

To: Natick Select Board  
From: Natick 180 Coalition  
Re: Proposed Changes to Natick Alcohol Policies  
Date: August 23, 2022

## **Memo in Regards to Proposed Changes to Natick Alcohol Policies**

### **Introduction**

In light of the Natick Select Board's review of the Town's current alcohol policies and the related proposed changes that were outlined in May 18, 2022 and August 3, 2022 memos<sup>1</sup> submitted by Paul Joseph to the Select Board, the Natick 180 Coalition has conducted a review of available public health literature and sample municipal policies that may assist members of the Select Board in making decisions related to alcohol licensing policies and practices. Natick 180 recognizes the time and thoughtful deliberation that has been put into this process by Mr. Joseph, Deputy Chief Brian Lauzon, Amanda Loomis, and Donna Donovan, as well as members of the Select Board. We are confident that the Select Board and Natick 180 share the goal of ensuring that policies that guide alcohol licensing are rooted in research and best practice given their public health, public safety, and economic implications.

Natick 180 serves as Natick's leading resource for information on addiction education, prevention and recovery. Our Coalition consists of representatives from 12 sectors of the Natick community, and it is with that broad level of input and a particular focus on preventing and reducing substance use disorder and its related harms that we submit an overview of current research that we hope will benefit your decision-making process.

In reviewing the proposed policy changes, Natick 180 considered questions in several key areas that have been shown to impact alcohol consumption behaviors within communities.

- **Access**—How will the proposed policy change impact alcohol outlet density? High alcohol outlet density has been identified as a public health risk because it is correlated with higher consumption rates (including binge drinking) and related harms.<sup>2</sup> Will youth be more likely to access alcohol through the suggested policy changes?
- **The “4 P’s” of marketing**—Price, product, promotion and placement are principles of effective marketing, and when applied to addictive substances like alcohol, have been shown to significantly impact alcohol use rates in a community. It is therefore imperative that we ask ourselves: Will a proposed policy change make alcohol cheaper, thus encouraging consumers to purchase more of it? Will the policy change provide access to alcohol products that are easier for youth to access and/or might have the potential to cause new or more pronounced harms? Will the policy change make it more likely that alcohol will have an increased presence around youth?
- **Community norms**—While a review of regulations might come in response to purported community norms, it is important that Natick ensures that its policies encourage community norms that center on health and safety. How were current community norms assessed? Will a proposed policy change promote, and perhaps influence, community norms that make alcohol a central part of community socialization and connection? Recent studies have suggested that alcohol consumption among adults in the U.S. increased during the COVID-19 pandemic, at least in part due to the loosening of alcohol regulations.<sup>3</sup> Furthermore, according to the U.S. Centers for Disease Control and Prevention (CDC),

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<sup>1</sup> Natick Select Board Alcohol Policy Review documents

<https://naticktown.novusagenda.com/agendapublic/CoverSheet.aspx?ItemID=12760&MeetingID=1054>

<sup>2</sup> Guide for Measuring Alcohol Outlet Density. <https://www.cdc.gov/alcohol/pdfs/cdc-guide-for-measuring-alcohol-outlet-density.pdf>

<sup>3</sup> Looser Liquor Laws Boosted Restaurants—and Maybe Problem Drinking.

<https://www.route-fifty.com/health-human-services/2022/08/looser-liquor-laws-boosted-restaurants-and-maybe-problem-drinking/375419/>

for every 5% increase in adult binge drinking rates in a community, there is a 12% increase in the chance for underage drinking.<sup>4</sup> Health-oriented alcohol policies not only reduce the alcohol-related risks among drinkers of legal-age; they impact the community culture that influences the alcohol attitudes, perceptions and behaviors of youth.

## **Overview**

This document is divided into three main content areas:

- I. A summary of the proposed policy changes that Natick 180 has identified as the areas of highest priority or concern. Since the proposed policy changes in the May 18th memo were later amended in the August 3rd memo to be considered in two phases, we have outlined priorities in accordance with those two proposed phases. (pp. 2-4)
- II. A table with items from Mr. Joseph's May 18th memo to the Select Board, which outlined 19 alcohol licensing regulations and policies that were to be reconsidered and/or changed. The table in this document includes two additional columns with corresponding information for each proposed policy item: one that provides information on available public health research, and one that includes Natick 180's recommendations should the policies be pursued. (pp. 5-16)
- III. A bulleted review of Natick's overall existing alcohol licensing policies (including items not identified in Mr. Joseph's May 18th memo) with considerations that could align Natick's current regulations with public health best practices and other Massachusetts communities' policies. (pp. 17-19)

### **I. Summary of Natick 180's Priority Areas**

Natick 180 would like to commend the Alcohol Policy Working Group for several proposed changes that promote regulatory enforcement and public health best practices. **We support the proposed policy updates/changes as follows:**

- Phase 1 of proposed alcohol licensing changes
  - *Require "in-person" server responsibility and intervention training (e.g. TIPS) for established businesses in Natick while allowing for "online" or "virtually" certified servers for caterers and like businesses that apply for, or are hired under, a one-day special permit.*
- Phase 2 of proposed alcohol licensing changes
  - *Adopt a schedule of strict and escalating penalties for violations to be embedded in the rules and regulations.*
  - *Require camera coverage for an establishment's entire consumption area and adopt a schedule of strict and escalating penalties for violations of system failures.*
  - *Prohibit minors from sitting at bar area.*
  - *Define the Natick Police Department, through its Chief and/or their designee, as Agent of the Legal Licensing Authority.*
  - *Prompt clearing of previous beverage(s) prior to delivery of additional beverages.*
  - *Designate portion of fees and/or penalty payments for community education about addiction, resources, and marketing through license holders of all types.*

Several proposed changes from the May 18th and August 3rd memos raise questions as to whether or not they could unintentionally contribute to excessive consumption rates in our community. **If approved by the Select Board, implementation should require exploration of all possible mitigation measures to reduce the likelihood of excessive consumption and/or risk to youth.** These proposed changes that require

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<sup>4</sup> Underage Drinking Fact Sheet. <https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>

particular care in implementation are outlined below and further highlighted in blue in the Section II table of this document:

- Phase 1 of proposed alcohol licensing changes
  - *Eliminating the Board's current policy requiring that an establishment with an on-premises alcohol license to not generate in excess of 35% of its annual revenue from alcoholic beverage sales. (See table in Section II, Row A)* Natick 180 recognizes the Select Board's commitment to promoting economic development and that amending the current 35% requirement may be less burdensome for businesses. While there is no clearly defined revenue percentage that is recommended in public health literature, complete elimination of a cap could create the opportunity for on-premises establishments to promote alcohol above all other revenue sources. If the 35% alcohol sales cap is eliminated, it is recommended that on-premises establishments still be required to provide a financial statement certified by a Certified Public Accountant indicating the percentage of sales from alcohol so that the Town may better understand alcohol consumption patterns in Natick.
  - *Allowing the service of draft beer in pitchers not to exceed 64 oz. in size for parties of two or more guests. For parties exceeding three guests, additional pitchers may be served but not in a quantity that exceeds one pitcher per three guests. (See table in Section II, Row P)* Natick 180 acknowledges that staffing is a real challenge for local businesses and that pitchers for groups of patrons might alleviate the number of trips that a server would need to make to a table. Should the Select Board proceed with this change, Natick 180 would request that language be included in the policy that would preclude an establishment from offering speciality pricing that would financially entice patrons to order increased amounts of alcohol (i.e. 64 oz. of draft beer in a pitcher should cost the same dollar amount that 64 oz. of draft beer would cost if served in multiple individual glasses). Promotional pricing that encourages increased alcohol consumption is not aligned with public health best practices.
  - *Considering whether to allow licensed establishments to offer either (a) food prepared on premises and/or (b) prepared/prepackaged food available on premises in addition to prepared food offered from an off-premises vendor (e.g. food truck, local restaurant via delivery service, etc.). (See table in Section II, Row D)* Changes in technology and consumer expectations have led to a number of emerging business models that rethink the ways in which patrons access food. It is understandable that Natick would want to remain competitive by making it possible for new business models to operate in Natick, but Natick 180 would urge the Select Board to take all steps possible to ensure that available food options are substantial enough to help slow the absorption of alcohol in the body (i.e., more robust options than snacks like popcorn or pretzels). Natick 180 recommends that the Natick Health Department be involved in defining what should be considered as reasonable food options. Additionally, any barriers to accessing food should be minimized as much as possible. For instance, ordering food from a third party via a smartphone app may be technologically prohibitive for some consumers, so on-premises businesses should be required to ensure that food is accessible to all patrons.
- Phase 2 of proposed alcohol licensing changes
  - *Allow beverage service on non-school Town properties (e.g., Sassamon Golf Course). Consider additional locations based on additional research, community feedback, and involvement of Boards/Committees. (See table in Section II, Row F)* The presence of alcohol at the Sassamon Golf Course and/or other Town properties raise concerns given the community norms it would model for young people and the presence of youth in these spaces. Additionally, challenges that may arise in monitoring safe consumption by individuals of legal drinking age and ensuring that youth cannot access alcohol. Furthermore, in the case of the Sassamon Golf Course specifically,

the combination of alcohol consumption and operation of golf carts could create public safety issues for members of the public who utilize the golf course and liability issues for the Town.

- *Consider the permitting of “Wine Bars” for retail, off-premise establishments via an additional on-premise permit to promote opportunity for consumption and retail purchases from separated spaces within the same location. (See table in Section II, Row H)* The ‘wine bars’ designation raises questions that require a great deal of clarification. Could wine bars operate every day of the week, or would there be limits to their hours and how frequently they could operate? Off-premise alcohol outlets that are already restricted to only 21+ patrons might not present concerns regarding the presence of youth, but for off-premise retailers that are already within establishments where underage youth are present—such as grocery stores with off-premise licenses—the prospect of a wine bar license presents challenges that have been already been referenced, such as community norms. What steps would be taken to ensure safe consumption by individuals of legal drinking age and prevent youth access to alcohol?
- *Consider adjusting hours based on community norms and market opportunities.* It is unclear at this time what the proposed adjustment of hours might be, but it is important to acknowledge that expansion of alcohol service hours, particularly by two or more hours, is associated with significant increases in alcohol related harms.<sup>5</sup> Public health best practice recommends against expansion of alcohol serving hours. *(See table in Section II, Row O)*

Should the Select Board proceed with approving some or all of the proposed regulatory changes, it will be critical to evaluate the impacts of these changes. To that end, it is recommended that the Select Board: 1) consider staggering implementation of policy changes to allow observation of their impact before additional changes go into effect; and 2) prioritize funding infrastructure for data collection and regular review of policy impact. Individually, some of these proposed policy changes might not have significant ramifications for public health and public safety indicators, but when taken collectively, implementing most or all of the proposed changes could unintentionally create a much more prominent drinking culture in our community that could have significant implications for individuals and families who live, work or play in Natick.

Natick 180 supports and recognizes the importance of Natick’s continuing economic development, and we thank the Select Board for considering the questions and recommendations raised in this document in the course of their deliberations.

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<sup>5</sup> “Effectiveness of Policies Restricting Alcohol Sales in Preventing Excessive Alcohol Consumption and Related Harms.” *American Journal of Preventive Medicine*. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3712516/>

**II. Table of Proposed Policy Changes from May 18th Memo with Public Health Research and Natick 180 Recommendations**

Items Outlined in May 18th Memo to the Select Board			Items for Consideration Based on Natick 180's Review of Available Research	
License Type(s)	Current Rule/Reg	Proposed Change(s)/Notes	Research Based Best Practices	Community/Public Health Friendly Recommendations Should the Proposed Policy be Pursued
A) On Premise, Malt and Wine, All-Alcohol	Require revenue from sale of alcohol to not exceed 35% per year	Eliminate this requirement	<ul style="list-style-type: none"> <li>Research is unavailable on this specific proposal. Policies that encourage responsible consumption of alcohol and reduce community harms from excessive drinking are recommended.</li> </ul>	<ul style="list-style-type: none"> <li>Each licensee with bar seating shall annually, as part of its license renewal application, provide the Select Board with a financial statement certified by a Certified Public Accountant or financial officer of the establishment as to annual sales (percentage of alcohol to food). This could help the Town track consumption patterns and resulting community norms if the food/alcohol ratio is eliminated. <a href="#">Needham, Regulations for the Sale of Alcoholic Beverages, Section III.3.1.e</a><sup>6</sup></li> </ul>
B) On Premise, All-Alcohol	Require minimum of 100 seats	Rescind the Bylaw to eliminate the seating capacity restriction. *Requires Home Rule Petition	<ul style="list-style-type: none"> <li>Research is unavailable on this specific proposal. Policies that encourage responsible consumption of alcohol and reduce community harms from excessive drinking are recommended.</li> </ul>	<ul style="list-style-type: none"> <li>Limit the maximum number of allowable seats at the bar to 15% of the total seating capacity of the dining area, or 15% of actual seating, whichever is less, not to exceed 25 bar stools (<a href="#">Medford, Liquor Licenses, §3d</a><sup>7</sup>). Other percentage limits can be considered.</li> <li>Given that there do not appear to be any local or state laws regulating a minimum ratio of restaurant staff to patrons, Natick 180 recommends having at least one wait staff per 4-5 tables (<a href="#">as is generally advised</a><sup>8</sup>) so restaurant staff can be attentive to the needs of patrons and monitor patrons' alcohol intake.</li> </ul>
C) On Premise, Malt and Wine and	Require minimum of 15 seats	Consider rescinding the Bylaw to eliminate the seating capacity restriction.	<ul style="list-style-type: none"> <li>Research is unavailable on this specific proposal. Policies that encourage responsible</li> </ul>	<ul style="list-style-type: none"> <li>Limit the maximum number of allowable seats at the bar to 15% of the total seating capacity of the dining area or 15% of actual seating, whichever is less, not to exceed 25 bar stools</li> </ul>

<sup>6</sup>Needham Regulations for the Sale of Alcoholic Beverages [https://www.needhamma.gov/DocumentCenter/View/845/BOS\\_Alcohol\\_Regs\\_08182020?bidId=](https://www.needhamma.gov/DocumentCenter/View/845/BOS_Alcohol_Regs_08182020?bidId=)

<sup>7</sup>Medford Liquor Licenses <https://medfordma.org/boards/license-commission/liquor-licenses/>

<sup>8</sup>How many people do you need to run your restaurant?

<https://www.nestleprofessional.com/news/how-many-people-do-you-need-run-your-restaurant#:~:text=One%20server%20for%20every%203.chef%20depending%20on%20your%20establishment>

Liqueurs and Cordials		*Requires Home Rule Petition	consumption of alcohol and reduce community harms from excessive drinking are recommended.	( <a href="#">Medford, Liquor Licenses, §3d</a> <sup>9</sup> ). Other percentage limits can be considered as well.
D) On Premise, Malt and Wine, All-Alcohol	Require food prepared onsite to be available during alcoholic beverage service hours	Eliminate this requirement if (a) defined partnership(s) provide food options (e.g. food trucks or local restaurants via delivery or carry-in and (b) prepared/packaged food is made available at all times.	<ul style="list-style-type: none"> <li>• Research clearly shows that <a href="#">consuming food while drinking alcohol</a><sup>10</sup> slows the rate of absorption and decreases the impact of alcohol on the body.</li> <li>• It is recommended to always have food available, and encourage food establishments to promote ordering food, at all on-premise alcohol license locations.</li> <li>• Research unavailable regarding recommended ways to provide food, likely due to the newer nature of many of the food service/delivery models under consideration.</li> </ul>	<ul style="list-style-type: none"> <li>• If Natick decides to allow on-premise alcohol service without on-site food availability, we advise having food available to patrons in the least restrictive manner possible (i.e., food delivery services are not easily accessible to all).</li> <li>• Service of food is required in all areas where alcohol is to be served and a maximum of 2 drinks can be ordered prior to seating and/or ordering food (<a href="#">Medford, Liquor Licenses, §5b</a><sup>11</sup>).</li> <li>• The hours during which the sale of alcohol beverages may be made in any restaurant are further limited to the time when the dining room is open and full food service is available. (Melrose Liquor Licensing Commission – General Rules and Regulations for Licensing of <a href="#">Alcoholic Beverage Sales in the City of Melrose, §1(H)</a><sup>12</sup>).</li> </ul>
E) N/A	B.Y.O.B is not currently allowed	Allow B.Y.O.B option for local	<ul style="list-style-type: none"> <li>• Best practice is to enforce prohibiting</li> </ul>	<p>From the <a href="#">Northborough Town Code</a><sup>15</sup> 9-44-040</p> <ul style="list-style-type: none"> <li>• Limit the number of carry-in wine and malt permits available.</li> </ul>

<sup>9</sup>Medford Liquor Licenses <https://medfordma.org/boards/license-commission/liquor-licenses/>

<sup>10</sup>What Happens When You Drink on an Empty Stomach? <https://www.healthline.com/health/drinking-on-an-empty-stomach>

<sup>11</sup>Medford Liquor Licenses <https://medfordma.org/boards/license-commission/liquor-licenses/>

<sup>12</sup>Melrose Liquor Licensing Rules [https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose\\_liquor\\_licensing\\_rules\\_regulations\\_amended\\_3-30-15.pdf](https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose_liquor_licensing_rules_regulations_amended_3-30-15.pdf)

<sup>15</sup>Northborough Chapter 9-44 LICENSES AND PERMITS <https://www.codepublishing.com/MA/Northborough/html/Northborough09/Northborough0944.html#9-44-040>

		<p>restaurants. By Policy change (public hearing to change Common Victualers rules and regs). Policy to include required training and service &amp; corking rules.</p>	<p>sales/access of alcohol to minors<sup>13</sup>.</p> <ul style="list-style-type: none"> <li>• When the social cost of drinking is reduced (i.e. those around you are drinking and the price is reduced by bringing your own alcohol to restaurants), there is more alcohol consumption and alcohol-related issues (<a href="#">Tim Stockwell</a>)<sup>14</sup>.</li> <li>• Best practice is to promote responsible alcohol consumption by incorporating harm reduction methods into this policy.</li> </ul>	<ul style="list-style-type: none"> <li>• Establishments with this license are required to renew the license each year and are subject to the same enforcement as entities with other alcohol licenses.</li> <li>• Develop a policy statement clarifying that B.Y.O.B. is solely for the purpose of personal consumption within the establishment.</li> <li>• Require all establishments holding a permit to post a sign at the entry area indicating that it is a carry-in wine and malt restaurant and patrons are subject to all applicable town and state laws and regulations.</li> <li>• State that all beverages consumed on site shall be limited to those alcoholic beverages allowed under a wine and malt license for restaurants issued under MGL C. <a href="#">138</a><sup>16</sup>.</li> <li>• State that it is the responsibility of the establishment to ensure that patrons who consume alcoholic beverages on the premises are 21+ years of age.</li> <li>• Prohibit the consumption of carry-in wine and malt beverages by intoxicated persons.</li> <li>• Only allow establishments with table service provided by wait staff to obtain a carry-in wine and malt permit.</li> <li>• Only allow patrons who are seated in a designated supervised area and who have ordered food for consumption on the premises to consume wine and malt beverages.</li> <li>• Require all wine and malt beverages consumed to be from glasses provided by the restaurant wait staff. No wine and malt beverages may be served or handled by employees. This includes opening, pouring, storing or refrigerating carry-in wine and malt beverages. Restaurant employees may provide bottle openers and glassware.</li> <li>• Patrons may take with them from the establishment no more than one (1) bottle of wine which has not been totally consumed on the premises, provided that the bottle has been properly sealed and bagged in accordance with the regulations of the</li> </ul>
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<sup>13</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>14</sup>Minimum unit pricing for alcohol: the most cost-effective of cancer prevention strategies? <https://www.tandfonline.com/doi/full/10.1080/14737140.2017.1381565>

<sup>16</sup>192 General Court of the Commonwealth of Massachusetts <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleXX/Chapter138>

				ABCC and 204 CMR 2.18 or successor regulation. Partially consumed malt beverage bottles or cans may not be taken from the premises by patrons.
F) All Alcohol	Alcoholic Beverages not allowed on Town Property	Allow beverage service (e.g., via caterer, licensed restaurant, other supplier) on non-school properties (e.g. Sassamon Golf Course). Consider additional locations based on additional research, community feedback, and involvement of Boards/Committees (e.g. Rec and Parks). *Does not apply to NPS properties.	<ul style="list-style-type: none"> <li>Restricting alcohol access in public places is considered a recommended practice by public health experts, though more research is needed.<sup>17</sup></li> <li>Maintaining limits on days/hours of sale and enhancing enforcement of laws to prohibit the sale of alcohol to minors are evidence-based best practices<sup>18</sup>.</li> <li>It is best practice to limit youth exposure to adults drinking in public. Youth exposure to public drinking shapes youth opinions about community norms around drinking and intoxication (<a href="#">Jen Ahern, UC Berkeley</a>)<sup>19</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>Beverage service on golf courses has specific unique factors to consider: policies for drinking and driving golf carts; liability for damages and behavior; allowance of glass bottles; availability of restrooms; challenges for establishments to provide oversight (policies are needed to ensure that alcohol is not accessed by those under 21, since many youth play at golf courses, both with and without adult supervision).</li> <li>Natick 180 strongly recommends not allowing B.Y.O.B. on town-owned or managed public spaces.</li> <li>Broad recommendations for any public space include: establishing policies for alcohol pricing, ID checking requirements and procedures, drink limits, server training, and the sales/drinking area to minimize inappropriate and excessive alcohol consumption; prohibiting those under 21 from the drinking area; prohibiting alcoholic beverages or open containers in unsupervised locations; using specific cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups; having limitations on the maximum volume of sales and hours of sale; establishing standardized procedures for handling policy violations and intoxicated drinkers; implementing DUI checkpoints at random; requiring clearly posted signs throughout the area regarding alcohol policies and where alcohol is permitted; and limiting the number of locations and times when public drinking would be allowed.</li> <li>An evaluation of implementation and effectiveness of enforcement over time is also recommended.</li> </ul>

<sup>17</sup> Alcohol access restrictions in public spaces. <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/alcohol-access-restrictions-in-public-places>

<sup>18</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>19</sup> "Culture of drinking" and individual problems with alcohol use, Am J Epidemiol. 2008 May 1;167(9):1041-9 <https://pubmed.ncbi.nlm.nih.gov/18310621/>

G) TBD	No Rules governing Service Trucks (e.g. Beer Truck, "Mobile Pub," etc.)	Consider appropriate licensing for mobile service options.	<ul style="list-style-type: none"> <li>It is a best practice to enforce prohibiting sales/access to minors and maintaining limits on days/hours of alcohol sales.<sup>20</sup></li> </ul>	<ul style="list-style-type: none"> <li>Place limits on service hours, locations, available seating within the van (if applicable); designate 21 plus areas for consumption; establish clear enforcement protocols.</li> <li>An evaluation of the beverage cart implementation and effectiveness of enforcement over time is recommended.</li> <li>Consider local business owners' perspectives/opinions as this may negatively impact local establishment sales.</li> </ul>
H) Retail (Off-Premise)	Consumption not allowed on premises without One-Day Special Permit	Consider the permitting of "Wine Bars." Via additional (On-Premise) permit, promote opportunity for consumption and retail purchases from separated spaces within same location.	<ul style="list-style-type: none"> <li>The creation of new on-premise licenses would increase alcohol outlet density. Restricting alcohol outlet density is a scientifically supported policy strategy.<sup>21</sup></li> <li>It is a best practice to enforce prohibiting sales/access to minors.<sup>22</sup></li> <li>Public health research indicates that public consumption of alcohol in spaces where youth congregate may impact community norms around alcohol and youth perceptions of risks related to alcohol consumption.<sup>23</sup></li> <li>Given that this permit type would impact off-premise retailers that</li> </ul>	<ul style="list-style-type: none"> <li>Place limits on serving sizes and number of drinks served to patrons to minimize the potential for DUIs/OUIs.</li> <li>Develop a separate, clearly identified space for a wine bar with a separate entrance.</li> <li>Limit the number of these events that off-premise licensees can hold per month and/or year.</li> <li>Require food to be available on site.</li> <li>Prohibit "shop and sip" models by enforcing strict areas in which alcohol can be consumed, particularly in off-premise retail settings that are not limited to 21+ customers (i.e., grocery stores with existing off-premise licenses).</li> </ul>

<sup>20</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>21</sup> Alcohol outlet density restrictions. <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/alcohol-outlet-density-restrictions>

<sup>22</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>23</sup>Relationships Between Local Enforcement, Alcohol Availability, Drinking Norms, and Adolescent Alcohol Use in 50 California Cities <https://www.jsad.com/doi/full/10.15288/jsad.2012.73.657>

			also have youth customers (i.e. grocery stores), there is concern that this policy would directly impact youth access and perception of alcohol consumption.	
I) All	TIPS Training - In-Person course/training required	Allow online training for certification; require in-person training for renewals* (with in-person/virtual 'every other' training period)	<ul style="list-style-type: none"> <li>Available research suggests that responsible beverage service training is an evidence-based strategy in the short-term, but not whether trainer knowledge is sustained beyond the initial training (i.e. over the long-term).<sup>24</sup></li> </ul>	<ul style="list-style-type: none"> <li>Encourage both on-premise and off-premise alcohol license holders to provide in-person TIPS training. There are some benefits to in-person learning that cannot be as easily provided by a virtual platform. These benefits include the <a href="#">perceived quality of the learning experience</a><sup>25</sup>, the ability to ask questions and receive a response, fewer distractions during in-person learning, and the ability to facilitate personal interactions.</li> <li>Note: This proposal was more recently updated by the Select Board in the August 3rd memo. It now outlines that in-person TIPS training would be required for all licensees except for those with a one-day special permit. Natick 180 supports the requirement for TIPS trainings to be completed in person.</li> </ul>
J) On Premise, Malt and Wine, All-Alcohol	Undefined penalties for license violations	Adopt a schedule of strict, and escalating penalties, for violations to be embedded in the Rules and Regs.	<ul style="list-style-type: none"> <li>Dram shop liability laws that prohibit sales to minors and hold establishments that over serve intoxicated patrons liable are established best practices.<sup>26</sup></li> <li>Consistent enforcement of alcohol licensing</li> </ul>	<ul style="list-style-type: none"> <li>Considering extending similar dram shop liability policies to on-premise licensees for overservice of intoxicated patrons.</li> <li>Maintain unannounced, quarterly compliance checks for all alcohol license types and permits.</li> <li>Refusal to cooperate with compliance check officials will be considered a violation of the liquor license.<sup>27</sup></li> <li>Provide funding for police to complete compliance checks (i.e. funding to order alcoholic beverages as part of compliance checks).</li> </ul>

<sup>24</sup> Responsible beverage server training, County Health Rankings.

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/responsible-beverage-server-training-rbsrbst>

<sup>25</sup> A New Normal: Assessment Outcomes and Recommendations for Virtual Versus In-Person Curricula in Post-COVID-19 Times, *Med Sci Educ*, 2022 Apr; 32(2): 379–387,

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8933749/>

<sup>26</sup> The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>27</sup> MA Association of Health Boards (MAHB) <https://www.mahb.org/wp-content/uploads/2019/06/Fv-19-Tobacco-Sales-Regulation-Template-4.14.19.pdf>

			<p>regulations is aligned with best practices.</p>	<ul style="list-style-type: none"> <li>● Research-based recommendations regarding compliance checks and violations are outlined in <a href="#">this document</a><sup>28</sup> developed by the Univ. of MN Alcohol Epidemiology Program.</li> <li>● Require all violations to be reported to both the Natick Police Department and the Select Board.</li> <li>● Increase liquor store fines during prom season/holiday season, clearing defining the dates when liquor stores will be subject to increased fines.</li> <li>● For multi-day violations, document and deem them to be a separate offense.</li> <li>● Develop clearly stated penalties for license violations.</li> </ul> <p>Examples below.</p> <ul style="list-style-type: none"> <li>○ <a href="#">Foxboro’s policies</a><sup>29</sup> can be found here.</li> <li>○ In the event that the Board finds, after hearing or reasonable opportunity therefore, that a licensee has failed to comply with any federal, state or local law, regulation or by-law, or with any condition imposed on the license, the Board shall take such action as it deems appropriate. (<a href="#">Wakefield, Sale of Alcoholic Beverages Regulations, §A.33</a>)<sup>30</sup></li> <li>○ MGL. Ch. 40, §21D tickets (non-criminal disposition, or civil, tickets) cannot be more than \$300.</li> <li>○ First offense = 1-3 days suspension, roll back in hours = warning to 7 days; Second offense = 3-14 days, roll back in hours = 7 to 21 days; Third offense = 14=30 day suspension, roll back in hours = 21-35 days; Fourth offense = 30 days to revocation, roll back hours = 35 days to permanent. (<a href="#">Medford, Liquor Licenses “Guidelines on Disciplinary Sanctions”</a>)<sup>31</sup></li> <li>○ 1st offense: warning to two consecutive day suspension of license · 2nd offense (occurring within two years of</li> </ul>
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<sup>28</sup>Policies to reduce commercial access to alcohol. <http://www.aep.umn.edu/wp-content/uploads/2012/04/Commercial-Access-Policies.pdf>

<sup>29</sup>Town of Foxborough Rules and Regulations [https://cdn5-hosted.civiclive.com/UserFiles/Servers/Server\\_15207780/File/Boards%20and%20Committees/Board%20of%20Selectmen/Alcohol%20Regulations.pdf](https://cdn5-hosted.civiclive.com/UserFiles/Servers/Server_15207780/File/Boards%20and%20Committees/Board%20of%20Selectmen/Alcohol%20Regulations.pdf)

<sup>30</sup>Wakefield Alcohol Regulations <https://ecode360.com/28531894#28531894>

<sup>31</sup>Medford Liquor Licenses <https://medfordma.org/boards/license-commission/liquor-licenses/>

				<p>previous violation): three to seven consecutive day suspension of license · 3rd and subsequent offenses (occurring within two years of any previous violations): seven or more consecutive day suspension or revocation of license In determining the appropriate sanction to be imposed on the licensee, the Board shall consider all factors it deems relevant, which may include, but are not limited to: the past history of findings of violation(s); the severity of the offense and egregiousness of the facts found; the culpability of the licensee and/or its manager(s), employee(s) and agent(s) (including the extent to which it had established and followed procedures to prevent such violations); the extent of any threat to public safety and to the public good; any steps by the licensee to remedy the violation and to prevent any recurrence; and any other additional factors deemed relevant by the Board. (<a href="#">Wakefield</a>)<sup>32</sup></p> <ul style="list-style-type: none"> <li>● Develop clear policies for violation hearings, including a schedule with infraction types and penalties, and penalty(ies) for repeat infractions. <ul style="list-style-type: none"> <li>○ Example: Notice of any hearing to be held by the Commission shall include the charge or charges, date and time of hearing and statement that if the charges as alleged are supported by reasonable evidence, the license may be suspended, modified, revoked or subject to cancellation, and/or the hours of operation may be rolled back by the Commission. The Commission may cause an investigation on its own initiative to ascertain the veracity of any allegation of misconduct or violation of rules and regulations of its licensees, and may, after notice to the licensee as described herein, hold a hearing on any such matter and impose sanctions as it deems appropriate and consistent with the authority granted to the Commission under the law. (<a href="#">Melrose LLC Regulations, Section D</a>)</li> </ul> </li> </ul>
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<sup>32</sup>Wakefield Alcohol Regulations <https://ecode360.com/28531894#28531894>

				<a href="#">“Hearings and Investigations of Commission”</a> <sup>33</sup>
K) On Premise, Malt and Wine, All-Alcohol	No explicit security camera policy	Require camera coverage for entire consumption area; adopt a schedule of strict, and escalating penalties, for violations of system failures (e.g. recordings not retained).	<ul style="list-style-type: none"> <li>Consistent enforcement of alcohol licensing regulations is aligned with best practices.</li> </ul>	<ul style="list-style-type: none"> <li>Enforce and adopt a schedule of strict and escalating penalties (see above section for penalty examples).</li> <li>Require that video surveillance footage be retained for at least 30 days and up to 90 days, which is the industry standard for hotels, retail stores, supermarkets and construction sites.</li> </ul>
L) Brewery, Winery	Tastings only	Allow for sales and consumption of vendor’s manufactured product on premise, subject to all training rules and availability of food. *Future: Consider micro distillery as additional vendor option.	<ul style="list-style-type: none"> <li>It is a best practice to enforce prohibiting sales/access to minors.<sup>34</sup></li> <li>Public health research indicates that public consumption of alcohol in spaces where youth congregate may impact community norms around alcohol and youth perceptions of risks related to alcohol consumption.<sup>35</sup></li> </ul>	<ul style="list-style-type: none"> <li>Place limits on serving sizes and number of drinks served to patrons to minimize potential drunk and buzzed driving incidents.</li> <li>Develop a separate, clearly identified space within establishments exclusively for tasting.</li> <li>Limit the number of these events that off-premise licensees can hold per month and/or year.</li> <li>Require a permit for all tasting events.</li> <li>Require food to be available on site at all times.</li> <li>Prohibit any proposed “shop and sip” options by enforcing strict areas in which alcohol can be consumed, particularly in off-premise retail settings that are not limited to 21+ customers (ex.grocery stores with off-premise licenses).</li> <li>Add a provision that no alcoholic beverages shall be given away (no alcoholic beverages for free), except as authorized by Mass. Gen. L. Ch. 138 §15-wine or malt tasting, nor can alcoholic beverages be sold at a price less than the invoiced cost as defined by the Alcoholic Beverages Control Commission regulations (<a href="#">Melrose</a>)<sup>36</sup>.</li> </ul>

<sup>33</sup>Melrose Liquor Licensing Rules [https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose\\_liquor\\_licensing\\_rules\\_regulations\\_amended\\_3-30-15.pdf](https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose_liquor_licensing_rules_regulations_amended_3-30-15.pdf)

<sup>34</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>35</sup>Relationships Between Local Enforcement, Alcohol Availability, Drinking Norms, and Adolescent Alcohol Use in 50 California Cities <https://www.jsad.com/doi/full/10.15288/jsad.2012.73.657>

<sup>36</sup>Melrose Liquor Licensing Rules [https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose\\_liquor\\_licensing\\_rules\\_regulations\\_amended\\_3-30-15.pdf](https://www.cityofmelrose.org/sites/g/files/vyhlif3451/f/uploads/melrose_liquor_licensing_rules_regulations_amended_3-30-15.pdf)

M) On Premise, All Alcohol	No Rule governing Minors seated at bar	Consider prohibiting minors from sitting at bar area.	<ul style="list-style-type: none"> <li>It is a best practice to enforce prohibiting sales/access to minors.<sup>37</sup></li> <li>Consistent enforcement of alcohol licensing regulations is aligned with best practices.</li> </ul>	<ul style="list-style-type: none"> <li>Enforce and adopt a schedule of strict and escalating penalties.</li> <li>Ensure that the penalty for this infraction is directed toward the license holder, and not the youth or the server.</li> </ul>
N)	Clarify role of NPD across all licenses.	Propose defining the Natick Police Department, through its Chief and/or their designee, as Agent of the Legal Licensing Authority	<ul style="list-style-type: none"> <li>Consistent enforcement of alcohol licensing regulations is aligned with best practices.</li> </ul>	<ul style="list-style-type: none"> <li>Clearly state the roles and responsibilities of all Town entities administering and enforcing alcohol licensing. <ul style="list-style-type: none"> <li>Examples: <ul style="list-style-type: none"> <li>Select Board: Issues all alcoholic beverage licenses, oversees all hearings for alcohol violations and issues sanctions.</li> <li>Natick Police Department: Completes alcohol compliance inspections, provides initial response to violations, and hosts annual alcohol license meetings.</li> <li>Natick Health Department: Provides public health recommendations and provides public health-related information at annual alcohol license meetings.</li> </ul> </li> </ul> </li> </ul>
O) On-Premise	Service Hours: M-Sa: 11 a.m.-midnight, Su: 10 a.m.- midnight. Last Call: 30 minutes before closing, limit of 1 drink per person, and not longer than 1-hour past kitchen closing	Consider adjusting hours based on community norms and market opportunities (e.g., is midnight restrictive near entertainment venues?) - TBD	<ul style="list-style-type: none"> <li>Best practice is to limit the days/hours when alcohol access is available<sup>38</sup>. This proposal may influence current societal norms.</li> <li>Research shows that <a href="https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf">increasing the hours of sale at on-premise establishments by 2 or more hours increases</a></li> </ul>	<ul style="list-style-type: none"> <li>Complete extensive research and data analysis before adjusting service hours.</li> <li>Maintain regulations that require last call to be 30 minutes before closing; limit of 1 drink per patron after last call; last call at 1-hour past kitchen closing.</li> <li>Add a regulation to not announce 'last call' publicly as this practice encourages additional drinking.</li> </ul>

<sup>37</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

<sup>38</sup>The Community Guide: Excessive Alcohol Consumption, Best Practices <https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>

			<a href="#">alcohol-related harms</a> . <sup>39</sup>	
P) On Premise, Malt and Wine, All-Alcohol	Service in Pitchers Prohibited	Consider allowing service in pitchers up to 64 oz. to parties of two or more.	<ul style="list-style-type: none"> <li>Restrictions against specials that offer drinks at reduced prices is an evidence-based policy.<sup>40</sup></li> <li>Policies that encourage responsible consumption of alcohol and reduce community harms from excessive drinking are recommended.</li> </ul>	<ul style="list-style-type: none"> <li>Prohibit pitcher service to patrons who do not order food.</li> <li>Regulate pricing of pitchers versus single servings of alcohol so that patrons are not overly-incentivized to purchase pitchers and thus consume more alcohol.</li> <li>No pitchers of malt beverages may be served later than 1 hour before the “Official Closing Hour.” No pitchers of malt beverages may contain more than 60 ounces and must be served to at least two or more persons. (<a href="#">Cambridge §10</a>)<sup>41</sup>. Reduce the size of a pitcher to meet that of neighboring towns.</li> </ul>
Q) On-Premise	“Clearing” requirement	Consider requiring prompt clearing of previous beverage(s) prior to delivery of additional beverage.	<ul style="list-style-type: none"> <li>Monitoring of patron alcohol consumption and consistent enforcement of alcohol licensing regulations are aligned with best practices.</li> </ul>	<ul style="list-style-type: none"> <li>Require prompt clearing of previous beverage(s) prior to delivery of additional beverages. <ul style="list-style-type: none"> <li>Example: <ul style="list-style-type: none"> <li>Only one drink at a time shall be served to each customer and such drink shall be removed before another drink is served. (<a href="#">Medford, Liquor Licenses, §5d</a>)<sup>42</sup></li> </ul> </li> </ul> </li> </ul>
R) Club	Requires a financial report, “certified by a (CPA)...” by November 30th each year to verify charitable events’	Consider simplifying this to (a) eliminate required, certified CPA statement and (b) update form for submission. TBD.	<ul style="list-style-type: none"> <li>It is recommended to implement policies for reporting and data collection so alcohol trends can be analyzed and adopted over time.</li> </ul>	<ul style="list-style-type: none"> <li>Leave intact the financial reporting requirement, as certified a CPA or financial officer of the establishment, to verify not only “charitable events’ revenues, expenses, and contributions to local nonprofit organizations,” but also annual sales including the percentage of alcohol-to-food in order to evaluate sales and consumption patterns.</li> </ul>

<sup>39</sup> Effectiveness of Policies Restricting Hours of Alcohol Sales in Preventing Excessive Alcohol Consumption and Related Harms, Am J Prev Med. 2010 Dec; 39(6): 590–604, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3712516/>

<sup>40</sup> Drink special restrictions, County Health Rankings. <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/drink-special-restrictions>

<sup>41</sup> Rules and Regulations of the City of Cambridge

<https://www.cambridgema.gov/-/media/Files/licensecommission/rulesandregs/cvlinachentrulesandregulations2016.pdf#:~:text=However%2C%20at%20no%20time%20can,a.m.%20to%2010%3A00%20a.m.>

<sup>42</sup> Medford Liquor Licenses <https://medfordma.org/boards/license-commission/liquor-licenses/>

	revenues, expenses, and contributions to local nonprofit organizations			
S) All		Consider designating (portion of) fees and/or penalty payments for community education about addiction, resources (e.g. Natick 180), and marketing through license holders of all types.	<ul style="list-style-type: none"> <li>• Research suggests that for every \$1 spent on drug prevention efforts, communities save \$4-5 in treatment and counseling costs.<sup>43</sup> Specific evidence-based curricula have been shown to produce cost savings of \$10+.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an outline for how to distribute, and to whom, proceeds from permit fees and penalty payments.</li> <li>• Designate XX% of all alcohol license annual fees and penalty payments to be deposited into a revolving fund developed for enforcing responsible consumption, reducing youth access to alcohol, and collecting and analyzing data on patterns in alcohol consumption and sales.</li> <li>• Identify entities within the Town who would have access to these funds (ie: Police Department, School Department, Public Health Department, Natick 180, etc.)</li> </ul>

<sup>43</sup> What are the cost-benefits of community prevention programs?  
<https://nida.nih.gov/publications/preventing-drug-use-among-children-adolescents/chapter-3-applying-prevention-principles-to-drug-abuse-programs/cost-benefits>

### III. Additional Considerations for Aligning Current Natick Policies with Public Health Best Practices

- **Develop comprehensive sections within the Town’s Rules & Regulations document outlining definitions of key terminology;** license types; fees; application protocols; violation protocols; etc. (Ex., [Wellesley’s alcohol policies](#))<sup>44</sup>. Include the types and number of licenses available in the Town of Natick.
- **Maintain the following existing language “The licensed premises must have food available for purchase at all times when alcohol is served.”** (*Section I Item 8 in current Rules & Regulations*)
- **Provide detailed overview of timing for new and the renewal of alcohol license applications.** (*Section II in current Rules & Regulations*)
  - Outline all fees; alcohol license durations; alcohol license types; when renewal licenses are due; penalties for failure to renew an alcohol license on time; and policies around alcohol license transfers.
  - Explain that the issuance of an alcohol license shall be conditional upon an applicant’s consent to unannounced, periodic inspections of the establishment to ensure compliance and that the refusal to cooperate will be considered a violation.
  - Explain that lack of knowledge shall not be sufficient grounds for preventing the Town from acting on a violation of conditions, regulations, acts and/or law.
  - Explain that liquor licenses will not be renewed if the licensee has failed to pay all fines issued and the time period to appeal the fines has expired and/or the licensee has not satisfied any outstanding license suspensions.
  - Explain the process for applicants who purchase or acquire an existing business that holds a valid retail liquor license if the Buyer intends to sell alcohol products, as defined herein (i.e. timeline in which the Buyer must apply for the liquor license, etc.).
- **Include as part of the new/renewal license process the following requirement a signed certification from each employee,** indicating that the employee has received the described responsible beverage service training and has reviewed and understands the written policies describing their responsibilities and resulting disciplinary action(s) which will be taken for violations, shall be maintained on the premises at all times. Copies of all such documents and certifications shall be available to the Select Board, or any authorized agent thereof, upon demand. (adopted from Melrose)<sup>45</sup> (*Add to Section IV Item 4 in current Rules & Regulations*)
- **State that no person, including employees, shall have an alcoholic drink during hours not licensed for sale to the public and no employee shall have an alcoholic drink on the licensed premises.** Acknowledgement of this policy should be included within the certification documents signed by employees, kept on premises and with copies submitted as part of the new/renewal license process.
- **Prohibit the distribution of free samples of alcohol (that exceed the size of a tasting), vending machines serving alcohol, and coupon redemption for alcohol.** (*Add to Section III Item 6 in current Rules & Regulations*)

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<sup>44</sup> Wellesley Alcohol Policies

<https://www.wellesleyma.gov/DocumentCenter/View/26439/Proposed-Modifications-to-Alcohol-Regulations-Clean-Copy---Updated-11222021-PDF>

<sup>45</sup> Melrose Liquor Licensing Rules

[https://www.cityofmelrose.org/sites/g/files/vyhlf3451/f/uploads/melrose\\_liquor\\_licensing\\_rules\\_regulations\\_amended\\_3-30-15.pdf](https://www.cityofmelrose.org/sites/g/files/vyhlf3451/f/uploads/melrose_liquor_licensing_rules_regulations_amended_3-30-15.pdf)

- **Require all spirits served by on-premise alcohol license holders to be measured using a standardized container prior to being poured and served to a patron.**
- **Integrate language from the “Town of Natick Policy Regarding Last Call” document into the Town of Natick Rules and Regulations document.** This includes identifying “last call” as 30 minutes before an establishment’s closing time; limiting the number of drinks that can be served to 1 drink per patron; and requiring all patrons to leave the establishment no later than 30 minutes after the establishment’s closing time. Additionally, do not publicly announce “last call” as this encourages additional drinking over a short period of time.
- **Host an annual meeting involving alcohol license holders, led by the Natick Police Department, with support from the Natick Health Department and Natick 180.** The Town of Ashland has a similar [annual meeting with liquor license holders](#).<sup>46</sup> In addition to educating on-premise and off-premise liquor license holders about current laws and best practices, the annual meetings would provide a platform for information sharing and relationship building between Town officials and alcohol license holders. Research shows that “[comprehensive Responsible Beverage Service \(RBS\) interventions applied at a local community level](#)”<sup>47</sup> and “[easily accessed follow-up training](#)”<sup>48</sup> are both effective methods for reducing alcohol sales to minors and decreasing alcohol service to those who are intoxicated.
- **Prohibit liquor licenses from being issued to any new applicant for a retail location within five hundred (500) feet of a retailer with a valid retail liquor license** as measured by a straight line from the nearest point of the property line of the retailer with a valid retail liquor license to the nearest point of the property line of the site of the applicant’s business premises.
- **Develop additional signage and safety requirements for on-premise alcohol license holders.** Examples include: requiring on-premise alcohol license holders to post penalties for driving under the influence; serving size documentation; having clear signage about alcohol consumption prohibited by those under the age of 21.
- **Develop additional policies regarding outdoor dining for on-premise alcohol license holders.** Examples include: mandating supervision of outside area at all times; requiring the premise to be enclosed by a barrier, fencing or partition for access control and safety; and requiring the outdoor dining premises to be in the immediate vicinity of the licensed premise.
- **Provide additional guidelines regarding one day permits and events.** Examples include: only provide one day licenses to non-profit entities; clearly stated timeframe by which one day permits must be requested; establishing policies for alcohol pricing, ID checking requirements and procedures, drink limits, server training, and the sales/drinking area to minimize inappropriate and excessive alcohol consumption; prohibiting those under 21 from the drinking area; prohibiting alcoholic beverages or open containers in unsupervised locations; using specific cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups; stopping alcohol service 30 minutes prior to the event ending; establishing standardized procedures for handling policy violations and intoxicated drinkers; requiring the alcohol license holder to have liability insurance; requiring clearly posted signs throughout the event area regarding alcohol policies and where alcohol is permitted; and limiting the number of annual one-day licenses allowed.

<sup>46</sup>Ashland Alcohol Awareness Seminar 2019, <https://docs.google.com/document/d/1YvX5pt-eKMG90MtN6c8ZbTXKOk-iweHr/edit>

<sup>47</sup>Effects of a community intervention to reduce the serving of alcohol to intoxicated patrons, <https://pubmed.ncbi.nlm.nih.gov/20219058/>

<sup>48</sup>A Group Randomized Trial of the Stop Service to Obviously-impaired Patrons (S-STOP) Program to Prevent Overservice in Bars and Restaurants in College Communities, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8159893/>

- **Create policies regarding alcohol advertising**<sup>49</sup>. Examples include: prohibiting neon alcohol signage and alcohol signage and sales on windows that face public streets, sidewalks, or parking lots ([Melrose, Section 3.c.8.](#))<sup>50</sup>; prohibiting alcohol signage and/or advertising on municipal-owned land, fields, parks, and playgrounds; prohibiting alcohol advertising on team uniforms or equipment, school-sponsored teams or organizations, civic or youth organization uniforms, equipment or buildings, and at municipal-sponsored or school-sponsored events; and limiting advertising to further than 500 feet of any public or private playground, public park, elementary or secondary school, place of worship or childcare facility. This shall not be construed to prohibit the display of public service messages or pro-public health messaging designed to communicate the harms of overconsumption (i.e. binge drinking) or to encourage minors to refrain from consuming or purchasing alcoholic beverages.
- **Require beer keg registrations for all kegs sold by off-premise alcohol licensees**<sup>51</sup>. Under this policy, all beer kegs sold for off-premises consumption would be tagged or labeled in a way that allows each keg to be traced to the seller and, ultimately, to the purchaser. This would help enforce underage drinking laws.
- **Prohibit the sale of nips at off-premise retail locations.** Nips are easy to steal from retail locations, often used by youth, and present environmental concerns. In Wareham MA, voters recently voted to prohibit nips<sup>52</sup>. Additionally, in Newton, MA, a nips ban was approved by the City’s Licensing Commission in 2021 and took effect in June 2022.<sup>53</sup> Nips are defined as any alcoholic beverage, not in a ‘mixed’ form with volume less than 200 ml. In Chicago, “No holder of a package goods license shall give, sell, offer for sale or expose for sale any alcoholic liquor in a container having a capacity less than four ounces. No holder of a consumption on the premises license shall give or sell any alcoholic liquor in a container having a capacity less than four ounces, except for consumption on the licensed premises. ([Chicago, §4-60-140\(f\)](#))<sup>54</sup>

#### Sources Note:

Recommendations from Natick 180 are based on resources available through the Center for Strategic Prevention Support (CSPS), The Alcohol Epidemiology Program at the University of Minnesota, and Massachusetts Municipal Association, research-based best practices for alcohol regulations, and rules and regulations that currently exist in other municipalities. All alcohol best practices identified in this memo are supported by The Community Guide’s “[Excessive Alcohol Consumption](#)”<sup>55</sup> document which was developed by the Community Preventive Services Task Force (CPSTF). The CPSTF provides evidence-based findings and recommendations about community preventive services, programs, and other interventions aimed at improving population health and is supported by the Centers for Disease Control and Prevention (CDC).

<sup>49</sup> Alcohol: No Ordinary Commodity – a summary of the second edition <https://onlinelibrary.wiley.com/doi/10.1111/j.1360-0443.2010.02945.x>

<sup>50</sup> Melrose Liquor Licensing Rules

[https://www.cityofmelrose.org/sites/g/files/vyhlf3451/f/uploads/melrose\\_liquor\\_licensing\\_rules\\_regulations\\_amended\\_3-30-15.pdf](https://www.cityofmelrose.org/sites/g/files/vyhlf3451/f/uploads/melrose_liquor_licensing_rules_regulations_amended_3-30-15.pdf)

<sup>51</sup> Beer Keg Registration <https://preventionsolutions.edc.org/services/resources/beer-keg-registration>

<sup>52</sup> Marathon town meeting names school, bans nips, limits solar

<https://wareham.theweektoday.com/article/marathon-town-meeting-names-school-bans-nips-limits-solar/53461>

<sup>53</sup> Newton’s Ban on Nips Now in Effect: What to Know <https://patch.com/massachusetts/newton/newton-s-ban-nips-now-effect-what-know>

<sup>54</sup> Municipal Code of Chicago [https://codelibrary.amlegal.com/codes/chicago/latest/chicago\\_il/0-0-0-2632104](https://codelibrary.amlegal.com/codes/chicago/latest/chicago_il/0-0-0-2632104)

<sup>55</sup> The Community Guide: Excessive Alcohol Consumption, Best Practices

<https://www.thecommunityguide.org/sites/default/files/assets/what-works-fact-sheet-alcohol-p.pdf>