



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2013-0152

TO: Mayor and City Council Members
FROM: Patrick McKay, Supervisor of Interpretative Services
DATE: April 17, 2014
SUBJECT: Update on Rochester Hills Museum Alcohol Policy for Approved Events

REQUEST:

The Rochester Hills Museum at Van Hoosen Farm received permission from the Rochester Hills City Council to serve alcohol at the Museum site in May, 2013 for a two year trial period (2013-2014). The Museum is seeking approval to extend the two year trial test period allowing the Museum to schedule weddings and community events that serve alcohol into 2015.

BACKGROUND INFORMATION:

In April, 2013, the Rochester Hills City Council approved an amendment to Rochester Hills Parks Ordinance Sec. 74-101, allowing alcohol to be served at the Rochester Hills Museum at Van Hoosen Farm. This request was initiated by the Museum due to the completion of Phase I work on the Calf Barn and the overwhelming response of inquiries received for wedding receptions and other events that wanted to serve alcohol. City Council's approval was for a two year trial test period to evaluate this opportunity.

In 2013, the Museum hosted fourteen wedding receptions, twelve private rentals and generated over \$40,000.00 in revenue in an abbreviated season considering the Calf Barn was not ready until early summer. The Museum is now seeking approval to extend this trial period and allow the Museum to schedule weddings and community events into 2015. The Museum has been in contact with Captain Michael Johnson of the OCSO and Chief Steve Shettenhelm of the Rochester Police Department and have received no complaints with events in 2013 where alcohol was served. We anticipate continued success and will report to City Council in the Fall of 2014 with an evaluation of the extended test period at which time we may request making this amendment permanent.

RECOMMENDATION:

It is recommended that the Rochester Hills City Council approve this request to extend the two year trial period to evaluate alcohol use at the Rochester Hills Museum and allow the Museum to schedule events into 2015.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		

City Council Liaison		
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