



UNIVERSITY OF MARYLAND

UNIVERSITY SENATE

1100 Marie Mount Hall
College Park, Maryland 20742-4111
Tel: (301) 405-5805 Fax: (301) 405-5749
<http://www.senate.umd.edu>

Memorandum

To: Nicholas J. Hadley, Chair, University Athletic Council

From: Vincent Novara, Chair of the University Senate

A handwritten signature in blue ink, appearing to read "V. Novara", with a horizontal line extending to the right.

Date: March 12, 2014

Re: Sale of Alcohol at Athletic Events (Senate Doc. No. 13-14-29)

The Senate Executive Committee (SEC) reviewed the attached proposal entitled, "Sale of Alcohol at Athletic Events (Senate Doc. No. 13-14-29)" at its meeting on March 12, 2014. SEC Members reviewed the proposal and agreed to forward it to the Athletic Council for its appropriate action. If you have any questions regarding this action, please contact Ms. Reka Montfort at x55804 or reka@umd.edu.

Attachment

VN/rm



University Senate PROPOSAL FORM

Name:	Josh Ratner
Date:	2/26/2014
Title of Proposal:	Sale of Alcohol at Athletic Events
Phone Number:	(516) 652-7839
Email Address:	joshuagratner@gmail.com
Campus Address:	1407 Commons 1, 4230 Knox Road, College Park MD, 20740
Unit/Department/College:	BSOS
Constituency (faculty, staff, undergraduate, graduate):	Undergraduate
Description of issue/concern/policy in question:	Current university policy prohibits the University Intercollegiate Athletic Department from selling alcoholic beverages to the general public at athletic events, thus prohibiting the majority of athletic event attendees from consuming alcoholic beverages. As a result, many attendees consume alcoholic beverages before games or illegally bring alcoholic beverages into events. This uncontrolled and un-moderated consumption creates an unsafe environment on the University of Maryland campus.
Description of action/changes you would like to see implemented and why:	<p>I would like a policy amendment to permit the sale of alcohol at athletic events, making beverages available to all attendees who are legally allowed to consume alcohol. This will reduce incidences of unsafe and un-moderated drinking, attract more fans to athletic events, and generate additional revenue for the University. According to the Athletic Council Policy Manual, alcohol sales are currently limited to Byrd Stadium Suites and Heritage Hall in the Comcast Center.</p> <p>At least 10% of net profits from athletic alcohol sales should go to Keep Me Maryland; at least 10% of net profits to University of Maryland mental health funding; and at least 10% of net profits to help fund on campus student tailgates.</p>
Suggestions for how your proposal could be put into practice:	I recommend that this proposal be sent to the Athletic Council. The Athletic Council should amend the Athletic Council Policy Manual to allow the sale of alcohol at all athletic events. The expertise of Athletic Council members can guide the logistics of how to best

	<p>implement this new policy.</p> <p>A committee composed of representatives from the Health Center, Counseling Center, Help Center, Active Minds, Student Government Association, and Graduate Student Government Association should determine the distribution of the mental health revenue. The Athletic Department Student Advisory Council should determine the distribution of the student tailgate revenue.</p>
Additional Information:	<p>The Student Government Association, Graduate Student Government, and Residence Hall Association have all passed resolutions in support of this policy change.</p>

Please send your completed form and any supporting documents to senate-admin@umd.edu or University of Maryland Senate Office, 1100 Marie Mount Hall, College Park, MD 20742-7541. Thank you!

1 **A Resolution Supporting the Sale of Alcoholic Beverages at University Athletic Events**
2

3 **WHEREAS** the Residence Hall Association (RHA) is the governing body for all on-campus
4 students at the University of Maryland (UMD), and
5

6 **WHEREAS** the RHA is committed to the health and well-being of on-campus residents, and
7

8 **WHEREAS** the University System of Maryland delegates responsibility for determining rules
9 governing the use of alcoholic beverages to the University President, and
10

11 **WHEREAS** patrons are currently not allowed to consume alcohol within Comcast Center or in
12 non-suite accommodations at Capital One Field at Byrd Stadium, and
13

14 **WHEREAS** the prohibition on alcohol consumption in Byrd Stadium and Comcast Center may
15 encourage patrons to arrive at University events already intoxicated, and
16

17 **WHEREAS** the prohibition on alcohol consumption and sales in Byrd Stadium and Comcast
18 Center may contribute to the prevalence of pre-event drinking or “pre-gaming” activities, and
19

20 **WHEREAS** pre-gaming often involves binge drinking in order to become intoxicated for the
21 duration of an event, and
22

23 **WHEREAS** pre-gaming and binge drinking activities are dangerous to the health and safety of
24 students and the general public, and
25

26 **WHEREAS** the sale of alcoholic beverages at UMD athletic events in University-owned
27 facilities would provide an environment in which drinking is managed and appropriate
28 authorities are on hand to manage the consumption of alcohol by spectators and patrons, and
29

30 **WHEREAS** the sale of alcoholic beverages will provide a stream of revenue to the university,
31

32 **THEREFORE BE IT RESOLVED** that the RHA encourages the President to enact policy
33 implementing and governing the sale of alcohol at University of Maryland Athletic events in
34 University owned facilities, and
35

36 **BE IT FURTHER RESOLVED** that the RHA will assist in advancing this issue and advocating
37 this stance before the University Senate.
38

39 **Authored By:**
40 Nicholas Henninger
41 Student Groups and Organizations Liaison
42 Residence Hall Association

Approved By:
Samantha Cox
Chief Information Officer
Residence Hall Association

GSGA33-R03**A Resolution Supporting the Sale of Alcoholic Beverages at University-Sponsored Athletic Events**

Summary: A resolution calling on the University to permit the sale of alcohol at University of Maryland, athletic events in University-owned facilities and to dedicate a portion of the revenue to programs that support undergraduate and graduate students.

WHEREAS, the University must maintain policies for preventing the illegal consumption or distribution of alcohol by students and employees under the Drug-Free Schools and Communities Act; and,

WHEREAS, the University System of Maryland delegates responsibility for determining rules governing the consumption and sale of alcoholic beverages to the University President; and,

WHEREAS, current University of Maryland policies prohibit the sale or consumption of alcohol at University athletic events in University facilities; and,

WHEREAS, an exception to this rule is made for patrons who purchase suites for athletic events at Capital One Field at Byrd Stadium or the Comcast Center; and,

WHEREAS, alcoholic beverages are sold in many University-owned buildings such as the Clarice Smith Performing Arts Center, the Stamp Student Union, and the Riggs Alumni Center, and provided through University catering for other events on campus; and,

WHEREAS, alcoholic beverages are already consumed before athletic events, such as football games, in University-owned parking lots and can be consumed in University-owned residential buildings for tenants who are 21 years of age or older; and,

WHEREAS, the sale of alcoholic beverages at athletic events would be managed by trained personnel and vendors under the supervision of the University to prevent excessive consumption of alcohol and sales to patrons under 21 years of age; and,

WHEREAS, the legal sale of alcoholic beverages at athletic events should promote a culture of responsible consumption that would reduce binge drinking; and,

WHEREAS, the sale of alcoholic beverages could provide additional revenue to support the University of Maryland Department of Intercollegiate Athletics and its student athletes and other programs that support University of Maryland students; and,

43 **WHEREAS**, other institutions such as the University of Minnesota, Twin Cities, and
44 West Virginia University have successfully implemented the sale of alcoholic beverages at
45 athletic events to increase revenue and promote a fun and safe environment;
46

47 **THEREFORE, BE IT RESOLVED THAT** the Graduate Student Government
48 encourages the President to change University policy to permit the sale of alcoholic beverages at
49 University of Maryland athletic events in University-owned facilities; and,
50

51 **THEREFORE, BE IT FURTHER RESOLVED THAT** a portion of the
52 revenue generated by alcoholic beverage sales support programs and scholarships for
53 undergraduate and graduate students.
54
55



56
57 **Author(s):** Michael Wiederoder, Vice President of Legislative Affairs (BIOE)
58

59 **Sponsor(s):**
60
61

62 **Date and Time of Submission:** February 10th, 2014
63

64 **Date of Presentation:** February 21st, 2014
65

66 **Action(s) Taken:**
67
68
69



Decision of GSG President



70
71
72
73
74
75 Signature of GSG President

76 Date