



**OMAHA COALITION MEETING**  
*Wednesday, February 14, 2024*  
*9 a.m.*

**A G E N D A**

- I. Welcome and Introductions
- II. Review of the January 17, 2024, Meeting Minutes (contact staff with corrections)
- III. Public Safety Priorities for Douglas County  
*Sheriff Aaron Hanson, Douglas County Sheriff's Office*
- IV. Focus Area Updates
  - a. Local
    - i. Offenses Against the Public Peace Ordinance
  - b. Policy
    - i. Legislative Update
    - ii. Legislative Tracking Sheet available at [www.projectextramile.org](http://www.projectextramile.org)
  - c. Enforcement
    - i. Law Enforcement Training on Controlled Underage Party Dispersal on March 20, 2024 in Omaha, NE
  - d. Youth
    - i. Leadership Network – Next meeting: March 18<sup>th</sup> at 7:00 p.m.
  - e. Awareness
    - i. February Research Summary available at [www.projectextramile.org](http://www.projectextramile.org)
    - ii. Community Trainings
- V. Additional Discussion/Announcements
- VI. Adjournment and Next Meeting Date: **March 13<sup>th</sup>, 9 a.m.**  
*UNO's Community Engagement Center, Room 209*

**IMPORTANT UPCOMING EVENTS**

HSO Conference – February 27-28, 2024 in Kearney, NE  
Nebraska Liquor Control Commission Hearings – March 5 & 6, 2024  
Youth Leadership Network Meeting – March 18, 2024 at 7:00 p.m.  
Law Enforcement Training – March 20, 2024

**6001 Dodge Street, CEC 228**  
**Omaha, Nebraska 68182-0600**  
**402.963.9047**  
**[www.projectextramile.org](http://www.projectextramile.org)**

## PROJECT EXTRA MILE

### OMAHA METRO AREA COALITION MEETING MINUTES January 17, 2024

- I. Call to Order: Chris Wagner called the meeting to order at 9 a.m.
- II. Welcome and Introductions: Coalition members and speakers in attendance: Sharona Ernst, Maggie Ballard, Jordan Cedillo, Nicholas Sauma, Julie Chytil, Cody McGee, Jolene Rohde, Erin Ayad, and Elizabeth Nelson. Coalition members in attendance via Zoom: Kirk Van Pelt, Lanette Richards, Ashley Pick, Brian Ortner, Jayna Schaaf, Tom Safranek, Portia Cavitt, Whitney Abbott, Meaghan Wade, and Jim Boucher. Staff members: Chris Wagner, Jenna Abbott, Beatha Kliewer, and Liene Topko.
- III. Approval of Minutes: The minutes from the December 13<sup>th</sup> meeting were included in the coalition meeting packet. No additions or corrections were made.
- IV. 2024 Legislative Session: Liene Topko gave an overview of two introduced bills:
  - a. LB 836 (Lowe) prohibits retail liquor license holders to display alcoholic products immediately next to non-alcoholic products containing the same or similar brand name, logo, or packaging. (Hearing: 1/22/2024)
  - b. LB 875 (Hughes) prohibits the sale of alcoholic products for off-premise consumption at a price less than the retailer purchased it from the wholesaler.

Chris Wagner providing an overview of important dates, the bill hearing process, and how coalition members can engage the legislature. Topko shared the four best buys to prevent and reduce alcohol-related harms: increasing price, enacting and enforcing advertising restrictions, and enacting and enforcing restrictions on physical availability of alcohol.

PEM's legislative tracking sheet is updated daily and available on the website.

- V. Focus Area Updates
  - a. Local
    - i. Topko discussed Throwback Arcade Lounge in downtown Omaha. The business has been a drain on enforcement resources and despite the city council recommendation for license denial, the Liquor Control Commission (LCC) approved the license with restrictions, including ending alcohol sales at 1:00 a.m. The business was before the LCC asking to lift the 1:00 a.m. restriction and was denied due to it only being two months since the issuance of the license.
  - b. Policy
    - i. Coalition member Erin Ayad shared that the process for drafting the 2025-30 dietary guidelines has begun with significant controversy, involving four industry-connected scientists. While two were removed, the other two remain. Wagner shared that the industry has long sought for government backed research showing alcohol is healthy for consumers. This process could lead to such a recommendation.

- ii. Wagner invited coalition members to attend the policy work group meeting following coalition to dive deeper into the introduced legislation.
- c. Enforcement
  - i. Topko shared the results of the December 8-9, 2023, alcohol retail compliance checks where 25 (10%) of 260 businesses sold alcohol to minors in Douglas and Sarpy Counties.
  - ii. Wagner noted a free law enforcement training will take place on March 20<sup>th</sup> at the OPD Training Academy on controlled underage party dispersal.
- d. Youth
  - i. Jenna Abbot described the summer Youth Leadership Retreat and Youth Leadership Network meetings. The youth met with senators to share information about creating an alcohol sales tax in Nebraska to prevent and reduce excessive alcohol consumption and its harms. Wagner shared the group will discuss next steps for the upcoming semester during the next meeting.
  - ii. The next Youth Leadership Network meeting is on Monday, January 22<sup>nd</sup> at 7-8 p.m. at the UNO Community Engagement Center.
- e. Awareness
  - i. Wagner reminded coalition members that research summaries are uploaded to the website monthly to reflect the most up to date scientific research surrounding alcohol and associated harms.
  - ii. The January Research Summaries are available at [www.projectextramile.org/ResearchSummary](http://www.projectextramile.org/ResearchSummary)

VI. Additional Discussion/Announcements:

- a. Maggie Ballard with Heartland Family Service shared information regarding LB999 (Change provisions of the Nebraska Hemp Farming Act and the Uniform Controlled Substances Act) and LB1035 (Adopt the Prescription Drug Donation Act).
- b. Ashley Pick with the Nebraska Highway Safety Office invited attendees to attend the first Highway Safety Office Conference in Kearney, NE on February 27-28, 2024. There is no registration fee.
- c. Liene Topko shared that two electronic nicotine delivery system bills have been introduced. LB1296 (Change provisions relating to electronic nicotine delivery systems and tobacco products and provide for a directory of manufacturers of such systems) and LB1299 (Change the tax on sales of electronic nicotine delivery systems).

VII. Adjournment and Next Meeting Date: The meeting was adjourned at 10:00 a.m.

## **PROJECT EXTRA MILE**

### **2024 Legislative Bill Tracking**

Bill #	Sponsor(s)	Description	Bill Status	Additional Information
<a href="#">LB836</a> * Support	Lowe <a href="#">General Affairs</a>	Provide requirements for retail licensees relating to the display of co-branded alcoholic beverages under the Nebraska Liquor Control Act	<a href="#">Hearing</a> <a href="#">1/22/24</a>	Prohibits off-premise liquor license holders with retail sales floors from displaying alcoholic products immediately next to non-alcoholic products containing the same or similar brand name, logo, or packaging. <ul style="list-style-type: none"> <li>For establishments larger than 2,500 sq ft, co-branded alcoholic products may not be immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods if those snack foods portray cartoons or youth-oriented images.</li> <li>For establishments smaller than 2,500 sq ft, they must either comply with the above requirement or post clear signs (8.5 x 11 inches) on every display containing co-branded alcoholic beverages stating, "This product is an alcoholic beverage available only to persons who are 21 years of age or older."</li> </ul>
<a href="#">LB875</a> * Neutral	Hughes; Lowe <a href="#">General Affairs</a>	Prohibit sales of alcohol or beer for consumption off the premises at less than cost under the Nebraska Liquor Control Act	<a href="#">Hearing</a> <a href="#">2/5/24</a>	Prohibits the sale of alcoholic products for off-premise consumption in original packaging at a price less than the retailer purchased it from the wholesaler.  <a href="#">AM2205</a> – pending Specifies that after six months of purchase, the retailer may sell products below the cost purchased from the wholesaler.
<a href="#">LB923</a>	McKinney; Brewer <a href="#">Judiciary</a> Blood name added	Allow the use of tribal enrollment cards for proof of age and identity for certain firearm and alcohol laws	<a href="#">Hearing</a> <a href="#">2/15/24</a>	<ul style="list-style-type: none"> <li>Permits the use of a tribal enrollment card as proof of age for the purpose of purchasing or consuming alcohol, including a keg.</li> <li>Permits tribal enrollment cards as proof of identification when carrying a concealed handgun; attempting to purchase, lease, rent, or receive transfer of a handgun; and when applying for a permit to carry a concealed handgun.</li> </ul>



<a href="#">LB968</a>	DeKay; Hardin, Holdcroft, Hughes, Kauth, Linehan, Lippincott, Murman <a href="#">Revenue</a>	Adopt the Live Adult Entertainment Establishment Fee Act	<i>Withdrawn</i> 1/9/24	Requires owners of live adult entertainment establishments (nightclubs, striptease clubs, bars, restaurants, and similar) to collect a \$5 fee from each customer for each entry into the business. 50% of the collected fees will be credited to the Sexual Assault Payment Program Cash Fund and 50% to the Human Trafficking Victim Assistance Fund by the State Treasurer.
<a href="#">LB1204</a>	Cavanaugh, J <a href="#">General Affairs</a> <i>*General Affairs priority</i>	Define rickhouse and authorize a holder of a manufacturer's license or microdistillery license to operate a rickhouse under the Nebraska Liquor Control Act	<a href="#">Hearing</a> 2/5/24	<ul style="list-style-type: none"> <li>• Defines rickhouse as an off-site warehouse for the storage of spirits in barrels for aging.</li> <li>• Allows the holder of a spirits manufacturer's license or microdistillery license to operate a rickhouse in accordance with federal guidelines and authorization by the Nebraska Liquor Control Commission.</li> </ul>
<a href="#">LB1276</a> * <i>Oppose</i>	Brewer <a href="#">General Affairs</a>	Change provisions relating to issuance of certain liquor licenses in a city of the second class or village under the Nebraska Liquor Control Act	<a href="#">Hearing</a> 2/5/24	Permits the Nebraska Liquor Control Commission (NLCC) to waive the 45-day objection period in a city of the second class or village if the city or village clerk has been informed of a protest prior to the purchase of land or purchase and renovation of an existing property and the clerk chooses to submit a request to the commission to waive the 45-day objection period. The NLCC may then hold a hearing to determine the status of the application.

\* Testimony provided by Project Extra Mile

# Law Enforcement Training

## Controlled Underage Party Dispersal



Presented by



March 20th, 2024  
OPD Training Academy  
Omaha, NE

Funding provided by



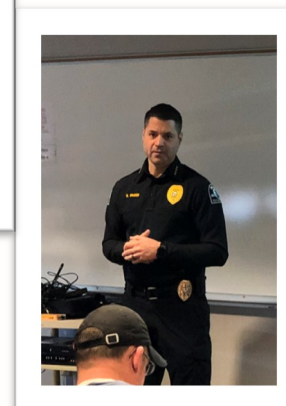
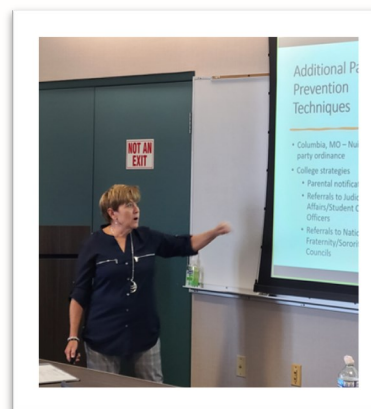
### Our Trainers



**Retired Special Agent Nancy McGee** served for more than 29 years in the Missouri Department of Public Safety—Division of Alcohol and Tobacco Control. As a special agent stationed in the St. Louis District specializing in alcohol enforcement, McGee was responsible for enforcing Missouri's Liquor Control Act, administering the state's alcohol compliance check program as well as coordinating the department's efforts on college campuses and with community coalition groups.



**Retired Sergeant Scott Friedlein** was employed by the Champaign Police Department where he focused on preventing underage drinking and the associated harms for 16 years of his 26-year career. He led the charge to develop a training program for bar employees to identify potential problems and deal with issues in a safe and effective manner.



Registration Deadline:  
Wednesday, March 6, 2024

Registration available  
online at:

[www.projectextramile.org](http://www.projectextramile.org)

Alternately, you may mail completed  
form to:

Project Extra Mile  
6001 Dodge Street  
CEC 228B  
Omaha, NE 68137

Email to: [info@projectextramile.org](mailto:info@projectextramile.org)  
A confirmation response will be sent.

Title:	Name:
Organization:	
Address:	
City, State, Zip:	
Phone:	
Email:	
Dietary Restrictions:	

# Law Enforcement Training 2024

In collaboration with the Nebraska Department of Transportation-Highway Safety Office, Project Extra Mile is coordinating a FREE Law Enforcement Training on preventing and reducing alcohol-related harms through controlled underage party dispersal.



Registration is open to Law Enforcement and Prosecutors. Please consider sending representatives from your agency.



## Training topics will include:

- Understanding the scope and consequences of underage drinking today
- Understanding the philosophy behind controlled party dispersal
- Identifying the steps necessary to process offenders at underage drinking parties
- Identifying tactical approaches to responding to underage drinking parties in different environments
- Experiential training to practice utilizing strategies in a realistic scenario with underage youth



## Trainers include:

- **Nancy McGee** - retired special agent with the Missouri Department of Public Safety—Division of Alcohol and Tobacco Control
- **Scott Friedlein** - retired Sergeant with the Champaign Police Department

## Time & Location Details

**Wednesday, March 20th, 2024**

*Omaha Police Training Academy  
11616 Rainwood Road  
Omaha, NE 68142*

**Registration:** 7:30 a.m.

**Training:** 8:00 a.m. to 4:00 p.m.

*\*Lunch will be provided*

**Register online at  
[www.projectextramile.org](http://www.projectextramile.org)  
by March 6th.**

**Registration will be limited to  
40 participants.**

This project is supported by the Nebraska Department of Transportation - Highway Safety Office (CFDA 20.600) .

*Enforcement is the cornerstone of any community's efforts to prevent alcohol-related harms.*



# YOUTH LEADERSHIP NETWORK

COMMUNITY ENGAGEMENT. ADVOCACY. AWARENESS. ACTION

## READY TO MAKE A DIFFERENCE IN YOUR COMMUNITY?



Youth in grades 8-12 in the Omaha Metro Area are invited to join Project Extra Mile's Youth Leadership Network. Members will learn about the harms of excessive alcohol use in our community, develop the leadership skills needed to make real change, and put those skills into action!

## FOCUSING ON EVERYTHING YOU NEED TO LEAD



Project Extra Mile has been creating community change for over 25 years and we are passionate about reducing alcohol-related harms in our community. In the Youth Leadership Network, we focus on teaching and practicing the skills needed to create change. Youth will receive expert guidance on projects that will utilize media literacy, public speaking, advocacy, problem-solving, and community organizing skills that they'll develop from this initiative.

## A YOUTH-LED APPROACH



We're serious about youth leadership, which is why all projects are planned and developed by the youth themselves. Youth projects over the last couple years have included hosting a town hall, meeting with state senators, creating media campaigns to raise awareness, and more!

**MEET AND LEARN FROM LOCAL AND STATE POLICYMAKERS**

**CREATE YOUR OWN MEDIA CAMPAIGNS**

**LEARN HOW TO USE YOUR INDIVIDUAL LEADERSHIP STYLE**

**MEET NEW FRIENDS AND DEVELOP SKILLS TO LAST A LIFETIME**

**COLLEGE SCHOLARSHIP OPPORTUNITY AVAILABLE FOR SPRING 2024!**





**GROW YOUR LEADERSHIP SKILLS AND MAKE FRIENDSHIPS THAT LAST A LIFETIME**

## **YOUTH LEADERSHIP NETWORK SPRING MEETING SCHEDULE**

**JANUARY 22, 2024  
7-8 P.M.  
UNO CEC**

**FEBRUARY 12, 2024  
7-8 P.M.  
UNO CEC**

**MARCH 18, 2024  
7-8 P.M.  
UNO CEC**

**APRIL 15, 2024  
7-8 P.M.  
UNO CEC**

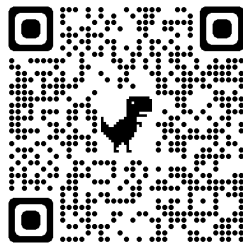
**EXTRA MEETINGS  
AS NEEDED**

**YOUTH ADVOCACY DAY  
AT THE STATE CAPITOL  
SPRING 2024**

**YOUTH LEADERSHIP  
TRAINING  
JUNE 2024**

## **HOW TO JOIN**

The Youth Leadership Network is open to all Omaha-area youth in grades 8 through 12 who want to grow as leaders and are interested in preventing alcohol-related harms in our community with the skills they develop. To indicate your interest in joining us for our next meeting, please fill out the form using the QR code below. YLN is completely free to join!



**Register here!**

## **WHERE WE MEET**

The Youth Leadership Network meetings are held once a month at the Barbara Weitz Community Engagement Center (CEC) on the University of Nebraska-Omaha campus at 6400 Dodge Street, Omaha, NE. Parking is free and food and drinks are provided at each meeting (must register for food).

## **LEARN MORE!**

To learn more about the Youth Leadership Network, please visit [www.projectextramile.org/youth](http://www.projectextramile.org/youth) or contact us at [youth@projectextramile.org](mailto:youth@projectextramile.org) or (402) 963-9047

**Find us on:**



## **St. Paul man sentenced in connection to deadly Hall Co. crash**

Written by NTV News

HALL COUNTY, Neb. — A St. Paul man convicted in a deadly crash north of Grand Island last year has been sentenced.

Gary Williams, 63, was sentenced Tuesday to 20 to 40 years in prison on charges of motor vehicle homicide dui and motor vehicle homicide of an unborn child.

The charges come after an April 6 crash at Highway 281 and White Cloud Road.

The Hall County Sheriff's Office says Williams was traveling east when he crossed Highway 281 and struck a northbound sedan driven by a Palmer woman.

A passenger of the car, Darren Findley, 59, of St. Libory, died at the scene.

Three other passenger were transported with serious injuries.

## **Norfolk man sentenced to prison for fifth DUI**

Written by Austin Svehla

PIERCE — Noe Larios-Ramos pleaded with a judge on Thursday to give him a probation sentence because he is a different person than he was when he was arrested for driving drunk in October 2018.

It was the sixth time Larios-Ramos, who was 23 years old at the time, was apprehended for drunken driving in a span of about five years.



**WATCH: Car rolls multiple times in Lincoln; 20-year-old cited with DUI**

Written by McKenzie Johnson

LINCOLN, Neb. (KLKN) – A 20-year-old man crashed a car near 27th and Randolph streets early Saturday morning, Lincoln Police say.

Police responded to the crash around 3 a.m. after the car hit a utility pole.

By the time officers arrived, they said the occupants of the car had fled. But they found a man walking nearby who fit the driver's description.

Police said he admitted that he was driving the car and lost control.

Surveillance video from a nearby business shows the vehicle rolling multiple times and hitting the edge of the U Hose It car wash before landing in the road.

Dave Stanczyk, the owner of the car wash, said there are multiple pieces of debris on his property.

"It was pretty freaky," he said. "Thank God he missed the building. You can see where he scraped the corner. If he wouldn't have rolled, he probably would have hit it head-on, and the car wash would be out of business for a while."

The man was arrested and cited with a DUI, being a minor in possession of alcohol, negligent driving and operating a motor vehicle without a license.

It is unknown whether he was injured.

There is no word on whether there were other people in the car.

Editor's note: The article previously said the driver was a 13-year-old boy. In an update Monday, police said they had provided an incorrect age.



## Olympic sponsorship deal with beer company AB InBev criticized as 'cynical' and 'an odd pairing'

Written by George Ramsay

The International Olympic Committee (IOC) descended on a London bar earlier this month to make a historic announcement: for the first time, the Olympics would be partnering with a beer company.

In a room crowded with people in suits, the sponsorship deal with brewing giant AB InBev was met with beaming smiles and the clinking of beer bottles by many of those in attendance. At the same time, IOC President Thomas Bach gushed about how sports and beer belong together.

"This partnership, from our perspective, is a perfect match," Bach said during the announcement event, during which he talked about celebrating "the joy of sport and the joy of life."

Amid all that talk of sport and life, the IOC and AB InBev were keen to underline that their sponsorship deal is being led by an alcohol-free beer, Corona Cero. The exception is in the US during the LA 2028 Games, when Michelob ULTRA will front the partnership.

But not everyone has welcomed news of the partnership – which covers the next three Olympics and Paralympics in Paris, Milan-Cortina d'Ampezzo and Los Angeles – with such enthusiasm.

Notably, campaign groups have pointed to the incongruity of an event like the Olympics – perhaps the world's biggest sporting event – rubbing shoulders with a beer company.

"Alcohol and the Olympics is certainly an odd pairing, given the athletes competing at this top level often do not drink alcohol at all as they prepare to take part in the Games," Andrew Misell, a director at Alcohol Change UK, said in a statement sent to CNN Sport.

The last Summer Olympics in Tokyo was watched by more than three billion people, according to the IOC, and sponsoring such an event has become something of a holy grail for major brands.

AB InBev is the latest company to participate in The Olympic Partner (TOP) program – the highest level of Olympic sponsorship – alongside the likes of Coca-Cola, Visa and Deloitte.

For beer companies, in particular, sports are a fruitful market. A 2018 report from marketing service Sportcal found that there were 281 active sports sponsorship deals with the world's 30 top alcohol brands, worth an estimated total of \$764.5 million. AB InBev said that it would not reveal the cost of its deal with the IOC.

Within the public health community, there have been efforts to restrict alcohol marketing, which is described as a "poorly regulated" sector in the World Health Organization's global alcohol action plan for 2022-2030.

WHO also runs an initiative to reduce alcohol harm around the world, including advocating for bans and tighter regulations on alcohol advertising, sponsorship and promotion.

The harmful impact of excessive alcohol consumption is now well-established, from increasing health risks – including cancer, high blood pressure, heart disease and depression – to physical and sexual violence to fatal traffic accidents.

In 2020, according to the Centers for Disease Control and Prevention, 13% of adult men and 9% of women had an alcohol use disorder in the US.

“We know that alcohol marketing works, and that consumers are very aware of brands and branding strategies from an early age,” Amandine Garde, a professor of law at the University of Liverpool whose work has focused on protecting public health, told CNN Sport.

“There is a lot of research on this point. Marketing influences consumer preferences and purchases, and therefore their health.”

The IOC and AB InBev see the deal as part of a wider market demand for non-alcoholic drinks which, despite being in circulation for decades, have had a recent surge in popularity.

In the year ending May 14, 2022, US retail sales of non-alcoholic beer rose 21% to \$316 million, according to NielsenIQ, and brewing companies like AB InBev, Heineken and Molson Coors have started to expand their zero alcohol offerings.

“Part of this partnership involves strengthening beer as a category of moderation so that consumers can safely and responsibly enjoy the Olympic Games with non-alc beer,” Marcel Marcondes, chief marketing officer at AB InBev, told CNN Sport.

“Corona Cero leads the way in that direction. This is going to be a central part of our activation.”

Marcondes added that moderation is an “extremely important” part of AB InBev’s messaging, explaining how non-alcoholic drinks “open up new occasions and new opportunities for people to drink beer.”

In announcing the partnership with AB InBev last month, Bach said that the focus on Corona Cero reflects a “commitment to social responsibility, to a healthy lifestyle” – though not everyone is convinced by that messaging.

“I find this eminently cynical that the IOC has concluded this deal and endorses the industry playbook of ‘responsible consumption’ when we know that alcohol consumption is harmful per se,” said Garde.

CNN has contacted the IOC for further comment.

While growing in popularity, non-alcoholic drinks do still occupy only a small share of the market compared to regular alcoholic beverages, and campaign groups remain sceptical of whether they are a positive influence when it comes to public health.

“I think the jury’s still out on the balance between helping people who are trying to drink less or give up, versus the risks of advertising a no or low preparation as an entry to young people and to increase familiarity with it,” Ian Gilmore, founder and chair of the Alcohol Health Alliance, told CNN Sport.

How these drinks are marketed to consumers is also seen as significant, particularly given the visual similarities between alcoholic drinks and their no-alcohol counterparts.

“Corona Cero, or the zero-alcohol version of Corona, shares key features with the Corona brand,” Alex Barker, a lecturer in psychology at the University of Derby, told CNN Sport.

“The question is whether the audience will know that this is for a zero-alcohol brand, or whether they will just see Corona and assume that it’s for Corona. This could be acting as an alibi brand.”

Barker added, “We know that exposure to alcohol marketing leads to more drinking in people who already drink, or alcohol initiation in younger people as well. And I think the concern here is that this is going to inadvertently advertise an alcohol brand.”

The Olympics doesn’t permit any advertising in and around venues during the Games, and France’s strict advertising laws might also limit how visible any alcohol-related branding is during this year’s event, which is being held in Paris.

Under “La Loi Evin” (Evin’s Law), alcohol sponsorships are banned at sporting events, including when they are being televised, and the content of permitted advertisements on billboards, for example, is closely controlled.

The law also prohibits the sale of alcohol at sports venues unless a temporary exemption has been granted, though local organizers do not plan to apply for an exemption for this year’s Olympics. Only VIPs, therefore, will be able to drink alcohol at venues and not the average spectator.

Some brands have found ways to navigate France’s restrictive laws when it comes to alcohol advertising.

During rugby’s Six Nations Championship, which is sponsored by Guinness, the name of the drink was replaced by the word “greatness” in the brand’s recognizable font and colors for matches held at the Stade de France.

“La Loi Evin” only applies to beverages with an alcohol content by volume of more than 1.2%. But that doesn’t necessarily mean that non-alcoholic drinks like Corona Cero are entirely excluded from the remit of the act, according to Garde.

“The limits imposed on alcohol advertising cover both direct and indirect advertising, and the notion of ‘indirect advertising’ has been interpreted broadly by the courts,” she told CNN Sport.

“It is, in my view, arguable that the use of similar branding for alcoholic and no-lo beverages is specifically intended to draw attention to the brand in its entirety, and the brand is primarily known for its alcoholic beverages.”

The IOC has previously come under pressure for having sponsors linked with unhealthy lifestyles, notably McDonald’s and Coca-Cola. The former ended its Olympic partnership by mutual agreement in 2017, while Coca-Cola has been supporting the Games since 1928.

With 30% of its funding coming from TOP marketing rights, the IOC clearly needs sponsorships to survive. But for Garde, striking a deal with a beer company remains a regrettable decision.

“It flies in the face of the commitments that states have made, individually and collectively, to prevent and address alcohol-related harm,” she said. “This is yet again an example of the prioritization of short-term profits over people’s health.”

## Omaha City Council holds hearing on ordinance prompted by strip club

Written by Joe Harris

OMAHA, Neb. (WOWT) - Complaints about a strip club where the bar Two Fine Irishmen near 180th and Q streets used to be had prompted a new ordinance proposal.

This measure is to amend the city code, which is called "Offenses Against the Public Peace."

Omaha City Councilman Don Rowe, who put it forward, said its aim is citywide and addresses what people do when they're congregating in or outside of an establishment.

Rowe said while the complaints about the strip club did prompt the proposal, it is not targeting that business specifically, and that it's just something to address noise and what goes on in parking lots in town.

The ordinance lists several things that would make a place a "disorderly premises." Some of that includes disorderly conduct, people using drugs, public urination or prostitution. Violating it would be a misdemeanor offense.

If a business owner is convicted three times within 18 months, the city would be able to revoke its certificate of occupancy, effectively shutting it down.

During a public hearing the Omaha City Council held Tuesday, one supporter said it's what's needed to addresses what she called "nuisance behavior" in her community.

"This ordinance will help to curb loitering on vacant lots, disorderly conduct after hours, and an overall sense of lawlessness that some feel is their right to impose upon others," said LaVonya Goodwin, who is the executive director of the North 24th Street Business Improvement District.

A member of Los Diablos Motorcycle Club, which has a clubhouse near 25th Street and Ames Avenue, said it wouldn't help.

"Understand that we're trying to find a way to combat this situation, but we cannot do it when you come down our throats and try to shut us down and remove us," Danny Robinson said. "If you shut us down in one place, we're going to move someplace else. It's not going to stop. But what you can do is you can assist us in trying to resolve these issues."

Councilman Brinker Harding said he supports the proposal. He said while the city cannot regulate how people behave, there can be consequences in place that an discourage certain actions.

The council will vote on the ordinance next week.