

Good Neighbors Report

To: Public Safety and Licensing Committee

From: Attorney Ian R. Pomplin

RE: Meet N Greetz, Latricia Crockrom, Agent
614 6th Street.

Meeting date: Wednesday, March 4, 2026

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

License(s) requested: Class “B” (beer) and “Class C” (wine) licenses

Business plan and premises description. Ms. Crockrom intends to open a hookah lounge/event space that serves beer, wine, and limited food such as hot dogs and slushies. It is intended to host both public events and private events. Ms. Crockrom was informed that no liquor is allowed to be on premises, only beer and wine, and that this prohibition also applies to private events. She was also informed that all alcohol must be bought from a licensed wholesaler, and individuals could not bring in liquor to the establishment. The business is not yet open and intends to open on or about the first week of April.

Ms. Crockrom also intends to have a food truck outside that will be intermittently parked in front of the business. She was informed that she is unable to permanently park the truck in front of her business, that she may park it for the metered amount of time but the parking spots remain open to the public. Ms. Crockrom was also informed that alcohol cannot be brought outside to the food truck, and that she remained responsible for any litter caused by patrons of the food truck. The food truck would be required to return to the “home base” kitchen in Oak Creek every 24 hours.

Owner/agent experience. Ms. Crockrom has approximately one year of experience as a bartender at the former GRC Bar.

Health department. The establishment has yet to receive approval by the health department. The applicant was provided with contact information to work with the City to obtain this approval and ensure it can be appropriately licensed.

Further, Ms. Crockrom was informed that she may not use tobacco material in the hookahs, regardless of whether it is sold, given away, or brought in by outside parties. Smoking tobacco indoors in any form is prohibited by state law. Accordingly, Ms. Crockrom has withdrawn her tobacco license application and will only be using non-tobacco materials.

City Development and Building. The establishment has yet to receive approval from the Building department. The applicant was provided with contact information to work with the City during the renovation to ensure it can be appropriately licensed.

Police Department issues. Ms. Crockrom discussed the common issues that arise for businesses that hold liquor licenses with Sgt. Cruz and Attorney Pomplin. Ms. Crockrom was reminded that she needed to have staff with operator's licenses to serve alcohol. Ms. Crockrom was informed that both she and her staff must cooperate with any police inspection during reasonable business hours. Closing hours were discussed, the applicant initially indicated that she was going to operate beyond legal closing hours. After discussion, the applicant intends to amend her closing hours to conform with state laws.

Amended Application. Deputy City Clerk Williams talked with Ms. Crockrom about areas in which her application was incomplete, and to clarify her hours of operation. Ms. Crockrom has submitted an amended application with an updated premises description and hours of operation that more accurately fit the hours in which he intends to operate.

Overall Summary

The premise at 614 6th St raises concerns to city staff, specifically the applicant's seeming lack of familiarity with liquor and tobacco laws in the State of Wisconsin and City of Racine. Further, the food truck plan raises concerns regarding litter, noise, and the lack of ability to park in front of the establishment consistently.

Given that the business has not yet been granted necessary health permits or building approvals, 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.

Further, if the Committee were inclined to approve the application, it should be approved as amended to include the updated information and hours on the application, as well as the withdrawal of the tobacco license.