

**DATE:** March 19, 2012  
**MEETING OF:** March 27, 2012  
**FROM:** Staff  
**RE:** Action Item XI.2 – Updates to Alcohol Policy

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**BACKGROUND**

During the early 2000's the Fair Board developed an Alcohol Policy to address issues with consumption and security. The current policy has been revised or modified and readopted on 4/02, 4/05, 7/05 and 10/06; and is included as pages 28 thru 31 of the Interim Event and Fair Policy Manual. In preparation for developing a service agreement with the Heritage Foundation Management recommends inserting a provision that "all servers complete an annual refresher training in alcohol awareness", as well as some spelling and grammar corrections.

**FISCAL IMPACT**

No impact.

**STAFF RECOMMENDATION**

The Board approves a motion to adopt the revised Alcohol Policy as proposed.

**ATTACHMENTS**

- Current Alcohol Policy with changes noted.

**INTERIM EVENTS**  
**ALCOHOL SECURITY POLICY**

Fairgrounds security requirements for non-fairtime events that serve alcohol is:

1. If renting one building, renter must use Fairgrounds Security contractor.
2. If renting the entire fairgrounds (includes buildings, amphitheater), excluding horse show areas, renter must use 50% Fairgrounds Security contractor, and 50% maybe Lessee designated.

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Revised 4/02  
Adopted 9/17/02

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ALCOHOL POLICY.

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All servers will be trained in alcohol awareness and will be required to follow Fair policies and procedures, sign a Servers Response Statement, review the alcohol video from California Fairs and Expositions, and submit to fair management a signed statement indicating they viewed and understood the video and the policies of the 14th District Agricultural Association, Santa Cruz County Fair.

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All servers will complete annual refresher training in alcohol awareness.

Person(s) must be 21 (twenty-one) years of age, or more, to be served, sell or serve alcohol.

Consumption of alcoholic beverages while serving alcohol is strictly prohibited.

Person(s) serving alcoholic beverages shall present themselves in a professional manner at all times.

All servers and employees are to notify either their supervisor or security personnel when they observe someone who is impaired by alcohol consumption or obviously intoxicated.

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No one under the age of 21 (twenty-one) years shall sell tokens and/or tickets for alcoholic beverages, put on wristbands or check identification.

No one under the age of 21 (twenty-one) years is allowed into the alcohol sales booth(s).

All beverages will be served in cups. Alcoholic beverages will be served in cups provided by the beer distributor. Hard alcohol will be served in a different style cup from beer, wine coolers and soft drinks. Soft drinks will be poured into Pepsi, Coca-Cola, 7-UP or other distinctive (from alcohol beverages) cups and may not be served in cans.

The maximum size cup to be used for beer and wine cooler sales is 14 (fourteen) ounces.

Souvenir cups may be sold for an event. However, alcoholic beverages will first be poured into the appropriate cup. If the event attendee wishes, he/she may pour their beverage into the souvenir cup while on the fairgrounds.

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Revised 4/02, 4-05, 10/06  
Adopted 7/1 9/05

All patrons must show legally acceptable identification that is: a) issued by a governmental agency (federal, state, county or city); b) contains the name, date of birth to verify age of 21 (twenty-one) years or more, physical description, and photograph of the individual.

If anyone shows a false identification, or an identification that has been altered, borrowed, stolen, counterfeited or forged, security will be immediately contacted. The patron will be advised that security has been called and that staff will hold the identification until security arrives. If the patron chooses to leave without the identification before security arrives, the identification has become abandoned property (not confiscated personal property.) If the patron remains until security arrives, security will make a determination on the acceptability of the identification. If it is determined to be false, the identification will be confiscated by security and the patron will be detained.

No person(s) will be allowed to bring any alcoholic beverages onto the fairgrounds.

Persons who are either impaired or obviously intoxicated will not be served. Person(s) determined to be intoxicated may be asked to leave the fairgrounds property and offered a safe ride home. Person(s) asked to leave will not receive any event refund.

Patrons are subject to search for alcohol and weapons. This search may take place at any time by security personnel or a Santa Cruz Sheriff's Officer on duty. Alcohol and Weapons signage will be permanently posted at all entrances to the fairgrounds.

Person(s) in possession of unlawful items (i.e. weapons, controlled drugs, false identifications) will have the items confiscated and presented to law enforcement officers.

Underage drinkers or those passing alcohol to underage patrons will be informed of the Fair's policy and of California Law. The underage drinker will be asked to pour out his/her beverage. An Incident Report will be completed. If a patron is observed passing alcohol to an underage patron after having been informed of the Fair's Policy and California Law, that person and the underage drinker will be asked to leave the Fairgrounds.

Revised 4/02, 4-05

Adopted 7/19/05

**Alcohol Policy (cont'd)**

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Sales will be limited to two (2) cups per person and will go to one (1) cup at the discretion of fairgrounds management staff and/or security personnel.

All alcohol sales inside buildings will cease one (1) hour prior to close of the event. Alcohol sales on grounds will cease one (1) hour prior to closing of event or at the discretion of fairgrounds management.

All alcohol sales are restricted to the immediate alcohol concession area and may not be sold outside this area, including "hawking" of beverages in stands.

The attached interim Events Alcohol Security Policy becomes a part of this agreement.

NOTE: At no time are alcoholic beverages, alcohol bottles (i.e. wine, champagne) or any other bottle(s), either full or empty, to be set on table(s) or used for decorating purposes.

All events selling alcohol will have a ticket and/or token sales area(s). All events providing alcohol will enforce the following: a) person(s) who appear to be under 30 (thirty) years of age will provide identification; b) security personnel must check identification and put on a wristband; c) everyone consuming alcohol beverages must wear a wristband. The purpose of this Policy to make everyone accountable for prevention of sales to minors or intoxicated individuals.

Fair management will coordinate with security and law enforcement personnel to ensure that policies and procedures are carried out.

Fair management will work with security personnel to establish an Emergency Response Plan. Documentation of any actual or potential incidents by security and/or law enforcement personnel, alcohol servers, and medical personnel, etc. will be completed and submitted to fair management.

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Every alcohol concession booth will be provided with signs in English and Spanish explaining alcohol sales policies.

Alcohol Concessionaire has the option of serving beer, non-alcohol beer, wine and non-alcohol wine. The Board of Directors will set the percentage of alcohol in non-alcohol beer and wine to be sold. Non-alcohol beer and wine will be sold to persons 21 (twenty- one) years of age and older and will be governed by the same rules as alcohol sales.

Revised 4/02, 4-05  
Adopted 7/19/05