



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 ☐ Class A Cider

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, 2017.
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.
Oakwood Lutheran Homes Association, Inc.
4. Trade Name (doing business as) Oakwood Village University Woods
5. Address to be licensed 6209-6175 Mineral Point Road, Madison, WI 53718
6. Mailing address 6165 Mineral Point Road, Madison, WI 53705-4457
7. Anticipated opening date As soon as possible
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.
- The dining areas and adjoining kitchen and storage areas of the Village Inn and the Garden Terrace Bistro.
- _____
- _____
- See attached floor plans.

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity Village Inn - 120
Garden Terrace - 40
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. N/A

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 Julie M. Holden
17. City, state in which agent resides Prairie Du Sac, WI
18. How long has the agent continuously resided in the State of Wisconsin? 9 Months
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 11/09/2016
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI; 07/08/1948
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
See Attached		

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.

John C. Mitby; 33 East Main Street, Suite 400, Madison, WI 53701

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) _____

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 Senior living community
27. Business description Senior living community.

28. Hours of operation 8:00AM - 6:30PM
29. Describe your management experience See attached

30. List names of managers below, along with city and state of residence.
Tiffany Cross - Fort Atkinson, WI Joanna Vega - Madison, WI
Perry Bennett - Madison, WI Miranda Roethle - Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Village Inn - 13 staff members/day; food & beverage service duties.
Garden Terrace - 4 staff members/day; food & beverage service duties.
32. Describe your employee training _____
Five day training program covers steps of service, food, and
beverage knowledge.

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

Senior residents and their guests.

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

None.

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? _____

38. What age range do you hope to attract to your establishment? N/A; residents and guests

39. What type of food will you be serving, if any? _____
☒ 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 *Sample menus are attached.

41. During what hours of operation do you plan to serve food? Village Inn - 8:00AM - 6:30PM
Garden Terrace - 10:30AM - 6:30PM

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? 33

During what hours do you anticipate they will be on duty? 8:00AM - 6:30PM

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

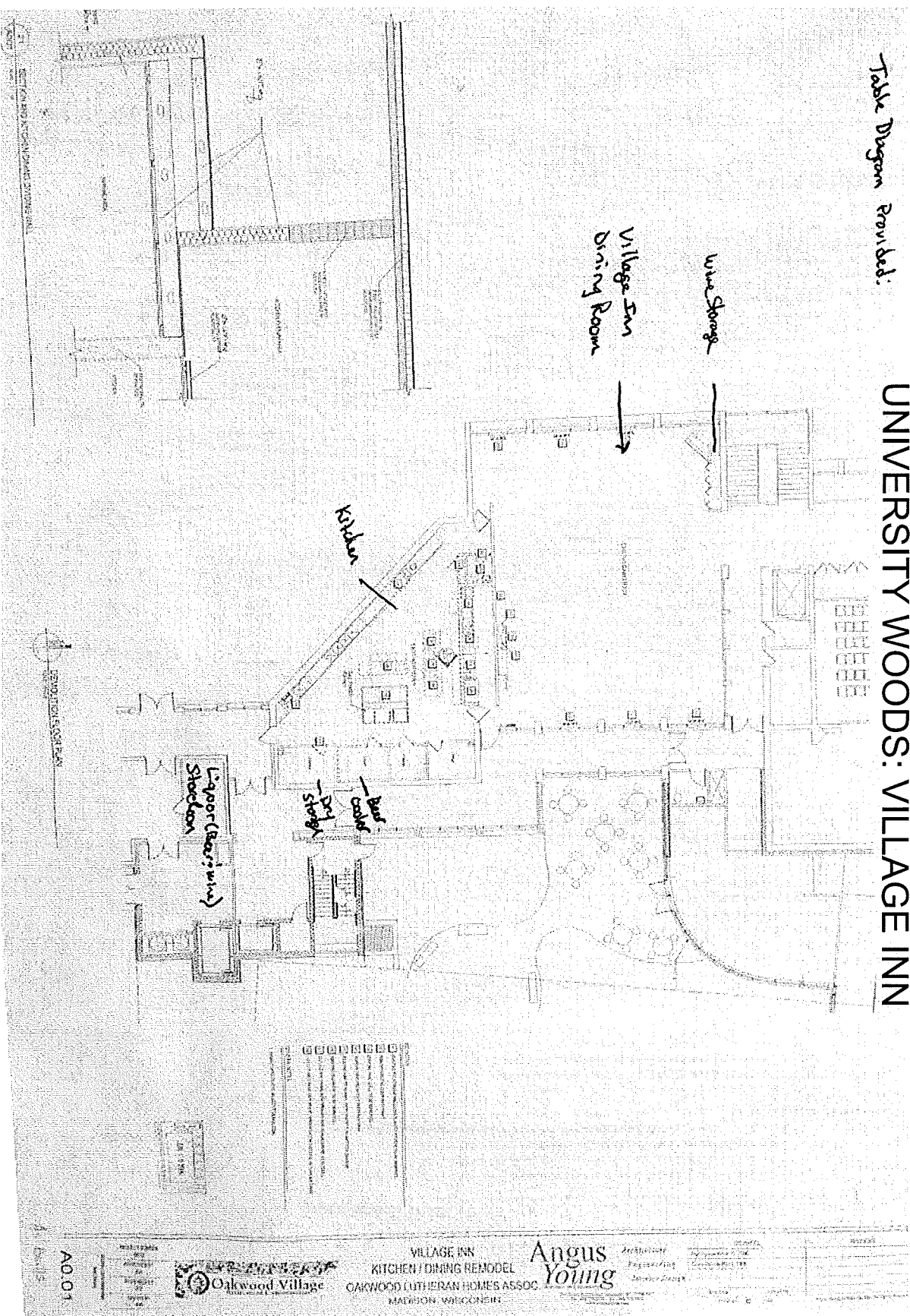
48. Do your plans call for a full-service bar? ☒ No ☐ Yes
 If yes, how many barstools do you anticipate having at your bar? N/A
 How many bartenders do you anticipate having work at one time on a busy night? N/A
49. Will there be a kitchen facility separate from the bar? ☒ No ☐ Yes No bar
50. Will there be a separate and specific area for eating only?
☒ No ☐ Yes, capacity of that area No bar
51. What type of cooking equipment will you have?
☒ 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
53. What percentage of payroll do you anticipate devoting to food operation salaries? 100%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? N/A
 What percentage of your advertising budget do you anticipate will be drink related? N/A
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:
5 % Alcohol 95 % Food % 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.

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

Table Diagram Provided:

UNIVERSITY WOODS: VILLAGE INN



Garden Terrace Bistro

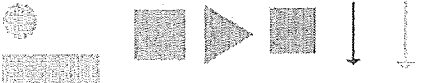
UNIVERSITY WOODS: GARDEN TERRACE BISTRO

EMERGENCY EVACUATION PLAN

LEVEL 1

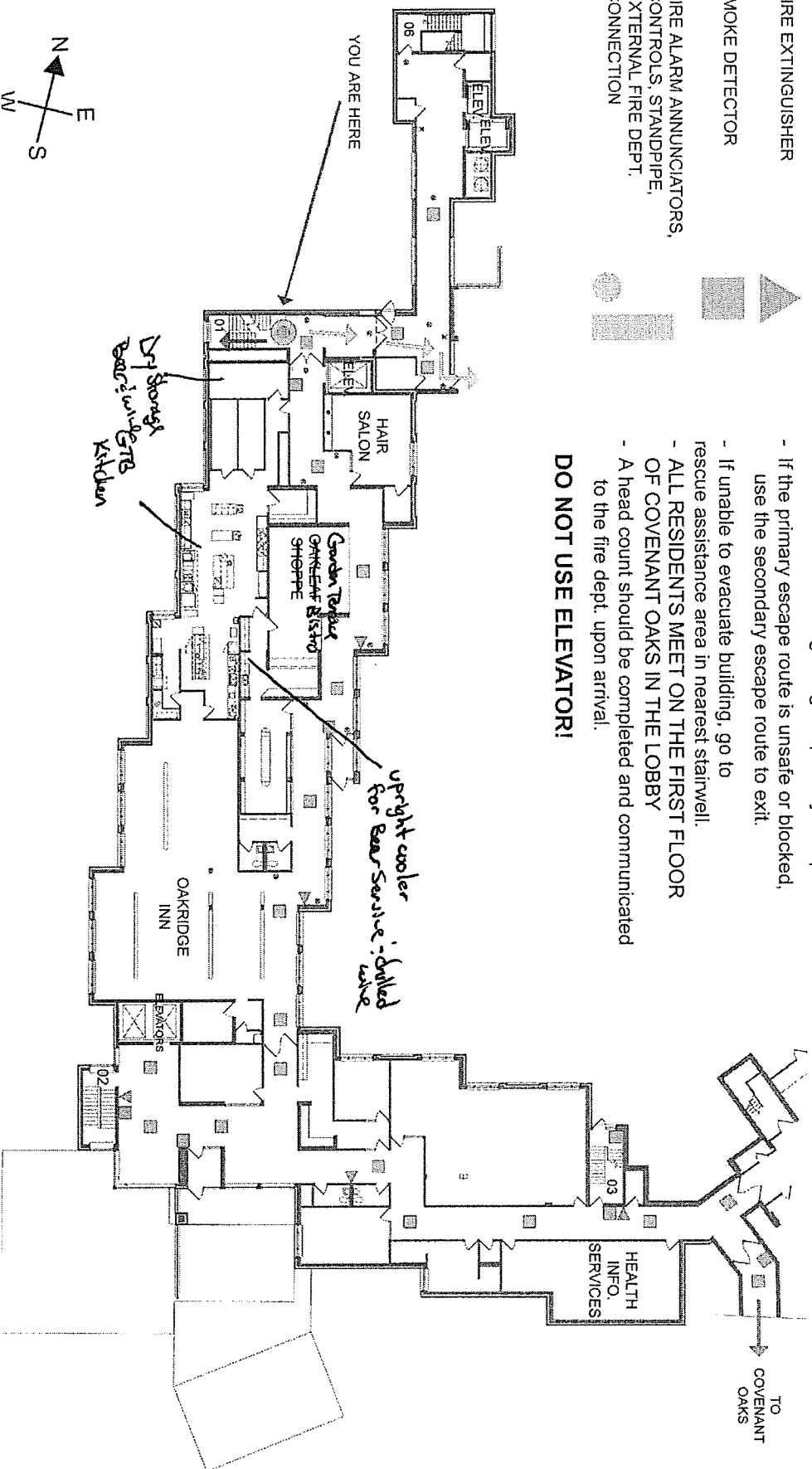
EVACUATION PLAN

- PRIMARY ESCAPE ROUTE
- SECONDARY ESCAPE ROUTE
- FIRE ALARM PULL STATION
- FIRE EXTINGUISHER
- SMOKE DETECTOR
- FIRE ALARM ANNUNCIATORS, CONTROLS, STANDPIPE, EXTERNAL FIRE DEPT. CONNECTION

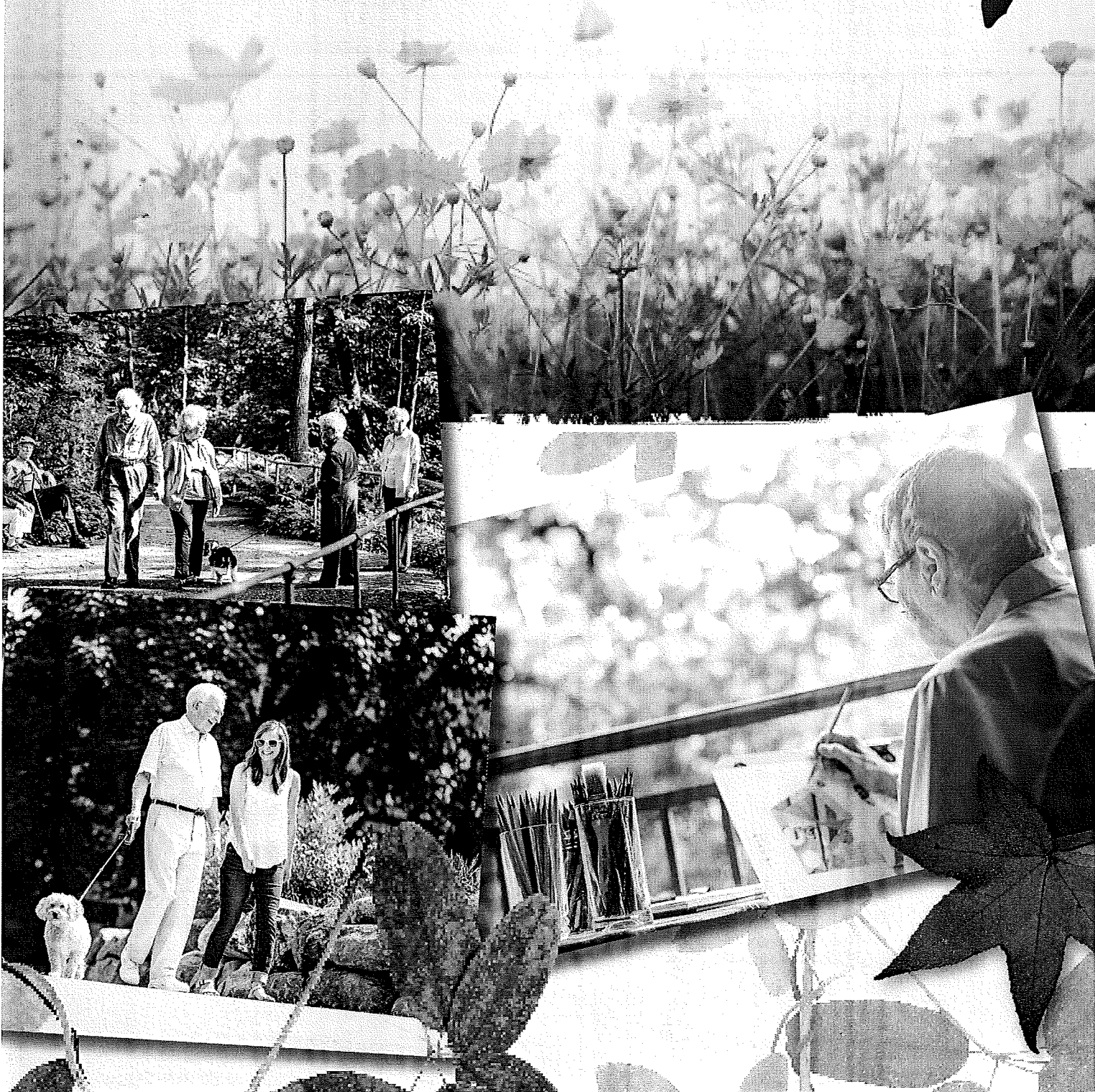


- When a fire is noticed or the smoke detector sounds:
 - a. Isolate the fire by closing doors
 - b. Activate Fire Alarm System
- Evacuate the building using the primary escape route.
- If the primary escape route is unsafe or blocked, use the secondary escape route to exit.
- If unable to evacuate building, go to rescue assistance area in nearest stairwell.
- ALL RESIDENTS MEET ON THE FIRST FLOOR OF COVENANT OAKS IN THE LOBBY
- A head count should be completed and communicated to the fire dept. upon arrival.

DO NOT USE ELEVATOR!




- the -
Village Inn



Sandwiches

All sandwiches are served with your choice of French fries, house made chips, coleslaw, or fresh fruit

Build Your Burger 6.00

Fresh Angus Steakburger or  Garden Burger, Lettuce, Tomato, Raw Onion

Cheese: American, Cheddar, Swiss or Provolone .25

Fixin's: Mushrooms, Grilled Onion, Bacon .25

Bun: Whole Wheat or Brioche

The Oaks Chicken 7.00

Grilled chicken breast with Provolone cheese, lettuce, tomato and a side of honey mustard on a Whole Wheat or Brioche Bun

French Dip 7.00

Thinly Sliced Roast Beef Dipped in Au Jus served on a Hoagie Roll, Au Jus & Horseradish Sauce



Grilled Cheese 5.00

Texas toast and American cheese
ADD: Ham, Turkey or Bacon 1.00

Icelandic Cod Sandwich 7.00

Hand Battered Cod Filet Deep Fried or Baked served on a Brioche Bun, Lettuce, Tomato, Tartar Sauce

Classic Reuben or Rachel 7.00

Corned beef or Turkey, Sauerkraut, Thousand Island, Swiss cheese, on grilled marble rye

California Club Croissant 6.00

Shaved Roasted Turkey, Bacon, Lettuce, Tomato and Mayonnaise on a Light Fluffy Croissant

Baskets

All Baskets served with French Fries and Cole Slaw

Deep Fried Shrimp 9.00

Five large breaded butterfly shrimp served with Cocktail Sauce and Lemon Wedge

Chicken Tender 8.00

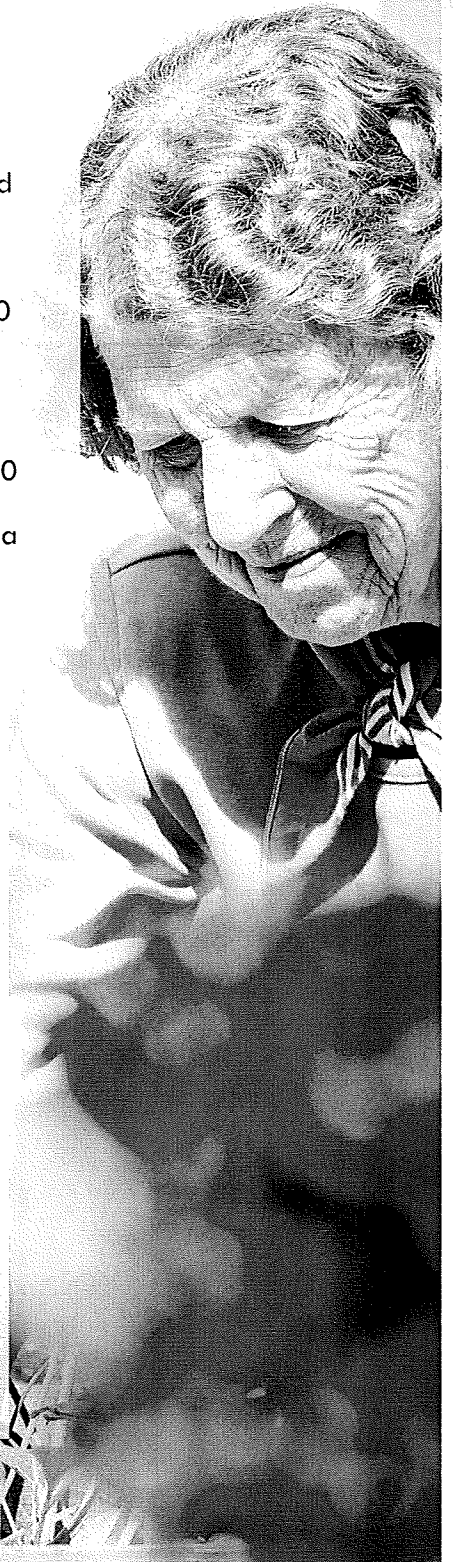
Breaded chicken tenders with choice of dipping sauce-Ranch, BBQ or Honey Mustard

Fish & Chips 9.00

Icelandic Cod Hand Battered and deep-fried or Baked served with Tartar Sauce and Lemon Wedge

BBQ Rib Basket 9.00

Tender Smoked Pork Ribs Basted with a Tangy BBQ Sauce



Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.



Flat Bread Pizza

Margherita - \$7

Vine Ripened Tomato, Fresh Mozzarella, Pesto Sauce

Cheese & Sausage - \$6

Mozzarella, Italian Sausage

Cheese & Pepperoni - \$6

Mozzarella, Sliced Pepperoni

Grilled Vegetables - \$6

Onion, Roasted Peppers, Mushroom, Spinach, Mozzarella, Sun Dried Tomatoes

Fig & Caramelized Onion - \$6

California Figs, Caramelized Red Onion, Roasted Garlic, Belmont Goat Cheese

Pizza by the Slice - \$2

Daily Selection Available

Large Pizza - \$9

12" Cheese Pizza Crushed Tomato, Mozzarella Cheese

Additional Toppings - \$0.50

Sausage, Pepperoni, Onion, Mushroom, Peppers, Fresh Spinach



Panini's

Served with House Made Chips and a Pickle

Applewood BLT - \$5

Bacon, Granny Smith Apples, Tomato Jam, Arugula

Blackberry Turkey - \$6

Oven Roasted Turkey, Blackberry Jam, Provolone, Red Onion,
Giardineirra

Brie Tomato Basil - \$6

Vine Ripened Tomato, Brie Cheese, Fresh Basil Pesto

The Cuban - \$5

Roast Pork, Smoked Ham, Swiss, Mustard, Dill Pickles

Pesto Chicken - \$6

Chicken Breast, Smoked Gouda, Pesto Sauce, Roasted Red Peppers

Hamburger - \$5

Angus Steak Burger, Lettuce, Tomato, Red Onion

Cheese Burger - \$5.50

Choice of: American, Swiss, Provolone, Cheddar, Lettuce, Tomato,
Red Onion

Black Bean Burger – \$5

Lettuce, Tomato, Red Onion