

Good Neighbors Report

To: Public Safety and Licensing Committee

From: Attorney Ian R. Pomplin

RE: Mangia Pane, LLC., Dana Mardon, Agent
2310 Green Bay Road, Suite M

Meeting date: Wednesday, October 8, 2025

Departments: City Development, Police, Clerk and Attorney in person,
Building and Health submitted written reports due to scheduling conflicts

License(s) requested: Class “B” (beer) and “Class B” (intoxicating liquor) licenses

Business plan and premises description. Ms. Mardon, intends to open an Italian grocery store and deli around the third week of November, similar to other Italian grocery stores in the South East Wisconsin area. Her business will sell wine by the glass to consume on premises and also sell wine by the sealed bottle that will be consumed off premises.

Initially, Ms. Mardon applied for a “Class C” license to sell only wine, but “Class C” licenses only allow wine to be sold for in-person consumption. A “Class C” license only allows for “recorked” bottles (i.e. partially finished wine bottles that have been resealed) to be sold for off premises consumption, thus a “Class C” license would not allow her to operate her premises as she intended.

Accordingly, Ms. Mardon is now applying for a “Class B” liquor (and the included Class “B” beer) license. A “Class B” liquor license will allow her to sell both for on premises consumption and off premises consumption. The City of Racine limits “Class B” liquor licenses to selling a gallon of liquor for off premises consumption pursuant to City Ordinance 6-20(b)(2), but exempts wine from this requirement, so Ms. Mardon can sell wine in any quantity.

Owner/agent experience. Ms. Mardon has previous approximately 7-10 years of experience bartending at various restaurants and bars. She is familiar with licensed establishment rules and was informed that she should review both state law and city ordinances to refresh her knowledge.

Amendment. The license submitted to the City Clerk has an incorrect premises description that would severely limit Ms. Mardon’s ability to operate her business as she intends to operate. Accordingly, an amended premises description was submitted to include the entire premises so that customers can browse the store while consuming the wine and provide flexibility with storage locations.

Health and building departments. Ms. Mardon was still in the process of remodeling the interior of the building and needs sign offs from the building department. Once the remodel is complete, the health department will need to perform a pre-inspection. Ms. Mardon has been working closely with both departments to ensure her business is in compliance with all laws, ordinances, and regulations.

Police Department issues. Ms. Mardon discussed common issues that arise for businesses that hold liquor licenses with Sgt. Cruz and Attorney Pomplin. Due to the nature and hours of the business, there is not a concern regarding many common issues that “Class B” liquor licenses holders face in the community.

Overall Summary

The premises at 2310 Green Bay Road, Suite M does not raise any concerns to city staff. The applicant has amended the premises description, and if this Committee were to approve the application, it should approve it as amended.

Further, given that the business is still being renovated, the Committee should approve a “conditional grant of the license” if it is so inclined, which would require the applicant to start operating within six months of the date of the common council approval.