

**From:** [CANA Madison](#)  
**To:** [licensing](#)  
**Subject:** Agenda Item 9, File 80084, 10/18/23 - The Guild  
**Date:** Wednesday, October 18, 2023 8:03:50 AM  
**Attachments:** [The Guild - ALRC Comment.pdf](#)

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear ALRC members and others concerned with the Guild's application:

**Summary:** CANA supports this application's approval due to the Guild's safety plan for selling alcohol on their premises. We recommend the ALRC ensures the Guild follows through with their safety plan.

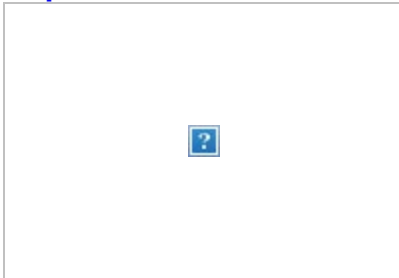
I attached my comment on behalf of the Campus Area Neighborhood Association (CANA). Also, I will be at the meeting where I can answer questions.

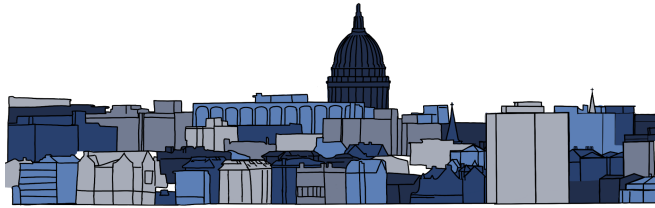
With sincere gratitude,

**Tanner Mechura**  
President

**Campus Area Neighborhood Association (CANA)**

<https://linktr.ee/canamadison>





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CAMPUS AREA NEIGHBORHOOD ASSOCIATION

## **The Guild - 668 State Street ALRC Comment**

Wednesday, October 18th, 2023

Agenda Item Nine

After meeting with Sonia Tan, CANA supports the Guild's licensure as their plans address most of our concerns.

### **Ambiance**

The Guild will be a modern video gaming lounge with an impressive game selection along with delightful food and refreshment options. After surveying potential customers for the Guild, Sonia noted respondents express interest in a clean, comfortable, safe community which continues to be a goal for the Guild.

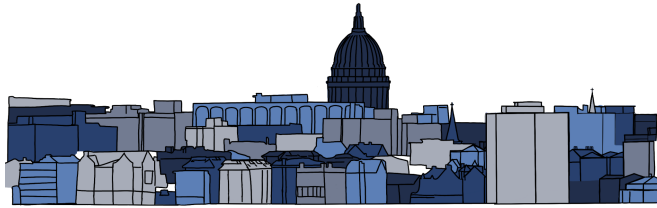
### **Staffing & Security**

The Guild's initial staff per shift includes two greeters, two floating personnel, one full-time bartender, and three baristas. All staff will be age 21 plus. The Guild has a contract with JBM Security between Fridays and Sundays. The Guild will stop food and beverage service 30 minutes to an hour before closing each day.

The two greeters up front ensure customers at least check-in or even register—which is required to use any gaming equipment. The two floating staff focus on sanitation throughout the Guild and address technology issues. Besides the two floating staff, the Guild plans to hire people with service industry experience.

The Guild plans to restrict alcoholic drinks served to one per person at a time. If a person is visibly inebriated, staff will be trained to refuse additional alcohol service. Staff will then offer water and food; staff may even call the police in certain situations. Staff are guided to refuse alcohol service to people with an enraged demeanor.

Regarding alcoholic drink options, the Guild plans to serve a small selection of beer in opened bottles or cans, along with about three mixed drinks in thick, uniquely designed plastic cups with lids. This container acts as an additional deterrent from customers walking out past greeters with drinks in hand.



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CAMPUS AREA NEIGHBORHOOD ASSOCIATION

Six to ten security cameras will be always monitored, including access at the front desk. Some policy signage will be by the front desk.

The Guild will have two large, unisex, handicap-accessible restrooms with one toilet each. One restroom even expanded from its prior size.

With the Guild's second-floor location and first-floor foyer as a buffer from State Street, staff have more time to follow up with customers before they are on State Street if they for some reason left with drinks.

Lastly, I want to thank Sonia Tan (applicant and co-owner of the Guild) for her outreach and transparency throughout this process.

With sincere gratitude,

**Tanner Mechura**

President

**Campus Area Neighborhood Association (CANA)**

<https://linktr.ee/canamadison>