

CONSENT AGENDA NEW BUSINESS #2

MEMORANDUM

To: The Honorable Mayor and City Council

From: James P. Kozik AICP, Director of Planning & Economic Development

Date: June 12, 2017

Subject: Outdoor Special Event Liquor License/Downtown Wheaton Association/
Wheaton Wine Walk

On June 8, 2017, the Liquor Control Commission held a public hearing to review an application for an Outdoor Special Event Liquor License in connection with a new summer event; The Wheaton Wine Walk, to be held on Thursday, August 10, 2017.

This DWA fundraising event is planned as a ticketed wine tasting event. The DWA will sell tasting tickets (\$35 for 12- one ounce tastings) to the public on-line and at the check in tent at Martin Memorial Plaza on the day of the event. All ticket holders will check in at Martin Memorial Plaza to be carded and receive a wristband (must be 21 years or older); receive their tasting tickets, souvenir wine glass, and a walking map of all the tasting locations.

The tasting locations will be inside participating restaurants and selected retailers. The DWA will be purchasing the wine and distributing it to the tasting locations. Each location will have one to two wines offered for tastings. Each location will have a Basset trained person (21 years or older) as the server. A special wine stopper that only allows for 1 ounce pours will be in each opened bottle. The server will be responsible for marking off each tasting on the participant's tasting ticket.

All tastings must be consumed inside the business premises. Signs will be posted inside the doorways noting that all tastings must be finished inside- no alcohol allowed outside. At each tasting station, a tray of appetizers will be available to participants to enjoy.

A free trolley will circulate in the Downtown area to provide transportation from the north side of the Downtown to the tasting locations on the south side of Downtown; The Perfect Thing, Adelle's and Wheaton Center Apartments.

A jazz ensemble and one acoustical musical performer will be located on the sidewalks to perform during the wine event. The locations will be at Hale and Wesley, and Front and Hale.

Glass rinsing stations (portable water coolers and buckets to catch the water) will be located on the sidewalk at Main and Front, Hale and Front, Hale and Wesley, West and Front, and by Adelle's on Liberty.

At the hearing, the Liquor Control Commission unanimously voted to recommend to the City Council that an Outdoor Special Event Liquor License be issued to the Downtown Wheaton Association for this event.

Staff has no outstanding issues or concerns with regards to this application, and foresees no problems with recommending approval of the Outdoor Special Event Liquor License to the Downtown Wheaton Association for this event.

Attachment

c: Paula Barrington



108 E. Wesley Street
Wheaton, Illinois 60187
(630) 682-0633 Office
(630) 682-0762 Fax
www.downtownwheaton.com

May 11, 2017

Att: City Clerk Sharon Barrett-Hagen

Please note that with the enclosed application for an Outdoor Special Event Liquor License for the Wheaton Wine Walk scheduled for August 10, 2017, I have not included the certificates of general liability and the liquor liability for this event. The Downtown Wheaton Association is waiting for the renewal of insurance for general liability (our current policy expires August 6, 2017). I have instructed our insurance broker to expedite the renewal of this policy well in advance of August, 2017 in order to cover the August 10th event.

In addition to the general liability, we have instructed our broker to proceed with the purchase of the liquor liability insurance (dram shop) to cover this event.

Once our supporting documents are in hand, we will deliver these to your office.

For the sake of time and the need to be on the agenda for the Wheaton Liquor Commission, I have submitted the enclosed application for review. Please note that although the Wheaton Wine Walk is a one day event, on August 10th, we would like to request that the permit be issued to cover Wednesday, August 9th and Thursday, August 10th. The additional date on the permit would allow our wine distributor to deliver the wine to the tasting stations the day before the event- without the additional date on the permit, the distributor cannot make the earlier delivery. I understand that a \$200 a day fee is required for the permit and the Association is prepared to cover the additional fee for the second day.

Please let me know if the request for a two day permit is allowable.

I am happy to answer any questions regarding this application and special request.

A handwritten signature in blue ink, appearing to read "Paula Barrington", is written over a horizontal line.

Paula Barrington, Ex. Director

OUTDOOR SPECIAL EVENT LIQUOR LICENSE APPLICATION
(Beer & Wine Only/Maximum 5 Consecutive Days)

NAME OF EVENT: Wheaton Wine Walk

DATE(S) OF EVENT: Aug. 10, 2017 TODAY'S DATE: 5/11/17

(Delivery of wine to Tasting location: Aug. 9th)

Pursuant to provisions of Chapter 6, Sections 6-81 and 6-83.5, of the Wheaton City Code, 1996 as amended, regulating the sale of Alcoholic Liquors in the City of Wheaton, County of DuPage, State of Illinois, and all amendments thereto now in force and effect, the undersigned hereby makes application for an Outdoor Special Event Liquor License.

A cashier's check representing a non-refundable application fee of fifty dollars (\$50.00) is enclosed.

1. Applicant's Name: Downtown wheaton Association

Mailing Address: 108 E. Wesley Street, Wheaton, IL 60187

Telephone/Facsimile Number: 630-682-0633

2. President/Chairman's Name: Donna Hesik

Mailing Address: 211 W. Front Street, Wheaton, IL 60187

Telephone/Facsimile Number: 630-462-0898

Secretary's Name: Jodie Schillinger

Mailing Address: 119 W. Front Street, Wheaton, IL 60187

Telephone/Facsimile Number: 630-221-1199

3. Date Wheaton-based non-profit organization was organized: Feb. 1993
Inc. w/ State of Illinois

4. Statement of the objects for which the Wheaton-based non-profit organization was organized:

To maximize business opportunities and foster
pride in historic downtown Wheaton; provide leadership
and promote prosperity through economic growth, marketing
and community events.

5. Names, address and telephone numbers of all officers and directors:

NAME

ADDRESS

TELEPHONE

Please see attached

6. Names, dates of birth, addresses and telephone numbers of all persons (up to a maximum of 10 persons) who are members of the Wheaton-based non-profit organization and who will transfer, exchange or barter alcoholic beverages for the non-profit organization at its outdoor special event following the granting of the license:

NAME

ADDRESS

TELEPHONE

D.O.B.

See attached list of participating
businesses and guidelines for participation

7. A site plan (attach a copy) and description of the location of the outdoor special event and a diagram or drawing illustrating the premises where the alcoholic beverages will be transferred, exchanged, or bartered:

Please see attached

8. Have applications for similar licenses been made? If so, state disposition of such applications.

2017 marks the second year that the D.W.A. will have applied for this license for this wine walk event.

9. By attachment of his/her signature to this application, the president or head of the board of directors of the Wheaton-based non-profit organization affirms that none of the individuals identified in Question 6 hereof has ever been convicted of a felony or a Class A misdemeanor and are not disqualified to receive a license by reason of any matter of thing contained in the laws of the State of Illinois or any provision of the Wheaton City Code.

10. Has a previous license been issued by any state or subdivision thereof, or by the federal government, to Wheaton-based non-profit organization and if so, where and when. If any license has been revoked, state the reason(s) therefore:

In 2016 The D.W.A. was issued a Special Event

Under Class F Liquor License for the Aug. 2016 wine walk.

The State of Illinois also issued a Special Event Liquor License for a Non for Profit for the Aug. 2016 wine walk

11. By attachment of his/her signature to this application, the president or head of the board of directors of the Wheaton-based non-profit organization affirms that the applicant and all individuals identified in Question 6 hereof have not in the past and will not in the future violate any of the laws of the State of Illinois or the United States, or any ordinance of the City controlling the retail sale of alcoholic liquor in the conduct of the exchange, transfer, or barter of the alcoholic liquor pursuant to the Outdoor Special Event Liquor License.

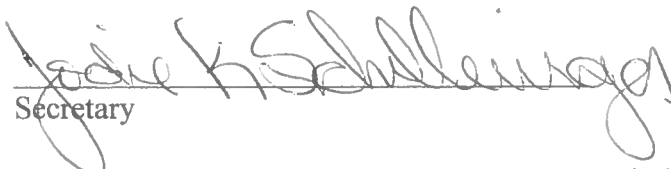
12. State whether the president or head of the board of directors of the Wheaton-based non-profit organization is a public official, and if so, the particulars thereof.

None of our officers are public officials

13. By attachment of his/her signature to this application, the president or head of the board of directors of the Wheaton-based non-profit organization affirms that no individual person in the non-profit organization will stand to gain any pecuniary benefit from the transfer, exchange, or barter of alcoholic beverages transferred, exchanged, or bartered pursuant to the Outdoor Special Event Liquor License.

14. By attachment of his/her signature to this application, the president or head of the board of directors of the Wheaton-based non-profit organization affirms that none of the individuals required to be identified in the application have sold, delivered or given away alcoholic liquor in violation of any state law, or city ordinance, to a person under the minimum age required to purchase or possess liquor.


Paula Barrington, Ex. Director
President or Head of Board of Directors


Secretary
Reminders

—Application for an Outdoor Special Event Liquor License shall be made at least 90 days prior to the scheduled event.

—Applicant shall obtain a City of Wheaton Special Event Permit prior to the City Council approving an Outdoor Special Event Liquor License and issuance thereof by the local liquor commissioner.

—All persons who transfer, exchange, or barter alcoholic beverages for an Outdoor Special Event Liquor License shall attend and complete the Wheaton Police Department's alcohol sales training program. The applicant is responsible for ascertaining from the Police Department the dates that have been scheduled to conduct such training.

—Applicant shall contract with the City Police Department for extraordinary services by having at least two off-duty officers present at the outdoor special event at all times during the hours of operation.

—Applicant shall submit a certificate of dram shop insurance (liquor liability) as required by Section 6-93 of the City Code. The certificate of insurance shall name the City as an additional insured and shall cover the entire time for which the outdoor special event license is issued. The insurance shall include, at a minimum, an amount not less than \$2,000,000 for bodily injury and \$2,000,000 for property damage.

—Outdoor Special Event License fee: \$200 per day.

—Outdoor Special Event Hours of Operation: Monday-Saturday/11:00 a.m.-11:00p.m.; Sunday/12:00 Noon-9:00p.m.

DWA Board of Directors
Contact Information
2017-2018

Donna Hesik-President (18)

Suzette's Creperie
211 W. Front St.
Wheaton, IL 60187
630-462-0898 work
630-462-9988 fax
[REDACTED]

Jim Mathieson – Past President (18)

Mathieson, Moyski, Austin &
Co., LLP
211 S. Wheaton, Ste. 300
Wheaton, IL 60187
630-653-1616 work
[REDACTED]
630-653-1735 fax
[REDACTED]

Dick O'Gorman – Vice Pres. (19)

Ivy Restaurant
120 N. Hale St.
Wheaton, IL 60187
630-665-2489 work
[REDACTED]

Ron Diener , Treasurer (19)

Member at Large (Appointee)
25W730 White Birch Lane
Wheaton, IL 60189
[REDACTED]

Jodie Schillinger- Secretary (18)

Graham's Fine Chocolate
& Ice Cream
119 West Front Street
Wheaton, IL 60187
630-221-1199 work
[REDACTED]

Cheri Armstrong- Director (20)

Wheaton Bank & Trust
211 South Wheaton
Wheaton, IL 60187
630-588-4086 work
630-60-7715 fax
[REDACTED]

Kate Martin- Director (20)

The Perfect Thing
204 West Liberty
Wheaton, IL 60187
630-665-5200 work
[REDACTED]

Lindsay Jirasek-Director (19)

Frocks & Frills
203 South Hale
Wheaton, IL 60187
630-221-9400 work
[REDACTED]

Pam Bozonelos-Director (18)

Egg'Lectic Café
145 North Hale Street
Wheaton, IL 60187
630-690-9001 work
[REDACTED]

Tonya Parravano (18)

Andrew's Garden
204 West Wesley
Wheaton, IL 60187
630-456-4689 work
[REDACTED]

John Rutledge- City Council (18)

City Council Liaison
303 West Wesley
Wheaton, IL 60187
630-319-8821 work
[REDACTED]

Richard Card – Director (20)

Jeans and a Cute Top
204 W. Wesley
Wheaton, IL 60187
630-728-7415 work
630-462-9232 fax
[REDACTED]

Paul Rodriguez-Director (20)

Suburban Music
210 West Front Street
Wheaton, IL 60187
630-682-4291 work
630-682-0443 fax
[REDACTED]

Michael Paeth (20)

Mile Long Records
350 West Front Street
Wheaton, IL 60187
630-474-4954 work
[REDACTED]

Diane Moore (19)

Moore Toys & Gadgets
107 E. Front Street
Wheaton, IL 60187
630-480-4285
[REDACTED]

Jim Kozik – Ex-Officio

City of Wheaton-
Director of Planning
Economic Development
303 West Wesley Street
Wheaton, IL 60187
630-260-2008 work
[REDACTED]

Kerry O'Brien- Ex-Officio

Chamber liaison
Wheaton Chamber of
Commerce
108 East Wesley St.
Wheaton, IL 60187
630-668-6464 work
630-668-2744 fax
[REDACTED]

Mike Benard-Ex-Officio

Wheaton Park District liaison

102 East Wesley Street

Wheaton, IL 60187

630-510-4945 work

630-665-5880 fax



Staff

Paula Barrington, Ex. Director

Downtown Wheaton Asso.

108 East Wesley Street

Wheaton, IL 60187

630-682-0633 work



**Cara Bove, Events Coordinator
and Administrative Assistant**

Downtown Wheaton

Association

108 East Wesley Street

Wheaton, IL 60187

630-682-0633 work



The Wheaton Wine Walk

Thursday, August 10, 2017

5pm to 9pm (Stop serving alcohol at 8:30pm)

Check in location: Martin Memorial Plaza

Tasting locations: Shops and restaurants in Downtown
Wheaton (List is enclosed)

History of the event: In 2016, the Downtown Wheaton Association hosted the first Wheaton Wine Walk on Thursday, August 11th. The event was very well received by the public and was a sellout event with 750 tickets being sold on line prior to the 5pm start of the event. The overwhelming majority of ticket holders were women. The participating businesses that were tasting stations reported that they did see a significant increase in retail and food sales the evening of the event. The majority of the businesses also stated that the Wine Walk also provided them with increased foot traffic and an opportunity to showcase their businesses with potential, new customers. The volunteers of Wheaton Drama, which opened its lobby as a tasting station, reported that they had so many participants who had never set foot in the theater before and were impressed with the scope and scale of shows being featured in the photography exhibits within the lobby.

Purpose: An event designed to generate customer traffic for the Downtown Wheaton shops and restaurants on a Thursday evening, while also serving as a fundraiser for the Downtown Wheaton Association.

Event Logistics: The Wheaton Wine Walk is a ticketed wine tasting event. The DWA sells tasting tickets (\$35 for 12- one ounce tastings) to the public. Tickets are sold on line and at the check in tent at Martin Memorial Plaza on Aug. 10, 2017.

All on-line and on-site ticket holders must check in at Martin Memorial Plaza to be carded (must be 21 years or older) and receive a special wristband to be worn at all times that designates that they are 21 or older.

At the check in site the ticket holders will also receive their actual tasting ticket (to be worn on a lanyard), one souvenir wine glass and a walking map of all tasting locations.

The tasting ticket will feature 12 blocks for each tasting. For each one ounce tasting poured, the server must stamp a block on the ticket.

Tasting locations will be inside participating restaurants and selected retailers. Each station will have one wine offered for tastings. The Downtown Wheaton Association will be purchasing the wine from an authorized distributor and will provide each tasting station with a limited number of cases of wine for serving. At the conclusion of the event, all open and unopened wine will be collected by the DWA and inventoried.

Each participating restaurant and retailer is required to have an Illinois Bassett trained person (21 years or older) as the server. All participating businesses (restaurant and retail) must submit proof of the designated server's Bassett training (a copy of the certificate) to the Downtown Wheaton Association by August 1st.

Each server must first verify that the patron is wearing an 'of age' wristband and must stamp the official tasting ticket before pouring a one ounce serving for the patron. If a patron requests a second one ounce pour, the patron must first finish the first tasting, return to the back of the line, and wait their turn for a second tasting. The server must stamp the ticket for each tasting received.

A special wine stopper that only allows for 1 ounce pours will be in each opened bottle.

All tastings must be consumed inside the business premises. Signs will be posted inside the doorways noting that "All tastings must be finished inside- no alcohol allowed outside the premises". At each tasting station, a complimentary tray of appetizers will be available for participants to enjoy.

A free trolley will circulate in the downtown area to provide transportation from the north side of the downtown to the three tasting locations on the south side of downtown-The Perfect Thing, Adelle's, and Wheaton Center Apartments.

One jazz ensemble and one acoustical musical performer will be located on the sidewalks to perform during the wine event. The locations at this time will be at Hale and Wesley and at Front and Hale.

Glass rinsing stations (portable water coolers and buckets- to catch the water) will be located on the sidewalk at Main and Front, Hale and Front and at Hale and Wesley, at West and Front and by Adelle's on Liberty.

Anticipated attendance/profit: 1000 tickets sold with a goal of \$10,000 in profit

Guidelines for Bassett Trained servers:

- All patrons must display a wristband and present the official ticket to the server (to allow the server to stamp their ticket) prior to a taste being poured.
- Servers reserve the right to refuse service to anyone they feel has been over served.

Anticipated Questions/Answers:

- Can people drink outside?- No
 - Can additional tasting tickets be purchased? Yes- but only ticket holders that purchased a full package.
 - Can people share tastings on one ticket? No – each person must have their own glass and tasting ticket
 - Who is carding the participants? Trained, adult volunteers 21 years and older
 - What is the anticipated demographics of attendees? 75% will be women and 25% men based on 2016 Wheaton Wine Walk attendance.
 - Several DT restaurants were recently cited for serving under-age persons- How will the DWA verify the age of participants?
- At the point of check-in, all participants will be carded and, once age is verified, will be given a special wristband to wear all evening. Anyone found to be under-age, but who may have purchased a ticket voucher on line, will have their money refunded on site.

-Will there be Wheaton police on site during the event? The DWA will work closely with the Wheaton police and the auxiliary officers to determine the degree of coverage during the event.

-How many glasses of wine are represented by 12-one ounce servings? 2-6 oz. glasses.

-Will the DWA also be obtaining a special event liquor license from the State of Illinois for this event? Yes- but the DWA must first obtain a local permit or 'permission' before applying to the state.

-Status of liability and dram shop insurance for the 2017 event? The DWA is awaiting early renewal of its liability insurance (normally renewed in August) and the issuance of Dram Shop insurance for the event. We expect to have the renewal in place with supporting documents in hand by early July 2017.



2017 Wheaton Wine Walk Tasting Locations

Tasting Locations /Business Name	Address
Adelle's Fine American Fare	535 W. Liberty Drive, Wheaton, IL 60187
Andrew's Garden	131 W. Wesley Street, Wheaton, IL 60187
Art & Glass Studio	124 N. Main Street, Wheaton, IL 60187
Choun's	226 W. Front Street, Wheaton, IL 60187
Dry City Brew Works	120B N. Main Street, Wheaton, IL 60187
GIA MIA Pizza Bar	106 N. Hale Street, Wheaton, IL 60187
Ivy Restaurant	120 N. Hale Street, Wheaton, IL 60187
Jeans & A Cute Top Shop	204 W. Wesley Street, Wheaton, IL 60187
Kimmer's Ice Cream	109 E. Front Street, Wheaton, IL 60187
M & CO Salon	135 N. Hale Street, Wheaton, IL 60187
Moore Toys & Gadgets	107 E. Front Street, Wheaton, IL 60187
Muldoon's Irish- American Eatery	133 W. Front Street, Wheaton, IL 60187
Miroballi Shoes** WATER ONLY**- Refresher Stop	124 North Hale St., Wheaton, IL 60187
River City Roasters	114 N. Main Street, Wheaton, IL 60187
Mile Long Records	350 West Front Street, Wheaton, IL 60187
Stones Jewelry	107 W. Front Street, Wheaton, IL 60187
Strand Fitness	124 N. Main Street, Wheaton, IL 60187
Suburban Music	210 W. Front Street, Wheaton, IL 60187
Suzette's Creperie	211 W. Front Street, Wheaton, IL 60187
Tasting deVine- Graham's Chocolates	127 W. Front Street, Wheaton, IL 60187
Wheaton 121	121 N. Cross Street, Wheaton, IL 60187
Wheaton Barbershop	216 W. Front Street, Wheaton, IL 60187
Wheaton Center	2 Wheaton Center, Wheaton, IL 60187
Wheaton Drama	111 N. Hale Street, Wheaton, IL 60187
The Sipping Muse	122 N. Hale Street, Wheaton, IL 60187
Naperville Running Company	134 W. Front Street, Wheaton, IL 60187
Eyes on Wheaton	125 West Wesley, Wheaton, IL 60187
OMG Café	390 West Front Street, Wheaton, IL 60187
Le Salon de Pooch	360 West Front Street, Wheaton, IL 60187
The Perfect Thing	204 W. Liberty Drive, Wheaton, IL 60187
Carlson's Glass	312 West Front Street, Wheaton, IL 60187