



ALCOHOL LICENSE PUBLIC HEARING

OCTOBER 6, 2022

ALPHARETTA CITY CLERK'S OFFICE
VIRTUAL MEETING VIA ZOOM

CITY CLERK: LSHAPIRO@ALPHARETTA.GA.US
ASSISTANT CITY CLERK: KVANHORN@ALPHARETTA.GA.US

2:00 PM

I. VIRTUAL MEETING ZOOM LINK

The City of Alpharetta's Alcohol License Public Hearings are a virtual meeting via Zoom. The meeting begins at 2:00 p.m. on the day of the scheduled hearing. To join the meeting, please click on this link: <https://zoom.us>

Zoom Meeting ID: 817 9692 5714

II. CALL TO ORDER

- City Clerk Lauren Shapiro called the meeting to order at 2:00 p.m.

III. ROLL CALL

- Lauren Shapiro, City Clerk
- Kiersten VanHorn, Assistant City Clerk
- Beau Smith, Code Enforcement Officer
- Walt Geer, Registered Agent, Majority owner & Sole Manager Fantastical Labs LLC
- Linsey Star, Representative for Fantastical Labs LLC
- Sarah Blackman, Chief Creative Officer and co-owner Fantastical Labs LLC

IV. PUBLIC HEARING

A. PH-22-AB-30 Atlanta Fantastical OpCo, LLC
d/b/a Santa's Secret Stache
3180 Avalon Boulevard
Alpharetta, GA 30009

Eating Establishment
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owner: Fantastical Labs, LLC
Registered Agent: Walter I. Geer, III

- Mr. Geer, residing at 210 Marjean Way, Alpharetta, GA 30009, was on the call representing Fantastical Labs LLC.
- Mr. Geer has been in the "Santa" business for over 10 years. He co-owns the largest Santa Retail Program that serves 170 locations nationwide. In 2018, they launched a Santa's Fantastical event in Sandy Springs. Santa's Secret Stache was the food and beverage operation in 2018 and 2019. They would like to bring this event to Avalon in Alpharetta.

- The layout for the 3,200-sf space is in the former Goldberg's location at Avalon. There is no structural changes to the space. There remains a walk-in freezer and refrigerator. They will have photo opportunity décor, tables and chairs. There will be a dessert bar area as well as hot dogs and pretzels. Seasonal cocktails are available.
- This location is the first stand-alone Santa's Secret Stache and they will be bringing in a dessert partner based out of New York.
- The anticipated opening is November 3, 2022.
- They anticipate having this event again next year and hope to work out an agreement with Avalon. Ms. Shapiro explained the alcohol license renewal process. As this is a pop-up event in a currently vacant location at Avalon, applicant would have to go through this process again next year (with the assumption of a new address/location within Avalon) to apply for a new license. Officer Smith confirmed the license would need to be linked to a specific address within Avalon and not just to "Avalon."
- Mr. Geer stated he is familiar with the City's alcohol ordinances.
- Ms. Star explained that staff will go through SERV Safe training. Ms. Shapiro reminded the applicant all staff members serving alcohol will need to obtain a pouring permit from Alpharetta's Public Safety Department.
- Ms. Shapiro reminded the applicant that once the local alcohol license is issued, they will need to obtain a State of Georgia alcohol license.
- Ms. Shapiro recommended the application be approved and placed on the Consent Agenda at the Monday, October 17, 2022, City Council Meeting at City Hall. She advised the applicant that a representative will need to appear in person at the meeting.

V. PUBLIC COMMENT

- There were no public comments

VI. ADJOURNMENT

- City Clerk Lauren Shapiro adjourned the hearing at 2:15 p.m.

Respectfully submitted,

Kiersten VanHorn

Kiersten VanHorn, Assistant City Clerk