

THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003 Phone (212) 533-5300 www.cb3manhattan.org - mn03@cb.nyc.gov

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

Alysha Lewis-Coleman, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

X	Photographs of the inside and outside of the premise. Schematics, floor plans or architectural drawings of the inside of the premise.				
X	A proposed food and or drink menu. Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example:				
X	restaurant, sports bar, combination restaurant/bar. (petition provided) Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website: http://www.nyc.gov/html/mancb3/html/communitygroups/community group listings.shtml				
X	Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).				
	ck which you are applying for: ew liquor license alteration of an existing liquor license corporate change				
	ck if either of these apply: ale of assets				
Tod	lay's Date: 10/30/2020				
	pplying for sale of assets, you must bring letter from current owner confirming that you buying business or have the seller come with you to the meeting.				
	ocation currently licensed? ■ Yes ■ No Type of license: op				
If al	teration, describe nature of alteration:				
Pre	vious or current use of the location: hookah bar				
Cor	poration and trade name of current license: j&j international new york inc.				
	PLICANT:				
Pre	mise address: 51 1st avenue new york, ny 10003				
Cro	ss streets: 3rd & 4th street				
Nan	ne of applicant and all principals: Leroy Garcia				
Tra	de name (DRA). Karma				

Revised: July 2018 Page 1 of 4

PREMISE:		
Type of building an	ıd number of floo	ors: multifamily - 5 floors
Will any outside ar	ea or sidewalk ca	afe be used for the sale or consumption of alcoholic beverages? If Yes, describe and show on diagram:
_		te of Occupancy and all appropriate permits, including for any What is maximum NUMBER of people permitted? 151
Do you plan to app What is the zoning	ly for Public Asso designation (che	embly permit? ■ Yes ■ No eck zoning using map: http://gis.nyc.gov/doitt/nycitymap/ - cion, such as R8 or C2):
	ness besides foo	ION: d or alcohol service be conducted at premise? □ Yes ☑ No
What are the propo outdoor space) _SU	osed days/hours Inday-wedneso	of operation? (Specify days and hours each day and hours of day 1pm - 2am Thursday - Friday 1pm - 4am
Number of tables?	10	Total number of seats?
How many stand-u	n bars/bar seats	s are located on the premise? 1 stand up & 14 seats
(A stand up bar is pay for and receive	any bar or count	ter (whether with seating or not) over which a patron can order,
Does premise have		
Does it have a food	preparation are	a? ☑ Yes □ No (If any, show on diagram)
Is food available for Appertizers	r sale? ⊠ Yes 🗖 🛚	No If yes, describe type of food and submit a menu
What are the hours	kitchen will be	open? 1PM till 12AM
Will a manager or p How many employe	principal always	be on site? Yes □ No If yes, which? owner
Do you have or plan	n to install 🗖 Fre	ench doors □ accordion doors or □ windows?

Revised: July 2018 Page 2 of 4

Will there be TVs/monitors? ■ Yes ■ No (If Yes, how many?) 4				
Will premise have music? ■ Yes ■ No				
If Yes, what type of music? □ Live musician □ DJ □ Juke box □ Tapes/CDs/iPod				
If other type, please describe Audio / Video engineer				
What will be the music volume? ■ Background (quiet) ■ Entertainment level Please describe your sound system: Small sonos incealing speakers				
charged? If Yes, what type of events or performances are proposed and how often? No				
How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")				
Will there be security personnel? ■ Yes ■ No (If Yes, how many and when)1-3 security personnel				
How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.				
Do you have sound proofing installed? ■ Yes ■ No				
If not, do you plan to install sound-proofing? □ Yes ☒ No				
APPLICANT HISTORY:				
Has this corporation or any principal been licensed previously? ☐ Yes ☒ No				
If yes, please indicate name of establishment:				
Address: Community Board #				
Dates of operation:				
Has any principal had work experience similar to the proposed business? ■ Yes ■ No If Yes, please				
attach explanation of experience or resume.				
Does any principal have other businesses in this area? ■ Yes ■ No If Yes, please give trade name and describe type of business lesflo security group, provide host & watch guard services				
Has any principal had SLA reports or action within the past 3 years? ☐ Yes ☒ No If Yes, attach list				
of violations and dates of violations and outcomes, if any.				

Attach a separate diagram that indicates the location **(name and address)** and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate **B**ar, **R**estaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

Revised: July 2018 Page 3 of 4

LO	CATION:
Ho	w many licensed establishments are within 1 block? <u>19</u>
Ho	w many On-Premise (OP) liquor licenses are within 500 feet? 2
Is p	oremise within 200 feet of any school or place of worship? □ Yes ☑ No
Ple imi out lice	MMUNITY OUTREACH: ase see the Community Board website to find block associations or tenant associations in the mediate vicinity of your location for community outreach. Applicants are encouraged to reach to community groups. Also use provided petitions, which clearly state the name, address, ense for which you are applying, and the hours and method of operation of your establishment at top of each page. (Attach additional sheets of paper as necessary).
me	are including the following questions to be able to prepare stipulations and have the eting be faster and more efficient. Please answer per your business plan; do not plan to potiate at the meeting.
1.	☐ I will operate a full-service restaurant, specifically a (type of restaurant), with a kitchen open and serving food during all hours of
	operation \underline{OR} \blacksquare I have less than full-service kitchen but will serve food all hours of operation.
2.	☑ I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances.
3.	☑ I will not have ☐ DJs, ☐ live music, ☐ promoted events, ☑ any event at which a cover fee is charged, ☑ scheduled performances, ☐ more than DJs / promoted events per, ☐ more than private parties per
4.	☑ I will play ambient recorded background music only.
5.	☑ I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
6.	□ I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7.	■ I will not participate in pub crawls or have party buses come to my establishment.
8.	□ I will not have a happy hour or drink specials with or without time restrictions OR □ I will have happy hour and it will end by OR □ I will OR □ I
9.	☑ I will not have wait lines outside. ☐ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10	Residents may contact the manager /owner at the number below. Any complaints will be

Leroy Garcia (917) 251-4583

to minimize my establishment's impact on my neighbors.

Revised: July 2018 Page 4 of 4

addressed immediately. I will revisit the above-stated method of operation if necessary in order

ATTENTION RESIDENTS & NEIGHBORS

lesflo enterprise / karma / (917) 251-4583

Company/DBA Name and Contact Number for Questions

Plans to open a

Lounge

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

51 1st avenue ny ny 10003

Building Number and Street Name (Address)

This establishment is seeking a license to serve

beer, wine, liqour

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, November 16, 2020 at 6:30pm Online: https://zoom.us/j/92199317942 see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

(917) 251-4583

Applicant Contact Information

At COMMUNITY BOARD 3 SLA & DCA Licensing Committee Meeting mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS

第3社區居民 請注意

lesflo enterprise / karma / (917) 251-4583

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第3社區申請生意相關牌照擴展生意)

Lounge

(請選擇/please choose)

酒吧(Bar)/餐館 (Restaurant) 戶外咖啡 (Sidewalk Café) or 或者 後院花園咖啡(Backvard Use)

51 1st avenue ny ny 10003

Address/生意地址

seeking a license to serve(以上的店主想要請以下相關酒牌照)

beer, wine, liqour

(請選擇/please choose)

啤酒和酒牌照(Beer & Wine) or/或者 啤酒牌照 (Beer) or/或者 酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第3社區的居民有權利提出自己的意見和建議.

(CB3 SLA & DCA Committee Meeting)

曼哈頓第3社區委員會 酒牌和紐約市消費局有關小商業牌照委員會

Monday, November 16, 2020 at 6:30pm Online: https://zoom.us/j/92199317942 see www.cb3manhattan.org for zoom meeting details

時間 (Time) 和地點 (Location)

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

lesflo enterprise / karma / (917) 251-4583

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Lounge

(Please choose) Bar/Restaurant sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante un café de acera o un patio de atrás

51 1st avenue ny ny 10003

address dirección

Seeking a license to serve

En buscada de una licencia para servir:

beer, wine, liqour

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting for comments

Reunión público para comentarios

Monday, November 16, 2020 at 6:30pm Online: https://zoom.us/j/92199317942 see www.cb3manhattan.org for zoom meeting details

At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting

En la JUNTA COMUNITARIA 3 La reunión del Comité de Licencias del SLA y del DCA

mn03@cb.nyc.gov - www.cb3manhattan.org

Photographs of the inside and outside of the premise

















INSIDE & OUTSIDE NOISE CONTROL

We will control noise inside and remind guest and customers to be respectful of neighbors. A full time manager and all staff will be mindful and reminded of this at all times. There is currently soundproofing, and audio will be limited to background conversational volumes.

OUTSIDE CROWDING & VEHICLE TRAFFIC

This establishment intends to be a neighborhood lounge and expect most of its customers will be coming within walking distance. We understand this is an issue, and to rectify this matter. All employees will be instructed to monitor the sidewalk and curb area to disperse groups of people and help to keep the sidewalk clear.

SOUND

Our sound system will consist of small-distributed speakers. Strategically located through the premises to maintain low-level audio.

TRAFFIC

Taxi's will not be allowed to form lines, but will be allowed to pick up passengers to help expedite customers departure.

SIDE WALK CLEANING

We will provide exterior sweeping of our premise and neighboring sidewalks.

SECURITY

We will maintain a minimum of two host security personnel per 75 people, on weekends we will add additional personnel as needed. In addition, a manager will be overseeing and coordinating all efforts both inside and outside of premises. We will have surveillance cameras for both the interior and the exterior of the premises. Including POV along 1st ave. in both directions.

PRINCIPAL MEMBERS

- Leroy Garcia Owner & Operator Owner and operator
- Micheal Bulgar Safety and Security Advisor Retired New York Police Department Officer with over 25 years of experience.
 - Danny Shallet Global Director of Store Development at Starbucks Corporation With over 15 years of experience in business development.

APPETIZERS

Soup Du jour - \$5.50 French onion sour - \$4.50
Lentil soup - \$5.00 Tomato tarragon soup - \$3.75
Guacamole - \$9.00 French Fries - \$6.00
Baby Arugula salad - \$10.99
Endive salad - \$8.00 Caesar salad - \$9.50
Brussels sprouts - \$5.00 Kale Chips - \$8.50

FINGER FOODS

Patties - \$7.00 Cheese Sticks - \$6.00 Tacos - \$11.00 Quesadilla - \$12.00

Nachos - \$11.00 Grilled Quessadilla - \$12.00 Hot Wings - \$8.00 Three Cheese Platter - \$12.99

DESSERT

Creme Brulee - \$9.00 Espresso Cake - \$9.50
Fruit Bowl - \$8.00 LES Cheese Cake - \$8.75
Apple Pie - \$7.50 Sorbet Ice Cream -\$4.00
Brownie Bites - \$3.50 Mini Waffle Sunday - \$7.00
Micro Sunday - \$3.00

Chocolate Chip Butter Pecan Pie - \$8.00



Mezcal Mule

- 2oz Mezcal
- 1/2 oz ea. lemon, lime, simple, triple
- Top ginger beer



Boulevardier

- 1.25oz Bourbon
- 1oz campari
- 1oz sweet vermouth
- 1-2 dashes bitters
- Orange peel (flame optional)



Michelada

- 1oz bloody mary. Mix
- 1 1/2 Lime juice
- 2tsp hot sauce (optional)
- 1tsp Worcestershire (optional)
- Top w/light style beer



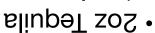
Brandy Crusta

- 20z cognac
- 1oz grand mariner
- 1/2oz maraschino, simple, lemon, amaretto

Devil May Care

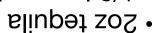
- Zoz Vodka
- 1/2oz Triple, Simple, Strawberry Puree
- 1tsp Chile flakes
- · Garnish Strawberry "hurns"





- 1 oz Lemon, Lime, simple, triple
- 1/2 hibiscus syrup





- 1/2 lemon, lime, simple, triple
- 1 oz aperol



PURPLE RAIN

Birthday cake shot

- Equal parts
- Vanilla vodka
- algasani**G** •
- Pineapple
- •Lime





Paloma

- 2oz Tequila
- 1oz lemon, lime, grapefruit, simple, triple
- Salt rim



<u>Negroni</u>

- Equal parts gin, campari, sweet
- vermouth
- Garnish Orange Peel



Hurricane

- 1oz light rum, dark rum
- .75oz lime, passion fruit
- Top sprite



Sazerac

- 2oz rye
- 1oz absinthe
- 2-3 dashes bitters
- 1sugar cube (oz .75oz simple)



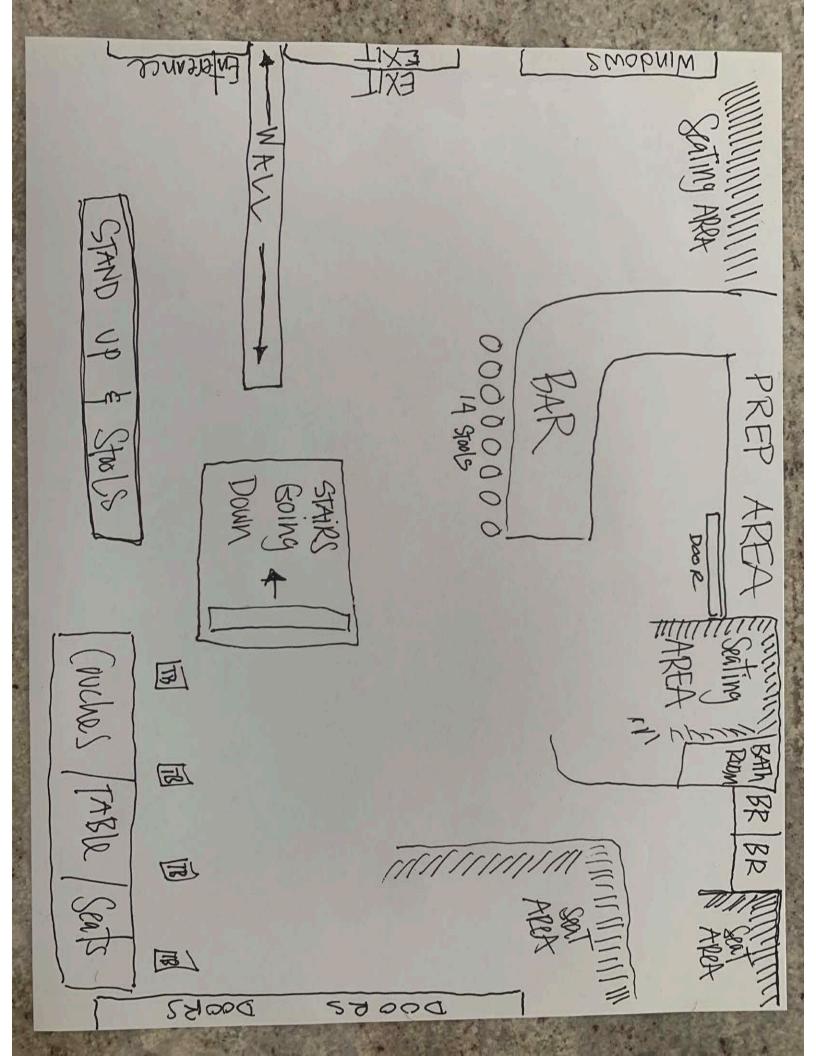
Primm's cup

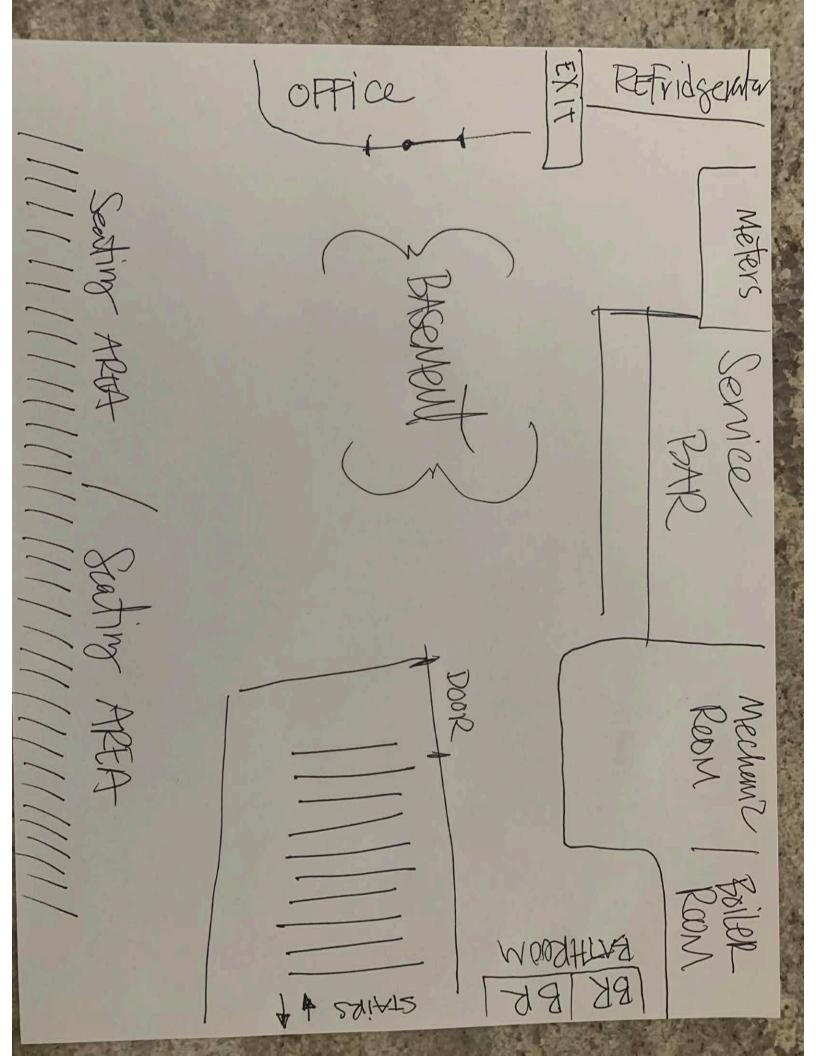
- 2oz pimms
- 1oz mint syrup
- Muddle. Lemon, lime, grange cherry
- Top ginger ale



Slide away

- 1.25oz amaretto
- 1.25oz apple brandy
- 1oz lemon
- Top club soda





Contact

917-251-4583 (Mobile) leroyegarcia@gmail.com

www.linkedin.com/in/lesflo (LinkedIn) www.lesflo.com (Personal) www.lesflosecurity.com (Other)

Top Skills

Entertainment Music Social Media

Leroy Garcia

Entrepreneur in the Entertainment Industry, New York

Summary

I come from a humble up bringing leading to an outstanding military career then on to becoming an entrepreneur in the hospitality and entertainment industry. I was born and raised on New York City's Lower East Side. I knew at a young age that I had a gift for the arts and entertainment. Growing up I was always the one that would reach out to help others. The combination of the two would shape who I am today.

A team player, my operational skills were honed in the United States Navy. Upon returning from service to our country, I wanted to do something important here at home. As a independent contractor I managed and supervised the NYC Stay Safe Campaign for the city and state of New York, The Mayors Office and The Department of Health along with the Board of Education. Another meaningful campaign I worked on was for Banco Popular, activating several banks within the tri-state. I found myself creating and marketing some important projects for ShowTime, HBO, ESPN and NASCAR. Other working credits include Triple A, Street Blimps USA, Jacob Javits Center, Gap and Yahoo, New York Latin Film Festival, XBOX, The House of Blues, Lipton Brisk Flavor Tour.

I always felt that I needed to express myself through my own talents so I decided to pursue further knowledge and education in the digital media realm, digital film and audio technology to develop my integrated marketing capabilities with a hands on approach. In my spare time, I work in the community helping the youth and engaging sports programs, networking events, amongst many other community engaging events. I also lecture at colleges from time to time, and help to keep troubled youth from group homes off the streets and in the classroom.

Contact: Leroy E. Garcia

EMAIL: LEROYEGARCIA@GMAIL.COM

For over a decade, Ive worked towards advancing my skills and knowledge in the hospitality and entertainment industry. And for the past 5 years Ive atteneded the restaurant and bar conference. Where Ive taken multiple courses and certificate programs. For instance host security services. Where we are taught to create a safer, better, and more hospitable experience for your guests. All while mitigating unwanted liability, this course is I share with my staff members and team. Its designed specifically for hospitality owners, managers, and of course security guards, this is the most comprehensive hospitality security training program in the country and has stood up against courtroom scrutiny and law enforcement requirements nationwide. Other courses Ive taken are Operations, People & Staffing, Guest Experience, Food & Beverage, Marketing & Promotions.

I also worked closely with many restaurant, lounge, and bar owners in the local area. Ive helped them in many different aspects, from providing host services along with security, to operations and figuring out the target audience for their business. Ive done this for Serafina's Restaurant Group, Starbucks, and Parish New York. I also took over operations for Parish New York in 2019, then became a partner which lead to me then purchasing the business.

Contact: Leroy E. Garcia

EMAIL: LEROYEGARCIA@GMAIL.COM

Experience

LESFLO Security Group Founder October 2017 - Present (3 years 1 month) Greater New York City Area

Your Success Requires Security! and Security is Your Success!

We put your heart, mind, and soul at ease. Let us take care of your security needs as you focus on the on the rest. At the end of the day, we all need to feel safe and secure in an unsafe world! We are insured and bonded contractors providing the highest quality of security services to many businesses in the tristate area.

We are a family owned company, led by United States Military Veterans and local law enforcement veterans. As such, we bring with us a great deal of experience that allows us to ensure the safety of you, your business and your customers. As professionals used to fight national and local security threats, we have created a company that provides outstanding services to our clients and fosters the individual development of our team members, as we believe in strength through unity.

With our personalized approach to our clients' needs and our innovative and professional way of addressing security threats, we are aspiring to become the number one security company for your business' needs. We strongly believe that security requires close collaboration between law enforcement, businesses, and the communities in which they operate. With our diverse backgrounds, we are uniquely positioned to work with local law enforcement where needed, and with local communities as required to enhance your business' relationships.

LESFLO Entertainment Group Hospitality & Entertainment Industry July 2010 - Present (10 years 4 months)

Historic Hudson Valley
Production And Event's Coordinator
September 2016 - September 2018 (2 years 1 month)
639 Bedford Road, Pocantico Hills

Create a positive connection to Historic Hudson Valley and the Rockefeller Estates in the minds of thousands of people. Over 157,566 visitors, over 40 nights, In addition to over 32,000 visitors over 14 nights came to be entertained in the month of October. Putting efforts into creating a positive impression of Historic Hudson Valley Community to the public, ensuring that programs operate smoothly. To put that into perspective, the majority of professional attractions in America (80%) have an attendance of roughly 10,000 guests. In national terms Less than 3% have an attendance in excess of 35,000 paid guests.

Create visitor-centric programming that responds to the public's evolving interests. While conveying interpretive content through interactive, digital means, to both on-site and off-site audiences. Welcoming all members of the community and the public. Creating meaningful memories for visitors in a variety of settings, including tours, programs, popular on-site special events, and digital media. To help forge mutually beneficial alliances with like-minded organizations. Celebrating history, architecture, landscape, and culture of the Hudson Valley, advancing its importance and thereby assuring its preservation. Interpreting and promoting historic landmarks of national significance in the Hudson Valley for the benefit and enjoyment of the public. Historic Hudson Valley owns, restores, and preserves several sites that possess documented historical integrity, architectural distinction, superb decorative and fine arts collections, and exceptional importance of landscape and setting such as:

- 1. The Rockefeller Estate, home to four generations of the Rockefeller family, beginning with the philanthropist John D. Rockefeller
- 2. Union Church of Pocantico Hills, commissioned by the Rockefeller family
- 3. Stone Barns Center, Established by David Rockefeller
- 4. Sleepy Hollow Cemetery
- 5. Washington Irving's Sunnyside
- 6. Philipsburg Manor
- 7. Van Cortlandt Manor

- 8. Old Dutch Church
- 9. Lyndhurst

Search Smart Marketing
Digital Media Marketing And Advertising Coordinator
March 2016 - August 2016 (6 months)
Valhalla, NY

Help clients see a measurable, positive ROI from targeted Search Engine visibility. Focus on identifying opportunities to reach desired audiences and then converting site traffic into qualified leads/clients. Delivering superior client service and results by effectively integrating technology, strategy and project management.

Palau National Congress House of Delegates Marketing Outreach Director June 2014 - February 2015 (9 months) The Republic of Palau

Consultancy based contract.

Max Custom Media Marketing Manager 2007 - 2009 (2 years) Independent contractor.

Revolution Marketing Field Marketing Manager 2006 - 2007 (1 year) Independent contractor.

US Navy Sea Bee 2000 - 2007 (7 years) US Military Posts in Europe

United States Military

Education

SAE Institute - New York, NY

Engineer's Degree, Advanced Certification in Audio Technology · (2013 - 2014)

The Art Institute of New York City

Advanced Certification in Digital Media · (2011 - 2013)

University of La Verne
Bachelor's Degree, Communications · (2003 - 2005)



Starbucks Coffee Company

370 7th Ave. 15th Floor New York, NY 10001 Tel. 212-615-9727

RE: Reference letter 2019

Dear Friend,

This letter is to serve as a reference for Mr. Leroy Garcia. I have known Mr. Garcia for over 20 years. During this time, I've seen him exhibit the following qualities: Creativeness, a strong work ethic, curiosity, and most importantly a strong sense of loyalty.

My experiences include working with him at a camp for underprivileged children when he was younger, and then keeping in touch with Leroy after he joined the U.S. Navy. I'm pleased to say we still keep in touch and he always treats his friends and family with respect. He truly deals professionally and honestly with all people.

During the last 10 years I've seen great business sense, good management skills, and a strong commitment to maintain a healthy work/life balance.

I am lucky to call Mr. Garcia a friend and ensure people looking to do business (including hiring) Mr. Garcia will always find him honest, caring, passionate, and most importantly committed.

I welcome a call from anyone looking for more information.

Sincerely,

Dan Shallit

STARBUCKS COFFEE COMPANY

In Soul

Global Store Development 370 7th Avenue. 15th Floor

New York, NY 10001

212.615.9727

Dshallit@starbucks.com

Kiara Global Inc. 14451 Simmons LN Woodbridge, VA 22193 gdbumpus@gmail.com

To Whom It May Concern:

It is my pleasure to furnish this letter of recommendation for Mr. Leroy Garcia. Leroy and I go back 15 years, not only as brethren in the United States Navy, but as a person and a teammate on the Naval Base Basketball team. At that time we represented the United States abroad while playing basketball against British teams in their Semi-Pro league.

I first met Leroy in my capacity as Chief Warrant Officer when we were stationed in the United Kingdom at the Royal Air Force and Joint Maritime Facilities based in Cornwall. I am retired and still maintain a close relationship.

His performance as a Navy SeaBee would be a valuable addition to any company. During our tenure in United Kingdom, I have observed various projects Mr. Garcia was in charge of, his work ethic, dedication and attention to detail. Out of my 33 years of government service both active and civil service, I would rank him in my top ten performance. In the civilian sector Leroy has distinguished himself by consistently engaging in multiple projects; maintaining an exceptional work ethic with co-workers and outside sources such as contractors and vendors. He is highly intelligent with a great personality, excellent analytical and communication skills. I would strongly recommend him for any task, contract, or any other business concerns that are within his realm of capabilities.

If I can be of any further assistance, or provide you with any further information, please do not he sitate to contact me.

Best Regards

Gary D. Bumpus

Gary D. Bumpus

Director of Kiara Global Inc.

Retire Naval Chief Warrant Officer