

March 6, 2019

April 3, 2019 Update

Proposed Business: 91 Main Street East Hampton, CT

Sheila Mullen

### **DEXTER'S TUNES TALES & ALES**

Used Books/Used Vinyl Records/ Fat Orange Cat Beer and Local Wine

Dexter's Tunes Tales & Ales will be a used book and record shop that serves beer and wine by the cup, owned by my husband Mike Klucznik. I will be the manager of the store and run the day-to-day operations. This would require a tavern permit from the State of CT Department of Consumer Protection. We will only offer pre-packaged snacks of food for sale. We will have a refrigerator behind the counter and serve from our recyclable cans in compostable and recyclable cups made with 100% renewable resources. We will use paper bags only and offer canvas bags for sale.

We also would like to become an adult community space where people feel welcome to come and read books, work on their computers, etc. We would like to have acoustic Open Mic evenings and welcome book clubs to gather.

We envision being open five days per week, from about 12pm to 7pm or 8pm, with possibly one evening until 9pm or 10pm.

We believe that our current business (Fat Orange Cat Brew Co), being an established brewery in town, will help add traffic to the town center by serving our beer. We also feel strongly that a used book and record shop will alone be a draw to the downtown. However, this type of business is almost impossible to sustain without an additional revenue source.

We plan on only offering a cup of beer or wine. We will have free potable drinking water available. For customers interested in other beverages or food, we will have a community board promoting other businesses they can visit. We also don't plan to sell local art or crafts, so as not to compete with existing businesses and hopefully only enhance them.

As per the state department of consumer protection requirements for the indoor tavern seating, we will have a clearly defined and physically demarcated barrier between the tavern area and the books/record area.

We plan on having tasteful seasonal outdoor seating with barriers in both the front and back of the building, also adding to the vibrancy and community feel of the Village Center. Consumer protection does not require barriers for the outdoor

seating, but we completely agree with the prior recommendation by the P & Z commission that there should be barriers.

We plan on establishing a thoughtful and diverse collection of used books and records in order to build a high-quality reputation among the collecting community.

Regarding off-premise sales: The tavern permit allows holders to sell 4 Liters of draught beer for off-premise consumption in growlers (32OZ bottles) or Crowlers (32OZ cans). We would like to explore the possibility in the future of, during the winter months only, selling exclusively our small-batch FOC Crowlers. This is different and separate from the large-batch beer we distribute to restaurants and package stores, therefore not competing with our area retail customers. We feel strongly that adding consumer flow to The Village Center in the winter could be helpful to the area and encourage other small businesses to invest their time, expertise and passion in this part of town.

Regarding parking:

There are approximately 68 public parking spaces in three separate public lots, plus ample street parking. The rear of 91 Main will only have possibly a handicap space and one space for the upstairs office.

The driveway is joined with Center Package Store's parking lot, and we have addressed the concern of potential use of their lot for our business. I spoke to owner John Ponzio and we agreed that I will provide both ample signage and some sort of mutually agreed-upon physical demarcation.

We are equally passionate about books and records as we are about beer, and believe with this energy the business would flourish in the Village Center.

In summary regarding our town center:

Surrounding towns are making small Main Streets work, despite the online ease of shopping for pretty much anything these days. Last month was my 30-year anniversary of living in my home here in East Hampton. We have such a passionate, extremely intelligent and committed group of small businesses downtown right now. In my thirty years here, I have never seen a collective of folks with such current success and future potential. I hope, with your support, we can add to this momentum.