

COLLIERVILLE BEER BOARD MINUTES

May 19, 2020

A regular called meeting of the Collierville Beer Board was held Tuesday, May 19, 2020 at 4:00 p.m. in the Board Chambers at Town Hall, 500 Poplar View Parkway.

Scott Tucker was present and presiding.

The following members were present: April Helmsin, C. M. Sturgis, James Lawrimore, Mike Lynch, Phillip Blaxton and Tom Tulloss.

Also present was Town Administrator-James Lewellen and Assistant to the Town Administrator-Renee Coffman.

Mr. Lewellen explained updated COVID-19 information to the Beer Board Members.

CALL TO ORDER

Mr. Tucker called the meeting to order at 4:10 p.m. when everyone arrived for the meeting in the Board Chambers.

PLEDGE OF ALLEGIANCE

Mr. Tucker led the Pledge of Allegiance.

APPROVAL OF MINUTES

Mr. Tucker asked for a motion and Mr. Lynch made a motion to approve the January 21, 2020 minutes. A second to the motion was made by Mr. Tulloss.

ROLL CALL: HELMSIN - YES, LAWWRIMORE - YES, TUCKER - YES, STURGIS - YES, LYNCH - YES, BLAXTON -YES, TULLOSS-YES. The motion was approved.

Mrs. Helmsin stated the Police Background check on this applicant referred to an On-Premises Permit.

Mr. Lewellen explained that it was an error in notation from the Police Department. The background check is identical on all applicants but this is an Off-Premises permit.

CLASS II – OFF PREMISES PERMIT

Hook Point Brewing Company located at 184 South Mt. Pleasant Road.

Mr. Tucker asked Mr. Lewellen to present Item 5-A on the agenda.

Mr. Lewellen stated Item 5-A is a request for approval of a Class II Off-Premises Beer Permit for Hook Point Brewing Company located at 184 South Mt. Pleasant Road. The Off-Premises permit allows for the sale of beer for Off-Premises consumption and the applicant Mr. Sadler has been given a copy of the Town's Beer Ordinances. Staff has reviewed the application and the Police Department performed the required background checks. The application meets all requirements and is acceptable for approval upon receipt of a final Certificate of Occupancy from the Building Codes Division. The Hook Point Brewing Company is owned and represented by Mr. Sadler. Mr. Sadler is present and will be glad to answer any questions for the Board.

Mr. Tucker asked the applicant to come forward and state his name and business for the record.

Mr. Sadler approached the Board and stated his name as Michael Sadler and the primary owner of Hook Point Brewing Company.

Mr. Tucker asked the Board if they had questions for the applicant.

Mrs. Helmsin asked Mr. Sadler for some background information due to the fact that Mr. Sadler lives out of state. She asked how that will affect managing daily business operations.

Mr. Sadler replied that his family recently moved to Florida to be closer to other family members. However, Mr. Sadler is a Fed Ex Pilot and will be traveling frequently to the Collierville area for work and business purposes. Answering phones, paying bills, and business functions can be completed from anywhere and those are my responsibilities. Jay Merchmon is the Head Brewer and will be in charge of Operations and Steven will be an Assistant Brewer working with Jay on day to day brewing operations.

Mr. Tulloss questioned how many employees will perform the actual sale of beer and how training will be established.

Mr. Sadler responded at this point in time it will be Jay, Steven, and myself. All three are members of the National Brewers Association and the Tennessee Beer Guild which both require training. If the Town requires additional training, we will be glad to adhere to those guidelines.

Mr. Lynch asked if this business is going to sell on a to go basis, and if they will have a tasting room.

Mr. Sadler explained the business is primarily a distribution model. He stated that they work with Athens Distributing Company locally and Clark in Mississippi on sales and distribution to

retail centers. At some point, sales from the brewery will be possible for off premises consumption.

Mrs. Helmsin asked what type of packaging the brewery will be selling in the retail sales area.

Mr. Sadler stated that there will be six packs and four packs for sale.

Mrs. Helmsin questioned where the brewing and distributing is currently being processed.

Mr. Sadler explained that Hook Point has a contract with a brewery in Atlanta, Georgia right now and is shipped to the distributors here in the area.

Mrs. Helmsin asked if moving operations here to this business location will be closer to the distributors and better for business.

Mr. Sadler said "yes".

Mr. Lynch asked when the building will be ready for distribution.

Mr. Sadler stated that the brewery is still under some construction modifications and is hoping to be completed by the end of the month or the early part of June.

Mr. Tucker questioned how the retail sales process for the brewery location will be handled.

Mr. Sadler explained that at this time sales will be on a walk up basis. In the future, online sales may become possible. Of course at any point of sale, identification will be checked.

Mr. Tulloss asked if kegs will be sold out of the brewery.

Mr. Sadler said those are sold to distributors and are not in the plan for walk up sales at the brewery.

Mr. Sturgis questioned if the employees had any other experience in this type of business.

Mr. Sadler stated that Jay Merchmon has been in the industry for over twelve years and worked at two breweries in Kentucky. Jay is also a Fed Ex Pilot and had twenty five years of experience in brewing.

Mr. Tucker asked if there were any more questions from the board and called for a motion.

Mr. Lawrimore made a motion to approve the CLASS II OFF PREMISES Beer Permit for Hook Point Brewing Company located at 184 South Mt. Pleasant Road subject to the receipt of a final Certificate of Occupancy from the Fire Marshal and Building Codes Division. A second to the motion was made by Mr. Sturgis.

ROLL CALL: HELMSIN - YES, LAWRYMORE - YES, TUCKER - YES, STURGIS - YES, TULLOSS-YES, LYNCH - YES. BLAXTON – YES. The motion was approved.

OTHER BUSINESS

Mr. Tucker inquired if there were any other business matters.

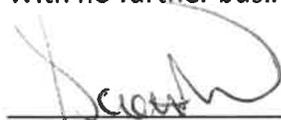
Mrs. Helmsin asked Mr. Tucker to review the Town Policy pertaining to underage drinking violations for permit holders.

Mr. Tucker stated that the Town of Collierville Police Department and Shelby County Sheriff's Department visit all permit holders and check operation procedures twice a year. Please be prepared and follow training guidelines.

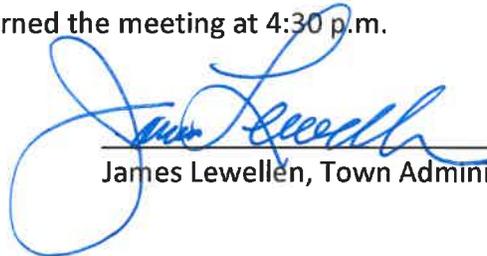
Mrs. Helmsin informed Mr. Sadler that at some point in time there will be an underage customer in your business, please be prepared.

ADJOURNMENT

With no further business, Mr. Tucker adjourned the meeting at 4:30 p.m.



Scott Tucker, Chairman



James Lewellen, Town Administrator