

## Good Neighbors Report

To: PS&L Committee

From: Attorney Nhu H. Arn

RE: **Dream Lounge, Ricco Farrell (Owner/Agent), 1964 Taylor Ave**

Meeting date: Tuesday, January 29, 2021

PS&L agenda date: Tuesday, January 26, 2021

Departments attended: Attorney, Police, Building, Health, and City Development

License requested: Class "B" and "Class B" (beer and intoxicating liquor)

### **Overall summary:**

Mr. Farrell intends to open the Dream Lounge on Taylor Avenue and operate it as a low-key bar. Despite having worked at his father's jazz club in Illinois approximately 5 years ago, Mr. Farrell does not have any experience managing a bar and is not familiar with the laws and regulations for alcoholic beverages in Wisconsin. After explaining to Mr. Farrell the closing hour requirements in the city and state, he has amended his hours of operation as follows: Sunday through Thursday 11a.m.-2:00a.m., Friday through Saturday 11:00a.m. to 2:30a.m. Mr. Farrell was given a brief overview of the local rules and procedures, but will have to familiarize himself with both local and state laws concerning alcoholic beverages, as well as his responsibilities as a licensee.

Mr. Farrell currently has a full time job in a supervisory role and intends to keep that job, even when the bar is up and running. He also intends to run the bar by himself for the time being, does not have a business partner, and does not have anyone hired at the time. If and when the bar is running at full capacity, Mr. Farrell will need to hire more staff in order to adequately handle crowds and act as security.

### **Topics Discussed:**

- Conditional grant of the license. This business is not yet operational because an occupancy permit has yet to be issued. Mr. Farrell is aware that the committee will issue a conditional grant of the license, which requires him to start operating under the license within six months of common council approval.
- Best practices from police perspective. Lt. Smith explained the importance of crowd control, having a pro-active staff to move patrons along, having immediate access to the surveillance system, and calling the police when assistance is needed. Lt. Smith explained that even with the best intentions, crowds and rowdy patrons may still gather

at the bar, so it is important that both management and staff know how to address any issues before they arise.

- Parking may be an issue. There is no dedicated parking for the bar, so patrons will have to park on the streets. That said, the maximum capacity for the bar is only 40 people, so it should not be a huge issue. Mr. Farrell was made aware that parking may spill into residential areas and that he needs to control the crowd to avoid any problems.