



May 12, 2023

To Whom It May Concern,

The Brady Street Area Association (BSAA) is concerned about the relaxed alcohol access policies in our neighborhoods. Alcohol consumption often leads to elevated rates of negative and risky behavior. Studies have shown again and again that alcohol policies can moderate neighborhood disorder through alcohol availability restrictions.

To better protect our neighborhood and its residents, the BSAA endorses new businesses with an interest in serving alcohol to have a commercial hood and serve food. Ms. Hyacinth Nembhardt, owner of the business Concoctions, acknowledged and was aware of the need for a commercial hood and food service when she approached the BSAA for endorsement of her new business. The BSAA was excited about the new business idea Ms. Nembhardt was bringing to the street. Despite not having a commercial hood due to the small size of the space, the group voted to approve her business application with one exception to her business model: no to-go liquor.

Ms. Nembhardt was made aware of this concern, and she agreed to move away from the to-go aspect of the business model. One year later, the BSAA continues to disapprove of this to-go based model due to the negative impact it will have on the street and neighborhood. After all, Brady Street is a neighborhood of residents of young and old who choose to live here because of the vibrant community environment.

Brady Street currently has 85 liquor licenses in the area, one of which is Concoctions. It is an extremely saturated market and something that should be considered when choosing Brady Street as a liquor-based business location. That means adding a to-go liquor-based model will increase the negative consequences of drinking and alcohol.

In 2018, Chelsea, a small city just north of Boston, banned 50-100ml alcohol bottles. In the first two years, the number of people taken into protective custody dropped by 20% and alcohol-related hospitalizations plummeted. Additionally, before the ban mini liquor bottles equated to 32% of the items picked up during litter collections – a total of 10,000 in just 2 months. The bottles were reduced to just 6% of the litter following the ban. The impact of the ban was so transformational, the city of Boston is now considering a possible ban on the miniature liquor bottles to combat both alcohol abuse and mounting waste in city streets. Cities are moving away from the sale of miniature liquor bottles for the overall health of their residents and environment.

The BSAA has yet to receive an action plan by Concoctions to keep negative impacts on the neighborhood from occurring by serving to-go alcoholic drinks. Therefore, the neighborhood group continues to have concerns over a to-go liquor-based business model. Those concerns are as follows:

1. Liability

- An ice-based drink that melts quickly naturally encourages patrons to consume the beverage immediately. This is already an issue without the to-go opportunity in place.
- There is no oversight once the beverage leaves the premises and the ability to serve patrons responsibly. This could lead to underage and public drinking. It also increases the likelihood of people drinking and driving on a pedestrian-heavy road.
- Oversight is especially difficult given that the Concoctions cups are not identifiable as alcoholic or non-alcoholic. The same containers are used for all their drinks, and the small bottles of alcohol are added afterward. It makes identification of an open container more difficult. This is unlike being able to identify someone walking down Brady Steet with a beer bottle, for example. Currently, it is illegal to have an open container on a public sidewalk. (Code 106.1-8 “Public Drinking and Possession of alcohol Beverages”)

2. Enforcement

- In the Deer District, signage, metal barricades and security guards ensure that patrons do not take beverages onto the streets and into the neighborhoods. It also keeps unruly behavior at bay. Concoctions and Brady Street do not have the resources for this level of enforcement for the safety of the patrons and residents.

3. Duplication

- If allowed the to-go business model that Concoctions wants will be repeated by other businesses, many of which will also not serve food or provide retail opportunities that add positive economic value to the street and neighborhood.

The level of responsibility for the liability of residents and patrons is tremendous. Over-consumption without oversight leads to disturbing the peace, loitering, urinating, harassing passerby, drug activity, loud music, pan handling, and lewd conduct, among other negative behaviors and actions.

To that end, the Brady Street Area Association continues to stand by our original decision. For the continued safety of the residents and positive economic vitality of the street, the Brady Street Area Association does not support the change of Ms. Hyacinth Nembhardt’s plan in operation for Concoctions. We hope our concerns are considered in this hearing, and the restriction on sales of to-go cocktails for Concoctions is not removed.

Kind Regards,

The Brady Street Area Association Board of Directors



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