



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
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January 2, 2013

Resolution: Support of a new Liquor License for Blue Monk, Inc., located at 17 West 125th 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, review an applicant's proposed methods of operations for the subject restaurant/bar or lounge; price points; employee hiring processes; employee wages and benefits; and community involvement; and

WHEREAS, Blue Monk, Inc. is applying for a Liquor License for an establishment to be known as Blue Monk located at 17 West 125th Street, New York, NY 10027; and

WHEREAS, Blue Monk, Inc. is owned by Steve Stadmeyer and Alex Berzins; and

WHEREAS, Blue Monk, Inc. appeared before Community Board 10's Economic Development Committee on December 13, 2012 and presented the following information;

1. Blue Monk will operate as a restaurant-lounge and offer a food menu featuring relatively simple, fresh items such as burgers, sliders, sandwiches, wraps, quesadillas and salads, along with wine, draft and bottled beers, liquor and non-alcoholic beverages.
2. Food selections will be priced between \$8.00 and \$13.00. Wine by the glass will be priced at \$9.00 to \$10.00. Bottled wines will range primarily between \$32 - \$72, with a few premium wines and Champagnes priced accordingly. Beers will be priced between \$6.00 and \$9.00. Cocktails will be priced between \$8.00 and \$12.00.

3. Blue Monk's floor plans include 1400 square feet on the ground floor level and 655 square feet of basement space. The front lounge will accommodate 16 patrons. The bar will accommodate 17 patrons. The rear lounge will accommodate 32 patrons. (74 patrons in total.)
4. Blue Monk will be open Monday through Sunday, from 11:00 am to 4:00 am with the kitchen remaining open until 3:00 am. Brunch will be served on weekends.
5. Blue Monk intends to provide professional security personnel at the premises as needed.
6. The majority of the music will be background music provided via Ipod, with live music provided for brunch and special occasions and a DJ provided for special events.
7. Blue Monk principals Steve Stadmeier and Alex Berzins have operated the restaurant-lounge "Faces and Names" on 159 West 54th Street for 15 years. Blue Monk's proposed General Manager will be Raymond Fashola, a successful business consultant.
8. Blue Monk intends to hire the following full-time employees: 5- 8 bartenders, 5 – 8 servers, 2 barbacks, 4 cooks, 2 managers, 3 hosts and 1 porter. Proposed compensation will be: bartenders and servers: \$5 - \$7 per hour plus tips; barbacks: \$8 - \$10 per hour plus tips; cooks: \$10 - \$15 per hour; hosts: \$10 - \$13 per hour and porter: \$10 - \$12 per hour.
9. In their current establishment, the Blue Monk principals have sought to hire local community residents, and they intend to do so at Blue Monk. To accomplish this, Blue Monk will work with Workforce1 and the 125th Street BID. They will also advertise in the Harlem/Morningside section of Craigslist's Hospitality Section. Blue Monk will train employees regarding service and health regulations.
10. Blue Monk will be ADA compliant and will provide an entry ramp and a handicapped-accessible bathroom.

WHEREAS, the applicant has produced evidence of community support via a petition of support signed by four residents of the building location; and

WHEREAS, the applicant has produced evidence of community support with respect to the principals' existing restaurant on West 54th Street; and

WHEREAS, the Economic Development Committee on December 13, 2012 voted 10-yes, 1-no, and 1-abstention to support this application;

THEREFORE, BE IT RESOLVED, that on January 2, 2013 the Manhattan Community Board 10 supports the Liquor License application of Blue Monk, Inc. with a vote of 30 in favor, 2 opposed and 0 abstentions.