

PENDERGAST LAW OFFICE

RICK L. PENDERGAST
Attorney-at-Law
rick@pendergastlawoffice.com

LUCIE A. MCGEE
Attorney-at-Law
lucie@pendergastlawoffice.com

May 3, 2016

Attn: Jay Christianson
City Clerk's Office
400 LaCrosse Street
LaCrosse, WI 54601

RE: Permission to Apply for a Liquor License

The Honorable Mayor and Members of the Common Council:

I am writing on behalf of my client to request permission to apply for a Combination "Class B" Beer & Liquor License for the premise at 325 West Avenue North, Suites B and C, LaCrosse, Wisconsin.

Roma Restaurant, LLC will be the applicant for the license. Mario Villasenor, agent, will be completing the license application.

Mr. Villasenor has nine years experience as a partner and manager at Cancun Mexican Grill on Clairemont Avenue, in Eau Claire, Wisconsin. This restaurant holds a full liquor license. He also was a manager for three years for a grocery store, which held a liquor license. Mr. Villasenor has considerable experience with alcohol beverage service and laws. He is no longer a partner at Cancun or managing the grocery store. He has formed a new LLC, and is relocating with his family to LaCrosse this summer to personally open and manage his new restaurant.

The full-service, family restaurant will be named Señor Villa. The hours will be 11:00 a.m. to 10:00 p.m., seven days a week. He will have moderately priced Mexican lunch and dinner menus. Prices will range from \$12 to \$22 for dinner entrees. Lunch specials will be priced at \$5 to \$10. The liquor license will be used to serve a variety of beverages to compliment the guests' meals.

The premise consists of just under 5,000 square feet. Once renovations are completed, there will be a large restaurant and a smaller bar area. The decor will be elegant and subdued in order to avoid creating a "party" atmosphere typical of many Mexican restaurants. There will be table seating for approximately 110 guests. For the safety of the staff and guests, security cameras will be installed and monitored.

Mr. Villasenor's goal is to open Señor Villa for business this coming August, 2016. He plans to have nine to ten employees to start, increasing the number as needed. His preference is to have the wait staff hold bartender's licenses, ensuring appropriate training in alcohol service. His intention is to provide a pleasant family dining experience while promoting the responsible and safe consumption of alcohol by those of legal drinking age.

Ellen Pendergast, Litigation Assistant
ellen@pendergastlawoffice.com

Jena Pendergast-Lewis, Business Assistant
jena@pendergastlawoffice.com

130 South Barstow Street, Suite 2C, Eau Claire, WI 54701 • Phone: (715) 835-8895 • Fax: (715) 835-8896

May 3, 2016

RE: Permission to Apply for a Liquor License

Page Two

We thank you in advance for considering this request. Please do not hesitate to contact me or Mr. Villasenor if you have questions or concerns.

Sincerely,



Lucie A. McGee
Attorney-at-Law

I hereby request permission to apply for a Combination "Class B" Beer & Liquor License for the premise at 325 West Avenue North, Suites B and C, LaCrosse, Wisconsin pursuant to the above letter.

Dated: 05/03/16



Mario Villasenor
Roma Restaurant, LLC
2607 Session Street, Apt. 1
Eau Claire, WI 54701
715-456-6368