



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,

Class C Wine *Combo*

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT-2021-00772
(License number)

(Alder District #) (Police Sector)

Office Use Only

Type of entertainment license: Entertainment License (21+) Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LICLIB-2021-00771
(Class B license only)

Business dba Name: Mom's Bar

Licensed Address: 614 University Avenue Madison WI 53715

Premise Capacity: 50 Liquor/Beer Agent Name: Andrew Greenwood

90 % Alcohol, ___ % Food, 10 % Other Alder, District #: 4 Police Sector: 403
(soda, juice, coffee, tea)

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Pine Branch Holding LLC

Business Mailing Address: 1360 Regent St #201 Madison WI 53715

Business Contact Name, Position: Andrew Greenwood Owner/manager

Business Phone: 608-395-9816 Business Email: momsbar@tutaimail.com

Corporate Officers, Partners, or Sole Proprietor's information:

| Name | Address | Title |
|-------------------------|---|--------------|
| <u>Andrew Greenwood</u> | <u>1135 E Gorham St #2 Madison WI 53703</u> | <u>Owner</u> |
| | | |
| | | |

Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

I have contacted Zoning (zoning@cityofmadison.com, 608-266-4551) for necessary approvals.

I certify that this information is true and correct to the best of my knowledge.

X Andrew Greenwood
Signature

12/10/2021
Date

- Orange sign and business card issued
 - "License Renewals & Changes" brochure with next steps issued
- Office Use Only

Entertainment and Security Information

Live entertainment includes (check all that apply): Live Music Disc Jockey Designated Dance Floor
 Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.

Type of live entertainment to be offered: open mic, jazz, bands, singing, Karaoke. (none will be loud)

Number of security personnel and how they will be utilized: 1. Bouncer.
Bouncer will check ID's and help handle any unruly customers.

Description of clothing to identify security personnel: Black Pants.
Black shirt that says "Mom's SECURITY" on front and back

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: we don't have a parking lot. Back door is ~~locked~~ emergency exit with alarm and signage

How will the entrance line be managed and controlled: we will have our bouncer sitting in the foyer checking IDs and for weapons and known rule breakers.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Bouncers will be hired based on experience and training. we will refuse to serve unruly patrons and the intoxicated.

Underage drinking and fake ID plan: we will serve those visibly intoxicated water and call a cab. If need be, we will kick patrons out calmly but firmly. and call police for assistance when needed.

Plan to control and supervise patrons under twenty-one (21) years of age: we will hire bouncers trained in spotting fake ID's, and have them use an ID scanner in addition. we will keep fakes, if possible, and eject fake users. we will inform police.

we will disallow entry to all patrons under 21 who do not have a legal guardian present. Barenders will also check IDs.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: I will personally make sure the bar is clean and professional before, during, and after each business day. I will also make sure my staff is trained to clean and regulate noise regularly. We want a more lounge and jazz music than punk. friendly relaxed vibe.

| Management Personnel | | Management Personnel | |
|----------------------|---------------|----------------------|---------------|
| Name | Date of Birth | Name | Date of Birth |
| Andrew Greenwood | [REDACTED] | | |
| | | | |
| | | | |

Additional Required Items for Visual and Performing Arts License (18+)

1. I understand all patrons must be at least eighteen (18) years of age to enter and remain on the premise.

2. *Patrons under the age of twenty-one (21) may be allowed on the premise only for the purpose of live entertainment. Such shows must be designated as eighteen (18) and up shows and the entertainment must begin and end at a specified time. Patrons under the age of twenty-one (21) shall not be on the premise more than thirty (30) minutes before the scheduled live entertainment and must be off the premise within thirty (30) minutes of the live entertainment concluding.*

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

We will not be having 18 and up events. No one under 21 will be allowed without a legal guardian.

3. *Patrons under the age of twenty-one (21) may only be on the portion of the licensed premise where the live entertainment is occurring with the exception of incidental use of the restroom facilities and procuring a non-alcoholic beverage from the barroom. Under no circumstances will underage patrons be allowed to linger in a barroom that is separate from the live entertainment portion of the premise.*

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

We will not allow patrons under the age of 21 at all except with a legal guardian.

4. I understand written notification **must** be provided to the Captain of the police district in which the establishment is located at least five (5) days prior to **all** eighteen (18) and up live entertainment performances. The notification shall include a detailed description of the performance including start and end times.

5. I understand only one (1) eighteen (18) and up live entertainment event may be held per week.

6. I agree not to sell more than one alcoholic beverage to an eligible patron in a single transaction during eighteen (18) and up live entertainment events and shall prohibit a patron from carrying more than one alcoholic beverage from a bar or drink dispensing location during eighteen (18) and up live entertainment events.

7. I agree to comply with the identification requirements in Sec. 38.04(6), MGO, relating to conspicuously identifying patrons who are twenty-one (21) years of age and older.