Common Council Report

Agenda Item: Discussion and Possible Action on Sissy LaLa's DBA Bushwood Country Club application for a Class “B” Retail License – Fermented Malt Beverage and a “Class B” Retail License – Intoxicating Liquor

Meeting Date: September 21, 2021
Presenter: Jenny Salvo, City Clerk
Department: City Hall

Conformance with Strategic Plan:

- Environment for Business Success with Thoughtful Growth and Development
- Affordability & Financial Stability
- Safe, Inclusive, Welcoming Community
- Diverse Opportunities for Fun and Life-Long Learning
- High Performing Organization with Professional Staff

Summary

Mike J. Jonas of Sissy LaLa, LLC DBA Bushwood Country Club has applied for a Class “B” Retail License: Fermented Malt Beverage and a “Class B” Retail License: Intoxicating Liquor for the premise of 229 N Janesville Street.

Analysis and Key Issues

In August of 2021, Jodie Hay and Susan Adams hired Mike J. Jonas, of Sissy LaLa, LLC, to manage the business, Suzy Q’s Sportz Bar and Grill. Sissy LaLa, LLC will now lease the building in the name of Bushwood Country Club from property owner John J. Biwer with a term of five years dependent on liquor license approval.

Staff has completed background checks on Mike J. Jonas, owner of the business and agent. The background check was satisfactory and approved by Chief Marquardt. Staff can confirm Sissy LaLa, LLC meets the qualifications for licenses and permits as contained in Wis. Stats. Sec. 125.04(5).

The City of Milton has issued 14 Class “B” Retail License – Fermented Malt Beverage and 10 “Class B” Retail License – Intoxicating Liquor for the 2021-2022 liquor licensing period including one reserve license. The quota for “Class B” Retail License – Intoxicating Liquor within the City of Milton is 9 regular and 2 reserve licenses. The regular license approval is contingent on Hay-Adams, LLC DBA Suzy Q’s Sportz Bar and Grill surrendering the existing liquor license for 229 N Janesville Street. There is a no quota on Class “B” Retail License – Fermented Malt Beverage.
In accordance with Section 14-400 of the City of Milton Code of Ordinances, the Common Council will use the following standards (as applicable) for making a determination on this application:

**Section 14-400 Standards for Issuance of Licenses and Permits.**
- The qualifications for licenses and permits as contained in Wis. Stats. Sec. 125.04(5).
- History of convictions for alcohol-related offenses.
- History of convictions for controlled substance-related offenses.
- Experience of the applicant and proposed manager in operating licensed establishments.
- The design, type and size of the proposed licensed establishment.
- Proximity to other licensed establishments.
- Compatibility of proposed use with neighborhood.
- Compatibility of proposed use with other properties in the immediate area.
- Zoning and land use considerations including consistency with the comprehensive plan of the city.
- Demonstrable positive economic impact for the city.
- Adequacy of safeguards to prevent theft of alcoholic beverages.
- Adequacy of safeguards to prevent sales of alcoholic beverages to minors.
- The physical condition of proposed licensed premises.
- Adequacy of parking.
- Adequacy of exterior lighting to insure proper security.
- Limitation of licenses or permits imposed by statute.
- Other relevant factors.

In addition to the above factors, the Common Council will also apply Section 14-392(d) of the City of Milton Code of Ordinances when considering the applicant’s responsible alcohol sales and service policy:

**Section 14-392(d) Adoption of Policy.** No license will be issued unless the applicant has adopted a policy relating to responsible alcohol sales and service that includes the following elements:
- Restricts employees from consuming alcohol while working.
- Requires at least one licensed operator on the premises whenever alcohol is sold or served.
- Requires that service be refused to any customer who cannot produce a valid ID.
- Requires checking the ID of everyone who attempts to purchase or sample alcohol who appears to be under 30 years of age.
- Requires that when a customer has been refused service by a server, the server must inform all other servers.
- Requires that servers be trained on the signs of intoxication and encourages termination of sales to anyone who exhibits those signs.
- Requires training employees to look for inappropriate behavior. Does not permit loud, unpleasant or obnoxious behavior or illicit drug sales.
- Encourages employees to maintain a close, cooperative and working relationship with police department.
- Requires training employees to properly read IDs.
- Requires signage stating that purchasing of alcoholic beverages by persons under age 21 is against state law.

Staff has not received any comments or concerns regarding this license application. Notice of this application was published in the Milton Courier on August 19, 2021.

**Recommended Motion**
Staff does not offer a recommendation on this license application for a Class “B” Retail License: Fermented Malt Beverage and “Class B” Retail License: Intoxicating Liquor.

If the licenses are approved and Suzy’s Sportz Bar and Grill’s surrenders the issued 2021-2022 license, a regular “Class B” Retail License: Intoxicating Liquor would be issued.

If the licenses are approved and Suzy’s Sportz Bar and Grill’s licenses are not surrendered, a reserve “Class B” Retail License: Intoxicating Liquor would be available to with a $10,000 non-refundable fee.