

STATE OF
COLORADO

LED_Rulemaking - DOR, DOR <dor_led_rulemaking@state.co.us>

Comments LED-2024 Substance Use Disorder Recovery Working Group Comments-Ideas

1 message

Talisa Gula-Yeast <tgula-yeast@fcgov.com>

Mon, Aug 12, 2024 at 8:21 AM

To: "dor_led_rulemaking@state.co.us" <dor_led_rulemaking@state.co.us>

Cc: Vincent Petkosek, Talisa Gula-Yeast

Hi Joseph.

Happy Monday, August 12, 2024! I sent some comments on Monday August 5, 2024 to @joseph.gaffney@state.co.us, when I should have sent it to the DOR LED rulemaking. Sorry about that. Here is my updated email with comments. Thanks!

Thanks for sending the evites and all the information.

I really like the [PDF of Alan Lewis document](#). 😊

I downloaded and converted it to an EXCEL document and will share later with your team.

Question or comments before next meeting. Ideas to help with process or flow.

- Review of proposed rules (Will there be a presentation from LED?), and stress what the intent or purpose of working group is.
- Re: proposed rules? Do you have a copy of them with **REDLINE** or versions so we can compare?
- Is it possible to have a use of a **timer** for public comment and limit it to **2 minutes?**
 - We do this in rule making for marijuana and works out well. They share the Timer on the zoom or on big screen and it helps to keep all of us with clear/concise comments.
 - Also, can we have everyone state their name for the record? 😊

[link to LED page](#) for Working Group: Substance Use Disorder

The website is **not updated** for the August 12, 2024 meeting. It shows August 28, 2024.

Quick Thoughts:

- Rules are wonderful, this a good reminder that the locals are taking the lead on enforcement and we want to work cooperatively with LED and the licensees.
 - Let's be transparent, consistent and have a clear process when we create or update rules/regulations.

The licensees wear many hats. They are marketing managers, they are running a store, they are paying bills. They AGREE to the rules of LED and Locals.

But, they will say they are NOT aware of the rules????

The industry is experiencing stress with many rules/regulations to follow that can be confusing.

Can we focus on PROCESSES?

education? How do we give good customer service to the licensees? How can it be accessible and equitable at the same time?

Is there a [GUIDEBOOK from LED or CO Dept Public Health](#)? In Canada and in other countries, the liquor rules all provide guidelines and push education material.

I really like that. I envision a huge process improvement here with state LED and CDPH to develop processes.

You can hear from all stakeholders in the room that PROCESS is important.

When we have process (i.e. think instructions on a cake box), it is very clear and easy to follow. There are no opportunities to guess what is expected.

Below are some IDEAS.

1. **EDUCATION + Signage Campaign Material- PUSH for LIQUOR**
 - a. I believe this is about EDUCATION campaign where the LED and CO Dept of Health can create Artwork/Signs-Materials that are available on their website.
 - b. It should be CONSISTENT across the state, with colours, size, etc, and available to all licensed holders to download and print and post in their licensed facilities.
 - c. **LED does put out bulletins that generally informs industry members about rule updates. But this would be helpful for licensees to have something they can provide to their employees.**
 - d. **With Collaboration + Partnerships with CDPH and all stakeholders, it appears that promoting, and enhancing community safety and responsible alcohol use is an important consideration for ALL!. The LED and stakeholders can develop Social Responsibility Measures, Educational Signage Campaign Materials (PDF's for Licensee's to download and print) that meet LED requirements. Focus on mitigating the risks. There is always a risk with sale/consumption of Alcohol.**
2. **TRAINING:** It would be great to up the training of all staff and make it mandatory or do a campaign for owners to have all their staff TRAINING/CERTIFIED in SERVING IT RIGHT. I know there is TIPS certification, but I am not aware if this is mandatory or enforced or a requirement by LED or locals to have.
 - a. I believe it is about MITIGATING RISKS of Alcohol sales (keep it out of minors, etc, health/safety). The way we do that is with education guidelines.
 - b. The state and locals do not specialize in RECOVERY. People in Recovery are taught how to keep themselves safe, they have choice. Yes a display can TRIGGER them to buy, however, it is their responsibility to notice it, catch it and take the necessary actions.

i. One thought I am thinking about is NA beer and the LOCATION. UGH... Why is it placed in the Booze aisle at Grocery store? That is a great question. Again, siding on the error of the licensee is the expert of their store and operational flow, they can also have signage of where to place NA beer.

c. Perhaps this can be added as a requirement to the rules, doubtful but that doesn't mean we can't suggest it.

2. Location of Alcohol

- a. Require off-premise licensees to identify where alcohol will be displayed and sold in their diagram at new license or renewal stage.
- b. Prohibit temporary displays.- (I'm not sure if this is possible, due to marketing or promotions)
- c. If alcohol is sold at or near (within 5') the checkout stand/cash register it must be stored out of reach of the customer and handed by the employee to the customer after the sale is complete.
- d. IDEA or Suggestion: limit alcohol to one aisle, with that one aisle placed where staff can easily monitor patrons. Require staff to frequently walk through the aisle. Staff at liquor stores have
- e. idea: Display: Why is some alcohol not being treated like Tobacco products, which is sold in separate area of a supermarket?

3. Marketing/Promotions can drive "impulse" buys to consumers. We do not have control over consumers.

- a. Permissible Retail Sale Hours-if a business is 24 hours. The sale of alcohol is 8 am-midnight? And other others for Bars + Restaurants, gas stations, etc. IDEA: Q-Can you lock refrigerator after the Sale Hours?
- b. IDEAS: Convenience store licensees are also prohibited from entering into an agreement with a liquor manufacturer that guarantees the provision of shelf space at the convenience store for a product listing for the manufacturer's liquor or that guarantees any merchandising, marketing, or promotional opportunities

Ok, this is a starting point.

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Thanks,

Tee

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TALISA (TEE) GULA-YEAST

Pronouns: She/Her/Hers (What's this?)

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*“The **City of Fort Collins** is an organization that supports equity for all, leading with race. We acknowledge the role of local government in helping create systems of oppression and racism and are committed to dismantling those same systems in pursuit of racial justice.*”

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