

**LICENSES AND CONSUMER SERVICES
LICENSE INSPECTOR'S REPORT**

License Number(s): L239-50034 & L311-50017 **Police File Number:** F.13583

Date of Application: September 3, 2014

Inspector: Nicole Anderson

Applicant/Legal Entity: Insight Brewing Company, LLC

DBA/Trade Name: Insight Brewing

Complete Address: 2821 Hennepin Avenue East
Minneapolis, MN 55413

Licenses Requested: On-Sale Liquor, Taproom, with Sunday Sales, Class C-1 and Off-Sale Malt Liquor, Growler

Current License: None

Responsible person within 75 miles of Minneapolis City Hall: Ilan Klages-Mundt

Public Hearing Requirement: Required

Neighborhood/Ward: Mid-City Industrial Neighborhood / 01

License Conditions: None

Zoning: I2 – This is a permitted use in the Medium Industrial District.

7 acre requirement: Met

Off-Street Parking: The Office of the Zoning Administrator has determined that thirteen spaces are required to be provided on site.

Churches or schools within 300 feet of the proposed premises: No

Seating: Inside: 109 Seats Outside: N/A

Fire Occupancy: Inside: 109 Maximum Capacity Outside: N/A

Food Service Requirement: The applicant is exempt from providing minimum food service per MCO 360.65.

Hours of operation proposed:

Wednesday-Thursday - 4:00pm to 11:00pm,
Friday 4:00pm to 12:00 midnight,
Saturday 12:00 noon to 12:00 midnight, and
Sunday 12:00 noon to 11:00pm.

Metropolitan Council Service Availability Charges: Nine SAC charges; these SAC charges have been paid in full.

HISTORY OF LOCATION

This location has not held a business license prior to this point. It has been used in an industrial manner prior to this.

APPLICANT

The applicant is Insight Brewing Company, LLC, a Minnesota company formed on February 11, 2013, under Chapter 322B (File Number 645939700022), having the required restriction on the transfer of shares and has the following owners and members:

<u>Name</u>	<u>Title</u>	<u>Percent</u>
Ilan Klages-Mundt	President	31.92
Brian Berge	VP Marketing	17.14
Kevin Hilliard	VP Sales	9.62
Eric Schmidt	VP Supply	9
Paul Mundt	Investor	8.89
Danya & Carlos Espinosa	Investor	0.74
Nick Annen	Investor	0.74
Ben Johnson	Investor	0.37
Michelle Mingzhu	Investor	1.24
Nancy Kenyon	Investor	0.41
Michael & Deborah Schmidt	Investor	1.11
Dennis & Christine Doyle	Investor	0.37
Dylan Bensel	Investor	0.17
Carbs, LLC	Investor	4.13
Alex Boostrom	Investor	0.07
Pat Doyle	Investor	0.37
Kyle & Lindy Bancke	Investor	4
Mark Christiansen	Investor	2.22
Drew Stappert	Investor	0.11
Eric & Natasha Arntsen	Investor	0.37
Ari Klages-Mundt	Investor	3.72
Tom Berge	Investor	1.53
Tony Hessburg	Investor	1.22
Sarah Huhnerkoch	Investor	1.53

The applicants meet all minimum requirements including criminal background check.

MANAGER

The manager at Insight Brewing will be Ilan Klages-Mundt. Mr. Klages-Mundt worked at Olive Garden as a server from 2009 to 2010 and worked in customer service at Northern Brewer from 2011 until April 2014.

POLICE REVIEW

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed the criminal background check. The Second Precinct of the Minneapolis Police Department has discussed security issues with the applicant.

PREMISES

The entire beer brewing facility, on the first floor, consists of about 19,313 total square feet. The taproom is about 3,000 square feet and has seating for 74 people at tables and benches including a bar area with seating for 14 people. The rest of the premises consist of the office, brewhouse, walk-in coolers, storage, and restrooms.

BUSINESS PLAN/OPERATIONS

Insight Brewing will conduct alcohol server training via the “Responsible Service of Alcohol” guide. This guide will cover licensing laws, proper id checking, over service, and detecting intoxication. All staff will be required to review and discuss this guide with the Taproom Manager upon hire and annually. Their carding policy is to card everyone who appears to be under 40 and/or use an identification scanner for verification. Employees failing to card customers according to the policies and sells alcohol to anyone under 21 years of age will be terminated immediately.

Security will be provided by the taproom manager and one designated employee will be on call each day of operation in the event they have a surge in customers from party busses or pedal cars. The taproom manager listed in this application, Nathan Ropes has been a bar manager at other locations since 2009. The taproom manager will conduct interior and exterior rounds every hour with special attention on the West parking lot. Security cameras will cover the bar, front door, and the west parking lot. Insight does not condone the use of excessive physical force; when physical force is necessary, the least amount of force will be used; Insight Brewing does not train, attempt to train, or encourage their employees to unlawfully touch or handle employees and any employee choosing to ignore these guidelines will be grounds for dismissal. Last call will occur 30 minutes prior to closing. Employees will contact the police if there are any situations that need police assistance or for criminal activity. Obviously intoxicated persons will not be allowed on the premises. Their security plan will be reviewed annually. Because this warehouse has been vacant for several years, Insight feels their presence at this location will help deter criminal activity.

Insight Brewing will periodically offer live entertainment. The primary purpose of the live entertainment would be a promotional draw to bring people who are in their target demographic into the business during slower business times or to be competitive with the

surrounding establishments on the weekends. Doors will be kept closed during live entertainment so that there is no sound pollution in the area. Background music will be played at other times to enhance the brewery experience.

Signage will be posted asking patrons to respect the neighborhood upon leaving the establishment and staff will also remind patrons upon exiting, however the business is located in an industrial area and they do not foresee noise being an issue. Insight will have a decibel meter on sight and have also collaborated with the 2nd precinct Crime Prevention Specialist on a noise plan.

Insight Brewing will be open on Wednesdays and Thursdays from 4:00pm until 11:00pm, Fridays 4:00pm until 12:00 midnight, Saturdays 12:00 noon until 12:00 midnight, and Sundays 12:00 noon until 11:00pm.

Litter will be removed on a daily basis within 100 feet of the premises.

Insight does not have any plans to sponsor a sports team and will not conduct charitable gambling activities and will not offer mechanical amusement devices.

PUBLIC HEARING SUMMARY

A public hearing is required for these license applications. 108 notices were mailed to residents and property owners within 600 feet of the premises on September 11, 2014 and emailed to Council Member Reich and the Northeast Minneapolis Chamber of Commerce. The public hearing will be held on September 23, 2014 at the Community Development & Regulatory Services Committee meeting.

RECOMMENDATION

The Licenses and Consumer Services Division recommends approving these applications for an On-Sale Liquor with Sunday Sales, Taproom, Class C-1 license and an Off-Sale Malt Liquor, Growler license.

LICENSE CONDITIONS

None at this time.