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ABC E-Commerce Task Force

Inaugural Meeting Agenda, February 29, 2016

The ABC E-Commerce Task Force, led by State Liquor Authority Chairman Vincent Bradley, will hold an inaugural meeting on February 29th to begin gathering industry input on drafting legislation concerning third party providers. The meeting will begin at 10:00 am in the Full Board room of the SLA's Harlem office located at 317 Lenox Avenue, with video conferencing in Albany and Buffalo. Additionally, the meeting will be webcast live and archived on the SLA's website at <http://www.sla.ny.gov/live-and-archived-media>.

The Task Force is charged with developing recommendations to address current issues related to third party providers including:

- How to identify and define third party providers;
- Clarifying which functions retail licensees may delegate to third party providers;
- Developing a legal framework, consistent with the Alcoholic Beverage Control Law, regarding compensation for third party providers; and
- Issuing permits or licenses for third party providers.

At the inaugural meeting, members of the ABC E-Commerce Task Force should be prepared to discuss the following issues:

- How do current licensees use third party provider services? What are the different business models currently operating? Do different types of licensees use different third party provider models?
- How do you define a third party provider for alcoholic beverage sales?
- Is there a distinction between third party providers for on-premise sales and off-premise sales?
- Who should be legally eligible to be a third party provider?
- What functions should a third party provider perform and what functions should be retained by the licensee?
- How should third party providers be compensated?

- What disclosure, if any, should be required in marketing platforms that use third party providers? Does the law require that the licensed seller be identified to consumers?
- Should there be a limit on the number of third party providers a licensee can engage?