



# MEMO

Item No. 13

**To:** Mayor and City Council Members  
**From:** Lieutenant Heath Ropp, Ames Police Department  
**Date:** September 27, 2021  
**Subject:** Beer Permits & Liquor License Renewal Reference City Council Agenda

The Council agenda for October 26<sup>th</sup>, 2021, includes beer permits and liquor license renewals for:

- **North Grand Cinema** (2801 Grand Ave) - Class C Liquor with Sunday Sales

A review of police records for the past 12 months found two liquor law violations for the above business. During a compliance check on April 22<sup>nd</sup>, 2021, an employee sold alcohol to a minor and was cited accordingly. A follow-up compliance check was completed on June 9<sup>th</sup>, 2021 and another employee sold alcohol to a minor and a second citation was issued.

So far, the Police Department has made recommendations to improve performance at this establishment, such as asking for customer identification and verifying customer age, as well as utilizing the Iowa ABD Age to Purchase mobile application to scan identifications to ensure validity. North Grand Cinema management requested additional training for staff from the Ames Police Department, which took place on July 16<sup>th</sup>, 2021. In addition, they now require staff working the bar area to be I-PACT certified (Iowa Program for Alcohol Compliance Training). They have also added software to their point-of-sale to scan a customer's identification to verify age and expiration.

**At this time, the Police Department would not recommend a renewal of North Grand Cinema's license for the next year. However, the Police Department would be in favor of the issuance of a 6-month license in order to give the business and the Police Department a shorter period of time to evaluate changes to ensure due diligence in keeping underage patrons from obtaining alcohol. The process to initiate this recommendation would be for the City Council to deny the requested 12-month license and adopt a motion indicating the City Council would accept a six-month license application.**

During this 6-month period, The Police Department will continue to monitor the above location by conducting regular foot patrols, bar checks and by educating the bar staff through trainings and quarterly meetings.