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To: **Government Affairs Committee**

From: **Steven A. Braatz, Jr., City Clerk**

Meeting Date: **March 28, 2023**

Subject: **Application for a New Retail Class "B" beer and "Class C" wine license for Joys Ice Cream, LLC, Elizabeth Joy - Agent, d/b/a Joy Ice Cream Social, 8334 W. North Avenue, for the period ending June 30, 2023**

A. Background/Rationale

Joy's Ice Cream Social is a new business opening at 8334 W. North Ave.

B. Key Issues for Consideration

The Common Council approved a conditional use permit on March 15, 2022. Elizabeth Joy, owner, would like to open the location in May 2023.

C. Criminal Background Check

A criminal background check was conducted on all officers and the agent listed on the application. There were no violations that are substantially related to licensing activities.

D. Department Reviews

- Police Department: No issues.
- Fire Department: No issues.
- Health Department: No issues.
- Planning/Development: No issues.

E. Update on License Numbers and Quotas

The City does not have a local quota on "Class A" Liquor, Class "A" Beer, Class "B" Beer, or "Class C" Wine licenses.

Available licenses:

- Class A Beer: Unlimited
- Class A Liquor: Unlimited
- Class B Beer: Unlimited
- Class C Wine: Unlimited
- Regular Class B Liquor: 45
- Reserve Class B Liquor: 28
- Premier Economic Development Class B Liquor: 2

Licenses issued (prior to this approval):

- Class A Beer: 20
- Class A Liquor: 20



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- Class B Beer: 84
- Class C Wine: 9
- Regular Class B Liquor: 45
- Reserve Class B Liquor: 28
- Premier Economic Development Class B Liquor: 2
- Over-the-quota Class B Liquor: 1

F. Fiscal Impact

Since this is a new license, there will be an additional \$200 in license revenue annually.

G. Requested Actions

If acceptable, recommend the Common Council grant a New Retail Class "B" beer and "Class C" wine license for Joys Ice Cream, LLC, Elizabeth Joy - Agent, d/b/a Joy Ice Cream Social, 8334 W. North Avenue, for the period ending June 30, 2023.

H. Attachments

- Business Plan of Operation – Joy's Ice Cream Social
- License Application – Joy's Ice Cream Social