



Gas Depot Action Summary

Summary Statement

We believe that we have done everything in our power to reduce the intoxicated and disorderly element surrounding our store. We have spent thousands of dollars on signs, extra labor, training, and hardware ID scanners, as well as working with the police department. We have implemented a zero tolerance policy on alcohol sales, which while not a requirement of our license, has negatively impacted our sales of both alcohol and merchandise, and put us at a disadvantage to our competitors.

In our partnering with the police department, it was brought up that the Prairie Market store had made a major push to remove this crowd from the area. Subsequently many of them had drifted into the low income apartments across the street, our store, and the college campus areas. What we would like to happen is for the police and community to do the same thing in this area, and are willing to assist in any way possible. Here is what we would like the city council to consider:

We request all stores in the community should be encouraged to implement a zero tolerance policy. Our definition of zero tolerance that we have given our store personnel is to not allow anyone who has been drinking into the store. The police have been very helpful in assisting us when we call them to arrest intoxicated persons, and would love to spread information through the college system and through the neighborhood encouraging them to call in problem persons. It would also benefit the city to require age verification devices for register systems, as we have implemented. It drastically improves compliance rates in the stores we have added them to, and takes the guesswork out of cashiers to determine age. With this system no ID means no sale.

We believe it will be better for the city as a whole to tackle this problem together rather than isolate a particular business/area and continue to shuffle the problem around. I look forward to discussing this with you all in person at the hearing and welcome suggestions.

Actions Taken

- There are now posted signs on both front doors and above both registers stating that we will not sell alcohol to anyone who appears to be intoxicated or who does not have an ID, no exceptions. Pictures are attached within this document.
- There are now posted "no loitering" signs on all sides of the building. Pictures are attached within this document.
- Fresh Start agreed to partner with the police on cleaning up the drifters and wanderers who hang around outside the store.
- Fresh Start had all employees sign paperwork stating that they were to card every single alcohol purchase and that failure to comply would result in immediate termination. In addition to making them sign the sheet, the District Manager personally spoke with every employee at the store in an effort to stress how strongly we feel about the new policy.
- We hired additional employees so we can have an employee up front and an employee in the liquor room to curb alcohol theft and to provide additional support should someone get angry due to being turned down on their attempt to purchase.
- We moved our trash and recycle dumpsters to the opposite side of the building to clean up the sight lines from the university and discourage the use of them by students and general public. The next step is to enclose the trash area with a fence to keep the bins out of sight.
- We have partnered with the police in putting together a binder of people who are continually picked up for being intoxicated, complete with pictures, so we can be more alert if they were to enter our store.
- We bought and implemented ID scanners at both registers in the store to where an ID must be scanned in order for the cashier to be able to continue with a sale.

Positive Impact on Situation

We have been implementing new policies to help this situation and feel as if we have helped clean up the store area and decrease the incidents that are creating issues in the community. We've lost sales and increased expenses, but in the long term, we know it's better for our business to maintain a safe environment for our community. We hope to continue to partner with the local police and are open to additional suggestions on how we can help be a part of the solution.

Pictures of Actions Taken View of Front Doors



Pictures of Actions Taken

View of sign above front registers



Pictures of Actions Taken Sign that has been put up throughout store



Pictures of Actions Taken

View of sign above register in Liquor Room



Pictures of Actions Taken

View of No Loitering signs, front and side of building



Copy of Fresh Start Liquor, Tobacco, & Beer Policy



Liquor, Tobacco, & Beer Policy – Professional Server
Certification Corporation

It is the policy of Fresh Start to require all employees to card for Liquor, Tobacco, and Beer for any person under the age of 40 or refuse the sale of liquor or beer to any customer that is intoxicated. **All employees must receive Professional Server Certification Corporation before starting on the register.** You will not receive your first paycheck until the Payroll department receives this form signed along with your PSCC certification card. If your employment is less than 90 days you must repay the amount of your TAM certification \$20.00 which will be withheld on your last paycheck.

Understand that if you sell to a minor, you are responsible for the fines from the state, up to \$1000, will be terminated from employment, and Fresh Start will file suit against you for our portion of the fine.

Employee Name: _____

Date: _____

Store Location: _____

Signature Employee: _____

Signature Manager: _____

Copy of New Zero Tolerance Policy

All-

We are moving to a zero tolerance policy effective immediately. Moving forward, you are required to scan or enter a date of birth on every alcohol related transaction. No exceptions. Failure to verify proper identification will result in immediate termination.

By signing this form you are agreeing to the policy that calls for immediate termination for not checking identification on alcohol purchases.

Printed Name: Cristeena La Fazio

Signed Name: [Signature]

Date: 10/11/11

District Manager Signature: [Signature]