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2	COMMONWEALTH OF PENNSYLVANIA
3	HOUSE OF REPRESENTATIVES LIQUOR CONTROL COMMITTEE
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5	MUNICIPAL COMPLEX
6	TOWNSHIP OF DERRY HERSHEY, PENNSYLVANIA
7	DUDITO HEADING ON
8	PUBLIC HEARING ON ESTABLISHMENTS/RESORTS WITH MULTIPLE LICENSES
9	
10	TUESDAY, AUGUST 10, 2010
11	10:03 A.M.
12	
13	BEFORE:
14	HONORABLE ROBERT C. DONATUCCI, MAJORITY CHAIRMAN
15	HONORABLE PAUL COSTA HONORABLE FRANK BURNS
16	HONORABLE R. TED HARHAI HONORABLE MICHAEL H. O'BRIEN
17	HONORABLE DANTE SANTONI, JR. HONORABLE RONALD G. WATERS
18	HONORABLE JOHN TAYLOR, MINORITY CHAIRMAN HONORABLE NICK MICCARELLI
19	HONORABLE T. MARK MUSTIO HONORABLE JOHN D. PAYNE
20	HONORABLE STEPHEN BARRAR HONORABLE DONNA OBERLANDER
21	HONORABLE JEFFREY P. PYLE HONORABLE CURTIS G. SONNEY
22	HONORABLE KATHARINE M. WATSON
23	BRENDA J. PARDUN, RPR
24	P. O. BOX 278 MAYTOWN, PA 17550
25	717-426-1596 PHONE/FAX

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1	ALSO PRESENT:	
2	HONORABLE NICK KOTIK	
3	HONORABLE JOHN R. EVANS	
4	ANDREW MOSER, RESEARCH ANALYST (D)	
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7	BRENDA J. PARDUN, RPR	
8	REPORTER - NOTARY PUBLIC	
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1	INDEX	
2	NAME	PAGE
3	OPENING AND INTRODUCTIONS	4
4	REPRESENTATIVE COSTA	5
5	MAJORITY CHAIRMAN SUBCOMMITTEE ON LICENSING	
6	REPRESENTATIVE PAYNE MINORITY CHAIRMAN	6
7	SUBCOMMITTEE ON LICENSING	
8 9	JERRY WATERS, SR. DIRECTOR, OFFICE OF REGULATORY AFFAIRS PENNSYLVANIA LIQUOR CONTROL BOARD	7
10 11	GARRETT GALLIA ASSOCIATE VICE PRESIDENT PUBLIC AFFAIRS HERSHEY ENTERTAINMENT AND RESORTS COMPAN	27
12		NY
13	JENNIFER L. KRAMER, ESQUIRE ASSOCIATE COUNSEL, ASSISTANT SECRETARY HERSHEY ENTERTAINMENT AND RESORTS COMPA	51
14		
15	CHRISTOPHER L. HERRINGTON DEPUTY CHIEF COUNSEL	52
16	LEGISLATIVE, REGULATORY AND GENERAL MAT PENNSYLVANIA LIQUOR CONTROL BOARD	TERS
17	CLOSINGS REMARKS	5 4
18		
19		
20		
21		
22		
23		
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PROCEEDINGS 1 2 3 CHAIRMAN DONATUCCI: Good morning. I'm Rep. Robert Donatucci from Philadelphia and 4 Delaware Counties. I'm the chair of the Liquor 5 Committee. 6 7 I'm going to call the informational 8 meeting to order. On that note, before I turn it over to 9 the two subchairmen, Rep. Costa and Rep. Payne, I 10 11 want the members who are here to identify 12 themselves. I know they're all over. I will start 13 on my right with Rep. Santoni. REP. SANTONI: Good morning. I'm Rep. 14 15 Dante Santoni from Berks County. 16 REP. SONNEY: Good morning. I'm Rep. 17 Curt Sonney from Erie County. 18 REP. COSTA: Good morning. Paul Costa 19 from Allegheny County. 20 REP. PAYNE: Good morning. Rep. John Payne from Derry Township here in Hershey. 21 22 REP. TAYLOR: I'm Rep. John Taylor from 23 Philadelphia. 24 REP. KOTIK: Rep. Nick Kotik, Allegheny 25 County.

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REP. BURNS: Rep. Frank Burns, Cambria
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2
     and Somerset Counties.
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                 REP. OBERLANDER: Donna Oberlander,
     Clarion and Armstrong Counties.
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                 REP. BARRAR: Rep. Steve Barrar from
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     Chester and Delaware.
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                 REP. WATSON: Rep. Kathy Watson from
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     Bucks County.
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                 REP. EVANS: Rep. John Evans from Erie
     County.
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                 REP. MICCARELLI: Rep. Nick Miccarelli
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     from Delaware County.
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                 REP. PYLE: Good morning. Rep. Jeff
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     Pyle, 60th District, Armstrong and Indiana County.
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                 CHAIRMAN DONATUCCI: On that note, I'll
     turn it over to the two subchairmen.
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                 Rep. Costa.
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                 REP. COSTA: Thank you, Mr. Chairman.
                 Before we start, I wanted to thank
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     Chairman Donatucci and Chairman Taylor for allowing
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     Rep. Payne and I to have these hearings. John and
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     I have been talking for over a year, trying to pull
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     together some -- we are obviously the subcommittee
     chairs on licensing, and we've been trying for over
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25
     a year to coordinate events. And I just want to
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thank you, Mr. Chairman, for allowing us to do that. And I want to thank all the members for showing up this morning.

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But in the spirit of, I guess, bipartisanship and comradery, since this is John's district, I would like to turn it over to John.

REP. PAYNE: Thank you, Representative.

And I'll echo Paul's comments. I think it bodes well for the public to understand that it is not Republican against Democratic persons. On our committees, we are all one. We're all here for the benefit of the people. We're all here to try to get the issues and the legislation that we have before us, to get public input and then move that legislation.

And I, too, want to thank Chairman

Donatucci and Chairman Taylor and my good friend

and colleague, Paul, for having the hearing here in

Hershey.

So official welcome to everybody in the audience to the hundred sixth district, Derry Township, Hershey. Home to not only the best chocolate company in the world, and, yes, we still make Hershey bars here in Hershey. There are three plants, so a lot's been said about the one plant

that's closing, but there are two plants working 1 2 and one new plant under construction. So that's good news. Also home to Hersheypark and all the 3 tourist and hotel provisions that we have. And 4 last but certainly not least, we're home to Penn 5 State Hershey Medical Center, a world renowned 6 7 medical facility right here in Derry Township. So thanks very much for being here. 8 Ι appreciate it. 9 10 And, Paul, I'm going to turn it back to 11 you to call our first testifier.

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REP. COSTA: Thank you, John.

As you can see by the agenda, our first testifier is John Waters, the director -- I'm sorry, Jerry Waters. I don't know why I called you John. Jerry Waters is the director of the regulatory affairs.

And, Jerry, thank you very much for being here.

As all the members here know and hopefully the public knows, you guys have been very responsive to our request, especially the last month I have been hounding you, but I want to thank you for being here today.

MR. WATERS: Chairman Donatucci,

Chairman Taylor, subcommittee chairmen, members of the House Liquor Control Committee, good morning. And I thank you for this opportunity to appear before you to offer whatever assistance I can regarding your consideration of the matter in which resort facilities should be licensed by the 7 PA Liquor Control Board.

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However, I would be remiss if I didn't say, as a product of the Milton Hershey School, it's always good to be in Derry Township, Hershey, PA, a place that I call home.

As many of you know, my name is Jerry Waters, and I'm the director of the Office of Regulatory Affairs for the board. I'm responsible for supervising the overall planning, organization, coordination, and direction of the operations and management activities for the bureaus of licensing, alcohol education, and the consumer affairs office.

Please allow me first to provide you with the relevant statutory and regulatory framework regarding the topic of today's meeting. In order to sell alcohol to consumers for consumption on the licensed premises, an establishment must acquire a license to do so from the board. These licenses are typically either a

restaurant or hotel license, and less typically a club license, available only to nonprofit clubs, or an eating place, retail dispensary, which can only sell beer.

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There is a limit or quota to the number of restaurant, retail dispensers, and club licenses that can be issued in a county, so, typically, an establishment must purchase a license from an individual or entity which already holds a license. There are exceptions to this rule for hotel licenses, and for certain entities to this rule that apply for restaurant, club, and eating place, dispenser license, such as a golf course, performing arts facilities, and public venues.

An applicant for a license must designate the specific areas of the premises to be utilized for storage, sales, and service of alcoholic beverages. The storage, sales, and service of alcohol must occur on the designated areas unless the license holder has been granted additional privileges by the general assembly via the Liquor Code.

For example, a hotel or restaurant liquor license in a hotel may provide alcohol service to hotel guests in their rooms even though

the rooms are not licensed. In addition, a restaurant or club license located on a golf course may provide alcohol on both the licensed and the unlicensed portions of the golf course so long as the alcohol remains on the course.

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Moreover, a restaurant licensee located under the same roof as a bowling center may provide alcohol to the unlicensed bowling center.

Further, the gaming act allows the holder of both a slots license and a liquor license to provide alcohol on both the licensed and unlicensed portions of the gaming facility.

As to the limitations on what areas may be licensed, typically the areas are on a single tract of land under the control of the licensee, with no intervening public thoroughfares. A licensee who wishes to increase the area subject to the license may file an application to do so, and while the board has discretion in whether to approve the application, typically the subject area must be located on the same tract of land as the existing licensed areas, with no intervening public thoroughfares.

In addition, Section 406.1 of the Liquor Code allows the board to approve the

extension of a restaurant, hotel, club, municipal golf course liquor license, or a manufacturer of malt beverages, brewed beverages, to include a secondary service area with dimensions at least one hundred seventy-five square feet, enclosed on three sides, and with adequate seating. The secondary service area must be located on the property having a minimum area of one acre, and although it need not physically be connected to the original licensed premises, it must be on land which is immediate, abutting, adjacent, or contiguous to the licensed premises, with no intervening public thoroughfare.

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The original licensed premises and the secondary service area must typically be located on the same tract of land.

Finally, if you are interested, the Liquor Code defines "tract" as a continuous expansion of land under the control of one person.

Further, while term thoroughfare is not defined by the Liquor Code, the PA Commonwealth Court has defined thoroughfare as a street that goes through from one street to another, an unobstructed way open to the public, or as a street or highway affording an unobstructed exit at each

end into another street or public passage.

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Another limitation to consider is requirement that only the named licensee may sell alcohol under the authority of the specific license. If a hotel, for example, wishes to sell alcohol in its own name and wishes to rent out part of the facility to a chain restaurant which, in turn, wishes to sell alcohol in its own name, then each of them will typically acquire its own respective license for use at the hotel.

I can tell you that different licensees have addressed their needs differently. Seven Springs Mountain Resort in Somerset County, for example, currently has eighty-three licensed serving areas, of which thirteen are outside, including swimming pool areas, a miniature golf area, and a walkway. There are also fourteen licensed storage areas. All of these areas are licensed under the single hotel liquor license.

Other facilities have chosen or have had to acquire multiple licenses for their venues to allow for the sale of alcohol by the facility and third parties. For example, Hershey Entertainment and Resorts Company utilizes multiple licenses for use within Hersheypark, including a

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public venue license for Hersheypark Stadium and
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     several restaurant and eating place, retail
     dispenser license within the amusement park.
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     Intervening public thoroughfares and property
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     boundaries separating various use areas of the
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     amusement park has necessitated Hershey's current
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     licensing configuration.
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                  In closing, the board stands ready to
     assist this committee, the general assembly, and
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     the governor, should a change in the Liquor Code be
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     desired regarding these issues.
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                  Thank you for your time, and I would be
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     happy to take any questions you may have.
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                  REP. COSTA: Thank you very much,
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     Jerry.
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                  Before we start with the questions, we
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     were joined by a few members: Mike O'Brien from
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     Philadelphia County, and T. Mark Mustio from
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     Allegheny County.
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                  Anybody -- any members have any
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     questions?
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                  REP. COSTA:
                              Donna Oberlander.
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                  REP. OBERLANDER:
                                    Thank you.
                  Director Waters, you had said that
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     typically if a hotel wanted to rent out a part to a
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chain restaurant, then typically they would acquire respective license to each.

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Can you give me an example of an atypical situation? Would they be allowed to sell alcohol in that restaurant?

MR. WATERS: If I understand your question correctly, you're asking me, would the hotel itself be allowed to sell within the restaurant when another entity owns the restaurant liquor license? Is that your question?

REP. OBERLANDER: Let me clarify.

MR. WATERS: Sure.

REP. OBERLANDER: You have in your testimony that if a hotel wishes to rent out a piece of their facility to a chain restaurant, typically they would both have to have to hold a license. But you're saying that's typical. Can you give me an example of an atypical situation?

MR. WATERS: Well, if I'm understanding your question, the atypical would be probably a joint venture, where two entities would go on the application as a joint venture. For instance, XY Corporation, whose only interest is to run a restaurant facility, and BX Corporation, who would run the hotel business. So they would enter into a

joint venture, both of them would be responsible 1 2 for the sales of alcohol on the premises. It would allow the restaurant to operate as a restaurant but 3 also allow the hotel and its -- to serve to its 4 5 quests, both in the restaurant as well as in their 6 rooms and on the property. 7 REP. OBERLANDER: Thank you very much. REP. COSTA: Any other members have 8 questions? 9 10 Chairman Taylor. 11 REP. TAYLOR: Thank you, Rep. Costa. 12 Jerry, in your testimony, you talk 13 about both Seven Springs and Hershey. Did you use 14 those two as for the extremes in the way it's set 15 up now? In other words, we have one that has over 16 eighty-three different places that serves alcohol 17 and yet that's only under one license; on the other 18 hand, at Hershey, you have multiple areas, but they 19 have to have multiple license simply because of the 20 street --21 MR. WATERS: Rep. --22 REP. TAYLOR: -- or I guess multiple 2.3 streets maybe. 24 MR. WATERS: Rep. Taylor, before I 25 answer your question, I just want, for the

committee and the members present, to my left is Chris Herrington, deputy chief counsel for legislative, regulatory, and general matters. I just want to put that on record.

entities because, although they're the same when we look at what we might consider resort, although there's no resort licenses, one, Seven Springs, is clearly -- has no public thoroughfares where they've licensed versus Hershey, who has various -- because of its configurations, what is considered public thoroughfares. And, therefore, the statute is clear and the board has no discrimination with respect to that public thoroughfare.

In Seven Springs situation and model, their challenge has been, if I remember correctly, that their facility actually is in three different townships, so there's been some challenges with respect to the -- two different townships.

REP. COSTA: No, it's two counties.

MR. WATERS: Okay. I know there was challenges when doing that, and, basically, that wasn't the board's issue, that was more Seven Springs issue to deal with the township and the local municipalities, to allow that type of model

to work.

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In Hershey's situation, it is more of just the statute with respect to public thoroughfare.

Another entity that I did not mention but is closely aligned to Hershey in that it's an amusement park would be Dorney Park, which actually uses one license for their entire facility. The difference between Hershey and Dorney is Dorney has no public thoroughfares. So did I --

REP. TAYLOR: Yes. And I know that the statutory obligation is ours, and that is the purpose of hearing, but it would seem that it may be important to put more variables into the statute other than the thoroughfare, because having been at Hershey, I know that there's some roads that almost run through it, underneath it. There is pieces that go above the road, et cetera. And Dorney Park's another good examples, where just because there may not be a road going through it, maybe at one point in the code, that was an important determining factor that seems less so at this point.

And you don't have to offer your opinion on it, but if you would like to --

MR. WATERS: Well, Rep. Taylor, I would just say this: As a majority of the members know, the statute was written in 1933 and rewritten some years prior to that. There probably are many areas of the statute where this committee as well as the general assembly needs to address, but that is the work of the general assembly, and we will support the work and be advisors when we can.

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With respect to Hersheypark, since it was my playground in my time in Hershey, I tend to know most of the roads that lead through Hersheypark.

REP. TAYLOR: Yeah, just from the outside, it seems like Hersheypark would be one big complex, and I guess the statute was originally designed that you want one -- you know, one piece of resort in one county and another just because they have the same name trying to operate under the same license, so maybe there's some refinement we can do to make it make more sense.

Thank you, Mr. Chairman.

REP. COSTA: Rep. Payne.

REP. PAYNE: Thank you.

Mr. Waters, thank you very much. Your selection of the examples is exactly what I had

asked the two chairmen, Taylor and Donatucci, was
the problem was, here we have Seven Springs in
multiple townships, multiple counties, and was able
to work out a way to get one license just because
there was no public road running through it.

I would submit the challenges of multiple townships and multiple counties to get things done are even more encumbering than, well, Hershey all in one township and one county, but they have a road, Park Boulevard, that runs through the park, per se, separates the Giant Center from the stadium. Fortunately, Park Avenue just kind of cuts the zoo and the park, and I'm not aware of alcohol currently being served to the animals over there.

But what I'd like to see happen, what
I'm asking the committee to do is to come up with a
resort license, if you will, amusement-type
license, so whether it's a Seven Springs, a Bedford
Springs, a Dorney, a Hershey, or whatever, if all
the facilities are located on that tract or that
resort area, that way we're a little bit lenient
that you could have a single license to serve
alcohol in any of those locations, regardless of
the fact that a road happens to run through your

area.

I would probably argue, and I'm not a lawyer, but I would probably argue that public roads go everywhere. You can't get the people to the parking lot to that location. So almost all of them have some sort of public road on them.

So I want to thank, again, the committee for doing this, because this is a great example what the challenge is for Hersheypark.

Literally, you can be in the park and there's a pizza shop that has a liquor dispensing area, and from here to the other end of the room there's another restaurant that has a liquor, and they all have separate licenses. And it's just like this is just not 2010. We need to somehow bring that code up to at least our current standards.

Thank you.

MR. WATERS: Senator Payne -- I mean,
I'm sorry, Rep. Payne. I elevated you.

REP. PAYNE: Don't start that.

MR. WATERS: I elevated you.

But all due respect, Rep. Payne, the board stands ready to assist the general assembly whenever.

REP. COSTA: Rep. Sonney.

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Thank you, Rep. Costa.
                  REP. SONNEY:
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                  Just a little bit curious about the
             In other words, for Seven Springs, was it
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     costs.
     Seven Springs with eighty-three licensing areas,
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     and, of course they're under one, you said;
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     correct?
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                  MR. WATERS: Correct.
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                  REP. SONNEY: So they only have the
     cost of one.
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                  MR. WATERS:
                               That is correct.
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                  REP. SONNEY: But for Hershey is the
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     cost for every license the same fee for every one
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     of those licenses, or is the general license one
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     fee and all of these other licensing entities
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     within their complex another fee?
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                  MR. WATERS: The licensing fee would be
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     based on the classification of licensing -- of
     license that they held.
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                  I believe in Hershey's situation, they
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     both hold several restaurant liquor licenses, and I
     believe they may hold one eating place license.
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     I'm not quite sure.
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                  MR. HERRINGTON:
                                   Two.
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                  MR. WATERS: Two eating place, so it
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     would depend on the licensing fee for the
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restaurant versus the licensing fee for the eating, but I think to -- the answer to your question is, for every license that they have, there's a licensing fee.

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REP. SONNEY: And then, just to take us a little further, just for some other examples of where this comes into effect, so hotel somewhere in the state that has a license, and if they wish to sell at their swimming pool, as long as there's not a public road between the hotel and the swimming pools, it falls under one license, but if there's a public road separating the two, they're going to need another license.

MR. WATERS: That would be true, unless within the statute it clearly articulates that they're on the same tract of land and they can use that, and the statute is clear with respect -- I think in my testimony speaks to hotels and golf courses -- golf courses as well as bowling alleys, which I think the last change was with respect to service on premises of bowling alleys, being able to serve on the unlicensed portion of the premises.

So, if within the statute, the general assembly has identified those entities that may not

fall within the realm of the restaurant liquor license classification or has given them privileges outside of the statute but, however, codified it within the statute.

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REP. SONNEY: And each type of license, then, has its own specific rules that deal with how you can use that license. In other words, if it must remain indoors on the premises, if you are allowed to use outdoor areas. Is that true?

MR. WATERS: That is correct. And with respect to restaurant liquor license, if they have desire to sell product or serve on various locations outside the main frame, i.e. a deck or sidewalk cafe, you know, they would have to file for an extension of premises of that location. With respect to an outside area that doesn't need municipal approval, they would submit an extension of premises application and the board would determine if it's applicable to do that.

With respect to a sidewalk cafe, normally most municipalities would require some type of approval there. And we take those into consideration as well.

REP. SONNEY: But if you indeed grant approval, it does not mean another separate

license, though. 1 2 MR. WATERS: No, it does not. And that 3 is under the license that has been granted for that said premises. 4 REP. SONNEY: 5 Thank you. REP. COSTA: 6 Thank you. 7 Jerry, I have a couple questions, and I'm hung up on the Seven Springs area. Okay? 8 I'm from that area, very familiar with the facility. 9 10 They have a golf course across the 11 They have a restaurant across the parking road. 12 lot, and the hotel and the lodge are connected, but 1.3 there's public -- I'm getting in trouble getting 14 past the public thoroughways. Is it all because 15 it's their property and it's all private property? 16 MR. WATERS: That is correct. 17 REP. COSTA: And in Hershey it's a 18 different situation? 19 MR. WATERS: That is correct. 20 REP. COSTA: That's where I was Thank you for clearing that up. 21 confused. 22 Chairman Donatucci. 2.3 CHAIRMAN DONATUCCI: Jerry, as you know, in Philadelphia, we have a lot of the license 24 25 in safe keeping. In Derry Township here, what is

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the story of license? Are they -- are they a
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     premium are or -- let's say we grant this for
                   There will probably be ten, fifteen
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     Hersheypark.
     licenses that will be sold. Are they in need of
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     licensing in this township?
                  MR. WATERS: Rep. Donatucci, I'm not
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     going to speculate as to whether they'd be sold,
     but Hershey has numerous licenses, and if there was
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     a change in statute, general assembly would have to
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     determine how those licenses would be handled.
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     there was no change with respect to the license,
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     Hershey would have the opportunity to place those
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     license within safe keeping for a three-year
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     period, and then be able to hold those within
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     statute, paying $5,000 every year.
                  Those licenses could be offered for
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     whatever the market would bear within Derry
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18
     Township or Dauphin County.
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                  CHAIRMAN DONATUCCI:
                                       Thank you.
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                  REP. COSTA: Any other questions?
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                  Jerry, I hope you can stick around, if
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                             There could be some follow-
     your time permits you.
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     up questions after we listen to the Hershey people,
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MR. WATERS: I would love to do that,

if that's possible.

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however, I -- my schedule is awfully tight, and
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     actually, I don't know what time it is, I'm
     scheduled to have another meeting at 11:00.
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                  REP. COSTA:
                               I understand. We do know
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     how to get ahold of you.
                  MR. WATERS: If there would be -- to
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     the chairmens and the subcommittee chairmens, if
     there would be any questions that need follow-up,
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     I'd be happy to -- if you could make sure that
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     Chris Herrington gets those, I'd be happy to answer
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           And I think, to some of the members that I
     them.
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     haven't seen, I know -- familiar with other members
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     more than others, but I just want to say this:
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     That my office is always available with respect to
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     any liquor issues that may come before you.
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                  REP. COSTA: Thank you very much.
                                                      Wе
17
     appreciate you being here.
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                  We were also joined this morning by
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     Rep. Waters from Philadelphia County and welcome.
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                  Our next testifier is Garrett Gallia --
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     I hope I pronounced that right. He's the associate
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     vice-president of public affairs, Hershey
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     Entertainment and Resorts Company.
24
                  Please press the blue -- make sure the
25
     blue lights on when you speak.
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MR. GALLIA: Good morning,

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Mr. Chairman, subcommittee chairmen. A special welcome home to Hershey's own Rep. John Payne.

We thank you for choosing Hershey as the place for this public hearing. And we welcome to you to the sweetest place on earth.

My name is Garrett Gallia. I'm the associate president for public affairs for Hershey Entertainment Resorts Company. I'm going on my eleventh year with the company.

And with me to my left is Jennifer

Kramer, who's senior counsel and director of

compliance for Hershey Entertainment Resorts. She

is in charge mainly of a lot of different areas,

but one key area is liquor -- responsible liquor

service for the company.

And to her left is Bill Liedholm, who's the general manager of the Hershey Lodge. The Hershey Lodge is a resort convention affiliate that we own. It's a six-hundred-sixty-five-room facility with a little over a hundred thousand square feet of convention space.

And behind Bill to our left is Laurie

Lint, who is a paralegal with our company. And she

is also -- she also has responsibility in the

liquor area.

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So you can see we have a lot of different resources that we bring to bear to handle liquor issues within our company.

Now, my remarks today are intended to give brief overview of our company and how it functions within the framework currently established by the PA liquor laws and how the framework, at times, can create what we affectionately term "opportunities" in the effective service of alcoholic beverages at our properties.

I will say, however, that any difficulties that we do experience would be exponentially greater but for the excellence and responsiveness of both of the liquor control board and the bureau of liquor control enforcement.

Through our partnership with these two entities, we have successfully worked together in managing our way through a complex set of requirements that, in many instances, were not written with an entity such as H.E. and R., Hershey Entertainment and Resorts, in mind.

I cannot express enough our gratitude at the outstanding work of the professionals at the

LCB and the BLCE. Together with our regional tourism partners, we have positioned travel and tourism as the number one industry in our region and the number two economic driver in the commonwealth.

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Our company alone is responsible for the employment of over nine thousand full-time, part-time and seasonal workers during the height of our season, over five million annual visitors, and a local -- and a local or regional economic impact of over 1.2 million dollars in total annual spending by visitors to our region.

As you would imagine, the key driver in keeping our guests satisfied is how we perform in food and beverage service. Our company has fourteen restaurants open to the general public outside of Hersheypark and many additional catering areas within our properties.

In 2009, Hershey realized 9.5 million in total alcohol beverage sales. In total, H.E. and R. currently is the holder of fifteen liquor licenses, which includes six restaurant licenses, three public venue licenses, two malt and brewed beverage-only licenses, two PGR licenses, which are public golf licenses, and two hotel licenses. And

we provided a complete list of all of our liquor licenses owned by our company in your materials at Exhibit A.

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For purposes of our discussion today,

I'd like to focus on two primary operating

groups -- the resorts group and the entertainment

group -- and some challenges we experience within

the liquor laws as it relates to both groups and

possible solutions in each respective area.

First, I'd like to briefly describe a few opportunities that we experience with licensing and service at our resort properties. The Hotel Hershey and the Hershey Lodge frequently receive requests from groups and guests staying at our properties to have off-site catering events, that includes the sales, service of alcoholic beverages, at unlicensed locations such as Hershey Chocolate World, Founders Hall, the Milton Hershey School, Hershey Trust Company, and the Antique Automobile Museum in Hershey.

This is currently an obstacle because under the law, alcohol sales are restricted to the licensed area of Hotel Hershey and the Hershey Lodge, and there is no such thing as catering license or permit.

Property construction and renovation also creates its own set of issues. Every time the Hotel Hershey and Hershey Lodge renovate or want to change the designated use of their licensed areas, that could be just moving alcohol stores location, they have to file form PLCB 49, which is an application for the extension of retail license to cover additional premises.

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In connection with that form, they have to file a filing fee. They have to place at or near the front of their entrance a four-inch placard to notify guests of a change in licensing status, and they have to coordinate a time for the PLBC license analyst to visit the property and measure the areas, and then wait thirty days for approval from the PLCB if that approval's granted.

When the hotel recently built the retail corridor, the law required us to seek special approval from the board because the doors to the retail shops exceeded four feet in width. Knowing firsthand how busy the board is, I can say with every confidence that the approval of the door width at our retail shops is not the highest and best use of that group's considerable ability.

We also experience challenges when we

seek to extend the hotel license. The hotel
Hershey could not extend its hotel license to
include the Hershey gardens as a secondary service
area because the hotel road separates the two
locations. The main entrance to the hotel is
directly across from the main entrance of the
Hershey gardens, and the hotel road is primarily
use as a method of ingress and egress for both
locations. Despite that fact, no extension was
possible under the current law.

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The Hotel Hershey has had its challenges in extending a hotel license to cover certain areas of its own property, such as the rock gardens, which is popular with weddings, and guest house, which are both located in the front of the hotel. These challenges relate to code requirements which mandate clearly defined crosswalks and pathways to connect the areas to the main building.

Also under the current law, all guest rooms and suites that may be set up as hospitality bars to sell or serve alcohol to guests as part of a private event must be measured by the PLCB license analyst and officially designated as licensed areas.

Now, the hotel in Hershey -- the Hotel Hershey Lodge cannot sell or serve alcohol beverage at a catered event on certain portions of their own property, like parking lots, without approval from the board in each instance. And this again involves filing the PLCB Form 49 and other requirements as set forth earlier.

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their gift shops and other retail stores on the properties that we own and that we operate. In addition, both of those properties have to get board approval to have other businesses such as Enterprise Rent-A-Car, Hershey Outfitters, or Segway of Hershey to operate under licensed premises, and then we have to de-license the area in which they operate. All these types of outsource amenities are very common in this day and age with resort properties.

Now, a possible solution to the representative challenges listed above could be the creation of a resort license, which would have the entire square footage or acreage of a resort complex licensed, including all guest rooms, suites, retail stores that are owned and operated by the resort licensee, and the parking lots and so

forth.

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In addition, we'd like -- we could see and suggest that a relaxed requirement exists with -- excuse me -- when the resort complex undergoes renovations or additions or changes to room measurements or changes to a designated use of those areas. We envision that the only requirement would be to submit an updated floor plan showing these changes and no investigation or approval would be required.

And we also suggest that it would be beneficial to have a holder of a resort license be able to apply for a catering permit that would permit the sale of alcohol beverages off the licensed premises for catered events on unlicensed locations — for catered events on unlicensed locations within the same county of the holder of the resort license is located.

Now, we would anticipate that the committee would require the application for a resort license to meet certain eligibility requirements, as is the case with public venue license. Such criteria could be that there would be a minimum of -- a minimum valuation of the resort complex established exclusive of the land;

that the resort complex include a restaurant and convention center which could accommodate a certain minimum number of people; that the resort complex include hotel, motel accommodations within a -- with a certain minimum number of sleeping rooms; and that there be a minimum acreage requirement established for resort complex seeking a resort license.

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Now, unlike the resorts, we don't currently have a license classification designed for large places of amusement, outside of performance venues, like an amusement park. Not surprisingly, we share our operating license -- we share -- we have our share of operating and licensing challenges in the park as well.

For instance, H.E. and R. has to either extend existing licenses or obtain or transfer new licenses in order to license desired areas within Hersheypark. There are currently five licenses, two secondary service areas, and three extended areas inside Hersheypark. And, again, a complete list of all Hersheypark liquor licenses is included in your materials at Exhibit A.

Under the current laws, it's difficult and in some instances impossible to license certain

catering areas and other locations within

Hersheypark because they do not meet requirements

for secondary service area or extended area.

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In addition, under the current laws, if a guest purchases an alcoholic beverage at one licensed location and mistaken walks through Hersheypark with the beverage, H.E. and R. would be in violation of the Liquor Code and could potentially receive a citation against one of its licenses.

As you can imagine, it's cumbersome to administer five liquor licenses at one venue. We have to appoint an employee to serve as a manager for each Hersheypark license, which is currently five employee managers inside Hersheypark.

When the frequent turnover of position changes at Hersheypark, H.E. and R. is constantly replacing liquor license managers more so than any other licensed property, and with each application and each manager requires a separate interview with the PLCB analyst and a background check.

In addition, H.E. and R. has to put all Hersheypark licenses into safekeeping when they're not -- when it's not operating, which is basically between January through March each year. Since

Hersheypark's operating season commences in early
April for Springtime in the Park, H.E. and R. must
submit PLCB Form 1689, which is application for
return of a license from safekeeping, by early
March, which means that Hersheypark licenses are in
safekeeping for only sixty days.

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H.E. and R. cannot sell alcoholic beverages at catered events held in the entertainment complex parking area -- parking lot area without approval from the board in each instance. This involves filing, again, PLCB 49 and all the requirements set forth earlier.

Since H.E. and R. is not able to say with any degree of certainty that the locations -- that these locations could be licensed, Hersheypark often looses group business that requests this type of service.

H.E. and R. is not able to start selling alcohol beverage until one hour before performance start times under the current law, even though that the doors open for many events at the Giant Center and Hershey theater an hour and a half to two hours prior to the performance time.

Of course, we don't believe in articulating problems without also providing some

thought regarding possible solutions. As with the resort license, we believe that the following may provide a concept that could relieve unnecessary burden on the part of the LCB and the licensee.

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We believe that one such alternative would be to amend 47 Pa.C.S. Section 102, which is the current public venue license law, by adding language to include amusement parks. Such language would set a minimum but substantial criteria for a new license.

We've enclosed some proposed language for the committee's consideration and input in Exhibit B. Under this proposal, there would be only one license necessary for Hersheypark.

In addition, we recommend further amending the public venue law to reflect that sales could occur up to two hours before the performance of any performance event at the -- at a performance venue and add an exception for amusement parks so that they could sell or serve alcohol regardless of whether it's a live performance is occurring on the property. Again, such proposed language is enclosed in Exhibit B.

We also suggest that any public venue license -- licensee allow holders to temporarily

sell and serve alcohol at catered events in their parking lots and other unlicensed area, provided that they are located in the same land as the public venue, without the need to further approval from the PLCB. The only requirement would be to submit a map or floor plan showing the location of the event and the date and time of the event.

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Lastly, we'd like to see an exception to the Liquor Code that would not require licensees to place into safekeeping their licenses if they would only be there for sixty days or less.

In closing, I'd like to once again thank the committee for their generous time today entertaining some thoughts on possible improvements to operational licensing issues surrounding the sale and service of alcohol.

We recognize the awesome responsibility the commonwealth and the licensees both have for the safe and legal service of alcohol, which is a responsibility that we take very, very seriously. In fact, it's a responsibility that dwarfs all others when it comes to the sale of alcohol and service.

However, through some of the changes we suggested today, we believe that we cannot only

honor our highest moral, ethical, and legal obligation to keep our guests safe but also take steps to help the current laws be more responsive to the needs of large purchasers and sellers of alcohol in a continued environment of responsible service.

Thank you.

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area?

REP. COSTA: Thank you, Mr. Gallia.

Any members have any questions?

I have one. During your testimony, you talked about someone purchasing a beer, for instance, and walking out of that designated area. How large is the designated area that they're allowed to be in? Is it where they purchase the food and the beer, so I can't leave your sheltered

Is that what you're limited to?

MR. GALLIA: That's right. It would be whatever area is considered the licensed area under that license. So, for instance, we have a restaurant as you enter the park called Tudor Grill. That Tudor Grill restaurant facility is licensed, but as soon as you leave the door, you're entering unlicensed territory, so the demarcation line would be where the door is, unlicensed thereafter.

REP. COSTA: Going back to the Seven 1 2 Springs example, could you not declare those areas as licensed areas or serving areas? 3 MR. GALLIA: Not -- not under the way 4 the law's currently written. We can extend a 5 license in the park, but we have to go through --6 7 they have to be connected to the original service area, and we've currently maxed out on our extended 8 areas of the park. So we're allowed two per 9 license. 10 11 REP. COSTA: That's interesting. 12 A year or two ago, I was in New 13 Orleans, and you can walk in one bar and out of a 14 bar with a drink openly on the street, and here, in 15 a confined area, you can't even walk outside of the 16 range. I don't understand. I think we need to be a little more flexible. 17 18 Thank you. 19 Rep. Payne. 20 REP. PAYNE: Yeah. Thank you, Mr. Chairman. 21 22 Thanks very much, and thanks to the 2.3 H.E. and R. family for coming today. 24 Quickly, I want to thank all my other 25 board members, committee members, and fellow

members of the house, some of which aren't on the committee, for attending today.

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This highlights the problem, the issue that I saw and asking for this hearing is not taking a beer from one place in the park and walking through the park and standing in line or going in a gift shop. They have very strict guidelines that you can't go into a shop or you can't stand in line with food and beverages.

But you can buy a beer in one area of the park, and the park is how many acres?

MR. GALLIA: A hundred ten.

REP. PAYNE: You could be walking to another area of the park with your family, still drinking the half cup of your beer, and you're in violation of the law and they're in violation of the law.

And I'm just like, once you're in the park and you're in the park, it's like Paul said, I've been to New Orleans. Not only can you go from restaurant to restaurant, you can walk blocks and blocks and blocks drinking a beer. Here we are in a confined, gated, secured area, and you can walk literally from here to the end of the building potentially with a beer in your hand and not be in

violation.

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So we are trying to look at -- and I appreciate some of your insights on how we may help. It's the beginning stages of getting input into this committee on how we can fix what I clearly think is just a very old and antiquated provision in our code.

Thanks.

MR. GALLIA: Rep. Payne, if I could just add one more thing. Each instance of violation, we have three available violations per license. After the third violation, there's a mandatory suspension of service of alcohol. So you have, as you well know, thirty thousand people in the park, you have -- just need three of them unknowingly walking out the door, which could be a suspension of that license.

Thank you.

REP. COSTA: Rep. Santoni.

REP. SANTONI: I just have one question. You, as part of your testimony, included some recommended language. Would that -- would that affect anybody else in the commonwealth except for Hersheypark, that language, that you're aware of?

I'm not -- I'm not sure. MR. GALLIA: 1 2 We did actually talk with Director Walters about -about this approach and this strategy, and the 3 recommended threshold are just quidelines. They 4 could be raised or lowered at the discretion of the 5 committee. 6 7 Obviously, our major concern was wanting to make sure that we didn't include 8 mom-and-pop traveling carnivals or these roadside 9 10 entertainment weekend outings, that we want to make 11 sure that there's a pretty high threshold because 12 we do take very seriously the service of alcohol. 1.3 We want to make sure that that -- the integrity of 14 that thought is maintained. 15 REP. SANTONI: Thank you, Mr. Chairman. 16 REP. COSTA: Any other members have 17 questions? 18 Ron Waters, please. 19 REP. WATERS: Thank you, Mr. Chairman. 20 Just briefly, I just had a chance to 21 drive past the amusement park. I can't wait to 22 come back. 2.3 Only question that I have is, comes to 24 walking around with a open container of alcohol 25 beverage. How about a bottle of beer in

Hersheypark, a person can walk around with a
bottle, open container?

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MR. GALLIA: Representative, only in the licensed area. Once the individual would leave the licensed area within the park, it would be a violation.

REP. WATERS: But you're asking to have that violation lifted so that people can travel around further with it without it being any citations or violations.

MR. GALLIA: Well, I think our idea would be that instead of having small segments of the park licensed, you would basically license the entire acreage within the park perimeter. So you wouldn't be -- you wouldn't have to issue each guest a map where they could drink and where they couldn't and still be within the spirit of the law. Actually, the entire area would be licensed, so you wouldn't have to worry about leaving one area and into another.

REP. WATERS: The -- I look at this as a family park. And I'm sure that you want to make sure that people aren't walking around appearing to be intoxicated. Will you -- I mean, when you have designated drinking areas, I guess you could better

manage that to make sure that that is more within your control. If you expand it, how would you -- how do you see managing it if you open it up in a family park?

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MR. GALLIA: That's a very good question. Truth be told, I think the changes that we're seeking would amount to technical changes that would relieve the obligation for technical violations.

If you look at our service areas like the Giant Center, Hersheypark arena, and the Hershey Stadium, these are public venues, and they operate under public venue licenses. They're similar to the type of relief we're seeking for the park and the resort, meaning that the entire area under the roof is licensed.

with a large number of people and the service of alcohol to those individuals within a complete licensed area. And it's something that we think we can do effectively, and I don't think that the change that we are recommending would make it any easier for people to be served, because there's still a single point of service and the same security and the same — and the same due diligence

in checking that we do with each individual would 1 2 still take place at those single points of service. 3 REP. WATERS: So a person can -- is not 4 allowed to bring in their own bottle of beverage to 5 walk around, that's what you're saying? 6 7 MR. GALLIA: That's correct. Well, not allowed, it's against our policy, primarily because 8 all of our servers are TIPS trained servers, 9 10 meaning that they're serve safe responsible and 11 they're trained to recognize intoxication. 12 we eliminate the ability of our company to control 1.3 service of alcohol, we also eliminate the ability of our company to control and cut off people if we 14 15 think they've had too much alcohol. 16 REP. WATERS: Like I said, I look 17 forward to coming out and bringing my daughter, 18 looking forward to a good time. 19 MR. GALLIA: We look forward to having 20 you. 21 REP. COSTA: Rep. Pyle. 22 REP. PYLE: Thank you, Mr. Chairman.

The Hersheypark scenario where you have

And I'm sorry to be working without a microphone.

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I arrived late.

multiple licenses in a very large, sprawling facility, I understand your pain. My question, and this was brought up earlier, public venue licenses, let's go back to the bowling alleys example. I just had one in my hometown that does have fraternal organization attached to a bowling alley. They have served beer and alcohol in the club area that is key card accessible only, have for years.

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They would like to expand out onto the lanes, but in working that, and hopefully this ties it all together -- I'd like to kind of agree with Rep. Waters a little bit. One of the conditions they had to be able to bring beer out onto the lanes, they had to shut it down to everybody who was not of the legal age of consumption.

I'm wondering how Hersheypark would address that. I agree a Rep. Waters. I've taken my kids to Hershey many times. But how am I going to be protected against some guy who's been throwing down beers all day, who is not holding it in his hand, standing next to my eleven-year-old, while they're waiting to get on the roller coaster? How would you approach something like that?

MR. GALLIA: It's an excellent

question, again. Pardon me for turning my back to you.

REP. PYLE: That's all right. Go ahead.

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MR. GALLIA: It's funny that you mention this because I think one of the complaints that I receive from a lot of our guests is that we are actually too strict in the service of alcohol. Anybody who's attended any of our concert events knows that they have to go through, at a minimum, three checkpoints to get one beer, and they're videotaped in the process of doing it.

Every person that is in charge of serving alcohol in our company is trained, TIPS trained. We don't allow anybody to be in that position without having the proper training, and this is a state-certified program to recognize intoxication and full training in the responsible service of alcohol.

So I don't -- we're not talking about a change in how we serve at all. And we're not talking about a change in the volume of alcohol that we're serving. It's more a change in providing an environment where people can, after they're served, take their beer from one area to

another without having to worry about them being in violation or us being in violation of the law.

So, again, I go back to the fact that our standards are never going to change. I mean, as -- I'm also in the associate general counsel of the company, and I can tell you that liquor liability is something that is at the forefront of my head every single day, every single concert, every single park day. And -- and we have geared our whole program and our alcoholic beverage policy around responsible and safe service. And that will never, ever change.

We are a service-oriented company. We make our bread on safety, and we make our bread on our family brand. So those two components will override everything that we do. In fact, we've been in many situations with concerts where we have voluntarily self selected to either not serve or shut down alcohol service well before the end of concert because it's the right thing to do. And those guiding principals won't leave -- won't leave our thought process or business planning at all.

REP. PYLE: Thank you.

REP. COSTA: Thank you.

Anyone else have any questions?

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Rep. Burns.

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REP. BURNS: My thoughts are about the other liquor license holders in the area, the bar owners and the tavern owners within the county.

And in most counties to get a liquor license is to purchase one from another licensee.

So were yours purchased from another licensees, or were they issued new from the state?

MR. GALLIA: I think maybe Jen can best handle that. My recollection is it is a combination of both. Some were purchased from other licensees, some were issued from the state.

Is that correct?

MS. KRAMER: I believe that's correct. There's three restaurant licenses inside the park. I can say with certainty one of them was purchased, two of them, and the other ones were there before I even came on board with the company. So they may have been new.

REP. BURNS: Because, should this new resort license happen the way that you want it to, you'll have fifteen licenses that will hit the market that would be up for sale, which would lower the value of all the other licensees. That's my concern.

REP. COSTA: Any other members? 1 2 Mr. Gallia, I have one more question 3 In your testimony, you talk about the for you. hotel road. Is that a township road or is that a 4 private road? 5 MR. GALLIA: I believe that is -- it is 6 7 a township road. REP. COSTA: Because that's why the 8 license can't be. 9 10 Okay. Thank you. 11 Seeing no other questions, I want to thank you all for being here. Appreciate your 12 1.3 input. I believe we are going to have 14 15 Mr. Herrington come back up to clarify some things. Excuse me. 16 17 Mr. Gallia and crew, thank you very 18 much. We appreciate it. 19 Thank you for sticking around. 20 appreciate it. 21 MR. HERRINGTON: Sure. Not a problem. 22 There was one issue, and I just wanted 2.3 to briefly clarify because there was some discussion related to sales of beer from a 24 25 restaurant or eating place and whether or not it

can be taken off the premises or not.

Generally speaking, just so that
everyone knows, everyone on the committee, holders
of restaurant, eating place, and hotel licenses can
generally sell up to a hundred ninety-two fluid
ounces of malt, brewed beverages, which includes
beer, for off-premises consumption, in other words,
you talk it off premises, just like a quick six
place or something like that. You can do that.

Now, there may be municipal restrictions, and, likewise, a licensee may have a policy in place that would prohibit the practice, but generally speaking, you can do that. I just didn't want the testimony to reflect that bars and eateries in general can't do that. It is something that — that there may very well be an opencontainer rule in the municipality, and like I said, and the licensee may have some specific policy. But just wanted to clarify that issue in particular.

REP. COSTA: Thank you very much.

Anyone have any questions for

23 Mr. Herrington?

Thank you. Appreciate you coming back

25 up.

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1	MR. HERRINGTON: Not a problem.
2	REP. COSTA: I can't thank Chairman
3	Donatucci and Chairman Taylor enough for allowing
4	us to have this hearing. And I personally want to
5	thank all the members for showing up. I think it's
6	a very good representative of our colleagues,
7	especially in the middle of the summer when there's
8	so many other things going on back in our
9	districts, but I want to thank you all for coming.
10	Rep. Payne.
11	REP. PAYNE: Thank you very much.
12	Thanks, Paul. And thanks to the
13	chairmen and our members, and thanks to all the
14	testifiers. Thank you very much.
15	CHAIRMAN DONATUCCI: Meeting's
16	adjourned.
17	(Whereupon, the hearing concluded
18	at 11:04 a.m.)
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1	REPORTER'S CERTIFICATE
2	I HEREBY CERTIFY that I was
3	present upon the hearing of the above-entitled
4	matter and there reported stenographically the
5	proceedings had and the testimony produced;
6	and I further certify that the foregoing is a
7	true and correct transcript of my said
8	stenographic notes.
9	
10	BRENDA J. PARDUN, RPR
11	Court Reporter Notary Public
12	Notary rubire
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