

## 2/29/24 DLL Brewer Meeting

### **Welcome and Introductions (Commissioner Wendy Knight)**

- **Licensee survey** - 85% some level of satisfaction, 15% not satisfied at all and want to look at that. Saw that the #1 satisfaction was online portal, stakeholder meetings scored the lowest. They will send the PDF of the customer satisfaction survey, also in a press release on their website.

### **Education Updates: (Education Manager, Jen Fisher)**

- Added a test to the manufacturer online program for January of 2024...a real final exam.
  - 43 manufacturers took that training since January, highest test score average at 95%.
  - 121 folks took solicitor training, 90%
  - Question getting answered wrong: customer born on December 30, 2023...how old are they?

### **Licensing and Enforcement Updates: (Sergeant Michael Welch)**

- 2 new investigators, they have been with the DLL for a month.
- Results of a DTC pilot study
  - 100% of the transactions that did occur were unlawful....example: allowing a minor to receive the alcohol, alcohol being spirits (not authorized at this point), among other reasons.
  - Legislature is interested in this topic, authorize an additional position for the DLL to work on compliance of this tacked onto a tobacco bill
  - Relevant because should distilled spirits be bought through the mail?
- **Email Emma if you want to see the full report**

### **Marketing Initiatives: (Marketing Lead, Kelsey Hall)**

- Overall social media campaigns: focusing on mixology and full circle of what you can make with the product.

### **Legislative Updates: (Director of Communications & Legislative Affairs, Charles Martin)**

- **Misc alcohol bill**
  - **Section 1 & 2** - shift in permitting - relating to expanding access to special venue serving permits. Under current law, a special venue serving permit may be granted to an art gallery, bookstore, public library or museum after receiving approval from the local control commission and paying a fee. A special venue serving permit authorizes the holder to serve beer, wine or RTDs, purchased directly from a retailer. This proposal would replace the word "bookstore" with "retail establishment" thereby expanding the types of retailers that can access this type of permit
    - This will sunset in 2027 and DLL will report back and talk about any negative outcomes.... the current data shows relatively safe for the current permit.
  - **Section 3** - relating to allowing a sampling event permit holder to purchase invoiced volumes of alcoholic beverages from wholesale dealers. Under current law, a sampling

event permit holder (formerly known as a Festival Permit) is allowed to purchase invoiced volumes of malt beverages directly from a manufacturer or packager. This change would allow a permit holder, like the VBA, to purchase beer directly from a wholesale dealer, in addition to a manufacturer or a packager

- **Section 4** - relating to increasing the limit on special event permits that may be acquired by an individual licensee from 10 to 20.
- **Section 5** - amend Annual Report due date by a few months
- **Section 6** - Liquor Liability insurance mandate is currently effective July 1 2024 .... and was not a requirement unless your landlord mandates it.
  - Not confident that everyone can comply, asking to move to July 1 2026
- **Section 7 & 8** - Regarding a Retail Master License – This section would allow DLL to grant a “retail master license” to a person that acts as the parent corporation for licensed retail dealers or manufacturers that have merged. The holder of a retail master license could provide unified payroll and administrative services for the licensed retail dealers or manufacturers...this license will cost \$1,000.
  - Entities have done this thru existing statutes
  - DLLL will want to discuss this further, not 100% comfortable with this yet
- **Alcohol related bills not in the Misc. Alcohol Bill**
  - **Proposed Tax Increase**
    - DLL: Why do we want to discourage people from drinking low ABV beer? DLL conveyed to the committee that this is not the year to do this.
    - **If you have questions about this, please contact Emma**
  - **Mandate on where alcoholic beverages are placed in a retail place**
    - Example: Spiked sunny D or Buzz Balls near candy or n/a beverages
    - DLL don't feel like it will be realistically considered
    - Probably tabled for this year, VRGA was very concerned about it
    - Speaks to DLL about proper carding, if they are underage you don't sell it to them
  - **Universal Compliance Checks**
    - Right now it is annually for tobacco establishments and would mandate this once every 2 years for alcohol
    - Would be extremely resource heavy for the DLL
    - Mostly a tabled issue, not going anywhere...but it is in bill form with a single sponsor
- **Questions:**
  - **How is business? Tourism? Snow? How can the DLL support brewers?**
    - Steve Miller - January was slow, February has re-bounded. Seems consistent across the industry
  - How else can the DLL support you?
    - DLL will continue to update the website