

CAMPUS AREA NEIGHBORHOOD ASSOCIATION

614 University Avenue - Mom's Bar Steering Committee Report

January 14, 2022

The Steering Committee met with Andrew Greenwood and Charles Barrows January 10th via Zoom from 7:30 to 8:30 PM. We recommend that the project be approved by the Alcohol License Review Committee as their plans for the bar covers most of the concerns that we had.

Branding & Ambiance

The name "Mom's Bar" is meant to illustrate their dedication to creating a space that is comforting and that builds community, as espoused by the owner Andrew Greenwood. When asked about the name and vibe of the bar, he said that he wants this to be a place "where kindness is sort of expected." He stated that the bar would be different from other bars in the downtown area as it will not be sports based but will strive to be trendy with their "vibrant, unique, art-forward, pro-woman, mom-celebratory style." The bar's extensive social media plan will rely on their unique branding and aesthetics to make them a social media destination. The owner stated that he will be managing the social media and outreach aspects of the bar.

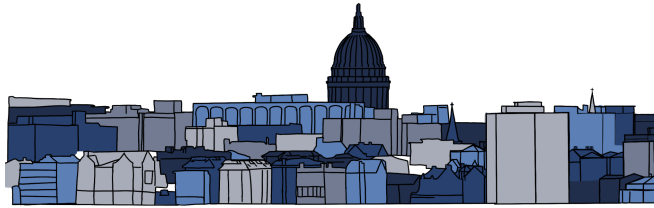
In the business plan for the bar, it was initially stated that "mom's get 1 dollar off drinks, cans and taps on special," (page 7). When asked to clarify, the owner stated that this special will most likely not survive to opening day. A committee member recommended that the bar could keep the spirit of the special alive by having the special for Mothers' Day (traditionally on the second Sunday of May).

Staffing & Security

The initial staff of the bar includes the owner as the manager, 2 bartenders, and a "bouncer/greeter." The hours of operation for Mom's Bar is 7 days a week from 4 PM to 12 PM.

The bartenders will work for 4 nights a week each. The bouncer will work Wednesday to Saturday nights from 6 PM to close. The owner/manager will work most days and plans to fill the gaps of staffing. Sanitation will be handled by staff. The manager will handle opening and closing. The bartender and manager will manage the karaoke systems. We recommend that the manager hosts weekly meetings with staff to ensure an open line of communication. We also recommend that there is a clear operations plan and job description for each staff member so that they are aware of their responsibilities and are not working beyond their capacity.

Security will be managed by a Black Enforcer 4 Camera 8 Channel 1080p Full HD DVR Security System. Additionally, they will also use an unspecified backup security system within the bar. The security systems will always be on, with 24/7 access to the recordings. We recommend that



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the bar establishes regular protocols for different security scenarios as well as the monitoring of the security system.

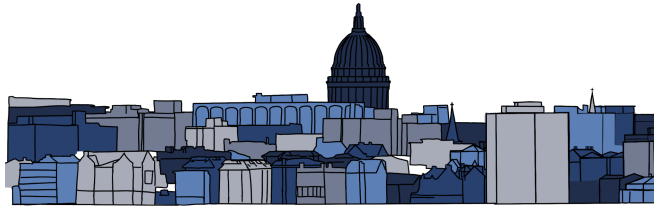
As the capacity of the bar is 50 people, we recommend that the bouncer/greeter has a clear counting system to ensure that they do not go over this limit. Even though the bar will have an entertainment license, the owner/manager stated that absolutely no one under 21 will be allowed onto the premises. The bouncer will check IDs at the door with an ID scanner. We recommend that the owner looks into the connected scanners that many bars on State Street currently utilize. If a person is visibly inebriated, the bartenders will be trained to refuse additional service.

There will be two large restrooms. One restroom will have a urinal and a toilet stall, whereas the other will have two stalls; the owner is considering keeping both restrooms unisex.

Pandemic Considerations

As of February 2022, the COVID-19 pandemic continues to be prevalent in Dane County. Additional precautions will be made in consideration to the public health concerns that a public gathering has. As of our meeting, Mom's bar is considering admittance for those with vaccinations to the coronavirus only. They will also make sure to have masks and hand sanitizer at the door. We also recommend that the bar has additional sanitizing stations inside with hand sanitizer and sanitizing spray and that the bar has a sanitation protocol appropriate for the pandemic. We also recommend that management create a plan for if one of their staff is positive for COVID-19, including a procedure for all staff who were in the building for the past 2 weeks test for coronavirus as well.

Karaoke will be limited in consideration of the pandemic, with alternative entertainment instead such as darts or a jazz band. The bar itself has pandemic appropriate insurance and pandemic considerations in their lease agreement.



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Acknowledgments

The Steering Committee would like to thank Andrew Greenwood (applicant, owner, and manager of Mom's Bar) for his outreach, transparency, and flexibility throughout this process. We thank Charles Barrow as well for joining our meeting as the bar's design and branding advisor. We also thank Patrick Heck, Alder of District 2, who was available for consultation. Cleo Le, Vice President of the Campus Area Neighborhood Association, was the contact and the chair of the steering committee, with Momoko Rolle and Hana Romero as members. This report is submitted with approval of the executive board of the Campus Area Neighborhood Association.

Links

Website: www.momsbarmadison.com

Facebook: <https://www.facebook.com/momsbarmadison>

Yelp: <https://www.yelp.com/biz/moms-bar-madison>

Snapchat: @momsbarmadison

Tiktok: @momsbarmadison

Twitter: @momsbarmadison

Instagram: @momsbarmadison

Security System: <https://www.swann.com/us/SODVK-846804SLB>