

LICENSE REVIEW COMMITTEE MINUTES
June 14, 2016

The regular meeting of the License Review Committee for the City of Monona was called to order by Chairman Wood at 4:00 p.m.

Present: Chairman Doug Wood, Wayne Kimmell, John Klinzing, Jim Pflasterer, and Robert Procter (arrived late)

Also Present: Detective Sergeant Ryan Losby; Lindsay Lunde and Scott Finholt, General Manager from Noodles & Company; Gerald and Mark Hermanson from Capital City Coins & Jewelry; Kevin Carey from Village Lanes; Dan Farrell, Vice President of Real Estate and Bryan Roth, Store Manager from Copsps Grocery Store; Patti Jorgenson, Division Manager from PDQ Food Stores; and City Clerk Joan Andrusz

ROLL CALL; APPROVAL OF MINUTES

A motion by Mr. Pflasterer, seconded by Mr. Klinzing to approve the minutes of the May 24, 2016 special License Review Committee meeting, was carried.

APPEARANCES

There were no Appearances.

UNFINISHED BUSINESS

There was no Unfinished Business.

NEW BUSINESS

Detective Sergeant Losby, Ms. Lunde, and Mr. Finholt provided information and answered member's questions regarding Ms. Lunde's Operator's License application. Ms. Lunde distributed a letter from court stating she has completed the required program. After discussion:

A motion by Mr. Pflasterer, seconded by Mr. Kimmell to approve the 2016/2018 Operator License Application For Lindsay D. Lunde, W9528 Highway B, Waterloo, Wisconsin 53594, was carried.

Detective Sergeant Losby provided information on Capital City Coins & Jewelry. A Town of Madison suspect stole a gold chain necklace and sold it to Mr. Gerald Hermanson. Mr. Hermanson accidentally put it in the pile of merchandize on Mr. Mark Hermanson's bench that was meant to be melted. He was cited on July 2, 2015 for a holding period violation and for failure to record the transaction on the Leads on Line system. It was a one-time incident; there have been no other citations for this business. Both Mr. Hermansons stated they always try to return merchandize to the owner.

A motion by Mr. Klinzing, seconded by Mr. Pflasterer to approve the Of 2016/2017 Secondhand Jewelry Dealer License Application For Gerald L. Hermanson, d/b/a Capital City Coins & Jewelry, 6025 Monona Drive, was carried.

Mr. Procter arrived and introduced himself and was introduced to members.

Mr. Carey reported he is requesting definite and potential dates for his beer garden. The bean bag tournaments are from noon to 6:00 p.m. The area is closed at 9:00 p.m. He won't extend the patio if the scheduled dates aren't used. He will have quiet amplified sound. Detective Sergeant Losby reported there are two cameras in the area and no calls have been received on the previous events.

A motion by Mr. Klinzing, seconded by Mr. Kimmell to approve 2016/2017 Beer Garden Dates For Badger Bowl, Inc., 506 East Badger Road, Madison, Wisconsin, 53713, d/b/a Monona Village Lanes, 208 Owen Road as listed below, was carried:

- July 16 and 30, 2016
- August 13 and 27, 2016
- September 10 and 24, 2016
- May 20 and 27, 2017
- June 10 and 24, 2017

City Clerk Andrusz reported Breakwater still needs to provide a seller's permit and pay their license fees. She distributed the Plan Commission's determination of occupancy limits and other conditions. There will be two latched gates from the patio levels two and three because table service is required on level two. Detective Sergeant Losby reported there are two cameras on level three that cover the area and there will be cameras added to cover additional areas. Mr. Klinzing abstained from the following vote due to his professional affiliation with the applicant.

A motion by Mr. Pflasterer, seconded by Mr. Kimmell to table Consideration Of 2016/2017 Beer Garden Permit Application For Breakwater Monona, LLC d/b/a Breakwater, 6308 Metropolitan Lane until the next meeting due to non-appearance by the applicant, was carried.

Mr. Farrell began Discussion Of Alcohol Product Inaccessibility After Salable Hours At Copps Grocery #8181, 6540 Monona Drive. Products were pulled back from the entrance prior to the last meeting. He wanted a definition of "inaccessible". Roundy's was acquired by Kroger in December and they would like direction. Mr. Kimmell stated inaccessible means a person cannot remove any alcohol. How a business accomplishes that is up to them; there are many options available within a wide price range. The Committee didn't want to define the options, such as walls, as that would narrow a business's options. Mr. Pflasterer stated the Committee wants to treat all businesses the same. The Ordinance requirements include locking display cases and covering or removing products. The store aisle could be closed off with gating. The theatre taping used did not suffice; products could still be touched and removed.

Mr. Farrell stated they still want to provide customer service. He distributed a picture of the area with motion sensor technology costing \$5,000 wired to the security system and cash registers that would set off an alarm. Roping with signs warning that the alarm would sound would be used. The alarm is a deterrent. Thieves would have to go past the registers with stolen goods. Cameras would be in the same places they are now. The issue is that physical walls would be too costly and product would have to be removed to provide space to store a rolling, folding gate. The wine wall area would be altered.

Mr. Klinzing stated, and members agree, the proposal doesn't meet the requirements. A person could take products and employees would not be required to chase them. Mr. Proctor questioned the purpose of inaccessibility. Mr. Pflasterer explained theft prevention; thefts are down at Copps but people still grab and run off with items. Mr. Klinzing stated gate sections would have to fit together tightly and be sturdy. The test has to be met equally by all businesses.

Mr. Farrell stated pallets and rolling displays could be moved by employees. He will have to talk to management about this or consider eliminating these displays. He needs clarity for the design and wants a design the Committee will approve. Mr. Roth reported alcohol is the store's largest asset and visual presentation is important to sales. Lots of theft happens during the day; access is only restricted at night. He doesn't want to lose sales or growth. The new owner may staff a rolling cashier in the alcohol area. Mr. Farrell stated they are in the drawing phase of the remodel and questions how quickly they need to alter the current area. The plans will be done within three weeks, bids will go out, and work will begin in August. However, he thinks this may be delayed due to larger projects. The Committee affirmed that all alcohol products – beer, wine, and liquor – are treated the same.

Detective Sergeant Losby explained why this issue was raised. An Alder noticed stores allowing product accessibility after salable hours. The Police Department is not addressing these areas now; they are on hold until the Committee resolves the issue. Mr. Kimmell stated the Committee will be flexible as long as the revisions are part of the remodel. Mr. Proctor stated the Committee would rather have it handled correctly than quickly. Mr. Farrell stated they want to have it completed before the holidays. He will provide information and come back with a design for Committee approval. They will continue to do their best to make products inaccessible. They want to work with the City. Chairman Wood directed City Clerk Andrusz to email Mr. Farrell the July meeting date which will be determined later tonight.

Detective Sergeant Losby began Discussion Of Alcohol Product Inaccessibility After Salable Hours At PDQ Food Stores, 105 East Broadway. The shelves in the aisles were taken down and the coolers are locked after hours. Ms. Jorgenson agreed the issue has been taken care of. Rolling carts are being locked up in a back room at night.

City Clerk Andrusz began Discussion Of Rescheduling The July And August License Review Committee Meetings. She will be on vacation in July and at conference in August. Members agree to reschedule the meetings to Tuesday, July 26 and August 30, at 4:00 p.m.

Mr. Pflasterer stated he doesn't want the Committee to think too narrowly in addressing accessibility. Grocery stores could be treated differently. Mr. Proctor stated larger chains must have dealt with this many times and must have options available to them. The remodeling process is the time to fix any issues. Mr. Kimmell stated Cops can easily reconfigure the space and can meet all the Committee's requirements. Detective Sergeant Losby stated an alarm is not effective at deterring thefts.

ADJOURNMENT

A motion by Mr. Kimmell, seconded by Mr. Pflasterer to adjourn, was carried. (5:18 p.m.)

Joan Andrusz
City Clerk