

**Good Neighbors Report**

To: Public Safety and Licensing Committee  
From: Attorney Ian R. Pomplin  
RE: Parlays on Main, LLC., Alexia Gates, Agent  
240 Main Street  
Meeting date: Tuesday, July 22, 2025  
Departments: Health, Building, City Development, Police and Attorney

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

**Business plan and premises description.** Ms. Gates intends to operate her business as a sit-down restaurant serving primarily catfish. The business is not yet open and she intends to open on or about August 11. The applicant has submitted an amendment to her application to clarify the premises description. Currently the premises description only includes behind the bar and the basement storage. Staff discussed with her where she intended to sell, serve, and store alcohol, and she has submitted an amendment to her application that she wishes to include the entire first floor of the business and the basement storage area for her premises description.

**Owner/agent experience.** Ms. Gates has extensive experience working in food service. She has less experience working in restaurants serving alcohol but worked for 6 years at the Cheesecake Factory in Milwaukee, with 3 years being a manager at that location. She is familiar with licensed establishment rules and was informed that she should review both state law and city ordinances to refresh her knowledge.

**Smoking and hookah.** Ms. Gates is applying for a cigarette and tobacco license to provide hookah service. Indoor smoking is prohibited by state law, however, state law requires tobacco to be present for the activity to be considering “smoking.” Ms. Gates has stated that she intends to only use nicotine and tobacco free hookah materials.

**Health and building departments.** Ms. Gates is in the final stages of obtaining a health department license. There are a few items that need to be brought up to code, but no major concerns.

**Police Department issues.** Ms. Gates discussed common issues that arise for downtown businesses that hold liquor licenses with Sgt. Auckland and Attorney Pomplin to prevent these issues before they begin. These issues included cooperating with police inspection, preventing crowds, operating hours issues, and properly checking IDs.

**Overall Summary**

The premises at 240 Main 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.