



CITY OF WAUWATOSA
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LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE
Tuesday, May 14, 2013
Committee Room #2 – 7:15 p.m.

PRESENT: Aids. Birschel, Dubinski, Ewerdt, Tilleson, Walz-Chojnacki -5

EXCUSED: Ald. Donegan

ALSO PRESENT: A. Kesner, City Attorney;

Ald. Ewerdt as Chair called the meeting to order at 7:17 p.m.

Liquor license extension application by Jimmy's Island Grill, 2303 N. Mayfair Road, Michael Laus, agent for the 2nd Anniversary Reggae Sunsplash on Sunday, June 23rd, 2013 at 2:00 p.m. to 8:00 p.m. to include the east side of parking lot for outdoor seating.

No representation was present, but Mr. Kesner said that there were no issues from the previous year and no objections from the Police Department.

Moved by Ald. Tilleson, seconded by Ald. Walz-Chojnacki
to recommend approval of the liquor license extension -5

Class B Beer and Reserve "Class B" Liquor license applicaton by Friends of Hoyt Park & Pool Inc..., d/b/a Friends of Hoyt Park & Pool, 1800 N. Swan Boulevard, Kathleen A. Slawski, agent for the period ending June 30, 2014, and application for an Economic Development grant

Kathleen Slawski was present to represent Hoyt Park & Pool.

Ald. Ewerdt asked Ms. Slawski to give a brief summary of the progress of the pool and beer gardens. Ms. Slawski explained that the beer gardens will be along the north side of the original bath house outside of the pool area and no beverages are allowed within the pool area. The design of the beer gardens includes security and security cameras to ensure the safety of everyone.

The beer gardens are scheduled to be open from May through November of each year and will include six "member nights" with fund raising and silent auctions throughout the season. This first year the beer gardens will not be open to the public until July.

Ald. Birschel asked about the overflow of parking into the neighborhood surrounding the park.

Ald. Dubinski doesn't see the parking as a problem due to the activities in the park and along the parkway begin and finish at different times throughout the day and evening. This creates a flow of traffic in the parking lot as well as along the parkway.

Ald. Birschel asked about the music. Ms. Slawski and Ald. Dubinski stated that the music would play from 4:00 p.m. to 8:00 p.m. and the type of music is easy listening and at a pleasant volume.

All of the committee members felt that this will be a great addition to the community.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Tilleson
to recommend approval of the Reserve Class "B" Beer/"Class B"
Liquor license and the economic development grant -5

Class "B" Beer/ Class C Wine license applicaton by Alterra Coffee Roasters, d/b/a Alterra Coffee Roasters, 6745 W. Wells Street, Bill Suskey, agent for the period ending June 30, 2014

Mr. Bill Suskey, agent and Mr. Paul Miller, owner were present.

Ald. Ewerdt asked for some background regarding serving beer and wine in a coffee shop.

Mr. Miller explained that Alterra has a coffee shop with beer and wine in Madison and that the beers are brewed in Madison by One Barrel Brewery. These are coffee/beer brewed beverages made specifically for Alterra, making them unique.

Ald. Ewerdt asked if they are related to the Alterra on 92nd and North Avenue. Mr. Miller said that they were and that they had 12 existing stores, but only the new store at 6745 W. Wells desires to serve their specialty beers and wine.

Mr. Miller also clarified that the area in which this Alterra is located is outside of the village and creates a quieter, more laid back atmosphere with the other surrounding businesses.

The committee was pleased with the type of business Alterra is looking to have at this new location.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Birschel
to recommend approval of the Class "B" Beer/Class C Wine
license -5

Meeting adjourned at 7:58 p.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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