



Office of the Common Council
Ald. Sheri Carter, District 14

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September 18, 2019

TO: Members of the Alcohol License Review Committee

FROM: Ald. Sheri Carter, District 14, Madison Common Council

SUBJECT: Agenda #18/Legistar #57117 - 3 Soles Mexican Restaurant, LLC
2440 Perry Street – Agent Micaela Juarez
District 14

I was initially notified on July 2, 2019 that Micaela Juarez applied for a new food and drink license. I immediately sent Micaela Juarez (alyotmi@gmail.com) an electronic communication (email) on 7-2-2019 addressed to the discuss the notification from the clerks' office. My inquiry focused on the restaurant operating hours, and if there is any intention by the order to apply for a liquor license.

As of July 18, 2019, I had not received a response to my inquiry July 2, 2019 inquiry. However, I did receive notification from the clerks' office that Micaela Juarez applied for a liquor license on July 18, 2018. either by telephone or electronic communication (email). I immediately sent Micaela Juarez a second electronic communication (email) stating based on her non-responsive communication to my previous electronic communication, and the notification that she has applied for a Class B Beer & Liquor License that I am hesitant to support the Class B Beer & Liquor license at this time.

On August 7, 2019 Micaela Juarez contacted me regarding my July 18th communication five weeks after my initial communication and 2 week/3 days after my July 18th communication. I expressed my disappointment in her delayed response. Micaela Juarez stated her delayed response to my inquiry was due to her didn't see my previous inquiry dated July 2nd. I proceeded to inquire whether she would be applying for an entertainment license, operating hours, amplified music, special events. Liquor license beyond serving beer. At this time, Micaela stated that she would only be serving beer only, business operating hours will be 9 am to 9 pm (Sunday to Saturday), no entertainment.

On August 12, 2019 I contact Micaela via the using Language Line Solutions (language services provider) to confirm that Micaela understood my position regarding her application and the importance to respond to me in a timely fashion. Through an interpreter I stated that she didn't respond to my first inquiry and waited 2 weeks to respond to my second inquiry. Micaela response to her was she was busy trying to open the restaurant.

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Micaela stated she contacted me after realized that my second communication indicated I would not support of the Class B Beer & Liquor license. Micaela casually stated that she may have special events from time to time.

This establishment is in the Burr Oaks neighborhood that has had its challenges over the years. I would be hesitant to grant an entertainment license to 3 Soles Mexican Restaurant without input from MPD South District and the Burr Oaks neighborhood association members/residents.

This establishment is located 2 blocks from the Metro transfer point and directly across from Madison College. During the late hours of the evening the only establishments open will be Metro Transfer Point, McDonalds, Madison College (until 10 pm) and on a less frequently Omega School and Centro Hispano.

At this time, I would ask for the following conditions:

- 3 Soles Mexican Restaurant will provide MPD South District with a security plan.
- 3 Soles Mexican Restaurant will operate Monday - Thursday 9:00 am to 8:00 pm, and Friday to Sunday 9:00 am to 10:00 pm.
- Capacity for 3 Soles Mexican Restaurant will not exceed 50
- No amplified music on the exterior of the establishment
- Establishment will meet the definition of a restaurant as defined by Madison General Ordinance 38.02.