during football games and at the Arena/Auditorium during designated events. This proposal can be tailored to fit either facility, or restricted to limited events in the Arena/Auditorium. The Trustees should be given the discretion to designate the events which are appropriate for drinking beer.

2. The sale of beer in soft containers will promote safety for participants, security, and students attending the events.

In a survey conducted in March 1982 by ASUW to a random sampling of 200 students conducted during football season, 72.8% of the students indicated that they were bringing alcoholic beverages into the football and basketball events. Of this group, 81.75% indicated that they were bringing hard liquor to these events. Hard liquor can be brought in to these events in heavy glass containers, creating the potential for throwing them as projectiles and creating the potential for broken glass. (This study is attached to this proposal.)

ASUW proposes that beer should be sold in soft plastic containers which cannot be thrown any distance and which create no potential for cutting unsuspecting bystanders. Of the six colleges contacted which sell beer at events, all sell beer in soft plastic containers and recognize the safety

features that accompany this decision. (Surveys and letters from these schools are attached to this proposal).

3. The sale of beer would have overall behavioral advantages to the "smuggling" of hard liquor into the Stadium and Arenas/Auditorium

No school which serves beer at college events has indicated that beer sales at their college has increased the incidence of disciplinary problems. Most of these schools indicate that beer sales have actually improved student behavior. (sale of alcoholic beverage survey 1983 attached). While it is a well-known fact that beer contains a lesser percentage of alcohol than does hard liquor, the successful conversion over to consumption of beer rather than hard alcohol makes this proposal all the more promising. In the ASUW survey of March 1982, 77.1% of the University of Wyoming students indicated that they would no longer bring in alcohol from the outside, if beer were sold in the Stadium. The letter from Colorado State University dated February 14, 1984 offers the best advise in how to insure that the less intoxicating malt beverages will be consumed at campus events.

4. The sale of beer at university events will also improve college revenues.

Although Auxiliary Enterprises has been unable to project the additional revenue to be gained from beer sales at campus events, ASUW is quite certain that this in fact will be the result. Beer sales will ultimately depend upon the weather and the total students attending the events.

ASUW does find it worth your examination to compare the letters received from Colorado State University in January of 1979 to the letter received from the same university in March of 1984. A comparison of these two letters will show that for a three year period that revenues for beer sales at Colorado State University rose from \$8,280.00 in 1979 to \$36,241.00 for 1982. ASUW has contacted Mr. Jerry Cavaldon, CSU Concessions Manager and he has confirmed that beer sales for CSU during the 1983-84 season were up to \$55,263.00.

5. Alcohol advertising should be in accordance with University regulations and contracts.

ASUW recommends that no advertising for beer be permitted beyond that which is necessary to label the kind of beverage being sold. The intent behind beer sales is to control the use of alcohol in these facilities and not for promotion. ASUW has contacted Bill Solomon and he has suggested that if a bid system is adopted for purchasing beer, the University should make bidding distributors aware of University advertising regulations and contracts.

6. Through responsible regulations the University can promote and insure responsible alcoholic consumption.

To begin with, the March 1982 survey described above, conducted by ASUW shows that 60.7% of the students surveyed favored restrictions on the sale of beer. The State Statute, WYO. STAT §12-4-501 which authorizes the sale of beer in the beer gardens grants the Trustees the power to implement needful rules and regulations for the sale of beer and students have come to recognize these regulations as reasonable and convenient for the control of alcohol on campus.

Although the Trustees will have the ultimate decision in the specific regulations which will be adopted, it should be noted that these regulations are flexible and can be adjusted by the Trustees to control problems which are not anticipated at the present time.

ASUW has reviewed the existing alcohol related university regulations (Unireg 39 and 241), as well as the Guidelines for Beverage Alcohol Marketing on College/University Campuses. These guidelines and unireg's are attached to the proposal. In preparing this proposal, ASUW has considered the beer sales policies of other colleges and has considered the unique potential for abuse at our own Stadium and Arena/Auditorium. Among the possible regulations, ASUW would point to the following as possible methods to insure the control of alcoholic consumption:

- a. Beer should only be sold at a limited number of concession stands at convenient areas within the facilities. No alcohol from outside the area shall be permitted into the facilities, and no alcohol sold at a facility shall be permitted to leave the premises.
- b. All malt beverages sold within the facilities shall be dispensed from kegs in plastic containers for the reasons previously stated.
- c. Hours of beer sales shall be limited to a brief pre-game period and shall end at the conclusion of the event. Due to economic conditions, the supervisor of concessions is not required to serve beer at every event.

- d. Only valid identification under Wyoming law will be allowed for the purchase of malt beverages. This means that only a valid driver's license or a state liquor card may be used for beer purchased at the facilities. Signs above the beer dispensary points should clearly state what age requirements can be served (age 19 or older) and that only 1 glass of beer per identification can be obtained at a time.*
- e. No change of other food and drink menu items is anticipated and this will mean that non-alcoholic drinks and food will be available to the crowd. UniReg 39(d) and 241(g).
- f. Dispensing policies must be clearly stated and all vendors must be informed of the University malt beverage procedures. No vendor dispensing beer shall be below age 19.
- g. It shall be the responsibility of the management selling malt beverages in the facilities to refuse to sell malt beverages to any person who is obviously incompetent due to the influence of alcohol or who is a habitual source of behavioral problem in the facility. UniReg 241(h).
- h. Uniform procedures for the sale of malt beverages on campus shall be maintained so that students are aware of the campus alcohol procedures. Students shall have ready access to the campus alcohol procedures. Alcohol abuse awareness shall be an important goal for the University and a percentage of beer sale proceeds shall be allocated to sponsor alcohol awareness on campus.
- i. Approximately two years from the date of beer being sold in the Stadium and Arena/Auditorium, a review of the effectiveness of this proposal shall be made. This review should contain behavioral reports, reports from the cleanup crews as to whether the number of hard liquor bottles has decreased, and reports on increased revenue.

* According to the statistical summary of the Division of Admission for the University of Wyoming 1982-83, only 6.07% of the student body was below age 19 in the fall of 1982 and only 1.39% of the student body was below age 19 in the spring of 1983.