

**From:** [McKinney, Barbara](#)  
**To:** [licensing](#)  
**Cc:** [Fields, Debbie](#)  
**Subject:** Licensing for iLiquor  
**Date:** Monday, December 14, 2015 2:14:53 PM

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Please distribute this to committee members.

Thank you for moving the consideration of the license for iLiquor to your 12/16/2015 meeting. I teach at Edgewood College and my class final is scheduled this Wednesday from 4-6:50 pm and I will be unable to attend this meeting.

My recommendation: I recommend that the application for iLiquor be approved by the ALRC based upon the following information:

1. Contact with Captain Vic Wahl, West Police District. Supports the issuance of the license.
2. Contact with Alder Mark Clear, supports the issuance of the license. The business is licensed and is successfully doing business in two other locations with no complaints about the applicant's business practices.
3. As Alder, I had an in depth interview with the applicant to discuss resident concerns especially concerns about adding a "liquor store" to this area.
4. Public meeting held. Comments from the public meeting as well as the comments by email from residents expressed the following concerns: a liquor store in such close proximity of a daycare center, adding a liquor store within a neighborhood already experiencing a high volume of adverse activity and concerns that the addition of a liquor store would increase such activity. Finally, the concern for limited parking and increased traffic flow from the location. The applicant was open, answered concerns addressed at the public meeting and the emails sent to me as Alder. The majority of those attending the meeting wished the applicant well and supported the business at that location.

My reason for the recommendation of approval:

1. iLiquor will not be a traditional "liquor store". It will be a high end store featuring Wisconsin wines and cheeses; crafts, with some alcohol.
2. As manager/owner she will be on-site. The location will not be allowed to be used as a hang-out that would negatively impact the business not the neighborhood.
3. The square footage is very small.
4. The applicant is making a large personal investment in upgrading the property and is making a 5 year commitment to this location.
5. The applicant has been interested in this location for the business, and has been negotiating with the building owner for a number of years and the rental cost is now affordable.
5. The applicant entered this business as a second career when she lost her job. She is well educated and seems committed to being a positive business contributor to this community.
6. The space has been vacant for some time. Two other businesses within the strip are struggling, and expressed encouragement that this new business may help to revitalize their businesses as well.
7. When those attending the community meeting expressed concerns over the name which included "liquor" the applicant expressed understanding and a willingness to hear other suggestions.
7. I believe that this applicant will prove a positive asset to business growth in this community.
8. I therefore recommend that the ALRC approve this license application.

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