

A regular meeting of the Collierville Beer Board was held Tuesday, September 20, 2016, at 6:00 p.m. in the Board Chambers at Town Hall, 500 Poplar View Parkway.

Chairman William Jones was present and presiding.

The following Members were present: Scott Brack, Hampton Parr, Terri O'Connor, and James Lawrimore. Scott Tucker and Ryan Guess were absent.

Also present was Town Administrator James Lewellen and Administrative Specialist Senior Adam Hamric.

CALL TO ORDER:

Chairman Jones called the meeting to order.

APPROVAL OF MINUTES

There were no corrections or additions to the minutes.

Mr. Lawrimore made a motion, seconded by Mr. Parr, to approve the August 15, 2016 minutes as presented.

ROLL CALL: Brack – yes, Parr – yes, Jones – abstained,
 O' Connor – yes, Lawrimore – yes. Motion approved.

CLASS I – ON-PREMISES PERMIT

Frida's of Collierville, Inc. d/b/a Frida's Restaurante Mexicano located at 4650 Merchants Park Cr., Ste. 856

Mr. Hamric stated that Frida's of Collierville, Inc. d/b/a Frida's Restaurante Mexicano located at 4650 Merchants Park Cr., Ste. 856 is a new restaurant currently under construction in a previously unoccupied suite at the Carriage Crossing mall. He explained that the Collierville Police Department has performed background investigations on the owners, Lauriano Gonzalez, Marisela Gonzalez, and Ruby Fuentes, and has found nothing in their histories to deny them a beer permit. Mr. Hamric stated that the building will be inspected by the fire and code enforcement departments and has not received a certificate of occupancy. He also stated that the applicant has supplied a \$2,500 surety bond to the Town. Mr. Hamric explained that the proposed motion is to approve a Class I "on-premises" beer permit for Frida's of Collierville, Inc. d/b/a Frida's Restaurante Mexicano located at 4650 Merchants Park Cr., Suite 856 contingent upon receiving a certificate of occupancy.

Chairman Jones asked Lauriano Gonzalez, Jesse Gonzalez, and Ruby Fuentes to come forward.

Jesse Gonzalez stated that he is the son of Lauriano and Marisela Gonzalez. He said that Frida's Restaurante Mexicano has had a presence in the Memphis area since 2012, when they opened

their first location in Midtown. Mr. Gonzalez stated that this location would be their second location.

Ms. O'Connor asked about the procedures and safeguards in place to ensure that no beer will be sold or served to minors.

Mr. Gonzalez replied that servers are not hired unless they have obtained an ABC card. He added that everyone will be carded regardless of their perceived age. Mr. Gonzalez stated that a legal age calendar will be posted at the bar and that meetings will be held every morning before the doors open.

Chairman Jones asked if the location in Midtown has ever been convicted of selling beer to a minor.

Mr. Gonzalez indicated that it has not. He explained that the Memphis Police Department does frequent checks due to the age demographic that frequents the Overton Square area.

Mr. Parr stated that Collierville is very vigilant in performing undercover beer sting investigations. He explained that violations most commonly stem from servers who ask to see ID but do not look at the date.

Mr. Gonzalez indicated that it is the month and day, not the year that always catches servers off guard.

Ms. O'Connor stated that the Beer Board sees the same issues time and time again. She asked if the servers are aware of the severe consequence resulting from sale of beer to a minor.

Mr. Gonzalez stated that servers are aware that sale of beer to a minor will result in immediate termination. He stated that they receive a server training manual and must sign a contract prior to their first day of employment.

Mr. Lauriano Gonzalez stated that he has worked in the industry for over twenty-five years without incident.

Mr. Parr asked if they were aware that anyone selling or serving beer in the Town of Collierville is required to have a beer server ID card.

Mr. Gonzalez replied yes.

Chairman Jones stated that it is not a matter of if, but a matter of when the Collierville Police Department conducts a sting.

Mr. Gonzalez stated that they are aware and prepared.

Mr. Parr made a motion, seconded by Ms. O'Connor, to approve a Class I "on-premises" beer permit for Frida's of Collierville, Inc. d/b/a Frida's Restaurante Mexicano located at 4650 Merchants Park Cr., Ste. 856 contingent upon receiving a certificate of occupancy.

ROLL CALL: Brack – yes, Parr – yes, Jones – yes,
O' Connor – yes, Lawrimore – yes. Motion approved.

George's Fresh Memphis BBQ located at 890 W. Poplar Ave. #7

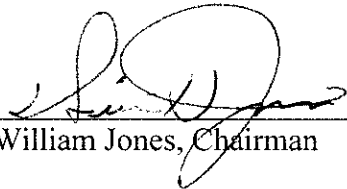
Representation for George's Fresh Memphis BBQ located at 890 W. Poplar Ave. #7 was not present. The applicant was contacted and instructed to call Town Hall and reschedule at a later date.

OTHER BUSINESS

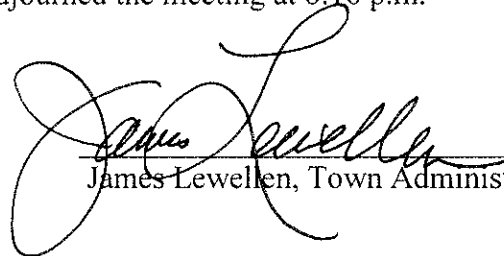
No other business.

ADJOURNMENT

With no further business, Chairman Jones adjourned the meeting at 6:16 p.m.



William Jones, Chairman



James Lewellen, Town Administrator