

MEMORANDUM

TO Chief Treadway
FROM Sgt. Matt Wright #704
DATE August 11, 2014
REF LIQUOR LICENSE APPLICATION – SERIES 10- FOR “Whole Foods Market”

On August 11, 2014, I initiated an investigation into an application for a series 10 (beer and wine store) liquor license filed by Jeffrey Roff the listed agent for Whole Foods Market. Jeffrey is listed on the application and indicates he will be present two hours daily to assist with the daily operations. Whole Foods Market is located at 320 S. Cambridge Lane in Flagstaff, the previous location of Natural Foods which has been purchased by Whole Foods Market. I spoke with Jeffrey who stated the signage will change from New Frontiers to Whole Foods in the next 3-6 months. Jeffrey also stated a manager will be hired within that time and the managers name will be added to the liquor license when the manager is hired.

Also listed in the application are several Controlling Persons who will not be responsible for the day to day operations and they are: Roberta Lang, Albert Percival, Patrick Bradley, and William Jordan. Jeffrey Roff as stated will be assisting with the day to day operations and provided proof that he completed the mandatory liquor law training course. The liquor license application number is 10033194. Sampling privileges have also been applied for at this location under this liquor license number. Jeffrey stated he and his staff have been trained and understand the rules and laws that govern the sampling activities. Jeffrey indicated on average there would be approximately 2-3 sampling events a month at the store. Currently Whole Foods is operating without a liquor license and not selling alcohol. Whole Foods Market is located more than 300 feet away from the nearest school or church.

I conducted a local records and a public access check on Jeffrey Roff and Roberta Lang, Albert Percival, Patrick Bradley, and William Jordan. No criminal record was found for any of the listed applicants. I found that several Whole Foods Market stores exist in Arizona all with liquor licenses. I found only one 2009 liquor violation for which a \$750.00 fine was paid. This was out of a store in the Phoenix area.

As a result of this investigation, I can find no reason to oppose this application. Recommendation to Council would be for approval.