

## Christianson, Eric

---

**From:** Rummel, Marsha  
**Sent:** Tuesday, December 13, 2016 10:45 AM  
**To:** Caleb Percevecz; licensing; Verveer, Michael; Bidar-Sielaff, Shiva; Skidmore, Paul  
**Subject:** Hail Mary license conditions 401 E Washington

**Categories:** Eric

Sounds good Caleb, thanks for the report. I will request ALRC add the conditions you have agreed to.

Sent from my iPhone

On Dec 13, 2016, at 8:47 AM, Caleb Percevecz <[hailmarymadison@gmail.com](mailto:hailmarymadison@gmail.com)> wrote:

Good morning,

I wanted to touch base and let you know we held our meeting last night. It was a small group but we were able to engage in very productive conversation. Based on our talk yesterday it seems the neighborhood would be most comfortable if we had stipulations in our license regarding how late we are open. I believe everyone at the meeting was comfortable with us closing at midnight Sunday-Thursday and 1am Friday and Saturday. We would have no problem with that as a stipulation on our license. The neighborhood also showed concern that we would be a live music venue if we had an entertainment license. If we have an entertainment license it will be specifically for events like weddings or private parties that may want a band or DJ, and we would have no issue limiting the license for those activities only. Lastly they showed concern about the late outdoor section, as I said in the last email, we would have no problem shutting outdoor down completely at 10pm. If you have any other questions or concerns please let me know.

Once we get keys to the new place we would like to hold an "open house" for people in the neighborhood to come in and see what we are doing on the inside and get a feel for what the new spot is going to entail. I think that would be a good way for us to show the neighborhood we want to do everything we can to be neighborly and fit into the area.

Best,

Caleb Percevecz  
830-660-3560

On Thu, Dec 8, 2016 at 11:17 PM, Rummel, Marsha <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)> wrote:

Hi Caleb-

Thanks for calling Monday. Your email got buried in my inbox, sorry. Usually I like to hold a neighborhood meeting when a new license is applied for but I don't have any availability if the ALRC meeting is 12/21. Again, I apologize for not responding more timely.

Do you plan to serve food? If so, what is alcohol to food ratio? What is the food concept?

Do you plan to be open until bartime? If not what are your hours?

Do you plan to apply for an Entertainment license? If so, how often do you anticipate having live music?

What is the capacity you are seeking?

I assume you will apply for outdoor seating as part of the ALRC process? I also assume you realize there is an additional process for the plan commission to get permission for the outdoor seating. In general, in more residential neighborhoods, like 401 E Wash, I support closing the outdoor service at 10p.

Do you plan any exterior changes to the building? The building is part of the First Settlement historic district and you may need to get authorization from the Landmarks Commission to make alterations.

I won't be able to attend Monday. But I will send out an announcement to First Settlement list serve and ask for feed back.

Thanks for following up-

Marsha

---

**From:** Caleb Percevecz <[hailmarymadison@gmail.com](mailto:hailmarymadison@gmail.com)>  
**Sent:** Wednesday, November 16, 2016 1:22 PM  
**To:** Rummel, Marsha  
**Subject:** 401 E Washington

Hello

My name is Caleb Percevecz. My partner and I have recently submitted our application for a combination alcohol license for the restaurant we hope to open at 401 E Washington in the building that formerly housed Bellini Italian Restaurant. We are hoping to change it into The Hail Mary Sports Grill. If everything goes as planned with the licensing and renovating we are hoping to hold a grand opening on Feb 5 2016. As you know it is part of our licensing requirements to contact our alder before our ALRC meeting, so, we wanted to drop you a note and get the conversation started early. We are planning to host our information session on December 12 at 5 pm located at 124 State street, and we would love for you to be there. If you have any questions or concerns please do not hesitate to contact us.

Best

Caleb Percevecz  
830-660-3560