



Organization: MCW Coalition in Marion County, Wisconsin

Contact: Sarah Beversdorf

Q: What did you change a law, a regulation, an ordinance, a policy or other?

A: We passed a resolution to an ordinance that was already established. We changed the law surrounding alcohol sales at open-air events.

Q: Where did the idea to make the change originate?

A: It was the first time an open air event was going to be held downtown and the Coalition felt some added guidelines were necessary to ensure a successful event.

Q: What elected or other government officials did you meet with to accomplish this change?

A: We researched the ordinances/resolutions that other communities had for their open air events. We worked with the police chief to write the resolutions before presenting the resolution to the local city council for their approval.

Q: What materials did you use to make your case that the change was necessary and would produce the desired results?

A: We used examples of ordinances from other communities, as well as common sense statistics about drinking and driving. The statistics showed that it would be risky to start serving alcohol at 10am!!

Q: Through what system/process did you make your change?

A: We made this change through the mayor and city council.

Q: Who were your allies in making this change?

A: Our allies were: churches, concerned citizen, and coalition members (Marion Area Coalition for Healthy Communities).

Q: Who opposed this change?

A: Some bar owners and event planners opposed parts of the proposed resolution.

Q: Did you testify in front of local boards or state governing bodies?

A: We testified in front of the City Council.

Q: Did you participate in media advocacy to make your change?

A: We did not utilize the media to make this change.