



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
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December 5, 2012

Resolution: Support of a new Wine and Beer License for Omnity Consulting LLC, d/b/a Harlem Shake, located at 100 West 124th Street, New York, NY 10027.

WHEREAS, the New York State Liquor Authority (SLA) has the jurisdiction to issue on-premise licenses according to the Alcoholic Beverage Control (ABC) Laws, and is responsible for enforcing those laws; and

WHEREAS, Manhattan Community Board 10 reviews all new applications and offers guidance to the SLA about the potential impact of a license on public safety and quality of life in our neighborhoods; and

WHEREAS, Community Boards, as part of their due diligence process reviews the company ownership and funding; floor plans of the proposed location, food and beverage to be served; operational aspects of the restaurant/bar or lounge; price point; employee hiring processes; employee wages and benefits; and community involvement; and

WHEREAS, Omnity Consulting LLC is applying for a Wine and Beer License for an establishment to be known as Harlem Shake located at 100 West 124th Street, New York, NY 10027; and

WHEREAS, Omnity Consulting LLC is owned by Jelena Pasic (Managing Member), Dardra Coaxum (Non-Managing Member) and Nenad Pasic (Non-Managing Member); and

WHEREAS, Omnity Consulting LLC appeared before Community Board 10's Economic Development Committee on November 8, 2012 and presented the following information;

1. Harlem Shake proposes to offer a menu of hamburgers, hot dogs, chicken sandwiches, french fries and sides, shakes, ice-cream floats and frozen custards, along with a selection non-alcoholic drinks, wines and beer.
2. Harlem Shake's floor plans include 1750 square feet on the ground floor level of 100 West 124th Street, with an indoor seating capacity of approximately 55 patrons.

Harlem Shake proposes to apply for a sidewalk café license that would provide additional outdoor seating for 25 patrons.

3. Harlem Shake will be open Monday through Friday, from 11:00 am to 11:00 pm.
4. A typical meal at Harlem Shake will cost approximately \$12.00 per person, with hamburgers priced from \$4.95 to \$7.50, chicken sandwiches priced at \$7-8 dollars, and french fries priced at \$2.95.
5. Harlem Shake will play only background music and will not have live amplified music or other entertainment.
6. Harlem Shake's Managing Member, Jelena Pasic, has previously been involved in the operation of the restaurants Plum Pomador and Café Juju in Washington Heights.
7. Harlem Shake will create approximately ten new employment opportunities. Omnity Consulting's Managing Member and its main investor are Harlem residents, as are its interior designer and menu designer. It's Managing Member employed local residents in her prior restaurant ventures in Washington Heights, and she intends to continue to hire local residents to work at Harlem Shake.
8. Harlem Shake will pay compensation commensurate with job title, experience and scope of work.

WHEREAS, Omnity Consulting has produced evidence of community support via support letters from several Harlem residents and from the Harlem Community Development Corporation; and

WHEREAS, Omnity Consulting has produced evidence of community support for the Managing Member's prior restaurant establishments and evidence of community involvement by those restaurants; and

WHEREAS, the Economic Development Committee on November 8, 2012 voted 9-yes, 0-no, and 0-abstentions to support this application;

THEREFORE, BE IT RESOLVED, that on December 5, 2012 the Manhattan Borough Community Board 10 supports the Wine and Beer License application of Omnity Consulting LLC with a vote of 30 in favor, 1 opposed and 0 abstention.