

Cooney, Jim

From: Cooney, Jim
Sent: Tuesday, June 11, 2024 8:10 AM
To: Melendez, Yadira
Subject: FW: Unlimited Transfer Full Service Retail | Local Brewer Feedback
Attachments: Black HUSky Attendees.xlsx

Can you add this to CCFN 240152 please.

From: Dawson, Sam <Sam.Dawson@milwaukee.gov>
Sent: Friday, June 7, 2024 10:01 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Unlimited Transfer Full Service Retail | Local Brewer Feedback

Hi Jim,

On Wednesday, May 29, I attended a meeting at Black Husky Brewing where I shared information about Unlimited Transfer Full Service Retail permits and solicited feedback on that topic from representatives of local breweries.

Attached is a full list of those who attended. Below are the main takeaways of that conversation:

1. Small breweries are frustrated with changes to Full Service Retail permits brought by Act 73, in both terms of the rules and the mechanisms to process and approve applications. Brewers felt that the new process was too slow and placed an unrealistic burden on their companies as they attempt to provide their products at special events.
2. The attendees were in favor of a proposal to change the municipal approval process for Unlimited Transfer FSR to reflect a streamlined administrative approval process. The attendees feel that a process that avoids committee meetings is much more realistic as the request for event participation often happens within weeks of the event.

Please let me know if you have any further questions.

Best,
Sam