

**From:** [Heck, Patrick](#)  
**To:** [Verbick, Jim](#)  
**Subject:** Re: New Alcohol License for January ALRC - Pine Branch Holding LLC  
**Date:** Monday, January 17, 2022 8:47:49 AM

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Hi Jim,

Please enter the below in legistar as input on these two applications. Thank you.

Patrick

614 University Avenue, the proposed location of Mom's Bar, is newly in District 2 due to redistricting, but I was able to fully engage with the applicant in recent weeks. Mr. Greenwood has been eager to answer all questions and to engage with both me and the neighborhood. Although he is a new operator in an area that has seen many alcohol-related problems, I support his applications for a liquor license and 21+ Entertainment license for several reasons:

1. He agreed to reduce his proposed weekend closing hours from 1am to midnight, demonstrating that despite his needing to be classified as a "nightclub", it is not likely to operate as what we might typically think a nightclub is.
2. Per my request, he distributed fliers in the neighboring businesses and apartments for his informational meeting.
3. He engaged with the Campus Area Neighborhood Association and held a productive virtual informational meeting with them.

My lingering concern that ALRC will likely address is making sure that the management and security plans are sufficient, including the staffing plan and ID-scanning technology. Since he would be a new operator in the Alcohol Overlay District, Mr. Greenwood's management and security plans should be looked at closely by ALRC and MPD.

Mr. Greenwood is also applying for a Conditional Use Permit to operate a nightclub in the Alcohol Overlay District, his only available path for opening a non-restaurant in the AOD. I currently plan to support that CUP at Plan Commission, assuming ALRC is supportive of the liquor and entertainment license applications. Given that the CU application cannot be considered by Plan Commission until March 7 at the earliest, I would support a licensing condition of approval that required the CUP be granted by an appropriate date and that the licenses could be utilized prior to that date, if Zoning agrees.

Thank you for considering my input. Please let me know if you have questions.

Alder Patrick Heck  
608-286-2260

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**From:** Verbick, Jim

**Sent:** Wednesday, January 5, 2022 4:37 PM

**To:** Heck, Patrick; Blackamore, Shannon; Marshall, Edward; Zanders, Harrison

**Subject:** New Alcohol License for January ALRC - Pine Branch Holding LLC

Good afternoon,

The following applications are for consideration at the January ALRC meeting.

**Public Hearing - New License**

Pine Branch Holding LLC • dba Mom's Bar

614 University Ave • Agent: Andrew Greenwood • Estimated Capacity (in/out): 50/0

Class B Combination Liquor & Beer • 90% alcohol, 10% food

Aldermanic District 2 (Alder Heck) • Police Sector 403

**21+ Entertainment License**

Pine Branch Holding LLC • dba Mom's Bar • Capacity (in/out): 50/0

614 University Ave • Agent: Andrew Greenwood

Class B Combination Liquor & Beer • 90% alcohol, 10% food

Aldermanic District 2 (Alder Heck) • Police Sector 403

Sincerely,

**Jim Verbick, Deputy Clerk**

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