



## **ALCOHOL BEVERAGE LICENSE CONTROL COMMITTEE**

Beloit City Hall - The Forum  
100 State Street, Beloit, WI  
July 10, 2012 - 4:00 p.m.

Present: Ralph Berkley, Ron Tilley, Tara Tinder, Frank Marsden, John Metter, Joseph Vickerman,  
Councilor Kevin Leavy (non-voting)  
Absent: Tina Goecks  
Advisory: Captain Dan Risse, Deputy City Attorney Elizabeth Krueger

1. The meeting was called to order at 4:00 p.m. by Chairman Tara Tinder with a quorum present.
2. Consideration of the minutes of the regular meeting of June 12, 2012. Motion to approve by Vickerman, second by Tilley. Motion carried.
3. Chairman Tinder announced nominations for Chairman through June 30, 2013 were in order. Marsden nominated Tinder for Chairman, second by Vickerman and no other nominations were made. Nominations were declared closed and Tinder was declared Chairman.

Tinder opened nominations for Vice Chairman through June 30, 2013. Metter nominated Berkley, second by Marsden and no other nominations were made. Nominations were declared closed and Berkley was declared Vice Chairman.

4. Consideration of an application for a new Class "B" Beer and Reserve "Class B" Liquor License for The Cheese People of Beloit, LLC, 431 East Grand Avenue, Lloyd Smith, Agent. Attorney William Cunningham appeared on behalf of owner Darren Larson who was in attendance and Agent Lloyd Smith who was out of the country.

Attorney Krueger explained there is a sliding glass door on the west wall of the Cheese People business leading into another business and this must be sealed up. Attorney Cunningham stated they have already made plans to do so.

Tilley moved to approve the license of The Cheese People of Beloit contingent on the sliding glass door on the west wall being sealed up, second by Metter. Motion carried.

5. Consideration of an incident June 29, 2012 at Adiktion, 1310 Cranston Road. Agent Jaime Hernandez, Corporate President Julian Valencia and Edwardo Cobos appeared.

Attorney Krueger stated a complaint was received about an advertisement on Facebook for an event at Adiktion June 29, 2012 that advertised "18+ must have ID". The Police Department had officers talk with Agent Hernandez instructing him that no one under the age of 21 may enter his licensed premise unless accompanied by parent, legal guardian or spouse of legal drinking age. The police

report states Adiktion had two different colored wrist bands for customers under 21 years old and over 21 years old.

Captain Risse stated officers were sent back to Adiktion in the evening and found that bouncers were turning away anyone under 21 years old and upon checking inside the bar noticed approximately thirty people all of legal age. Captain Risse further said the officers instructed the security employees of the bar on the law about allowing anyone under age inside.

Mr. Valencia stated he rented the building out and did not know this was the kind of activity that was going to at his business and when he was informed about the flyer he contacted his Agent and the person he rented to and told them that no one underage could be in the building except as the law permitted. Attorney Krueger instructed Mr. Valencia that his future contracts to rent the building should be very clear that no one under 21 years old may enter except as allowed by law. Mr. Valencia stated that on behalf of corporation he apologized to the community.

6. Committee Comments – None
7. Police Department Comments – None
8. Attorney Comments - None
9. At 4:15 p.m. Metter moved to adjourn, second by Marsden. Motion carried.

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Judith A. Elson  
Deputy City Clerk