



LICLIB-2017-00598

A-6  
P-410

# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer  Class B Liquor  Class C Wine  
Off-Premises Consumption:  Class A Beer  Class A Liquor  Class A Cider

## Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
 Yes (language: \_\_\_\_\_)  
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 18.
3. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Four Powl LLC

4. Trade Name (doing business as) Mint Mark

5. Address to be licensed 1929 Winnebago st.

6. Mailing address 1929 Winnebago st, Madison WI 53704

7. Anticipated opening date August 20<sup>th</sup> 2017

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?  
 No  Yes (explain) \_\_\_\_\_

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No  Yes (explain) Chad Vogel - owner - The Robin Room 821 E Johnson st

## Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored on both the main floor and basement  
Alcohol will be served on the main floor

11.  Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 46

13. Describe existing parking and how parking lot is to be monitored.

Street Parking only

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to Mermaid Cafe (Beer Wine) <sup>Lisa</sup> Jacobson (name of licensee)

15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Chad Vogel

17. City, state in which agent resides Madison, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 16 years

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed 6/1/2014

21. State and date of registration of corporation, nonprofit organization, or LLC.

April 20 2017

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Chad Vogel	Madison, WI
Member	Travis Knight	Madison, WI
Member	Sean Pharr	Madison, WI
Member	Tom Cravely	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Chad Vogel

24. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No  Yes (explain) Chad Vogel owns The Robin Room

### Section D—Business Plan

26. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_

27. Business description 46 Seat Full Service Restaurant

See Attached Presentation

28. Hours of operation Monday - Friday 4pm - 1:30am Saturday 9am - 1:30am  
Sunday 9am - 4pm

29. Describe your management experience \_\_\_\_\_

30. List names of managers below, along with city and state of residence.

Sean Pharr Madison WI Travis Knight Madison WI  
Chad Vogel Madison WI \_\_\_\_\_

31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_

See Attached

32. Describe your employee training \_\_\_\_\_

see Attached

### 31. Staffing Levels

During peak service hours The MintMark will employ two chefs, two bartenders and one/two servers. During non-peak hours (happy hour, post dinner) we will employ one chef, one bartender and one server. All owners are managing partners and will be working most services.

### 32. Security/ Employee Training

Given The MintMark's small size and limited seating, extra security staff will only be used as needed on weekend nights or nights of events that might draw larger than usual crowds to the neighborhood. Video surveillance will also be utilized. Bartenders are in charge of not over serving. Bartenders must complete a responsible beverage server-training course and be adept in alcohol laws, how to properly check IDs and conduct service practices that reduce excessive consumption for the safety of our staff, our patrons and our community.

### 33. Target Market

The MintMark will have a small, seasonally rotating menu catering mostly to the SASY neighborhoods young to middle age professionals.

33. Utilizing your market research, describe your target market.

See Attached

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

Tradition Print Media, Social Media

35. Are you operating under a lease or franchise agreement?  No  Yes

36. 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?  
 No  Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 24-74

39. What type of food will you be serving, if any? \_\_\_\_\_  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? All operating hours

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. \_\_\_\_\_

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? 4

During what hours do you anticipate they will be on duty? Brunch 9-3 Dinner 3pm-1:30am

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? 14  
 How many bartenders do you anticipate having work at one time on a busy night? 2
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 55%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 70  
 What percentage of your advertising budget do you anticipate will be drink related? 30
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
45 % Alcohol      55 % Food      \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes
65. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted.  No  Yes