



3/16/2020

To members of the House Labor and Commerce Committee:

I am asking you to support Senate Bill 52 which would revise Title 4 of the Alaska Statutes regulating alcohol beverages. This bill is the product of an almost eight-year process initiated by the Alcoholic Beverage Control (ABC) Board to engage a diverse group of more than 120 stakeholders across the state to determine how to improve the structure, organization, specific policies and associated implementation issues in Title 4, Alaska's statutes regarding regulation and control of alcoholic beverages in the state.

Title 4 is recognized to be in many ways outdated, confusing or otherwise ineffective in carrying out the intent of the statutes. Much of the chapter has not been updated since 1980. Over time, incremental updates and changing trends have reduced the effectiveness of Title 4. This systematic redraft of Title 4 will help the ABC Board carry out its mission and will benefit organizations and individuals whose work, community or business is affected by alcoholic beverage laws and regulations.

Now more than ever, we need to take steps to protect public health as well as support our local economy over the long term. The proposed revisions in SB 52 are a comprehensive package of inter-related proposals to improve the overall system of alcohol regulation in Alaska. They will:

- Make Title 4 a clear and consistent framework used by licensees, the ABC Board and law enforcement
- Increase effectiveness of Title 4 enforcement by improving the swiftness, proportionality and consistency of penalties
- Increase licensee accountability before the ABC Board for Title 4 violations.

This package ensures that the Alcoholic Beverage Control Board fairly represents the interests of all Alaskans and will be a leader in alcohol education, policy and regulation. It will promote a fair business climate and protect public health and safety by:

- Creating a rational regulatory structure for Alaska's alcohol licensing system
- Limiting youth access to alcohol
- Promoting responsible alcohol use and reduce the harms of overconsumption.

I urge you to support the significant multi-year effort of this statewide stakeholder group by voting in support of SB 52 and improving Title 4.

Sincerely,

A handwritten signature in blue ink that reads "Joan L. Fisher for Tiffany Hall". The signature is written in a cursive style.

Joan Fisher  
Managing Executive Director