



**AGENDA SUMMARY PAGE**  
**RECOMMENDING COMMITTEE MEETING OF: JULY 10, 2007**

DEPARTMENT: CITY ATTORNEY  
DIRECTOR: BRADFORD R. JERBIC

Consent  Discussion

SUBJECT:  
NEW BILL

Bill No. 2007-29 Adds permanent trade show facility as a liquor licensing category. Proposed by Mark Vincent, Director, Department of Finance and Business Services

**Fiscal Impact**

- No Impact  Augmentation Required  
 Budget Funds Available

**Amount:**

**Funding Source:**

**Dept./Division:**

**PURPOSE/BACKGROUND:**

This bill creates a new alcoholic beverage licensing category for facilities that are conducting permanent trade show businesses, at which members of the general public are not permitted to attend. These facilities must have a minimum of two hundred-fifty thousand square feet of floor space used primarily to conduct permanent trade shows. Trade show exhibitors may serve alcoholic beverages at their respective exhibit sites within a permanent trade show facility if they first obtain a permit from the City issued under the facility's alcohol beverage license.

**RECOMMENDATION:**

This bill should be submitted to a Recommending Committee for review, hearing and recommendation to the City Council for final action.

**BACKUP DOCUMENTATION:**

1. Bill No. 2007-29
2. Business Impact Statement

Motion made by STEVEN D. ROSS to Approve as a Do Pass with a First Amendment

Passed For: 2; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0  
LOIS TARKANIAN, STEVEN D. ROSS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

COUNCILWOMAN TARKANIAN declared the Public Hearing open.

CHIEF DEPUTY CITY ATTORNEY STEED deferred to JIM DiFIORE, Manager of Business Services, for an explanation on why this category is being added.

## RECOMMENDING COMMITTEE MEETING OF: JULY 10, 2007

MR. DiFIORE reported that the World Market Center and their trade show representatives were coming before the Council for special event alcoholic beverage licenses. Staff was administratively approving liquor caterer licenses for the one-week trade shows during the months of July and January, which became very cumbersome. Hence, staff met with attorneys for the World Market Center and resolved that the way to handle the alcohol aspect would be to issue an umbrella license, which resulted in the classification of "permanent trade show facility." Bill No. 2007-29 requires that each exhibitor come forward and pay a \$25 permit fee to serve or sell alcohol during the one-week events. Because the exhibitors are from out of state and in town only twice a year for the one-week events, he recommended a first amendment to exempt the exhibitors from the work card requirements, as the process is too cumbersome for such a short timeframe of employment.

COUNCILWOMAN TARKANIAN confirmed with MR. DiFIORE that the World Market Center is the only business that presently qualifies for this licensing category. MR. DiFIORE added that others might be forthcoming, such as the proposed World Jewelry Center.

COUNCILMAN ROSS noted his concern about possibly not requiring TAM cards for those that serve liquor and asked if the new requirement will be to pull a license in order to serve liquor. MR. DiFIORE answered that the licensees will be responsible for making sure that the exhibitors pouring the alcohol are complying with the associated requirements. COUNCILMAN ROSS said he understands the intent, but emphasized that he does not want anyone to escape the responsibility. He then asked if one person will be held responsible for all those pouring alcohol, to which MR. DiFIORE replied that World Market Center has closed trade shows that require the exhibitors to undergo a stringent process. Also, the awareness requirements will fall under the purview of the State Taxation Department as of July 1, 2007.

CHIEF DEPUTY CITY ATTORNEY STEED indicated an amendment will be crafted to include the changes recommended by MR. DiFIORE.

COUNCILWOMAN TARKANIAN declared the Public Hearing closed.