



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

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BOARD OF SUPERVISORS
SAN FRANCISCO
2018 OCT 22 PM 3:14

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.