

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

License Numbers: L179-50002 & L170-50019

Police File Number: 13719

Date of Application: July 7, 2015

Inspector: Nicole Anderson

Applicant/Legal Entity: Norseman Distillery, LLC

Complete Address: 451 Taft Street Northeast Suite 19, Minneapolis, MN 55413

Licenses Requested: On-Sale Liquor Class B, Cocktail Room and Off-Sale Distilled Spirits

Current Licenses: None

Responsible person within 75 miles of Minneapolis City Hall: Scott Ervin

Public Hearing Requirement: Required

License Conditions: None at this time

Neighborhood/Ward: Mid-City Industrial Neighborhood / 01

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 8 spaces are required to be provided on-site. The applicant is providing 19 spaces on-site.

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

Seating: Inside: 212
Outside: 68

Fire Occupancy: Inside: 236
Max Capacity Outside: 72

Hours of operation proposed: Inside: Tuesday through Thursday 4:00 p.m. to 10:00 p.m., Friday 4:00 p.m. to 12:00 a.m., and Saturday 2:00 p.m. to 12:00 a.m.

Outside: Tuesday through Thursday 4:00 p.m. to 10:00 p.m., Friday 4:00 p.m. to 12:00 a.m., and Saturday 2:00 p.m. to 12:00 a.m.

Metropolitan Council Service Availability Charges: A SAC Determination was sent in to the Metropolitan Council on June 30, 2015. A Determination letter has not been received to date. Any SAC payments will be due prior to State approval of the licenses.

HISTORY OF LOCATION

Norseman Distillery has operated at this location since 2013 with State approved manufacturing and distribution permits for distilled spirits. Previous to that it housed a warehouse / manufacturing facility.

APPLICANT

The applicant is Norseman Distillery, LLC, a Minnesota corporation formed on February 2, 2013 under Chapter 322B (File Number 644199000026), having the required restriction on the transfer of shares and has the following shareholders:

<u>Name</u>	<u>Title</u>	<u>Shares</u>
Scott K. Ervin	Owner/Operator	100%

The applicant meets all minimum requirements including criminal background check.

MANAGER

The manager of Norseman will be Scott Ervin, owner and operator. Mr. Ervin has had experience in running the production facility for almost two years and has a background in management and customer relations.

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 lease shows exclusive use of premises as required. The premises occupy approximately 7,880 square feet of interior space on the main street level in Suites 17 through 19 of the Taft Building. The cocktail room will consist of approximately 2,117 net square feet with seating for 212 patrons with seven of those seats being at a bar; there will also be an outdoor area on private property consisting of 68 seats. The rest of the facility consists of the distillery, storage area, restrooms, and private office. The space is compact and contiguous.

BUSINESS PLAN/OPERATIONS

Norseman Distillery will have annual alcohol server training through Skillsoft Global Compliance Solutions, an online alcohol training program. Any person who will sell alcohol for on or off site consumption, or pour at approved off-site festivals must attend training. There will be a strict carding policy under which they will card everyone who appears to be 40 or under in age. Employees failing a compliance check or deliberately sells alcohol to anyone under 21 years of age will be taken off the floor immediately and terminated.

All staff and management will be trained safety and security and will have a defined protocol for patron escalation. Staff will make rounds regularly to assure safety and security of all staff and patrons as they want to create a fun, enjoyable, and relaxing environment.

Management staff, along with the owner, will act as the neighborhood liaison and will be the contact person for any questions or complaints with regard to the cocktail room and production facility, or off-sale distilled spirits aspect of the operation. 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.

Norseman Distillery will be open on Tuesdays through Thursdays 4:00 p.m. to 10:00 p.m., Friday 4:00 p.m. to 12:00 a.m., and Saturday 2:00 p.m. to 12:00 a.m.

Norseman has applied for a Class B level of entertainment to showcase live bands once a month and having guest speakers and occasional trivial nights. Speakers inside the establishment will be positioned towards the most interior space to eliminate sound towards the entrance/exit/outdoor patio door. Closing procedures will consist of staff notifying patrons 30 minutes prior to closing inside the cocktail room and in the outdoor patio area. This Distillery is located in an industrial area with the closest resident being over two plus blocks away. There will be two small speakers on the outdoor patio that will be aimed towards the entrance door and will only play soft background music. They will take all necessary measures to reduce and eliminate any noise pollution. At closing, the sound will be turned off and the lights brought up to a maximum level inside. Patrons will be reminded to be respectful of the neighborhood when exiting, although this should not be an issue as they are surrounded by industrial uses.

The outdoor patio, on private property, will consist of seating for 68 patrons with a maximum occupancy of 72 people; this will be monitored by staff. Staff will consistently monitor this area to assure there is no excessive noise from patrons or music spilling out from inside.

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

They will sponsor softball, soccer, and bowling teams via a purchase of t-shirts or equipment, but no further sponsorship privileges will apply.

Norseman will not conduct charitable gambling activities and will not offer mechanical amusement devices.

PUBLIC HEARING SUMMARY

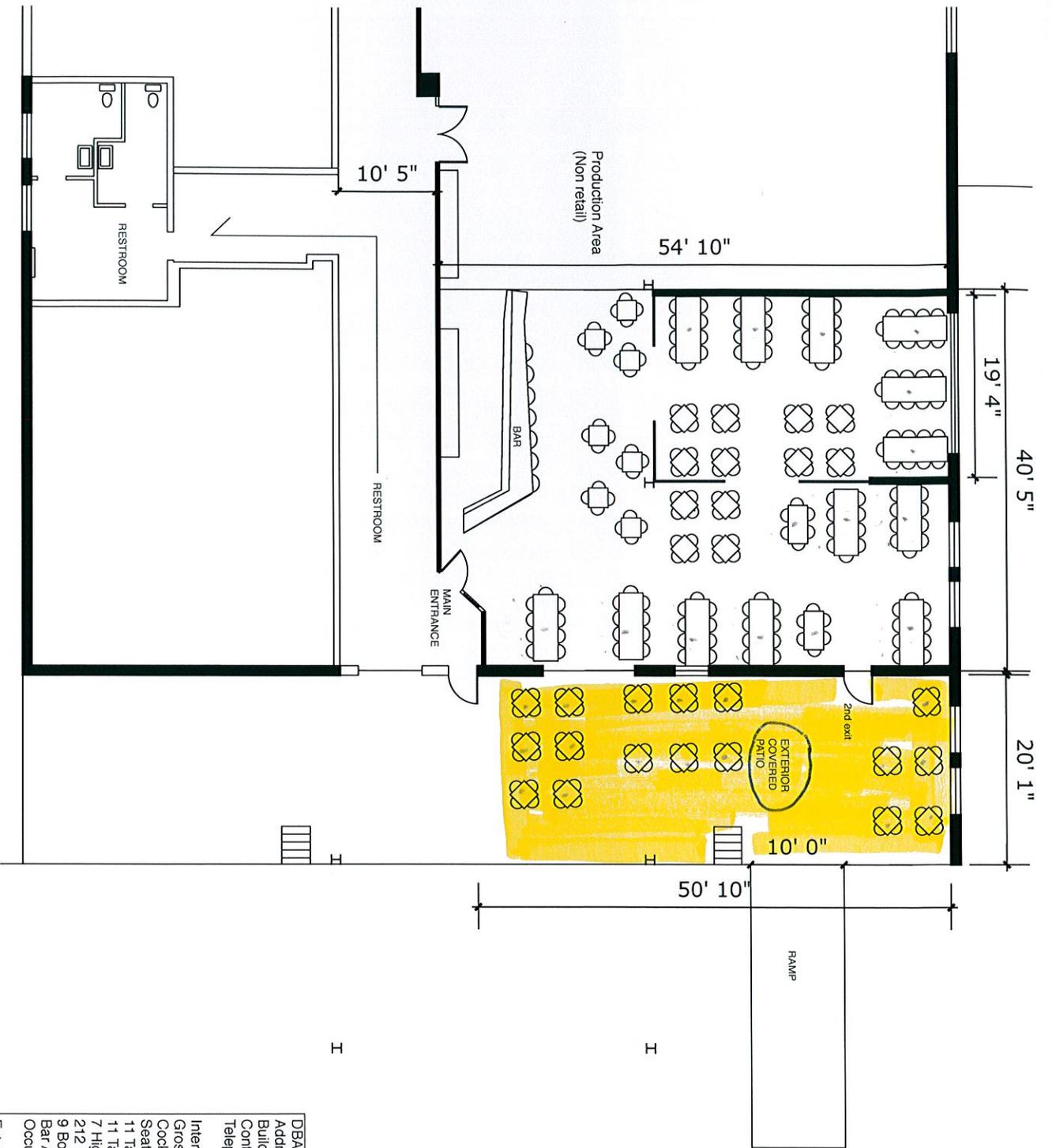
A public hearing is required for these license applications. 22 notices were mailed to residents and property owners within 600 feet of the premises on July 17, 2015 and emailed to Council Member Reich and the Northeast Minneapolis Chamber of Commerce. The public hearing will be held on July 28, 2015 at the Community Development & Regulatory Services Committee meeting.

RECOMMENDATION

The Licenses and Consumer Services Division recommends approving these applications for an On-Sale Liquor, Cocktail Room, Class B license and an Off-Sale Liquor, Distilled Spirits license.

LICENSE CONDITIONS

None at this time.



DBA: Norseman Distillery
 Address: 451 Taft Street NE Minneapolis, MN 55413
 Building Name: Norseman Building
 Contact Person: Scott Ervin
 Telephone: 612-643-1933

Interior
 Gross Sq Footage: 7805 sq ft
 Cocktail room Sq Footage: 2117 sq ft
 Seating Capacity: 212
 11 Tables (30"x84") – all accessible
 11 Tables (30"x30") – all accessible
 7 High-Top Tables (30"x30")
 212 Chairs
 9 Booths (2' x 4') w/ seating for 18
 Bar Area (2117sq ft)
 Occupant Load: 236

Exterior
 Sq Footage: 1090 sq ft
 Cocktail area Sq Footage: 1090 sq ft
 Seating Capacity:
 17 Tables (30" x 30") – all accessible
 68 Chairs
 Occupant Load: 72