WILDWOOD

March 15, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: Special Event Liquor License for Farmers Market - 2016

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks

The Department of Planning has received a request from the managers of the farmers market about a change they would like to propose to the City regarding this weekly event. The farmers market will be entering its sixth year, with last year being its best ever, much to the credit of the managers – George and Rene' Sackett. This success of the market in 2015 relates to the ability of the managers to continue to develop new vendors and events to keep visitors to it interested and engaged for the long season. Therefore, the request that has been presented to the Department is consistent with the managers always seeking new ideas to keep the market fresh.

In the attached email from George and Rene' Sackett, they are requesting the authorization to begin offering and hosting cooking demonstrations, samplings, and special events that would benefit from the limited sale of alcohol at them (beer and wine). This request is not intended to allow sales of beer and wine at the market from a vendor or vendors, but for a list of special events that are offered over the course of the six (6) month season. The Rotary Club would be the sponsor of the license for the benefit of the Sacketts. This arrangement between the market managers and the Rotary Club is identical to the circumstance in the City of Ellisville, when the Sacketts were also managers of its farmers market. This arrangement appeared to work well for the special events at that market.

Given the request, the Department believed the Committee should review it and its direction provided in this regard. The Department is supportive of the managers' request for the limited sale of beer and wine at special events hosted by the market over the course of the regular season. The Department's support is premised on the following conditions:

1. The sale of beer and wine only, in conjunction with these scheduled special events.
2. The mangers of the market shall oversee any individuals charged with the storage, preparation, and service of the beer and wine.
3. The Rotary Club will apply for the license and provide the insurance coverage and liability protection to the City of Wildwood, as directed by the City Attorney.
4. The market managers shall be responsible for the oversight of all aspects of this offering, including the storage, distribution, and sale of the beer and wine, and shall ensure that all State, County, and local codes are met as well.
5. The market managers shall advise the Department of Planning about those special events where beer and wine is to be sold, so it can advise the St. Louis County Police Department - Wildwood Precinct.

With these conditions in place, the Department believes the request of the managers can be authorized for the 2016 season, thereby allowing the market and its customers another option for enjoying this venue over its season, and the City of Wildwood.

If any of the Committee members should have questions or comments in this regard or need additional information on this matter, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for your input and direction on the same.

Kathy Arnett

From: René Waterhouse-Sackett <renewhatsup@yahoo.com>
Sent: Tuesday, March 01, 2016 11:00 AM
To: Joe Vujnich
Cc: Gary Crews; Kathy Arnett
Subject: Follow Up to request for beer and wine license

Good Morning,

I wanted to follow up on the previous request for the "Retail By The Glass" Beer and Wine license. If you would present this to the Council at the next meeting, it would be much appreciated.
See number 3 in the original email.

Here's a little more information.

1) The Rotary Club of West St Louis County has been sponsoring the license at the Ellisville Farmer's Market for a number of years. It is an annual license and the cost is $50/year with the license month beginning July 1. The Rotary takes care of all the paperwork, insurance and licensing. I am listed as the primary holder of the license. The Rotary becomes a "sponsor" of the market and would be listed as such anytime that the beer and/or wine is at the market or a market sponsored event. This license can be renewed in March and the location can be transferred to the location of the Wildwood Farmers Market. The renewal and changes take a while, so starting as soon as possible would be optimal.

2) I would like to express my reasons for wanting the license.

A) The Missouri Wine and Grape Board has been reaching out to Farmers Markets in the State for sampling, sales and marketing of Missouri wine. George and I have visited many wineries over the last few years and have found out that many cannot afford all of the licenses and/or do not have the staff to visit, sample, serve, talk about their wines. We have been able to "host" some wineries and wine makers at the Ellisville Farmers Market over the last few years. Our license enables us to buy their wine (as many don't have big commercial distributors or sell outside of the winery) to sample and/or sell a glass. The community gets to meet these folks and the wineries get to market to a community outside of their immediate area.

B) It is the same scenario for the local microbreweries.

C) We have some flexibility on how we can utilize this license.

1) We can sample and/or sell local beer and wine anytime

2) We can set up a market tent and sell at Friday concerts

3) We can plan special events during market hours with seasonal food and beer/wine pairings. As well as use local beers and wines to cook with and offer recipes and demos (smaller scale)

4) We can plan some market/community meals (larger scale, during market, after market or on another day)

5) We do not have to utilize it much at all. It takes a lot of work and time to get these inexpensive, annual licenses and it seems better to keep the one that we have had, renew it and change location, than to let it expire.

I hope this helps and please let me know if you have any questions, concerns or comments.

Kindest Regards,
René