

To: Mr. David W. Ring  
Community Relations Manager  
Kwik Trip INC  
1626 Oak St.  
La Crosse, WI 54602

From: Jessica Olson – CM 8<sup>th</sup> District City Council  
1219 Madison St  
La Crosse, WI 54601

RE: Conditions to be applied to Beer and Liquor License for Kwik Trip #624, 530 West Ave N., La Crosse Wi 54601  
– J & A Agenda Item #18-0752

Dear Mr. Ring,

Thank you for the opportunity to meet last Friday and discuss the future of the student neighborhood during Oktoberfest weekend. I got the impression that Kwik Trip was simply unaware of the massive degree of violence, vandalism, underage drinking, and dangerous and threatening behavior that the extremely high quantity of carry-out alcohol being sold at this location over such a short period of time was directly contributing to in our community.

I have no desire to mar Kwik Trip's reputation. Your company is known for so many great charitable and positive contributions. "Treat others in the same way as we would like to be treated" is an admirable and commendable mission statement, and it is a blessing to have such a socially responsible corporate citizen in our community.

The spirit of these conditions, in the interest of fairness, is to allow for Kwik Trip to "operate as normal" during Oktoberfest, the same way as all the other weekends of the year. I am only seeking to prohibit the extreme practices that no other business is employing and that I have never seen another Kwik Trip do at any time of year. The presence of multiple refrigerated trucks full of alcohol parked right *in the heart of the college student neighborhood* during the entirety of Oktoberfest weekend sends a clear and disappointing message; "Binge drinking is normal". In the same way, selling carry-out alcohol with multiple handheld scanners (in addition to the permanent cash registers) in order to sell as much as possible *as quickly as possible* sends the wrong message about Kwik Trip; "Profits over people".

The purpose of these conditions is not to blame or badmouth Kwik Trip, but to provide your company with an opportunity, a chance to be *the* community leader who makes a difficult choice, a money-losing choice, simply because it's the right thing to do for the safety and welfare of these college kids, who do not have the same decision-making judgement as you or I do as full-grown adults. Kwik Trip can usher in a new "normal" where college binge drinking is no longer an acceptable, encouraged and enabled part of the Oktoberfest experience. You can help Oktoberfest thrive and grow into something our entire community can be proud of. The public relations effect of voluntarily embracing these conditions would bring massive goodwill and respect to your corporation right here in your own hometown community, a level of goodwill and respect that would elevate Kwik Trip's image far beyond any advertisement or sponsorship that money could buy. I am challenging you to show the world that Kwik Trip truly lives out its mission statement in actions, not just words.

I have worked on the language of these conditions for several months and am not open to negotiating any changes. I hope you will take some time to reflect on the matter and convince the team at Kwik Trip that this is the right thing to do for a better future for our entire community.

Thank you,

Jessica Olson

Written by La Crosse Common Council Member Jessica Olson – 8<sup>th</sup> District

*The following conditions to be added to the beer and liquor license of Kwik Trip INC Store #624 Located at 504 West Ave N., La Crosse, WI 54601 for the license period of June 2018 – May 2019.*

These conditions are to be included in writing on the license:

1. During September 23<sup>rd</sup> to Oct 3<sup>rd</sup>, in the 48 hour period commencing at 12:01am ~~Thursday~~ <sup>FRIDAY</sup> and concluding at 12:01am Sunday, no storage or display of alcohol beverages in any vehicle, truck, semi, trailer, storage unit, storage pod, or any other form of packing container or vessel anywhere on the exterior premises, with the sole exception that in said 48 hour period, one truck may perform one delivery and remain on the premises for one hour.
2. During September 23<sup>rd</sup> to Oct 3<sup>rd</sup>, in the 48 hour period commencing at 12:01am ~~Thursday~~ <sup>FRIDAY</sup> and concluding at 12:01am Sunday, no storage or display of alcohol beverages anywhere on the interior of the premises with the following exceptions:
  - a. Inside the refrigerated beer cave
  - b. The permanently installed liquor shelves in the center of the store
  - c. The permanently installed liquor shelves behind the sales counter at the North side of the store.
3. During September 23<sup>rd</sup> to Oct 3<sup>rd</sup>, in the 48 hour period commencing at 12:01am ~~Thursday~~ <sup>FRIDAY</sup> and concluding at 12:01am Sunday, no off-site storage of alcohol beverages in any vehicle, truck, semi, trailer, storage unit, storage pod, or any other form of packing container or vessel within 2,000 feet of the licensed premises of Store #624.
4. During September 23<sup>rd</sup> to Oct 3<sup>rd</sup>, in the 48 hour period commencing at 12:01am ~~Thursday~~ <sup>FRIDAY</sup> and concluding at 12:01am Sunday, no point of sales for alcoholic beverages or ID checks for alcoholic beverages may be conducted on the premises other than at the 5(five) permanent cash register locations currently in existence at the North side of the store.
5. Licensee agrees to permit members of the public or elected officials to visit and remain on premises anywhere the general public is permitted to be for the purpose of observing compliance with the conditions of this license.