

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning May 1st 20 11 ;
ending June 30th 20 11

TO THE GOVERNING BODY of the: Town of
 Village of } Madison
 City of

County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Trixie's Liquor Store LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	President Nancy Koberle O'Connell	2607 Bassed Cottage Grove	WI 53527
Vice President/Member	Vice President Colleen Welch	5204 Paulson Ct #1	McFarland WI 53558
Secretary/Member	Treasurer Chris Welch	5204 Paulson Ct #1	McFarland WI 53558
Treasurer/Member			
Agent	Colleen Welch		
Directors/Managers			

3. Trade Name Trixie's Liquor Store Business Phone Number 608-320-0591
4. Address of Premises 2929 East Washington Ave Post Office & Zip Code 53704

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 3/16/11 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) See Attachment. 1 room Liquor store.

10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Liquor Baron LLC

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 21st day of MARCH, 20 11

Robert D. Hoyt (Clerk/Notary Public)
My commission expires is permanent

Colleen Welch
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Nancy Koberle O'Connell
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
Chris Welch
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-10273692</u> 43-02	
Federal Employer Identification Number (FEIN): <u>45-0611747</u>	
LICENSE REQUESTED	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

Trixie's Liquor Store Description

Overall dimensions: 57' x 86'.

It contains:

- Walk-in cooler (32' x 20') with 12 doors along one of its internal walls
- Set of coolers (3' x 40') with 15 doors along one external wall
- Bathroom
- Back storage room (12' wide) that extends along the entire back wall
- Keg cooler at the store front, with a door leading to the outside
- Shelves for displaying alcohol and related merchandise
- Front office with attached back/room
- Front sales counter with cash register
- Automated teller machine (ATM)

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Nancy Koberle-O'Connell officer/member for Trixie's Liquor Store
 (Corporation/LLC), doing business as Trixie's Liquor Store, authorize and appoint
Colleen Welch (Name) as the liquor/beer agent for the premise
 located at 2929 E. Washington, Madison, WI

Subscribed and sworn to before me this

Nancy Koberle-O'Connell
 Signature of Officer/Member

21st Day of MARCH, 20 11

[Signature]
 Notary Public, Dane County, Wisconsin

My Commission Expires is permanent

To be completed by appointed Liquor/Beer Agent

I, Colleen Welch, appointed liquor/beer agent for
Trixie's Liquor store (name of Corporation or LLC), being first duly sworn
 say I have vested in me, by properly authorized and executed written delegation, full authority
 and control of the premise described in the license of such corporation or limited liability
 company, and I am involved in the actual conduct of the business as an employee, or have a
 direct financial interest in the business of the licensee, therein relating to the intoxicating
 liquor/fermented malt beverage. The interest I have in the business is 30 %.

Subscribed and sworn to before me this

Colleen Welch
 Signature of Agent

21st Day of MARCH, 20 11

[Signature]
 Notary Public, Dane County, Wisconsin

My Commission Expires is permanent

The appointed Liquor/Beer Agent must complete the other side of this form.

City of Madison Supplemental Class A License Application

<input checked="" type="checkbox"/> Seller's Permit Number	<input checked="" type="checkbox"/> Description of Licensed Premise	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> Federal Employer Identification #	<input checked="" type="checkbox"/> *Notarized Appointment of Agent	<input checked="" type="checkbox"/> Lease
<input type="checkbox"/> Notarized Original Application Form	<input checked="" type="checkbox"/> Background Investigation Form(s)	<input type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized Supplemental Form	<input type="checkbox"/> Notarized Transfer of Ownership	<input checked="" type="checkbox"/> Business Plan
<input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> *Articles of Incorporation	* Corporation/LLC only

1. Name of Applicant/Partner/Corporation/LLC Trixie's Liquor Store LLC
2. Address of Licensed Premise 2929 East Washington Ave.
3. Telephone Number: 608-335-8238 4. Anticipated opening date: 5/1/2011
5. Mailing address if not opening immediately 5204 Paulson Ct #1 McFarland 53558
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____
9. Business Description: Liquor store, selling local beer, international and domestic beer, kegs, wine and snacks.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Please see attachment.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. There is a shared parking lot with 2 other businesses. We plan on adding outside (parking lot) camera's.
13. Describe your management experience, staffing levels, duties and employee training.
Choi's Welch is a General Manager at a large bar, with 18 years in the liquor business. Colleen Welch is a small business owner and bartender.
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
Colleen Welch 5204 Paulson Ct, #1 McFarland, WI

Name Address 53558

15. Utilizing your market research, who would you project your target market to be?

A mix of 3 customers: Drive by purchase, high end purchase, neighborhood customers.

16. Describe how you plan to advertise/promote your business. What products will you be advertising?

Reconnect with old/lost customer base, newspaper, Facebook coupon program.

17. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

18. Owner of building where establishment is located: 2929 E. WASHINGTON AVE.

Address of Owner: 2607 BASS RD. COTTAGE GROVE WI 53527 Phone Number 335-8240

19. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

20. List the Directors of your Corporation/LLC

Nancy Koberte O'Connell 2607 Bass Rd Cottage Grove WI 53527
Name Address

Colleen Welch 5204 Paulson Ct #1 McFarland WI 53558
Name Address

Chris Welch 5204 Paulson Ct #1 McFarland WI 53558
Name Address

21. List the Stockholders of your Corporation/LLC

Nancy Koberte O'Connell 2607 Bass Rd, Cottage Grove, WI, 53527 51%
Name Address % of Ownership

Colleen Welch 5204 Paulson Ct #1 McFarland WI 53558 30%
Name Address % of Ownership

Chris Welch 5204 Paulson Ct #1 McFarland, WI 53558 19%
Name Address % of Ownership

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 21st day of MARCH, 20 11

Nancy Koberte O'Connell
(Officer of Corporation/Member of LLC/Partner/Individual)

Robert D. Hoyt
(Clerk/Notary Public)

My commission expires is permanent

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- Front sales counter with cash register
- Automated teller machine (ATM)



STATE OF WISCONSIN
DEPARTMENT OF REVENUE
CUSTOMER SERVICE BUREAU

2135 RIMROCK RD
P.O. BOX 8902
Madison, WI 53708-8902
FAX NUMBER: (608) 264-6884

Legal Name: TRIXIE'S LIQUOR STORE LLC

DBA Name:

BTR Expiration Date: March 31, 2013

Greeting Letter ID (for registering on My Tax Account): L0451504832

Tax Account	Tax Account Number	Filing Frequency
Sales & Use Tax	* 456-1027369243-02	Early Monthly
Withholding Tax	036-1027369243-04	Quarterly

WISCONSIN

SELLER / SERVER CERTIFICATION

Trainee Name: Mark A OConnell

School Name: Learn2Serve

Date of Completion: 03/20/2011 17:54 CST

Certification #: WI 1883590



I, _____
certify that the above named person
successfully completed an approved
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

Corporate Headquarters
13801 N. Mopac, Suite 100
Austin, Texas 78727
P: 800-442-1149

WISCONSIN

SELLER / SERVER CERTIFICATION

Trainee Name: Chris F Welch

Date of Completion: 03/21/2011 23:05 CST

School Name: Learn2Serve

Certification #: WI 1884899



I, _____
certify that the above named person
successfully completed an approved
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

Corporate Headquarters
13801 N. Mopac, Suite 100
Austin, Texas 78727
P: 800-442-1149

WISCONSIN

SELLER / SERVER CERTIFICATION

Trainee Name: Nancy J Koberle-OConnell
Date of Completion: 03/20/2011 16:25 CST

School Name: Learn2Serve
Certification #: WI 1883531



I, _____
certify that the above named person
successfully completed an approved
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

Corporate Headquarters
13801 N. Mopac, Suite 100
Austin, Texas 78727
P: 800-442-1149



Trixie's Liquor Store

Trixie's Liquor Store

BUSINESS PLAN

2929 East Washington Ave, Madison WI

Colleen Welch
5204 Paulson Court, #1
McFarland, WI 53558
608-335-8238

I. Executive Summary

A. Company and Background

The owners of the building, Nancy and Mark O'Connell, formed the company with their daughter and son-in-law, Colleen and Chris Welch. Mark and Nancy have successfully owned their building for over 10 years and want to see the place host a thriving liquor store again.

B. Market Opportunity

The building at 2929 East Washington Ave has been a liquor store for over 30 years. This location is perfect for drive by traffic looking for a quick and convenient purchase. It is also a destination store for the eastside customer looking for great beer, liquor and a wine selection. We will also market toward the neighborhood for repeat business.

C. **Management Team**

Colleen Welch

She will be the creative force and a full time employee. She has been in the service industry for 10 years and a bartender in Madison for 7 years. She currently works at the eastside VFW post 7591 and is a private art teacher. She was raised in Cottage Grove and lived on the east side of Madison most of her life.

Chris Welch

He has been in the service industry for 18 years. His bartending license was issued in 1995 and is currently the Liquor Agent for the Cardinal Alehouse and Bowl in Columbus WI. He has been a General Manager of the Alehouse for the past 3 years and will be a full time employee. He brings experience ordering liquor and maintaining accurate product inventories.

II. COMPANY DESCRIPTION

A. Ownership Information

Trixie's Liquor Store LLC is owned by Nancy Koberle-O'Connell, Colleen Welch and Chris Welch. Nancy Koberle-O'Connell owns 51% and is the President. Colleen Welch owns 30% and is the vice President. Chris Welch owns 19% and is the Treasurer.

B. Products and Services

Trixie's Liquor Store will sell local, domestic and international beer. We will serve a large selection of wine, with a focus on Wisconsin wine and bottles under \$10.00. We will carry a variety of liquor. In the future, we hope to carry tobacco products and cheeses.

III. MARKET ANALYSIS

A. Target Customers

As stated above, we attend to attract 3 types of customers. The first is the casual buyer traveling down East Washington. They are looking for a quick purchase in a clean, inviting environment. The second is the repeat destination customer. They are willing to travel to get to the store if you carry requested or valued products. The last customer will be in close proximity of the eastside neighborhood. The area repeat customer is looking to be known on a first name basis.

B. Lost Customers

The last owners at that location lost two key customer groups and it will be our focus on bringing them back. The first was large companies that held accounts at the store. This included local businesses, churches and private clubs. Over the past 4 years, almost all of the accounts have been lost do to poor service.

The second is the beer keg business. Years ago, the previous owner had built up a large beer keg customer base, as Eastside Woodman's do not carry them. This too was lost do to the lack of understanding for the need of kegs.

IV. LOCATION

A. Previous Liquor Store

Liquor Barron was the last store to be located in that building. Due to personal company issues, they have decided to close the business as of March 31st 2011, leaving the building empty. They will not be renewing their liquor license on April 15th and will surrender the license to the city before that date. While they will not be transferring the liquor license to *Trixie's Liquor Store*, that have offered to sell some of the equipment and offer advice. They want to see it become a successful liquor store again.

B. New Owners

The space at 2929 East Washington Ave is scheduled to be vacant and empty on March 31st. We believe this is bad for the neighborhood, bad for the building owner and bad for the customers in the area. We are looking to open as soon as possible, with a brief remodeling period to bring the store back to respectability. A new camera system will be added as well with a restocked store, full of inventory.

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**MEMBERS' AGREEMENT OF
TRIXIE'S LIQUOR STORE, LLC**

* For adequate consideration received, which all of the undersigned hereby acknowledge, this Members' Agreement [called the "AGREEMENT"] of **TRIXIE'S LIQUOR STORE, LLC**, a Wisconsin Limited Liability Company, 5204 Paulson Court Apt. 1, McFarland, Dane County, Wisconsin 53558, federal tax identification number 45-0611747, Wisconsin Department of Financial Institutions Entity ID Number T053279, [called the "COMPANY"], is made -- as stated below -- by between and among the undersigned **COLLEEN N. WELCH**, of 5204 Paulson Court Apt. 1, McFarland, Dane County, Wisconsin 53558, and **NANCY J. KOBERLE-O'CONNELL**, of 2607 Bass Road, Cottage Grove, Dane County, Wisconsin 53527, and **CHRISTOPHER F. WELCH**, of 5204 Paulson Court Apt. 1, McFarland, Dane County, Wisconsin 53558 [collectively called the "MEMBERS"], who are the only MEMBERS of the COMPANY, and is made by **COLLEEN N. WELCH** and **NANCY J. KOBERLE-O'CONNELL**, who are listed on the Articles of Organization of the COMPANY as the "ORGANIZERS" and who are joining in this AGREEMENT, as ORGANIZERS, solely for the purpose of making the acknowledgment at the end of this AGREEMENT.

1. This AGREEMENT is effective as to the MEMBERS as of the date and time of their signature on this AGREEMENT.

2. The MEMBERS have formed the COMPANY by having the ORGANIZERS file Articles of Organization with the Wisconsin Department of Financial Institutions, in accordance with the provisions of the Wisconsin Limited Liability Company Law [the "WLLCL"]; a copy of such Articles of Organization is attached to this AGREEMENT and is incorporated into this AGREEMENT by reference.

3. The MEMBERS hereby affirm their membership in the COMPANY, and hereby acknowledge the contribution and the value of the contribution made by the MEMBERS in or to the COMPANY, and hereby agree to the operation of the COMPANY under the WLLCL without amendment by an operating agreement, except as may be stated herein.

4. The MEMBER Nancy J. Koberle-O'Connell has contributed \$2,550.00 cash to the COMPANY -- representing 100% of her contributions and 51% of all contributions to the Company, which contribution the MEMBERS hereby value at \$2,550.00 as is required by Section 183.0501 of the WLLCL.

5. The MEMBER Colleen N. Welch has contributed \$1,500.00 cash to the COMPANY - - representing 100% of her contributions and 30% of all contributions to the Company, which contribution the MEMBERS hereby value at \$1,500.00 as is required by Section 183.0501 of the WLLCL.

6. The MEMBER Christopher F. Welch has contributed \$950.00 cash to the COMPANY -- representing 100% of his contributions and 19% of all contributions to the Company, which contribution the MEMBERS hereby value at \$950.00 as is required by Section 183.0501 of the

WLLCL.

7. The MEMBERS have not agreed to make any additional contributions to the COMPANY.

8. The COMPANY is to be dissolved and its business wound up as provided in the WLLCL.

9. The provisions of the WLLCL relating to a limited liability company -- the management of which has **NOT** been vested in one or more managers -- shall apply in full force, without amendment except as may be stated herein, to the COMPANY's operations and management.

10. A partial redemption of a MEMBER's interest in the COMPANY may be by an affirmative vote, approval or consent by members whose interests in the COMPANY represent contributions to the COMPANY of more than 67% of the value stated in the records required to be kept under WLLCL Section 183.0405(1), of the total contributions made to the COMPANY.

11. A dissociation of a MEMBER's interest in the COMPANY may be by an affirmative vote, approval or consent by members whose interests in the COMPANY represent contributions to the COMPANY of more than 67% of the value stated in the records required to be kept under WLLCL Section 183.0405(1), of the total contributions made to the COMPANY.

12. The COMPANY shall be income-taxed as a partnership, and not as a corporation, and all provisions of this AGREEMENT and of the operation of the COMPANY shall be construed to effectuate that overriding objective.

13. The management of the COMPANY is vested in its MEMBERS; however, in accordance with WLLCL Section 183.0404, in order to decide any matter connected with the business of the COMPANY, AT LEAST an affirmative vote, and written approval or consent -- by members whose interests in the COMPANY represent contributions to the COMPANY of more than 67% of the value stated in the records required to be kept under WLLCL Section 183.0405(1), of the total contributions made to the COMPANY -- IS REQUIRED.

14. The Monona State Bank is hereby initially designated as the appropriate depository institution with respect to the day-to-day operation of the business of the COMPANY, and appropriate accounts in the name of the COMPANY are hereby authorized to be opened and maintained at such financial institution, with the designated MEMBER or MEMBERS hereby being authorized to transact COMPANY business by means of such accounts, but subject to the terms of this AGREEMENT.

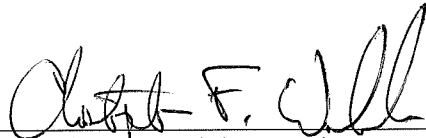
Dated: March 21, 2011.

 (SEAL)
Colleen N. Welch, Member

Dated: March 21, 2011.

 (SEAL)
Nancy J. Koberle-O'Connell, Member

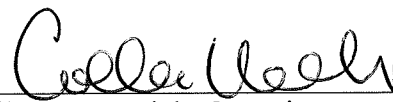
Dated: March 21, 2011.

 (SEAL)
Christopher H. Welch, Member

ACKNOWLEDGMENT

The undersigned acknowledge that the annexed copy of the Articles of Organization of TRIXIE'S LIQUOR STORE, LLC is a true and correct copy of the Articles of Organization filed by us on March 15, 2011 with the Wisconsin Department of Financial Institutions to organize the COMPANY.

Dated: March 21, 2011.

 (SEAL)
Colleen N. Welch, Organizer

Dated: March 21, 2011.

 (SEAL)
Nancy J. Koberle-O'Connell, Organizer

This instrument was drafted by:

Attorney Robert D. Hoyt
5703 Cove Circle
Monona, WI 53716
Tel. (608) 221-2227
Fax. (608) 221-9502

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

TRIXIE'S LIQUOR STORE, LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Colleen N Welch

Article 4. **Street address of the initial registered office:**

5204 Paulson Court Apt. 1
McFarland, WI 53558
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Colleen N Welch
5204 Paulson Court Apt. 1
McFarland, WI 53558
United States of America

Nancy J Koberle-O'Connell
2607 Bass Road
Cottage Grove, WI 53527
United States of America

Other **This document was drafted by:**

Information.

Robert D Hoyt

Organizer Signature:

Colleen N Welch

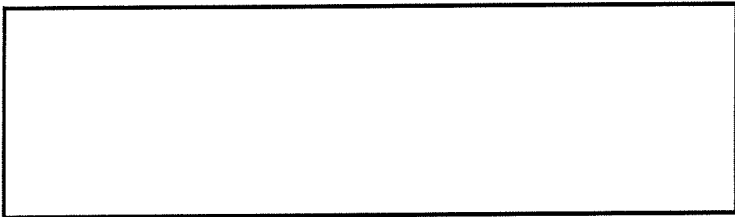
Date & Time of Receipt:

3/15/2011 2:13:15 PM

Credit Card Transaction Number:

201103152533057

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



Filing Fee: \$130.00
Expedite Fee: \$25.00
Total Fee: \$155.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE

3/15/2011

<p>FILED 3/16/2011</p>	<p>Entity ID Number T053279</p>
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