



~~Entertainment License (21+)~~
Visual & Performing Arts License (18+)

LICENT-2017-00347

(Number)

TEMPORARY LICENSE ___/5

PERMANENT LICENSE

(scanned)

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: _____
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: HIGH NOON SALON, LLC

Business dba Name: HIGH NOON SALON

Business Address: 155 E. WILSON STREET

Licensed Address: 701 E. WASHINGTON AVE

Business Contact Name, Position & Phone:

JOEL PLANT, CEO 608-284-5469

Business Contact Name, Position & Phone:

JOEL PLANT, CEO 608-284-5469

Email: JPLANT@FRANKPRODUCTIONS.COM

Email: JPLANT@FRANKPRODUCTIONS.COM

Premise Capacity: 400

Liquor/Beer Agent Name: FRED FRANK

94 % Alcohol, 3 % Food Alder, District #: ALD. RUMMEL, DIST 6 Police Sector: _____

Type of live entertainment to be offered: LIVE MUSIC

Corporate Officers, Partners, or Sole Proprietor's information:

| Name | Address | Corporate Title or Partners' verification |
|--------------------------------|------------------------------------|---|
| <u>FRANK PRODUCTIONS, INC.</u> | <u>155 E. WILSON ST. SUITE 100</u> | <u>MEMBER</u> |
| <u>LARRY FRANK</u> | <u>155 E. WILSON ST. SUITE 100</u> | <u>SHAREHOLDER, FPI</u> |
| <u>FRED FRANK</u> | <u>155 E. WILSON ST. SUITE 100</u> | <u>SHAREHOLDER, FPI</u> |

- Orange sign issued
- "License Renewals & Changes" brochure with next steps issued
- Security Plan attached (see below)

I certify that this information is true and correct to the best of my knowledge,

X _____
Signature [Signature]

4/13/17
Date

HIGH NOON SALOON SECURITY PLAN
Related to 18+ Entertainment License Application
Submitted by High Noon Saloon, LLC
April 13, 2017

INTOXICATED PATRONS

Licensee, its agents, and employees may not sell, dispense, or give away alcohol to any person who is under the influence of alcoholic beverages as that term is defined in Madison General Ordinances Section 38.02, nor shall such a person be permitted on the premises. When it has been determined that a customer should be cut off, the bartender will notify other employees of the decision. If the customer is too impaired to drive safely, licensee will try to persuade the customer not to drive, and arrange for a safe ride. If the customer refuses, management will notify the Madison Police Department with a description of the person and the license plate number of the vehicle, if possible.

PATRONS PRESENTING FALSE IDS

Licensee will request proof of age from any customer who appears to be 30 years of age or younger, and will refuse service to any customer who cannot produce a valid, government-issued ID card or driver's license. If the ID is expired or appears in any way questionable to the employee, the employee shall request a second form of identification. The employee shall follow the guidelines for ID/DL checking put forth in High Noon Saloon's employee handbook, which include asking questions that pertain to information on the ID, and looking for signs that the card is false or has been tampered with. If the employee believes the ID is false or has been altered, he or she will confiscate the ID and turn it over to management to be presented to the police.

CALLING THE POLICE/ UNRULY PATRONS

The police will be called in a timely manner anytime a crime has occurred or an employee believes a crime is about to occur. This includes calling the police to invoke the provisions of the unruly patron ordinance (Sec 38.06 (10), MGO), when a patron acts in a manner that is violent, abusive, indecent, profane, boisterous, or otherwise disorderly.

HANDLING PHYSICAL DISTURBANCES

Security or management will ask anyone who is fighting to leave, separating the two or more fighters so that the altercation does not continue outside the premise. If necessary, security will call the Madison Police Department for assistance. Licensee will permanently refuse admittance to any chronic problem customer.

SECURITY PERSONNEL

For live music events, one in-house security person for each 75 patrons will be on duty. All security personnel shall be attired in a manner to readily identify them as such. From the time a live music event ends, and until the parking lot is clear of patrons, 2/3 of all security personnel shall be stationed outside the premises to assist and encourage patrons to leave safely. For live music events, pre-sale and day-of-event ticket sales shall not exceed capacity. Hand-held counters shall be used by staff at the entrance at all times when open. House security shall regularly patrol both the women's and the men's bathroom facilities. With respect to security personnel, licensee shall have at least one female security staff member present at all times security staff are required to be on premises.

CONTROL & CLEARANCE OF PARKING LOT

House security shall patrol the parking lot at least once every half hour, doing so on a random basis. Licensee shall conspicuously post in its parking lot area the following signage: No trespassing/ loitering. Section 23.07 (2), MGO, makes it unlawful for any person to enter or remain on any property of another or to enter or remain in any building of another after having been notified by the owner or occupant not to enter or remain on such premises. Any violator is subject to a penalty of not less than \$50 nor more than \$300 plus costs. Madison Police officers are authorized to arrest any person violating this provision without any further additional warning or notice to you. If you are not a patron or not here on official business with the owner or the owner's agent, or you are a patron but you are loitering in the parking area, leave the parking area immediately.

LIVE ENTERTAINMENT

High Noon Saloon will offer the following types of entertainment: live music, DJs, karaoke, stand-up comedy, film, art, dancing, and pool.

HIGH NOON SALOON MANAGEMENT

Fred Frank; Liquor License Agent; DOB February 9, 1960

Steven Renfro; Bar Manager; DOB May 16, 1972