



Legislation Text

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ORIGINAL

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Resolution supporting the “Gold Star Business” program.

This resolution expresses support for the “Gold Star Business” program, created by the Davis and LaVarnway Boys & Girls Clubs of Greater Milwaukee, Community Partners and other community-based organizations. The program was initiated because of the heavy concentration of Class “A” alcohol beverage establishments and the prevalence of underage alcohol consumption and underage smoking in certain neighborhoods.

A business is designated as a “Gold Star Business” when it commits to preventing the sale of alcohol and tobacco products to underage individuals, removing drug paraphernalia from their inventories, maintaining the interior and exterior of their establishments, adhering to signage regulations and preventing loitering on the premises, and if it has not been convicted of selling alcohol or tobacco to underage individuals during the most recent license period. Businesses that comply with these criteria, or express the willingness to comply, will be awarded a “Gold Star Certificate.”

Whereas, The Davis and LaVarnway Boys & Girls Clubs of Greater Milwaukee, Community Partners and other community-based organizations realize that the proliferation of underage drinking and smoking and illicit drug use is a substantial problem in Milwaukee’s inner-city neighborhoods, and that underage individuals have easy access to these substances; and

Whereas, These organizations realize that neighborhood businesses play important roles not only in the city’s economic stability and prosperity, but also in the social vitality of the city; and

Whereas, These organizations initiated the “Gold Star Business” program to encourage and commend businesses that commit to preventing the sale of alcohol and tobacco products to underage individuals, removing drug paraphernalia from their inventories, maintaining the interior and exterior of their establishments, adhering to signage regulations and preventing loitering on the premises, and which have not been convicted of selling alcohol or tobacco to underage individuals or loitering violations during the most recent license period; and

Whereas, The “Gold Star Business” program will expand its efforts across many of the city’s neighborhoods, in areas that are identified as having high potential for youth engaging in prohibited activities; and

Whereas, A business that makes a voluntary commitment to abide with certain regulations and is dedicated to Milwaukee’s youth, and showcases that level of commitment with a “Gold Star Business” certificate on its premises, effectively empowers other businesses in the community through its bold leadership, fosters a sense of civic responsibility and acts as a catalyst for other civic-minded business leadership; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Common Council supports the “Gold Star Business” program, which recognizes city businesses whose hard work and dedication inspires civic-mindedness and makes the city of Milwaukee a safer and healthier place for its residents.

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