

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning 20 07 ending June 30 20 08

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

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): Cleveland's Diner, Inc.

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	<u>Pres. Beth Fatsis</u>	<u>1215 E. Johnson St, Mad.</u>	<u>53703</u>
Vice President/Member	<u>VP Telly Fatsis</u>	<u>1215 E. Johnson St</u>	<u>Madison 53703</u>
Secretary/Member	<u>Sec Telly Fatsis</u>	<u>same</u>	<u>same</u>
Treasurer/Member	<u>Treas Beth Fatsis</u>	<u>same</u>	<u>same</u>
Agent	<u>Telly Fatsis</u>		
Directors/Managers	<u>Telly + Beth Fatsis</u>		

3. Trade Name Plaka Business Phone Number (608) 251-4455
 4. Address of Premises 410 E. Wilson St Post Office & Zip Code Madison WI 53703

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 12/94 of registration Yes No
- (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) One-story building (kitchen + dining rm) + basement + outdoor patio; Includes hall adjacent to dining room.
10. Legal description (omit if street address is given above): outdoor patio; Includes hall adjacent to dining room.
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?
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 23 day of May 20 07
Claudia J. P. P. P.
 My commission expires 05-16-10
(Clerk/Notary Public)

Beth Fatsis
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
Beth Fatsis
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

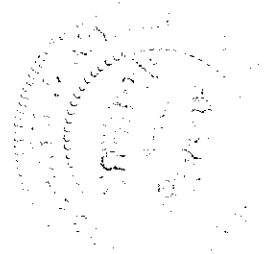
TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>6/26/07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Registrar # 06844

Applicant's Wisconsin Seller's Permit Number: <u>004-0000280956-01</u>	
Federal Employer Identification Number (FEIN): <u>39-1813287</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

8(c) - License (class B liquor combination) in Sun Prairie
under "Atlantis Taverna."



City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- Seller's Permit Number
- Federal Employer Identification Number
- Notarized Original Application Form (AT-106)
- Notarized Supplemental Form
- Description of Licensed Premise
- Notarized Auxiliary Questionnaire(s) (AT-103)
- Background Investigation Form(s)
- Floor Plans

- Lease
- Notarized Transfer of Ownership Letter
- *Schedule of Appointment of Agent (AT-104)
- *Notarized Agent Appointment/Acceptance Form
- *Articles of Incorporation/ Organization
- Sample Menu, if possible
- Business Plan, if one exists
- * Forms required of Corporation/LLC only

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

Alderperson Maisha Rummel can be reached at 255 2728
at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.

Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.

Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.

Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.

Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.

Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.

Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. 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

2. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

3. Name of Applicant/Partner/Corporation/LLC Cleveland's Diner, inc.

4. Telephone Number: 608-251-4455

5. Address of Licensed Premise 410 E. Wilson St, Madison WI 53703

6. Anticipated opening date: ~~Spring~~ Fall 2007

7. Mailing address if not opening immediately same

8. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store - Gas Pumps Yes No
 Other Please explain _____

9. Business Description including hours of operation and if entertainment is part of your venue, what type:
Greek-themed restaurant with additional (proposed) outdoor seating on back patio. Hours - 4-10^{pm} ^{SUN} ^{Tues} ^{WED} ^{Thurs} & 4-1:00 Fri + Sat.

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.**

a) Building dimensions approx. 23' x 61'. One story with basement. Main dining room will seat approx. 50 people, which includes 6 at the bar. length of bar = 13 ft x 9 ft ("L" shaped). At back of building are stairs going up to a back yard. Alcohol will be stored in a locked closet at top of back stairs, near back door. Beer will be stored in a locked compartment inside walk-in refrig (basement) → con't. on attached

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. Street parking

13. Describe your management experience, staffing levels, duties and employee training

Have owned + operated Cleveland's diner since 1995. Have owned + operated Atlant's Taverna (Sun Prairie) since Aug 2006. Owner Telly Fatsis will be general mgr. Has been in restaurant business 30+ years. Will have an asst. mgr. in front of house; 2 people in kitchen; 2-3 waitstaff.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your

liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Telly Fatsis

Name

410 E. Wilson St

Madison WI

53703

Address

City

State

Zip

home: 1215 E. Johnson St, Madison 53703

15. Excluding pre-packaged snacks, how late will food be served?

10 pm weekdays
1:00 am Fri + Sat

16. What type of food will you be serving, if any? Gyros, kebabs, appetizers, burgers, "combo plates"

17. Indicate any other product/service offered: None

18. Describe your target market. The neighborhood + nearby Isthmus residents, many of whom travel on foot or via bicycle. Also, downtown workers who may want to get take-out on their way home.

19. What is your estimated capacity? inside - 50 } 84 in good weather
outside - ~~34~~ 34

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy.)

21. Owner of building where establishment is located: (Ed Linville) Cleveland Associates LLC
 Address of Owner: 408 E. Wilson St, Madison WI 53703 Phone Number 608-251-6696

N/A 22. Individual or Partnership: Have ~~individual/partners~~ completed the Beverage Server Training Course? Yes No If Yes, indicate names: Telly Fatsis, Beth Fatsis
License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 100 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No
License cannot be issued until proof of Beverage Server Training completion is shown.

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Telly Fatsis	1215 E. Johnson St, Madison WI 53703
Beth Fatsis	1215 E. Johnson St, Madison WI 53703

Stockholder's Name	Address	Extent of Ownership%
Telly Fatsis	1215 E. Johnson St, Madison 53703	100

Manager's Name	Address	Business Phone	Home Phone
Telly Fatsis	1215 E Johnson St	608-251-4455	608-251-0766

27. 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

28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year: January 1 - December 31 July 1 - June 30

Percent Gross Receipts from Alcohol Beverages	25 %
Percent Gross Receipts from Food	75 %
Percent Gross Receipts from Other	0 %
Total Gross Receipts	100 %

Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

30. Will your establishment have a kitchen manager? Yes No *Will have a general manager only*

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? *5-6 part time*

33. What hours, if any, will food service not be available? *Weeknights after 10 pm (i.e. after closing time)*
Fri + Sat after ~12:30 am Tentatively no lunches

34. Describe how you plan to advertise/promote your business. What products will you be advertising?
We rely on drive-by + foot traffic. Signs + newspaper ads.
Will promote outdoor dining, take-out, specialty foods, Greek beer.

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 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 must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) 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 23 day of May, 2007

Claudia J. Monissey
(Clerk/Notary Public)

My commission expires 5-16-10

[Signature]
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

Beth J. Fats
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

Cleveland's Diner, inc. (con't)

Question 10, continued .

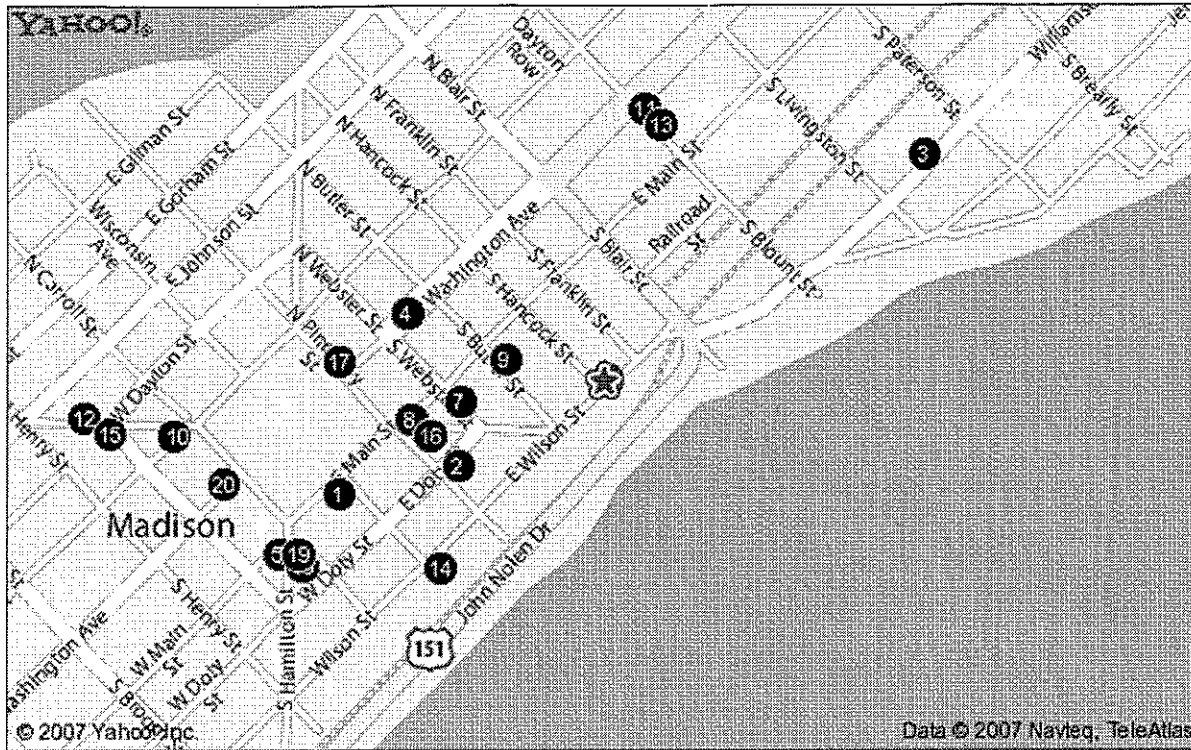
- (a) con't Includes hallway adjacent to dining room , which will be a waiting area for 4-6 people
- (b) Alcohol will also be served & consumed on an outdoor patio, weather permitting. This patio is yet to be built, and will be accessed from the back stairway of the dining room. (There will also be an emergency exit gate from patio as well, leading to back alley) Patio is one-level, bordered by buildings on 2 sides and a privacy fencer on the remaining 2 sides. Dimensions are approx. 16 x 35 feet, with additional patio seating behind adjacent property at 408 E. Wilson. The dimensions of this additional area are approx 11 x 23 feet (There will be a single L-shaped patio, which extends behind both 408 and 410 E Wilson St.) Outdoor capacity is approx 34 seats

Supplemental Form to Alcohol License Application
Cleveland's Diner, inc
June 24, 2006

- a) Approx square footage of establishment is 1250 sq ft, with a proposed outdoor seating area of approx. 800 sq. ft
- b) Alcohol will be sold and consumed in the dining room, the waiting area of the foyer, and on the outdoor patio\
- c) Alcohol will be stored in a locked closet at the top of the back staircase, as well as in a locked "cage" within the walk-in refrigerator in basement

Cleveland's Diner (608) 251-4455 ★★★★★

Yahoo! Maps - 410 E WILSON ST, Madison, WI 53703, US



Your Points of Interest

- 1 Brocach Irish **Pub** (608) 255-2015 ★★★★★
- 7 W Main St Madison, WI 53703

- 2 Irish **Pub** (608) 256-6071
- 317 State St Madison, WI 53703

- 3 Crystal Corner **Bar** (608) 256-2953 ★★★★★
- 1302 Williamson St Madison, WI 53703

- 4 **Pub** (608) 256-2464 ★★
- 552 State St Madison, WI 53703

- 5 Madison Avenue (608) 257-1122
- 624 University Ave Madison, WI 53715

- 6 Great Dane Brew **Pub** (608) 284-0000 ★★★★★
- 123 E Doty St Madison, WI 53703

- 7. Willy Street **Pub & Grill** (608) 256-8211 ★★★★★
- 852 Williamson St Madison, WI 53703

- 9 Church Key **Pub & Grill** (608) 259-0444 ★★★★★

626 University Ave Madison, WI 53715

10 Slipper Club (608) 268-0909
121 W Main St Madison, WI 53703

11. Cardinal **Bar** (608) 251-0080
418 E Wilson St Madison, WI 53703

13 King Club Incorporated (608) 251-5464
114 King St Madison, WI 53703

14 Kens **Bar** & Grill (608) 257-1176
117 S Butler St Madison, WI 53703

15. Comedy Club (608) 256-0099 ★★★★★
119 State St Madison, WI 53703

16 Brass Ring **Bar** & Restaurant (608) 256-9359 ★★★★★
701 E Washington Ave Madison, WI 53703

17. Nick's Restaurant (608) 255-5450 ★★★★★
226 State St Madison, WI 53703

18 High Noon Saloon (608) 268-1122 ★★★★★
701 E Washington Ave Madison, WI 53703

19 Madison Club (608) 255-4861
5 E Wilson St Madison, WI 53703

20. Paul's Club (608) 257-5250 ★★★
212 State St Madison, WI 53703

21. Opus Lounge (608) 441-6787 ★★★★★
116 King St Madison, WI 53703

23 Gennas Lounge (608) 255-4770 ★★★★★
105 W Main St Madison, WI 53703

24. Shamrock **Bar** (608) 255-5029 ★★★★★
117 W Main St Madison, WI 53703

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning

