

Louisiana Retail Food and Beverage E-Commerce Task Force

Meeting Minutes

December 6, 2018

I. Call to Order

The meeting of the Louisiana Retail Food and Beverage E-Commerce Task Force was called to order at approximately 10:21 a.m. on December 6, 2018, in Committee Room A of the Louisiana State Capitol.

The following members were confirmed as present:

- LDR Secretary Kimberly Robinson
- ATC Commissioner Juana Lombard
- LED Assistant Secretary Mandi Mitchell
- Representative Lance Harris
- Ryan Haynie for Senator Martiny
- Representative Thomas Carmody
- Patrick Mockler
- Natalie Babin Isaacks
- Dwight Barnes
- Allison Rovira
- Cary Koch
- Eldon Rogillio
- Jessica Elliott
- Donny Rouse

II. Review of Minutes

The Task Force voted to adopt the minutes recorded from the meeting which took place on November 7, 2018.

III. Stakeholder Presentations

Drizly founder Justin Robinson presented an overview of Drizly's business model. Drizly is a Boston-based company which enables consumers to purchase alcoholic beverages from licensed retailers through a web-based application.

Mr. Robinson narrated a PowerPoint display to illustrate how customers navigate the application, how the application completes age verification, and how the application processes customer payment. Mr. Robinson emphasized that at every step of the transaction, the local retailer remains in control of its products, and that the application remits payment directly from the customer's account to the licensed retailer's account. Finally, Mr. Robinson explained that deliveries are conducted by employees of the licensed retailer, and that these employees complete another age verification check prior to concluding the delivery.

Louisiana Distillers Guild

Katie Darling and Ricci Hull, President and Secretary/Treasurer of the Louisiana Distillers Guild (“the Guild”), addressed the Task Force for the purpose of providing information about the Guild, which was created in 2018. Ms. Darling advised that the Guild has not necessarily taken a position in favor or opposition of alcohol delivery.

Ms. Darling shared the Guild’s ability to expand as a result of the decrease in the federal excise tax. She further expressed a concern by Guild members regarding state permits. Guild members are interested in promoting legislative and regulatory changes in the permitting process that would allow distilleries to purchase brands sold by other distilleries at distillery events, as well as other changes to the permitting process that would create more freedom for small distilleries to interact with and patronize each other at events and festivals.

IV. Task Force Discussion

The Task Force members discussed the items which should be addressed at future meetings. Secretary Robinson requested each member to return to the January meeting with a written narrative detailing the member’s recommendations for the draft report or draft legislation which will be composed by the Task Force.

This written material should encompass each member’s views, in his or her official capacity as a Task Force member, on the following items:

- Delivery of alcohol to consumers
- Eligibility requirements for prospective delivery persons
- Licensing
- Enforcement
- Restrictions on delivery eligibility
- Delivery radius
- Training requirements

The Task Force members agreed on January 10, 2019, as the next meeting date.

V. Adjournment

Representative Carmody motioned to adjourn the meeting at 11:24.