



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

LICLIB - 2013-00736

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 14.
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.

Underground Catering LLC

4. Trade Name (doing business as) Underground Food Collective - Underground Catering

5. Address to be licensed 201 W. Mifflin St.

6. Mailing address 931 E. Main St #19 Madison, WI 53703

7. Anticipated opening date September, 2013

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

No Yes (explain) _____

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.

See attached

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

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

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

N/a

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

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease. see attached letter of intent

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 Melinda Trudeau

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

18. How long has the agent continuously resided in the State of Wisconsin? 20 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 1996

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

WI, January 2008

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
managing member	Melinda Trudeau	Madison, WI
managing member	Jonathan Hunter	Madison, WI
managing member	Bon Hunter	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.

Jonathan Hunter

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

wedding receptions, fund raisers, corporate events

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

See attached business plan

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? We will not book live

entertainment but it is our understanding that the library will allow wedding bands and DJ

38. What age range do you hope to attract to your establishment? n/a

39. What type of food will you be serving, if any? all

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

42. What hours, if any, will food service not be available? n/a

43. Indicate any other product/service offered. n/a

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? 2-10

During what hours do you anticipate they will be on duty? during events

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

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) see attached

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 library, special events venue, reception space

27. Business description Underground Food Collective is a full
Service catering company operating out of Madison
Public Library for weddings and other special
events.

28. Hours of operation between the hours of 9am-2am as scheduled

29. Describe your management experience see attached resumes

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

Wendy Plutchack Madison, WI

Zog Begolli Madison, WI

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

staffing will vary based on the needs of specific events
overseen by above mentioned management

32. Describe your employee training all of our employees undergo extensive

Service training including responsible beverage service

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? See attached
 How many bartenders do you anticipate having work at one time on a busy night? 6-8
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 See attached
51. What type of cooking equipment will you have? See attached
 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 See attached
53. What percentage of payroll do you anticipate devoting to food operation salaries? 50%
54. If your business plan includes an advertising budget: N/A
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
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:
 _____ % Alcohol _____ % Food See attached % 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.
See attached

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 Alcohol Policy Coordinator 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 understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I 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] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit 456-1026510062.02

69. Federal Employer Identification Number 26-2196635

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Mel Trudeau

E-mail address mel@undergroundfoodcollective.org

Phone 608-2395474 Preferred language english

71. Corporate attorney, if applicable: Name n/a

Phone _____ E-mail _____

Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of 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 22 day of August, 2013

Ch M LeMay
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 6-7-15

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

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We are seeking approval for an Class B combination license for the entire premises at 201 W Mifflin (Madison Public Library). With this in mind, the majority of the events where alcohol will be served are weddings and similar formal receptions - which are held in the Auditorium and surrounding Art Gallery spaces on the third floor. We will provide occasional service in the Program Room and Lobby on the ground level floor and Conference Room on the first floor. The license is needed for the entire premises because the Madison Public Library Foundation plans on hosting 3 annual fundraising galas where guest of the library are allowed to walk amongst the stacks with their refreshments. (An example of a similar local event is Design MMoCA, a Madison Museum of Contemporary Art event where guests are invited to explore the galleries while enjoying food & drink. Alcohol will be stored in a locked room on the third floor adjacent to the kitchen & auditorium spaces (Please see attached floor plans.)

12) Applicants or on-premises consumption: list estimated capacity

Seated third floor Auditorium capacity : 250

Third floor Auditorium & Art Gallery capacity : 500

Ground level Lobby & Program Room: 100

Total Library capacity : 1575

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?

Melinda Trudeau, Jonathan Hunter & Benjamin Hunter are managing members of the following LLCs that hold liquor licenses in Madison, WI:

Class B Combination License: Badger Meats, LLC - DBA Forequarter

Class A Combination License: BJ & Mel's Sausage Factory, LLC - DBA Underground Butcher

Class B Combination License: Underground Kitchen & Delicatessen, LLC - not currently operating

48) If yes, how many barstools do you anticipate having at your bar?

We will have two portable bar structures that can be moved to different spots throughout the building - but will reside primarily in the third level Auditorium & Gallery spaces. (A local example of a similar arrangement are the portable bars used in the lobby areas of Overture Center for the Arts during events). These bars will not have seats.

50, 51 & 52) The Auditorium will be used as a sit-down dining room. There is a small kitchen on level three - but we cook primarily at our off-site kitchen

57 & 58) Because we are not a restaurant or tavern we don't believe this applies to this application - but we do estimate that when events include alcohol, the alcohol sales will average about 25% of total event revenue.

MSR

Poter Lawson
ARCHITECTS & INTERIORS

ARNOLD AND OSHERMAN INC.
CONSTRUCTION MANAGEMENT

Heinemann Engineering Inc.
MECHANICAL, ELECTRICAL, PLUMBING

Vierbicher
ARCHITECTURE & INTERIORS

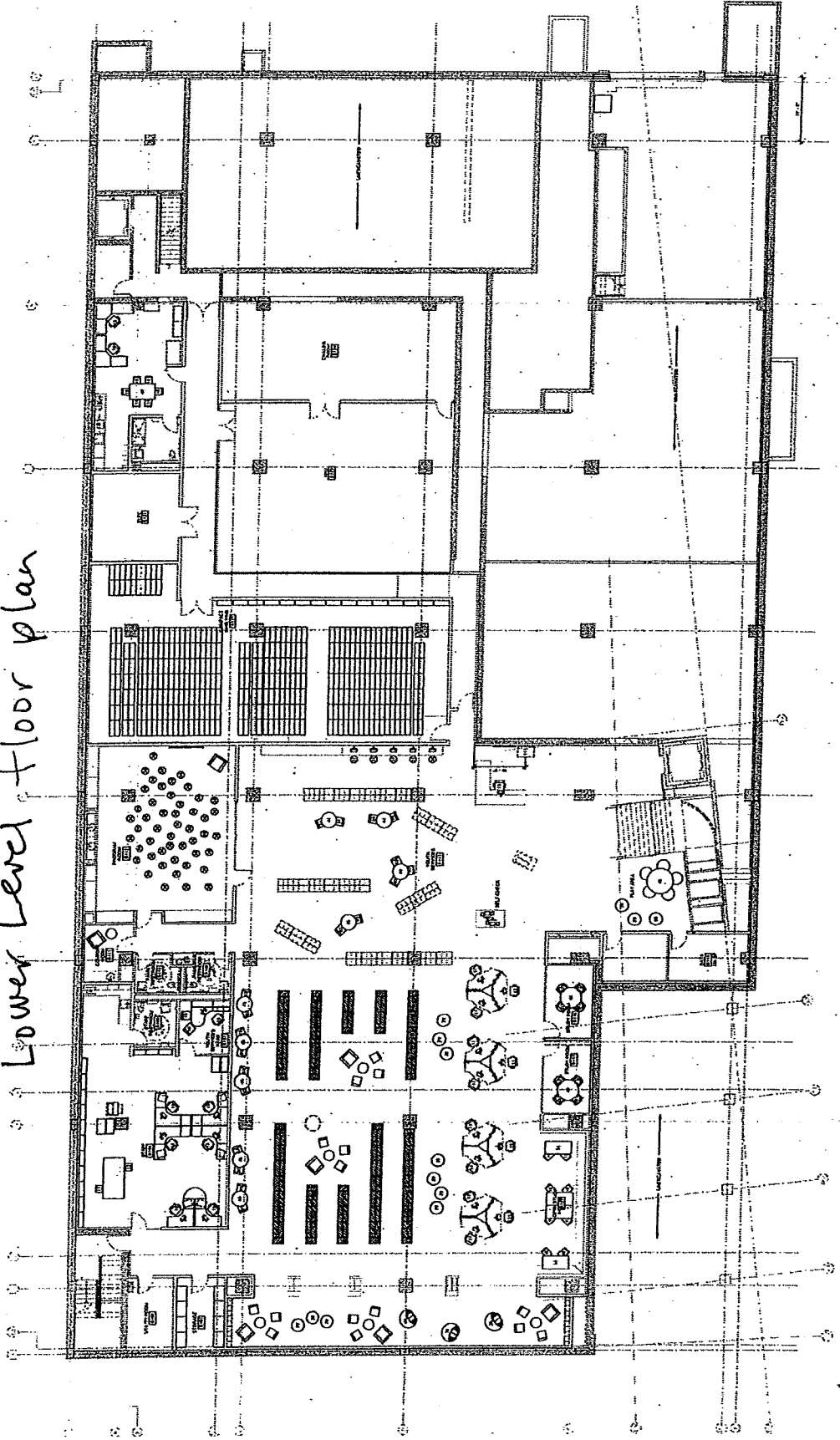
MADISON CENTRAL PUBLIC LIBRARY
201 WEST MIFFLIN STREET
MADISON, WI 53703

NO.	DESCRIPTION	DATE

A900.1
LOWER FLOOR FURNITURE PLAN





CONTRACT No. 8437 - EXHIBIT D1

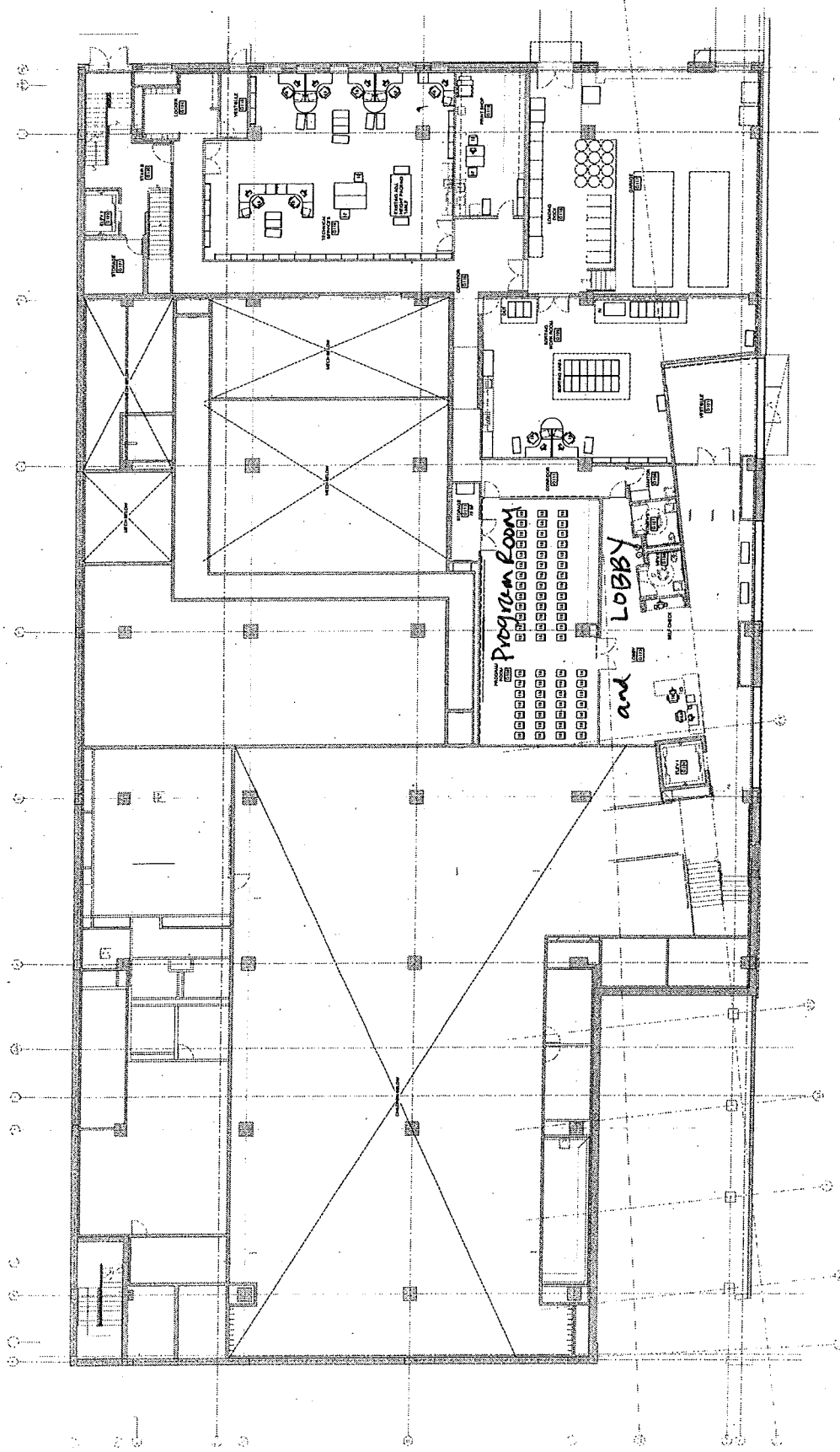
Lower Level floor plan



LOWER FLOOR FURNITURE PLAN
NOT FURNITURE PLANS FOR REFERENCE ONLY. FURNITURE BID DOCUMENTS TO BE ISSUED AT A LATER DATE







 <p>1100 North Lincoln Street Madison, WI 53703 608.261.1100 www.msr.com</p>	<p>1100 North Lincoln Street Madison, WI 53703 608.261.1100 www.msr.com</p>	 <p>AROLD AND OSHEA INC. ARCHITECTS & INTERIORS 1100 North Lincoln Street Madison, WI 53703 608.261.1100 www.aroshea.com</p>	 <p>Hennessy Engineering Inc. 1100 North Lincoln Street Madison, WI 53703 608.261.1100 www.hennessyeng.com</p>	 <p>vierbicher ARCHITECTS & INTERIORS 1100 North Lincoln Street Madison, WI 53703 608.261.1100 www.vierbicher.com</p>	<p>Project No. _____ Sheet No. _____</p>	<p>MADISON CENTRAL PUBLIC LIBRARY 201 WEST MIFFLIN STREET MADISON, WI 53703</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>201004120</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>	<p>100% CONSTRUCTION DOCUMENTS DATE: _____ DRAWN BY: _____ CHECKED BY: _____ APPROVED BY: _____</p>
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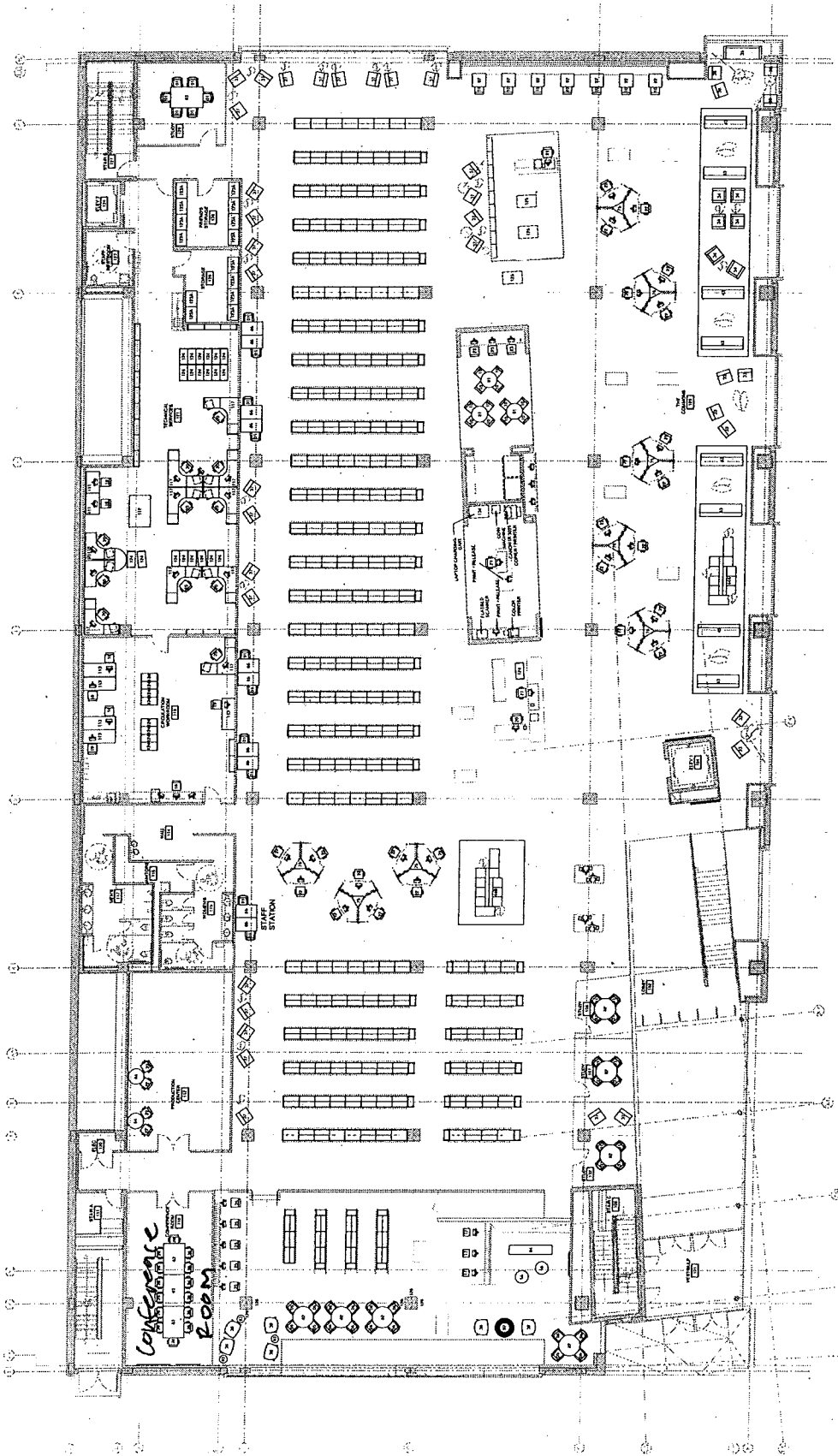


Ground Level floor plan



1 GROUND FLOOR FURNITURE PLAN
DATE: _____
NOTE: FURNITURE PLANS FOR REFERENCE ONLY. FURNITURE SO DOCUMENTS TO BE ISSUED AT A LATER DATE

 <p>MSR MADISON SERVICE RECORDS</p>	<p>FOR ARCHITECT / ENGINEER Porter Lawson ARCHITECTS & ENGINEERS 1000 WEST MIFFLIN STREET MADISON, WI 53703 PHONE: 608.261.1234</p>	 <p>ARNOLD AND CASPERDAN INC CONSTRUCTION & CONTRACTING 1000 WEST MIFFLIN STREET MADISON, WI 53703 PHONE: 608.261.1234</p>	 <p>Henneman Engineering Inc. 1000 WEST MIFFLIN STREET MADISON, WI 53703 PHONE: 608.261.1234</p>	 <p>vierbicher ARCHITECTS & ENGINEERS 1000 WEST MIFFLIN STREET MADISON, WI 53703 PHONE: 608.261.1234</p>	<p>Project: _____</p>	<p>Project: _____</p>	<p>MADISON CENTRAL PUBLIC LIBRARY 201 WEST MIFFLIN STREET MADISON, WI 53703</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>	<p>Contract No. _____</p>
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1 1ST FLOOR FURNITURE PLAN


NOTE: FURNITURE PLANS FOR REFERENCE ONLY. FURNITURE NO DOCUMENTS TO BE ISSUED AT A LATER DATE



1st Level floor plan


Potter Lawson
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 MADISON, WI 53703
 PHONE: 608-261-1171
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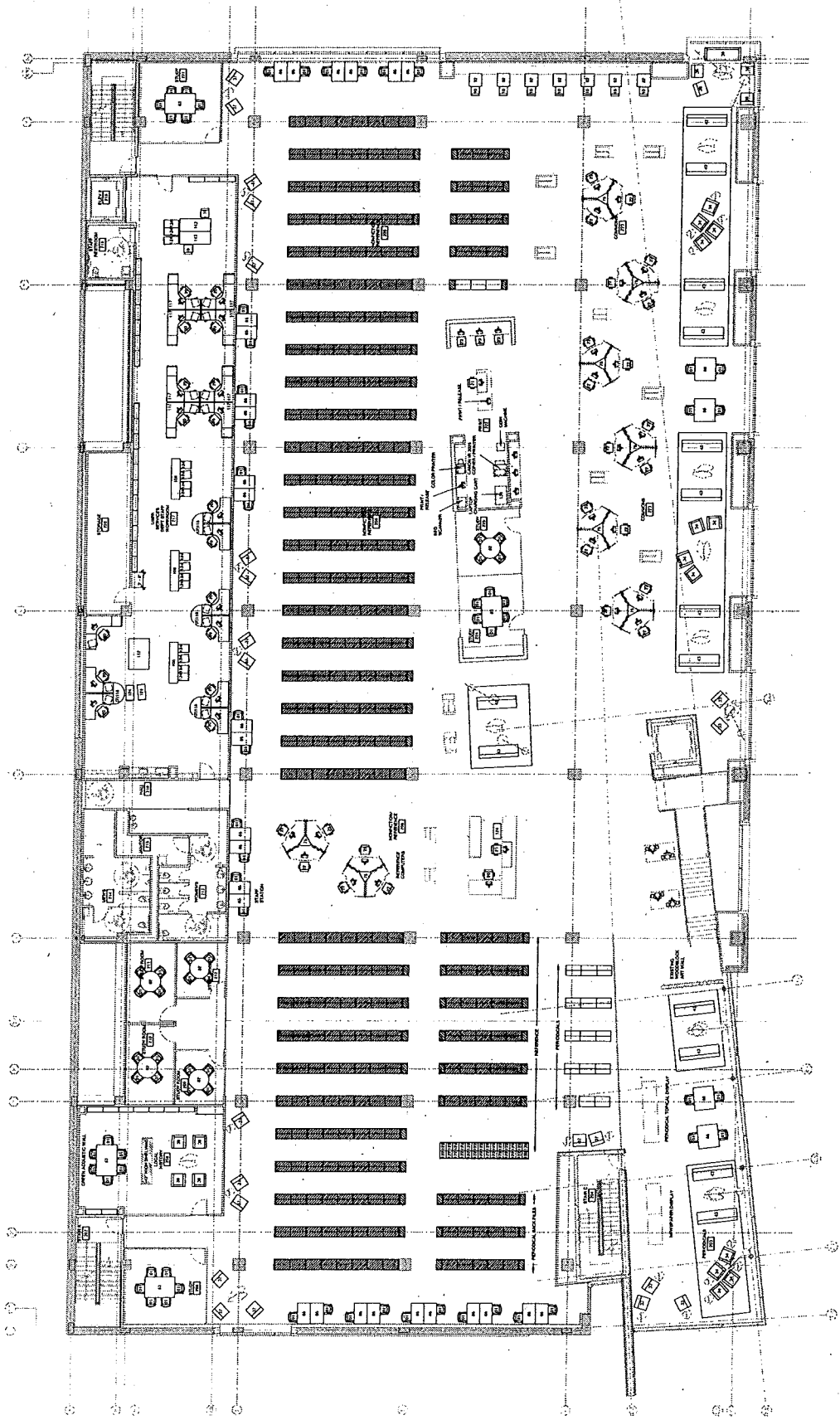

Vierbicher
 INTERIORS & ARCHITECTURE
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 MADISON, WI 53703
 PHONE: 608-261-1171
 FAX: 608-261-1172


Hansen Engineering Inc.
 MECHANICAL, ELECTRICAL, PLUMBING
 1000 WATERVILLE AVENUE
 MADISON, WI 53703
 PHONE: 608-261-1171
 FAX: 608-261-1172

**MADISON CENTRAL
 PUBLIC LIBRARY**
 201 WEST MIFFLIN STREET
 MADISON, WI 53703

DATE: 2/10/01	BY: [Signature]
PROJECT: MADISON CENTRAL PUBLIC LIBRARY	SCALE: AS SHOWN
DESCRIPTION: 2ND FLOOR FURNITURE PLAN	PROJECT NO. 01-01
DATE: 2/10/01	BY: [Signature]
PROJECT: MADISON CENTRAL PUBLIC LIBRARY	SCALE: AS SHOWN
DESCRIPTION: 2ND FLOOR FURNITURE PLAN	PROJECT NO. 01-01
DATE: 2/10/01	BY: [Signature]
PROJECT: MADISON CENTRAL PUBLIC LIBRARY	SCALE: AS SHOWN
DESCRIPTION: 2ND FLOOR FURNITURE PLAN	PROJECT NO. 01-01

**2ND FLOOR
 FURNITURE PLAN**
A902



1 2ND FLOOR FURNITURE PLAN
 NOTE: FURNITURE PLANS FOR REFERENCE ONLY. FURNITURE BID DOCUMENTS TO BE ISSUED AT A LATER DATE

2nd Level floor plan.

MSR
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vierbicher
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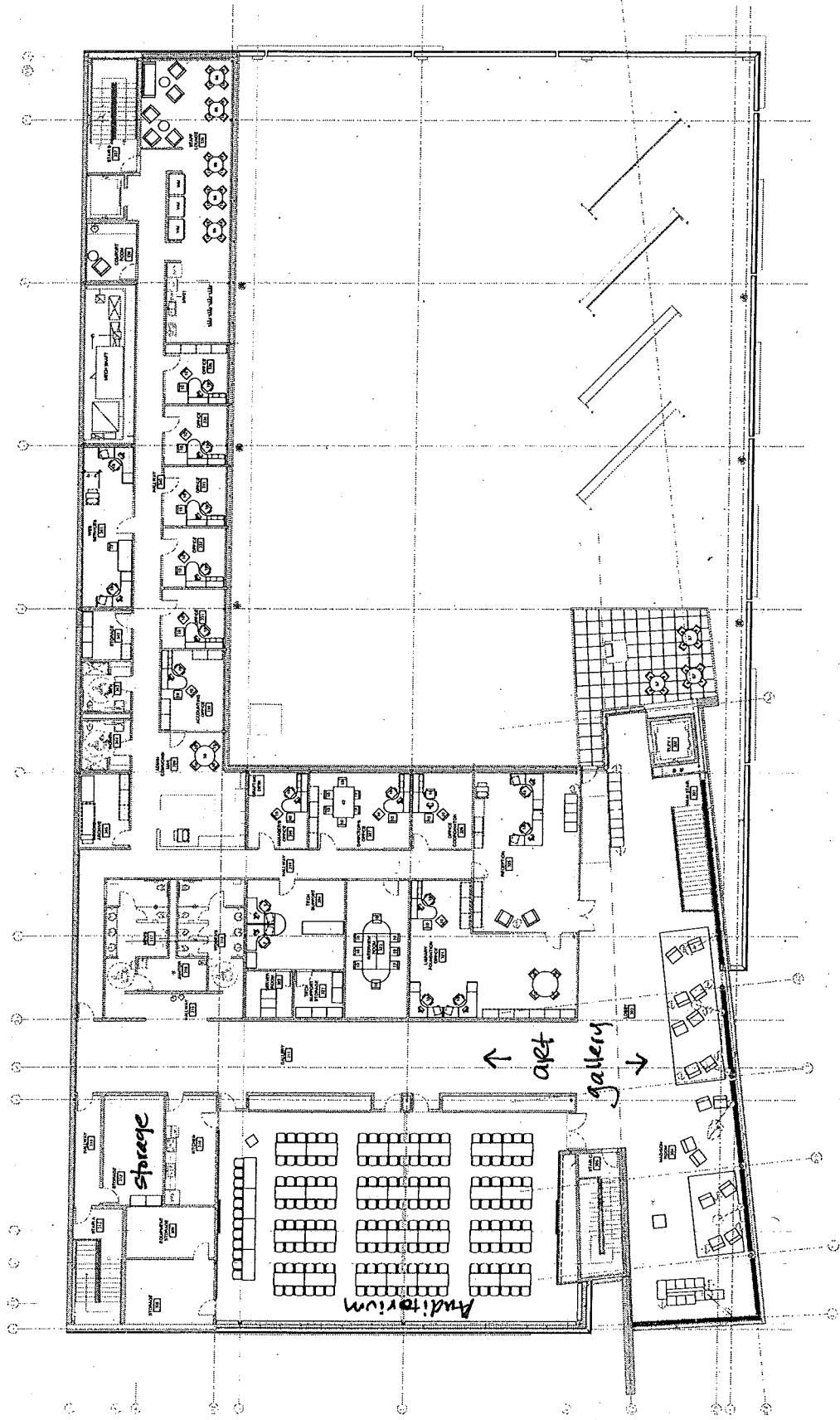
DATE: _____
 DRAWN BY: _____
 CHECKED BY: _____

MADISON CENTRAL PUBLIC LIBRARY
 201 WEST MIFFLIN STREET
 MADISON, WI 53703

PROJECT NO.	201004120
DATE	10/20/04
PROJECT NAME	MADISON CENTRAL PUBLIC LIBRARY
PROJECT ADDRESS	201 WEST MIFFLIN STREET, MADISON, WI 53703
OWNER	MADISON CENTRAL PUBLIC LIBRARY
DESIGNER	MSR
CONTRACTOR	PORTER LAWSON
ARCHITECT	MSR
MECHANICAL	MSR
ELECTRICAL	MSR
PLUMBING	MSR
PAINT	MSR
FINISHES	MSR
LANDSCAPE	MSR
INTERIORS	MSR
EXTERIORS	MSR
MOBILITY	MSR
ACCESSIBILITY	MSR
ENVIRONMENTAL	MSR
SAFETY	MSR
SECURITY	MSR
AV	MSR
IT	MSR
TELECOMMUNICATIONS	MSR
CONSTRUCTION ADMINISTRATION	MSR
CONSTRUCTION MANAGEMENT	MSR
CONSTRUCTION DOCUMENTS	MSR
INSTALLATION	MSR
OPERATION & MAINTENANCE	MSR
TRAINING	MSR
WARRANTY	MSR

3RD FLOOR FURNITURE PLAN
A903

CONTRACT No. 6437 - EXHIBIT D1



3RD FLOOR FURNITURE PLAN
 NOTE: FURNITURE PLANS FOR REFERENCE ONLY. FURNITURE BID DOCUMENTS TO BE ISSUED AT A LATER DATE

3rd Level floor plan

