

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: October 23, 2018

AP Block/Lot Nos.: 0313/008
Zoning: C-3-R Downtown Retail
Quad: NE Planning Team
Record No.: _____

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: December 7, 2018, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: 1and8 Inc.

Business name: Museum of Ice Cream

Application address: 1 Grant Avenue
San Francisco, CA 94108

Applicant contact info: Jemma Jorel Lester
ABC License Company
337 17th Street #101
Oakland, CA 94612
510-788-5881
jemma@abclicensecompany.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please provide review comments in a trailing report.



Clerk of the Board, Ms. Angela Calvillo
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

**Re: 1and8 Inc. dba Museum of Ice Cream (MOIC), Liquor License "PCN" Request at:
1 Grant Avenue, San Francisco, CA 94108**
Mailing address: c/o ABC License Co., 337 - 17th St. Suite 101, Oakland, CA 94612
Phone: (510) 788-5881 ext. 2 / email: Jemma@ABCLicensecompany.com

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2018 OCT 22 PM 3:14
BY [Signature]

Original Type 42 - On-Sale Beer & Wine Public Premises

To the Clerk of the Board,

I am writing on behalf of my client, 1and8 Inc. The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our Original Type 42 - On-Sale Beer & Wine Public Premises license. Our client is leasing and operating as Museum of Ice Cream (MOIC) in an historic building at 1 Grant Avenue and wishes to utilize the mezzanine as a beer and wine bar for adult patrons. My client has a thriving business celebrating the whim and joy of ice cream in an incredibly popular interactive museum that began as a pop-up. The ticket demand has been so high that the team was able to secure a permanent lease in the landmark former bank building at 1 Grant Avenue.

This neighborhood is thriving with business, yet there are none like this one within the City of San Francisco. My client caters to the residents and tourists who come to enjoy San Francisco and all the variety and special experiences we have to offer. MOIC has been hailed one of the great family destinations in the country; *MOIC is a female-owned business with an 80% female audience made of up millennials and moms. MOIC is going to be a critical sophisticated destination for the Bay Area and international women to enjoy their ice cream and drinks.* Changes to the mezzanine are limited due to the historic preservation and health requirements, so building out a restaurant kitchen is not possible here. But it is very clearly delineated to prevent minors from coming upstairs and will be fully staffed and monitored when open.

Hours of operation will be 10:00am - 1:00am - although most days the business will likely close before midnight. My client will vigilantly monitor the surrounding area to ensure the safety of the business and customers at all times and maintain a lawful business. The spirit of the Museum of Ice Cream is safe and happy, and my client will ensure customers feel the same when they come and go from the proposed mezzanine beer & wine bar.

Our application is on file with Dept. of ABC as of 10/16 [#42-600073] to be posted this week of October 15th, 2018. We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please let me know at your earliest convenience our hearing date and time. Thank you for your time.



Jemma Jorel Lester, Representative



Maryellis Bunn, President / 1and8 Inc.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

Jemma Lester

ABC 211 (6/99)

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
SUITE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: 600073 (510) 788-5881
Receipt Number: 2533430
Geographical Code: 3800
Copies Mailed Date: October 16, 2018
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: 1AND8 INC WHICH WILL DO BUSINESS IN CALIFORNIA AS MUSEUM OF ICE CREAM

Name of Business: MUSEUM OF ICE CREAM

Location of Business: 1 GRANT AVE
SAN FRANCISCO, CA 94108-5801

County: SAN FRANCISCO

Is Premise inside city limits? Yes

Census Tract 0117.00

Mailing Address:
(If different from premises address)

Type of license(s): 42

Transferor's license/name:

Dropping Partner: Yes No

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2018 OCT 22 PM 3:15

Table with 7 columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include ANNUAL FEE, ORIGINAL FEES, FEDERAL FINGERPRINTS, STATE FINGERPRINTS, and a Total row.

Have you ever been convicted of a felony? No

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: October 16, 2018

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

See 211 Signature Page

1AND8 INC WHICH WILL DO BUSINESS IN CALIFORNIA AS MUSEUM OF ICE CREAM

