



MINUTES
LOCAL LICENSING AUTHORITY
Wednesday June 18, 2025 – 9:00 A.M.
City Council Chambers – 500 E. Third Street
Loveland, Colorado

IN ATTENDANCE:

Municipal Judge Jennifer Edgley, Local Licensing Authority (LLA)
Michael Bailey, Assistant City Attorney
Officer Emilie DeLima, Alcohol, Tobacco, and Marijuana Compliance Officer
Sterling Wilson, Local Licensing Authority Secretary
Adriana Mazur, Assistant City Clerk

CONSENT AGENDA

- A. Minutes from LLA Meeting on May 15th, 2025 – accepted and approved in their current form.**

PUBLIC HEARING

A. Special Event Liquor Permit – Loveland Sertoma Club Inc – Loveland Loves BBQ

The application for the Loveland Loves BBQ event was submitted on May 5, 2025, along with all required fees. Loveland Loves BBQ is a fundraising event for the Loveland Sertoma Club for the purpose of supporting local nonprofits. The event will be held at its traditional location at Fairgrounds Park, 700 South Railroad Ave. in Loveland. The event will take place on July 18, 2025, from 1:00pm to 11:00pm and July 19, 2025, from 11:00am to 11:00pm. Beer and Margaritas will be sold at the event. The event will feature local barbecue vendors and City-licensed food trucks.

In Attendance: Matthew Kurtz, Loveland Sertoma Club Inc.

Findings:

Notice of the event was posted at the proposed location on May 5, 2025. Food will be provided by licensed mobile vendors, primarily focusing on BBQ offerings and full meals. Light snacks will also be available. There will be only one entrance and exit to the event area. The event area will be secured with 3.5-foot-tall plastic fencing. Traust Security will deploy 3 to 4 officers on-site, supplemented by the volunteers. 3-4 Off-Duty Police Officers will also staff the event and monitor entrances and exits in addition alcohol consumption. Attendance is expected to be between 1500 to 2000 participants.

The Authority asked if the City (Parks and Recreation) approved the event hours, Mr. Kurtz stated that he would correct a minor error in the application materials to establish the appropriate hours.

Alcohol has been purchased from High Country Beverage. Loveland Sertoma Club volunteers will sell "beer chips," or tokens to distribute alcohol. One token must be exchanged for each drink dispensed. Patrons must provide a valid driver's license or state-issued ID with the purchase of each drink token and will be issued a wristband upon ID verification. All beer and cocktails will be sold in cans between \$6-\$7 per drink. Vertical ID policies were discussed at the hearing.

No members of the public were present to provide comments, and the public hearing was closed. The City Attorney's Office recommended approval to the Authority.

Action Taken:

The Authority made the following findings: Loveland Sertoma Club is a 501c3 non-profit. 30 to 40 members who are TIPS/Server Trained and will volunteer at the event. A private training session for these volunteers is scheduled for July 9, 2025, with the Loveland Police Department. In the testimony provided, the event meets the requirements established by the Local and State Licensing Authorities. The event hours comply with the mandatory limits set by the State of Colorado. Food will be available for patrons during the entirety of alcohol service times. The organization has not exceeded the statutory limit of 15 permitted events per calendar year.

Based upon the testimony at the public hearing, the issuance of this permit **would not** be injurious to the public welfare. Specific descriptions of the barriers that will be used to control the premises were provided. Event security has been deemed adequate for the scale of the event. Training and qualifications of volunteers to ID patrons and alcohol service policies were determined to be adequate.

The Authority APPROVED the Special Event Liquor Permit for Loveland Sertoma Club Inc., Loveland Loves BBQ.

B. Special Event Liquor Permit – Loveland High Plains Arts Council – Sculpture in the Park

Sculpture in the Park is a fundraising event for the Loveland High Plains Arts Council; this event is a celebration of sculpture and fundraiser benefiting the purchase of sculptures to be donated and installed in Benson Sculpture Park. This year's event will be held at Benson Sculpture Park, located at 2908 Aspen Drive, on August 7th, 2025, from 11am to 4pm, August 8th, and 9th 2025 from 9:30am to 9:00pm, and August 10th, 2025, from 9:30am to 4:30pm. The event will feature beer, wine, and margaritas will be sold. City-licensed food trucks and other vendors will also be present in addition to catering services.

In Attendance: Lisa Downer and John Windell, Executive Directors

Findings:

The application for the event was submitted on May 21, 2025. The date of the July meeting of the Local Licensing Authority was rescheduled to July 31; the applicants were allowed to submit their application after the 45-day deadline for the June 18 Meeting as this change

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was made due to administrative conflicts within the City. A notice regarding the event was posted at the location on June 4, 2025.

The Alcohol perimeter was described by the applicants. The event will be partitioned by a 4ft tall orange plastic construction fences in addition to the use of impassible water features. The event will have two pedestrian gates for entry and exit, monitored by security staff and volunteers; Two additional emergency exits have been provided.

Precision Security will patrol and monitor the premises 24 hours per day with 6-8 officers patrolling the area during the event, with 2 monitoring the site between event dates. 60-80 volunteers from Loveland High Plains Arts Council will staff the event in addition to the security officers daily. Attendance is expected to be 1500 people on Friday August 7, and between 1300 to 1700. Officer DeLima made a record that she taught a private course to organization staff on June 17, 2025.

Hours of the event were discussed during the hearing. Friday August 7 will be open only to participants 21 years and over. Saturday August 8 and Sunday August 9 will be open to the public.

Alcohol service policies were established. Fresh Plate Catering will dispense all alcohol sold during the event and catering staff will ID patrons with every alcohol purchase. Wristbands will not be issued.

Alcohol has been donated by Odell Brewery, Breakthru Beverage, and the Heart Distillery, however some wine has been purchased from these vendors. Wine, beer, and canned cocktails will be sold. Wine will be dispensed from bottles in specialty 5oz capacity cups. Beer will be served in 12oz cans. There is no set limit to alcohol service, however staff will rely on server training and historically no incidents have been reported.

The City Attorney's Office recommended approval of the event. No members of the public were present to provide comments, and the public hearing was closed.

Action Taken:

The Authority made the following findings: Loveland High Plains Arts Council meets the statutory definition of a not-for-profit entity as a 501c3 non-profit. In the testimony provided, the event meets the requirements established by the Local and State Licensing Authorities. The event hours comply with the mandatory limits set by the State of Colorado. The organization has not exceeded the statutory limit of 15 permitted events per calendar year. Food will be available for patrons during the entirety of alcohol service times.

Based upon the testimony, the issuance of this permit would not be injurious to the public welfare. Specific descriptions of the barriers that will be used to control the premises were provided. Event security has been deemed adequate for the scale of the event. The training and qualifications of volunteers to ID patrons and alcohol service policies were determined

to be adequate; ID checks will be performed by trained personnel only and patrons will be monitored for signs of over-service.

The Authority APPROVED the Special Event Liquor Permit for Loveland High Plains Arts Council, Sculpture in the Park.

C. Renewal Application – Aloha is Colorado LLC, dba Da Big Kahuna Bar and Grill

An application for the renewal of the Hotel & Restaurant License issued to Aloha is Colorado LLC, dba Da Big Kahuna Bar and Grill was filed on April 30, 2025, one day prior to the expiration date. The licensee has been asked to appear regarding the late filing of their application and to address an outstanding sales tax delinquency. The premise was posted with a sign advertising the public hearing and a notice was posted in the Reporter Herald as the law requires.

In Attendance: Erynn Helenihi, Owner and Registered Manager

Findings:

The licensee failed to provide a renewed Lease Agreement with the renewal application that was filed on April 30, 2025. A renewed and fully-executed lease agreement was submitted to the Clerk's Office on the morning of the hearing, June 18. This was confirmed on the record by Mr. Bailey.

The City had not yet received the annual occupational tax of \$550.00 from this licensee at the time of the hearing. This fee is due upon the expiration date of the license. Ms. Helenihi was uncertain as to the amount and expressed that she was provided a payment link by the Clerk's Office Staff.

Ms. Helenihi provided testimony in response to questions. She cannot currently pay the full amount of her outstanding sales tax delinquency; however she expects to be able to pay the balance in installments. She confirmed that she possesses a valid State Sales Tax License and acknowledged that her City Sales Tax License is not currently valid. Ms. Helenihi confirmed she had been in contact with the City Sales Tax Division regarding this matter via email and further stated that she could provide full payment of the Occupational Tax.

Officer DeLima stated on record that the licensee's premises passed inspection with no compliance issues.

No members of the public were present to provide comments, and the public hearing was closed.

Michael Bailey stated the following for the record: The application was filed the day before expiration. The delay in providing a valid lease agreement extended to the date of the hearing. The Occupational Tax is also still outstanding despite providing resources to the business to pay the amount. The sales tax history of the applicants indicates that there has been a perpetual issue with filing returns. While the history of this business is not one of Liquor compliance violations, the City holds significant concerns regarding the sales tax delinquency.

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Mr. Bailey proposed two options:

1. Deny the renewal of the license, **or**:
2. Continue the matter to July or August, allowing the applicant to continue operation while they provide payments to become current on their sales tax delinquency.

Mr. Bailey recommended that the Authority provide a firm timeline for compliance to rectify outstanding debts and provide a decision at a later date.

Action Taken:

The Authority made the following findings: The impacts of denying this application outright would be detrimental to the business. In the interest of fairness, they have been provided with the following deadlines and conditions to meet for the renewal of their liquor license.

Pursuant to Ms. Helenihi's testimony regarding her sales tax compliance, Mr. Bailey would prefer not to afford an additional two months for the matter to escalate, and a timeline was established.

The Authority provided a CONTINUANCE of the renewal application for Aloha is Colorado LLC dba Da Big Kahuna Bar and Grill. The licensee will be allowed to continue to operate with the understanding that the **sales tax matters must be settled**. The Occupational Tax must be paid by the end of business **Monday, June 23, 2025**. The Licensee must provide proof of payment **of at least half of** the outstanding sales tax balance no later **than July 1st, 2025**. The remaining balance must be made current by **August 1st, 2025**. If this cannot be done, it will be addressed at the August 21st Local Licensing Authority Meeting. Ms. Helenihi confirmed that she can make this payment by the deadlines established.

The Authority also established the negative impacts of an untimely filing of an application for renewal on City Staff; the deadline for all licensees is 45 days prior to expiration. The licensee was cautioned to establish adequate practices for meeting this deadline.

D. New Hotel & Restaurant License – Shack&Co LLC, dba Wing Shack Loveland Centerra

An application was filed on April 29th, 2025 for a new **Hotel & Restaurant License** by Shack&Co LLC, dba Wing Shack Loveland Centerra, located at 1747 Rocky Mountain Ave. in Loveland. The neighborhood boundaries were designated as: **(NORTH – Headland Dr.; SOUTH – E 5th Street.; EAST – Centerra Ave.; and WEST – Boyd Lake Ave.)** The premise was posted with a sign advertising the Public Hearing and a notice was published in the Reporter Herald as the law requires.

In Attendance: Brian Siefreid, Managing Member, Steve Murkowski, VP of Operations, and Laura Lunn, Alcohol Petitioning Services

Findings:

Laura Lunn from Alcohol Petitioning Services presented an overview of the petition process, and stated results of the neighborhood needs and desires survey. A total of 95 signatures were gathered from businesses and residents, with only two signatures opposing the petition. The applicants noted that the two opposing signatures did not significantly affect the community's needs and desires. Out of the 95 contacts, 93 valid signatures were collected, as one was rejected by the Clerk's Office due to illegibility.

The applicants certified that less than 25% of their gross sales will be derived from alcohol. The establishment will provide table service exclusively and will not feature a bar. The application diagram was described on the record and determined to meet the requirements set by the State and Local Licensing Authorities.

Mr. Siefried reported one incident of underage service in the history of operations, and he provided an account of how the violation was addressed for the record. Wing Shack franchises now require alcohol server training certificates from all employees and provides training resources.

The alcohol service policies were discussed and determined to be adequate for monitoring and controlling the premises. Alcohol will be served directly at the service counter, with ID checks conducted at the point of service. A reference ID book will be available for verification. Vertical Driver Licenses will not be accepted. Valid Digital IDs will be accepted. The establishment will operate with 10-20 employees per shift, including a shift manager and a location manager, but will not have a dedicated bartender. Alcohol storage will be in the kitchen's walk-in refrigerator and behind the service counter where it can be directly monitored by staff at all times.

No members of the public were present to provide comments, and the public hearing was closed.

The City recommended approval of the application. The Loveland Police Department had no concerns and Officer DeLima established that a final inspection must be scheduled.

Action Taken:

The Authority made the following findings. The complete application was submitted on April 29, 2025. The criminal history and background check are complete, and the applicant is of good moral character. A criminal history and background check have been completed. The applicant is in possession of the premises and the applicant holds a valid state and city sales tax license. The Authority will grant a conditional approval pending a passing final inspection by the Loveland Police Department. The Authority will issue a full approval upon completion of a final inspection from Loveland Fire and Rescue Authority and the issuance of a full Certificate of Occupancy in the name of the applicants.

The Applicant's alcohol service history was reviewed, and appropriate measures have been taken to ensure safe service practices are employed. The needs and desires of the

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established neighborhood have been met and would not create an undue concentration of licenses in the area.

The Authority APPROVED this application for a new Hotel & Restaurant License for Shack&Co LLC dba Wing Shack Loveland Centerra on the following conditions:

1. The applicant must obtain a Certificate of Occupancy
2. The applicant must complete a Fire Inspection.
3. The applicant must complete a Police Inspection.
4. The Occupational Tax must be paid prior to license issuance.

E. New Beer & Wine License – V Creates LLC., dba Pinspiration Loveland

An application was filed on May 1st, 2025 for a new **Beer & Wine License** by V Creates LLC., dba Pinspiration Loveland, located at 5665 McWhinney Blvd. in Loveland. The neighborhood boundaries were designated as: (**NORTH – Precision Dr.; SOUTH – E 8th St.; EAST – Elk River Dr.; and WEST – Lost Canyon Dr.**) The premise was posted with a sign advertising the Public Hearing and a notice was published in the Reporter Herald as the law requires.

In Attendance: Angela Vondy, Stephen Vondy, Owners, and Eva Garretson, LiquorPros Petitioning

Findings:

Ms. Eva Garretson presented the findings from the Needs and Desires survey. The survey collected signatures from business owners and managers, yielding 60 signatures, of which 59 were in support. Additionally, 60 residential signatures were gathered, all expressing approval.

The business was described: it is a “DIY-craft studio” available to walk in guests and hosted parties. Various craft projects are available for adults and children including splatter painting. No pottery or heating elements are available and present no safety risks.

Alcohol service was determined to be adequate; beverages will be available at an informal bar area by the front service counter/cash register that seats four. Patrons may carry their drinks throughout the entire premises. Light snacks consisting of pretzels, chips, and other prepackaged items will be available at this location as well. Beer and wine will be offered for service exclusively; all sold in cans or single-serve bottles.

Alcohol storage was determined to be adequate, and the redlined diagram meets the requirements of the State and Local Licensing Authorities. There is a general storage area marked on the diagram where alcohol will also be stored in a locked cabinet; art projects will

also be stored in this room. The cabinet will only be accessible by the owners. There are no outdoor service areas or patios.

The owners intend to hire two part-time employees. The owners do not have previous experience operating a liquor license.

Both owners completed alcohol server training through the City's approved training course. They stated that future employees will also obtain training. Alcohol service policies were established: patrons must present a state issued ID regardless of apparent age. Vertical licenses will not be accepted. Minor warning signs will be posted behind the bar.

Notice was posted on the premises on May 29, 2025, by Officer DeLima. The business must complete a Police Inspection. The business is not currently operating but intends to operate regular hours from 9am to 4pm. Alcohol will be available during hours of operation.

No members of the public were present to provide comments, and the public hearing was closed.

The City finds that there is a strong desire amongst members of the neighborhood to have an additional license of this type in the area. While there are three other Beer & Wine licenses nearby, the main draw of this establishment is not alcohol.

The City recommends approval of the application. Officer DeLima had no objection to the application.

Action Taken:

The Authority made the following findings: The complete application was submitted on May 1st, 2025. The applicants have completed a background check and were determined to be of good moral character. The neighborhood needs and desires have been met, and the issuance of this license would not create an undue concentration of licenses in the area. The applicant is considered qualified to hold the license applied for. The applicant is in possession of the premises and the applicant holds a valid state and City Sales Tax License. the Authority will grant a conditional approval pending a passing final inspection by the Loveland Police Department. The Authority will issue a full approval upon completion of a final inspection from Loveland Fire and Rescue Authority and the issuance of a full Certificate of Occupancy in the name of the Applicants.

The Authority issued a conditional approval of this application for a new Beer & Wine License for V Creates LLC dba Pinspiration Loveland. The following conditions must be met:

1. The Applicant must obtain a Certificate of Occupancy.
2. The Applicant must complete a Fire Inspection.
3. The Applicant must complete a Police Inspection.
4. The Occupational Tax must be paid prior to license issuance.

F. Transfer of Ownership – G&R Inc. dba Cocina and Cantina Mexican Grill

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An application was filed on May 5th, 2025, for the transfer of Hotel and Restaurant Liquor License currently issued to Cocina and Cantina Mexican Grill Ltd. Dba Cocina and Cantina Mexican Grill by G&R Inc., LLC d/b/a Cocina and Cantina Mexican Grill. A temporary transfer permit was issued on May 13, 2025, and is valid for 120 days thereafter. A Notice of Public Hearing was posted on site and published in the Loveland Reporter Herald as the law requires.

In Attendance: Pedro Gonzales Ruiz, Owner, and Pedro Gonzales Reyna (son), present for translation assistance

Findings:

A brief five-minute recess was taken to arrange translation assistance through LanguageLine.

The Applicant took ownership of the business when he filed the application, however, he did not begin operations until the Temporary Transfer Permit was issued around May 15th. He has not made any substantial changes as to how the business is run and the existing staff were retained. The owner's son is the only new employee, and he will assist him in managing the restaurant.

Mr. Gonzales Ruiz has prior experience (25 years) operating a restaurant. He currently holds another liquor license at a restaurant he operates in Alaska. He intends to relocate to Colorado with his family and plans to sell his current restaurant.

Alcohol service policies were discussed and determined to be adequate. Mr. Gonzales was offered the opportunity to arrange an alcohol server training course with Officer DeLima in the application. Record was made that alcohol-server training would be provided to employees.

Mr. Bailey requested clarification related to pages submitted with the applicant's Lease Agreement. It was unclear as to whether a Mr. Reese Christiansen, signing as Attorney-in-Fact, is an authorized signer for the landlord.

Mr. Gonzales stated that he would ask the property owner to clarify the authorization, although he is unsure of the exact proof we would provide. Additionally, it was noted that a page of the lease agreement was found to be missing during the hearing; it was established that this was a simple copy error, and the missing page was contained in the Applicant's physical licensing file.

No members of the public were present to provide comments, and the public hearing was closed.

The City recommends approval of this application pending the Sublease Agreement that amends the concerns outlined during this hearing.

Action Taken:

The Authority finds that the Application, G&R Inc., is in order. The applicant is entitled to the premises, that will be completed by the presentation of an updated sublease agreement, either identifying Reese Christiansen's relationship to the landlord, or an updated sublease agreement signed by the landlord. The Colorado criminal history of the application is complete, and the applicant is of good moral character and qualified to conduct the type of business proposed. The Authority finds that there are no fees or taxes that are outstanding to date and has no additional concerns.

The Authority will GRANT the transfer of the Liquor License PENDING the submission of the updated Sublease Agreement. The Applicant has completed a Police Inspection and possesses a valid Certificate of Occupancy.

The Authority APPROVED the Transfer of Ownership for this Hotel & Restaurant license for G&R Inc. dba Cocina and Cantina Mexican Grill **on the condition that** a revised Lease is submitted to the City Clerk's Office within **30 days of June 18, 2025.**

3. STAFF REPORT

- A. City Clerk's Office – Microsoft Bookings will be used to arrange licensing appointments. The Clerks continue to work on Title 8 Code changes with the City Attorney's Office.
- B. City Attorney's Office – No additions were stated.
- C. PD/Compliance Officer – Officer DeLima had no comments and was obligated to respond to a police matter.

ADJOURN

The next regularly scheduled Local Licensing Authority Meeting will be held on Thursday, July 31st, 2025, at 1:00 PM, in the City Council Chambers.

Respectfully submitted,



Sterling Wilson, Assistant City Clerk

Liquor Licensing Secretary

Approved:



Jennifer Edgley, Judge

Liquor Licensing Authority