



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
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HENRIETTA LYLE
Chairperson

ANDREW LASSALLE
District Manager

December 3, 2014

Resolution: Support of the Wine and Beer License Application of Juliet Masters Events, Inc., d/b/a “The Edge”, 101 Edgecombe Avenue, New York, NY 10030.

WHEREAS, the New York State Liquor Authority (SLA) has jurisdiction to issue on-premises licenses according to the Alcoholic Beverage Control 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, quality of life and economic development in our neighborhoods; and

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

WHEREAS, Juliet Masters Events, Inc. is applying for a Wine and Beer License for a recently-opened establishment known as “The Edge” located at 101 Edgecombe Avenue, New York, NY 10030 (between 139th – 140th Streets); and

WHEREAS, one of the Applicant’s principal, Juliette Masters, and the establishment’s manager, Justine Masters, appeared before Community Board 10’s Economic Development Committee on November 13, 2014 and presented the following information:

1. Juliet Masters Events, Inc.’s sole shareholder is Juliet Masters. She is a resident of Harlem for over 14 years and she resides one block from Applicant’s establishment. Juliet has previously worked as a chef and caterer. Her sister, Justine Masters, is also a resident of Harlem and will assist in managing the establishment. She has worked as a sound designer and real estate broker.
2. “The Edge” has been open November 4, 2014 and serves breakfast, lunch and dinner. It features locally-sourced and seasonal cuisine influenced by the owner’s Jamaican, British and New York roots.

3. The Edge will be open seven days from 8:00 am to 10:00 pm.
4. The restaurant's price points will be: Breakfast \$2.50 - \$14.50, Lunch \$8.00 - \$12.00, Sandwiches \$7.00 - \$12.00, and Dinner \$10.00 - \$13.00.
5. Applicant lease for the premises runs through November 2018.
6. The restaurant will seat 30 patrons.
7. The restaurant's main entrance will have a ramp for handicapped accessibility. The interior space and bathrooms are wheelchair and handicapped accessible.
8. The restaurant will provide background music only.
9. The Applicant plans to employ 4 workers: a chef, a barista, a dishwasher and a server. Compensation will be between \$8.00 - \$12.00 per hour. Employees will be hired from the Harlem community, and will be sourced through New York City Business Solutions Workforce-one, walk-in applicants and online bulletin boards.

WHEREAS, the Applicant has submitted a petition of support signed by 181 area residents; and

WHEREAS, the Applicant has submitted letters of support from the Councilwoman Inez Dickens, Grace Congregational Church of Harlem, St. Mark's United Methodist Church, St. Nicholas Chess & Backgammon Club, Dorrance Brooks Property Owners & Residents Association and two community residents; and

WHEREAS, the Economic Development Committee voted 8-yes, 0-no, and 2-abstentions to support this application;

THEREFORE, BE IT RESOLVED, that on December 3, 2014 the Manhattan Borough Community Board 10 supports the Wine and Beer License application of Juliet Masters Events, Inc. with a vote of 29 in favor, 2 opposed and 0 abstention.