

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning September 11 20 07 ;  
ending June 30 20 08

TO THE GOVERNING BODY of the:  Town of  
 Village of } Madison WI  
 City of }  
County of Dane County Aldermanic Dist No \_\_\_\_\_ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>004-0003283954-01</u>	
Federal Employer Identification Number (FEIN): <u>36-4609986</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100.00</u>
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>500.00</u>
<input checked="" type="checkbox"/> Reserve Class B liquor	\$ <u>200.00</u>
Publication fee	\$
<b>TOTAL FEE</b>	\$ <u>799.00</u>

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): La Mestiza Mexican Cuisine LLC

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>President Arturo Sanchez</u>	<u>447 Windham Trail</u>	<u>80110</u>
Vice President/Member	<u>Vice President Antonio Estrada</u>	<u>310 Rockwell</u>	<u>53538</u>
Secretary/Member			
Treasurer/Member			

- \* Agent Antonio Estrada

Directors/Managers

3. Trade Name La Mestiza Mexican Cuisine Business Phone Number (608) 826-0128  
4. Address of Premises 6044 Odana Rd. Post Office & Zip Code 53719

- 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 \_\_\_\_\_ and date \_\_\_\_\_ of registration  
(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) 6044 Odana Rd. Bar will be for storage, 1 Room.

- 10 Legal description (omit if street address is given above):  
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? Beer by Frolian Miranda.  
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 27 day of July, 20 07

William K. D.  
(Clerk/Notary Public)

Antonio Estrada  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)

My commission expires 8-30-09

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

### TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>7-27-07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>78254</u>	

fd 113

Legistar 07148

Alder 19 (clear)

### City of Madison Liquor/Beer Original Supplemental Form

#### Office Use Only

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Seller's Permit Number                       | <input checked="" type="checkbox"/> Floor Plans                                      |
| <input checked="" type="checkbox"/> Federal Employer Identification Number       | <input checked="" type="checkbox"/> Lease  |
| <input checked="" type="checkbox"/> Notarized Original Application Form (AT-106) | <input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter <i>NA</i> |
| <input checked="" type="checkbox"/> Notarized Supplemental Form                  | <input checked="" type="checkbox"/> *Articles of Incorporation/ Organization         |
| <input checked="" type="checkbox"/> Description of Licensed Premise              | <input checked="" type="checkbox"/> Sample Menu, if possible                         |
| <input checked="" type="checkbox"/> *Notarized Appointment of New Liquor Agent   | <input type="checkbox"/> Business Plan, if one exists                                |
| <input checked="" type="checkbox"/> Background Investigation Form(s)             | * 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 1/2 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 \_\_\_\_\_ can be reached at \_\_\_\_\_ at the Common Council Office (266-4071) or via e-mail at [council@cityofmadison.com](mailto: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.cityofmadison.wi.us/neighborhoods/contacts.htm](http://www.cityofmadison.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 La Mastiza Mexican Cuisine LLC
4. Telephone Number: (608) 826-0178
5. Address of Licensed Premise 6644 Odana Rd. Madison WI 53719
6. Anticipated opening date: Open now.
7. Mailing address if not opening immediately 6644 Odana Rd. Madison WI 53719

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:

Restaurant open 11am to 10pm.

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.**

See Attachment Exhibit A. LIQUOR AND BEER WOULD BE SOLD IN THE RESTAURANT IN 14 tables Approx 200 sq ft, storage in 25 sq ft plus refrigerator and bar area in front

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. See Attachment Page Market Square Exhibit A

13. Describe your management experience, staffing levels, duties and employee training.  
I am the President. Manager will take the training Antonio Estrada

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. La Mestiza Mexican Cuisine LLC

Name			
<u>6644 Odessa Rd.</u>	<u>Madison</u>	<u>WI</u>	<u>53719</u>
Address	City	State	Zip

15. Excluding pre-packaged snacks, how late will food be served? 10:00 PM

16. What type of food will you be serving, if any? Mexican Food

17. Indicate any other product/service offered: N/A

18. Describe your target market. 25-60 year old people

19. What is your estimated capacity? 40 person

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: Inland Company. Kevin Ruby  
Address of Owner: 802 W. Broadway Suite 104 Madison WI 53713 Phone Number: (608) 223-6317

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course?  Yes  No If Yes, indicate names: Training will complete in August 2007  
**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: 50 %

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
<u>Arturo Sanchez</u>	<u>447 Windham Trail Carpentersville IL 60110</u>

Stockholder's Name	Address	Extent of Ownership%
<u>N/A</u>		

Manager's Name	Address	Business Phone	Home Phone
<u>Antonio Estrada</u>	<u>8334 N. Mansion <sup>Hwy</sup> <sub>Hwy</sub> Madison WI, 53719</u>	<u>(608) 826-0128</u>	<u>(772) 761-1211</u>

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	%
Percent Gross Receipts from Food	%
Percent Gross Receipts from Other	%
<b>Total Gross Receipts</b>	<b>100 %</b>

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

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? 3

33. What hours, if any, will food service not be available? 11am to 10pm Open.

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

Web Page, Flyers, Newspaper,

**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 27 day of July, 2007  
William C. De  
 (Clerk/Notary Public)

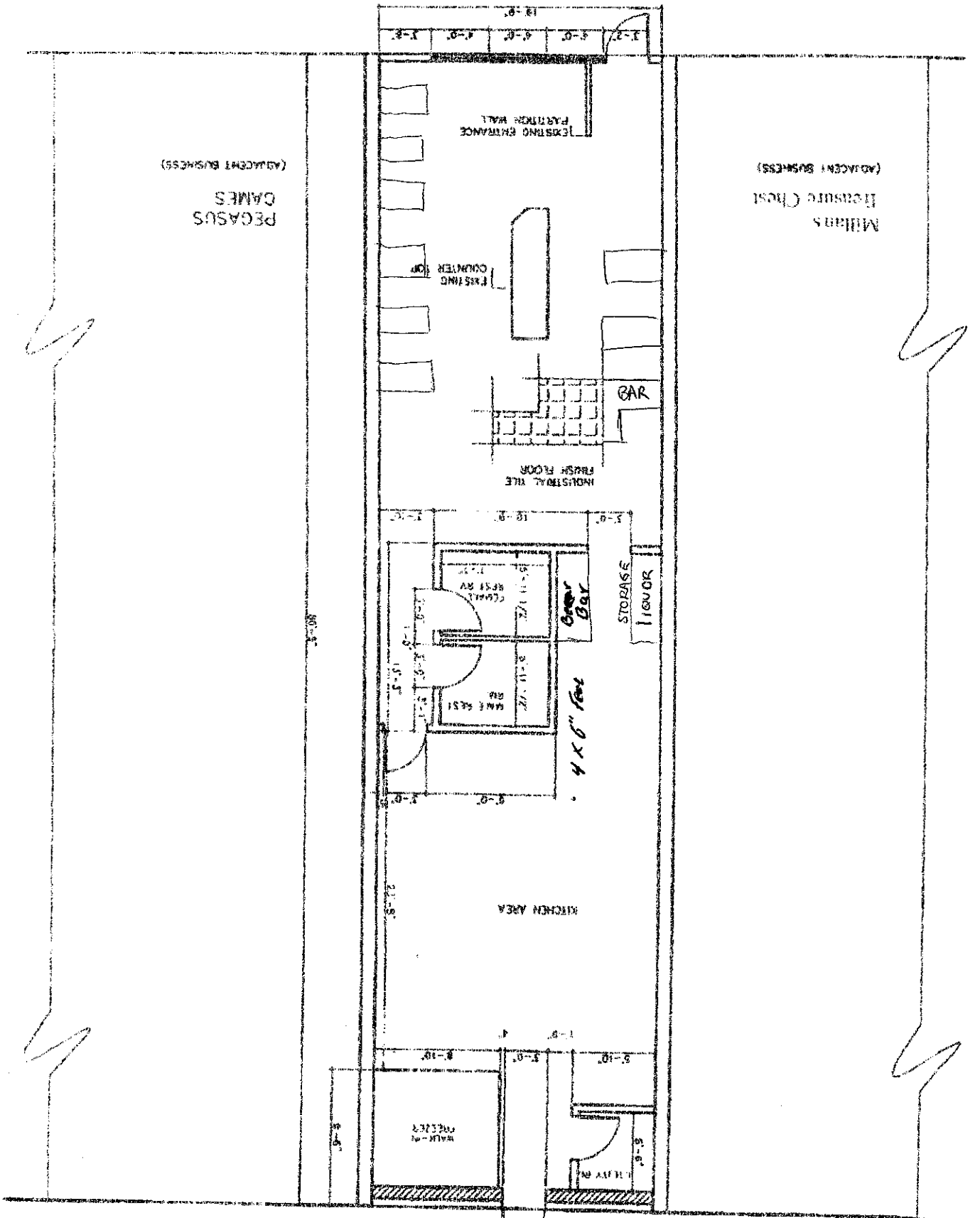
Autumn Smith  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

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

My commission expires 8-30-09

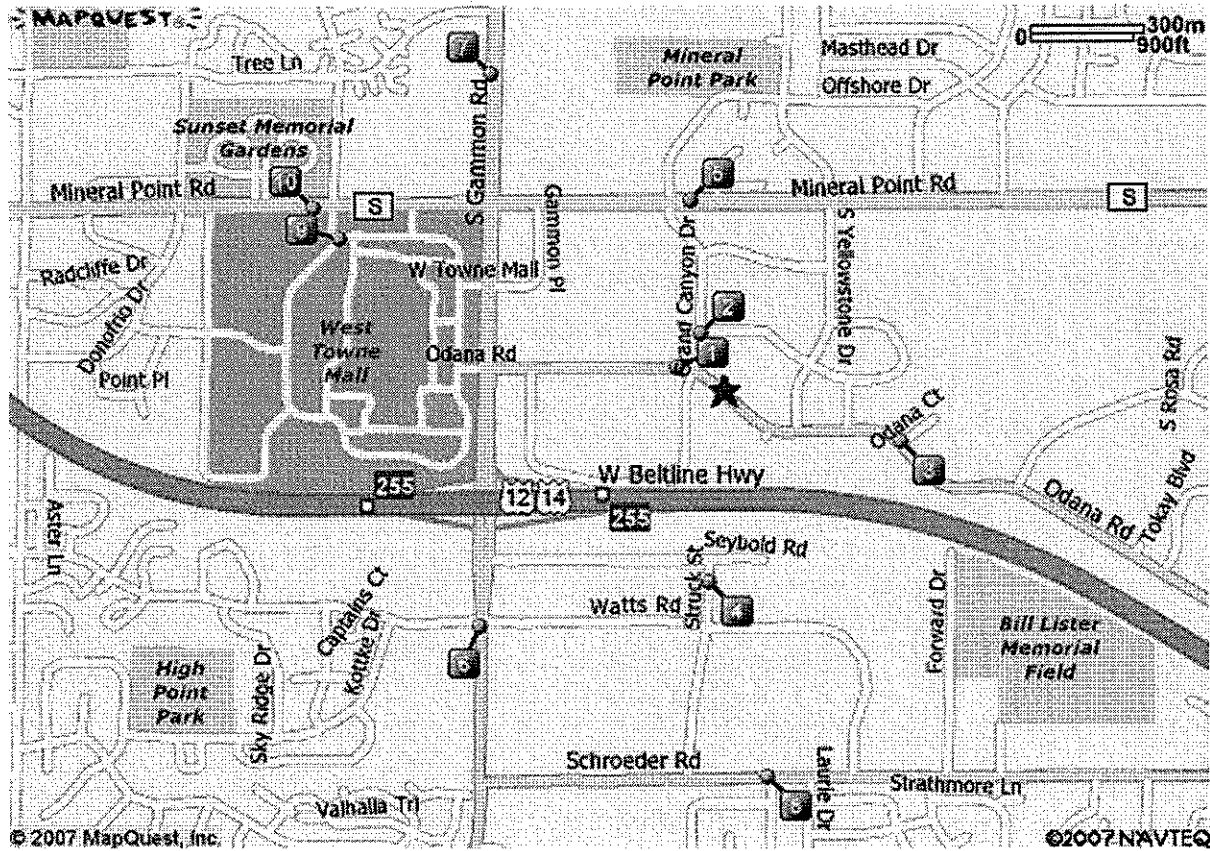
\_\_\_\_\_  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

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



(ADJACENT BUSINESS)  
PEGASUS  
GAMES

(ADJACENT BUSINESS)  
MILIANS  
HOURS Chess



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**Notes:**

Only text visible within note field will print.

**Results 1 to 10 for La Mestiza Mexican Cuisine near 6644 Odana Rd, Madison, WI 53719-1012**

- 1 Tres Amigos**  
6722 Odana Rd, Madison, WI  
(0.09 miles away)  
608-826-0129
- 6 Labamba's**  
710 S Gammon Rd, Madison, WI  
(0.57 miles away)  
608-277-9522
- 2 T & M's Vietnamese Cuisine LLC**  
439 Grand Canyon Dr, Madison, WI  
(0.11 miles away)  
608-827-0009
- 7 La Petite Academy**  
202 S Gammon Rd, Madison, WI  
(0.67 miles away)  
608-827-4769
- 3 Birch Springs Counseling Ctr**  
Cinda La Mar  
6402 Odana Rd, Madison, WI  
(0.29 miles away)  
608-273-4411
- 8 La Petite Academy**  
6514 Schroeder Rd, Madison, WI  
(0.67 miles away)  
608-277-0076
- 4 Westside Family Pet Clinic**  
Jessica La Rock DVM  
643 Struck St, Madison, WI  
(0.33 miles away)  
608-271-5277
- 9 Taco Bell**  
104 W Towne Mall, Madison, WI  
(0.67 miles away)  
608-829-2797
- 5 Qdoba Mexican Grill**  
6650 Mineral Point Rd, Madison, WI  
(0.34 miles away)  
608-827-7720
- 10 Chili's Grill & Bar**  
7301 Mineral Point Rd, Madison, WI  
(0.73 miles away)  
608-833-8851