



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
Phone: (212) 533-5300 - Fax: (212) 533-3659
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

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

- Photographs of the inside and outside of the premise.
Schematics, floor plans or architectural drawings of the inside of the premise.
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 your proposed location.
Letter of notice of proposed business to block or tenant association if one exists.
Photographs of proof of conspicuous posting of meeting with newspaper showing date.
If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license
alteration of an existing liquor license
corporate change

Check if either of these apply:

- sale of assets
upgrade (change of class) of an existing liquor license

Today's Date: July 30, 2013

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Type of license: Full Liquor Is location currently licensed? Yes No

If alteration, describe nature of alteration: N/A

Previous or current use of the location: A restaurant with a full liquor license that opened around December - January 2004/2005 and closed around December of 2012
Corporation and trade name of current license:

Previous business name is Grand Muralla Restaurant Inc. dba Apolo Restaurant

APPLICANT:

Premise address: 168 1/2 Delancey Street / New York, NY 10002

Cross streets: Clinton Street and Attorney Streets

Name of applicant and all principals: Moscow 57 LLC: Ellen C. Kaye, Seth Goldman, Anne Delaney, James Finkelstein, Leslie Chiocco, Howard Kaye and Ethan Fein.

Trade name (DBA): Moscow 57

PREMISE:

Type of building and number of floors: 6 story building with cellar: commercial ground Floor with 5 residential floors.

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages? (includes roof & yard) Yes No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate of occupancy for back or side yard intended for commercial use? Yes No

Indoor Certificate of Occupancy 74 Outdoor Certificate of Occupancy N/A
(fill in maximum NUMBER of people permitted) Will apply to NYC Department of Buildings for a Letter of No Objection

Do you plan to apply for Public Assembly permit? Yes No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2):
R8A Commercial Overlay C1-5

Is this premise wheel chair accessible? Yes No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?
Restaurant with live music consisting of jazz, blues, folk and world music.

World music features musicians from African and Latin American countries.

Will any other business besides food or alcohol service be conducted at premise? Yes No
If yes, please describe what type: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 11AM - to 12AM Sunday to Tuesday and
11AM - 2AM Wednesday to Saturday

Number of tables? 23 Number of seats at tables? 50

How many stand-up bars/ bar seats are located on the premise? One stand-up bar with 10 bar stools
(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage) 20'-5" L-Shaped Bar located on the southeast
Describe all bars (length, shape and location): wall near the entrance

Any food counters? Yes No If Yes, describe: _____

Does premise have a full kitchen Yes No?

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu

Russian - Central Asian Cuisine

What are the hours kitchen will be open? 11AM - to 12AM Sunday to Tuesday and

11AM - 2AM Wednesday to Saturday
Will a manager or principal always be on site? Yes No If yes, which? Principal

How many employees will there be? 7 to 12 per shift (number will increase from lunch and dinner)

Do you have or plan to install French doors accordion doors or windows? No

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

Will there be TVs/monitors? Yes No (If Yes, how many?) _____

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 _____

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: To be provided

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? Play readings, storytelling, poetry readings and jazz, blues, folk and world music.

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. **We do not anticipate crowds on the sidewalk.**

Will there be security personnel? Yes No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. **To be provided.**

Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: Ramblin Bear Eatery

Address: 17 Front Street / Port Jervis, New York 12771 Community Board # *

Dates of operation: 2004 to 2006 *Town clerk of Port Jervis

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments. Please see attached letter

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. **Please see attached resumes**

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business _____

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. N/A

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 **Bar, Restaurant, etc.** The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? One

How many licensed establishments are within 500 feet? Six*

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

How many On-Premise (OP) liquor licenses are within 500 feet? Six*

Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

*The attached list shows nine establishments and three of nine have closed.

COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

Area Survey with list of measurements

RE: 168 1/2 DELANCEY STREET

1. Delancey Lounge - 163 Delancey Street - 20'
2. Retro Bar & Grill - 148-150 Delancey Street - 246'
3. Antibes - 112 Suffolk Street - 396'
4. Alias - 76 Clinton Street - 400' (closed)
5. San Margano - 71 Clinton Street - 459'
6. St. Jerome's - 155 Rivington Street - 466' (closed)
7. Calxico - 153 Rivington Street - 476'
8. Izakaya Dodompa - 71 Clinton Street - 485' (closed)
9. 151 Rivington Bar - 151 Rivington Street - 485'

Closest churches

1. Iglesias Pentecostal - La Senda Antigua - 114 Suffolk Street - 324'
2. True Mission of Christ - 114 Suffolk Street - 319'

Closest School

1. P.S. 142 - Amalia Castro - 100 Attorney St. - 319'

Letter from City Clerk Treasurer of the City of Port Jervis for previous owned establishment

City of Port Jervis, New York



Office of the Treasurer
PO Box 1002
14-20 Hammond Street
Port Jervis NY 12771
845-858-4000 ext 4014 TDD Access #711

July 30, 2013

Manhattan Community Board #3
59 East 4th Street
New York NY 10003
Attention: Susan Stetzer, District Manager

To Whom It May Concern:

Please be advised that Mr. Seth Goldman owned and operated the Ramlin Bear Eatery Restaurant in our city during 2004-2006. There were no complaints filed with my office with respect to any violations or problems.

Should you require any additional information or have any concerns regarding the above please do not hesitate to contact me at (845)858-4000 ext 4012 or via e-mail at pjnytreas@citlink.net.

Respectfully,

A handwritten signature in black ink, appearing to read "Robin Waizenegger", with a long, sweeping underline.

Robin Waizenegger
City Clerk Treasurer

Cc: Mr. Jules Vigh, Victor & Bernstein PC

This City is an Equal Opportunity Provider and Employer. To file a complaint of discrimination Write: USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272(Voice) or (202) 720-6382 (TDD)."

Resume for principal Ellen Kaye



Ellen Kaye

EXPERIENCE

Complete Work Experience available upon request

7/11 – present

Moscow 57 Catering and Entertainment and Moscow 57 Consulting

Established catering, entertainment and restaurant consulting business under the **Moscow 57** banner while on the road to opening **Moscow 57** the restaurant.

2/09 – to 6/11

Strategic Partner & East Coast Director

*Andrew Freeman & Co. (AF&Co) - <http://www.afandco.com/>
San Francisco, CA – New York, NY*

- Built the NYC East Coast office of **Andrew Freeman & Co.**, a boutique agency based in San Francisco specializing in hospitality and restaurant marketing and PR. As part of the **AF&Co.** team, launched new restaurants, developed new business strategies and marketing campaigns, supervised PR campaigns, built events departments for restaurants in the tri-state area.
- Worked with **David Burke's** restaurant group, **The Burke Group**, was on the launch team of **David Burke Kitchen**, worked on the re-launch of **Pranna Restaurant**, and was on the launch team of **SD26**, **Tony May's** new restaurant.

9/07 – Present

Ellen Kaye Consulting

- Working with private clients in the restaurant business

3/06 – 9/07

National Events Director

*Smith & Wollensky Restaurant Group
New York, NY*

- Direct Private Events Department for national company of high-end, high-volume restaurants.
- **Manage and supervise 2006 Private Events revenue increase of 6.97% to 17.7 million in 2006 from 16.5 million in 2005.**
- Manage and provide HR for national team (made up of 11 private events coordinators) and NYC team (made up of 2 private events coordinators), which, among diverse responsibilities, includes troubleshooting problems in the field with staff or clients.
- Create, compile and evaluate monthly sales report comprising all **SWRG** units for CFO.
- Liaise with VP of Marketing and Communications in developing Private Events website section, brochures, and promotional literature.

- Prepare advertising budgets and campaigns and recommend private events advertising, trade shows and other promotional opportunities.
- Create **National Corporate Preferred Dining** agreements with select top National corporations, including **Goldman Sachs**.
- Act as national contact for any client with Private Events needs in multiple cities.

10/99-3/06

New York Private Events Sales Manager

*Smith & Wollensky Restaurant Group
New York, NY*

- Establish New York Private Events Department
- **Manage and supervise the following combined revenue (approximately) for all New York stores: 2006- \$4.5 million; 2005- \$4.4 million; 2004- \$3.8 million; 2003- \$3 million; 2002- \$3.2 million; 2001- \$2.6 million; 2000- \$3.1 million.**
- Hire, promote and train Private Events Sales Coordinators.
- Create and implement a system of cross-selling the New York restaurants of **SWRG: Maloney & Porcelli, Park Avenue Café, Quality Meats, Cite, The Post House, Smith & Wollensky New York, One CPS and Manhattan Ocean Club.**
- Manage and supervise the creation of regular Private Events email marketing campaigns to over 1000 top VIP clients.
- Manage and supervise the creation of combined New York promotional sales brochure to effectively cross sell all the New York Private Events spaces.
- Develop an effective direct sales approach to increase new sales opportunities and build on our repeat business.
- Implement weekly meetings with Sales Team to maximize sales revenues by establishing partnerships with area businesses and other hospitality industry leaders and troubleshoot any problems with clients or staff.
- Create **New York Corporate Preferred Dining** agreements with select top corporations, including **Lehman Brothers** and **Goldman Sachs**.
- Plan and execute highly successful events to promote the New York Private Events spaces to major Tri-state corporate planners and VIP clients.
- Participate in local professional association events, networking with suppliers, clients and vendors, keeping our image and brand on the forefront of their minds.
- Plan and coordinate entire Restaurant buy-out events for **Maloney & Porcelli, Park Avenue Cafe** and **One CPS** in the Plaza Hotel

10/99-3/06

Private Events Sales Coordinator

*Maloney & Porcelli Restaurant
New York, NY*

- Plan and coordinate Private events for 35-200 people in **Skylight Room** of **Maloney & Porcelli**.
- **Generate following revenue of approximately: 2006- \$1.9 million; 2005- \$1.8 million; 2004- \$1.7 million; 2003- \$1.4 million; 2002- \$1.7 million; 2001- \$1.5 million; 2000- \$2 million;**
- Work closely with VIPs and clients hosting events to ensure a tailor made event.
- Oversee private events staff execution of events.
- Train new private events staff.

- Solidify relationships with top corporate Events Planners to guarantee repeat business.
- Cross sell other New York Restaurants' Private Events spaces, including **Park Avenue Café, Smith & Wollensky, Cite, Manhattan Ocean Club*** and **One CPS** in the Plaza Hotel.

7/96 – 9/99 **Private Events Sales Coordinator**
Park Avenue Cafe
New York, NY

- Hired to open **Townhouse** Private Events space.
- **Generated following revenue in the Townhouse: 1999- \$897,000; 1998- \$767,000; 1997- \$628,000.**
- Plan and coordinate Private Events for 40-80 people in the **Flag Room** and 25-50 people in the **Townhouse**.
- Organize buy outs of entire restaurant.
- Oversee Private Events Staff and running of each event.

1983-1996 **Restaurant Manager**
6/95-7/96 **Claire Restaurant, New York, NY**
6/92-9/92 **Mullholland Drive, New York, NY**
6/90-6/91 **The Townhouse Restaurant, New York, NY**
1/88-6/90 **Russian Tea Room, New York, NY**
6/87-1/88 **Union Square Café, New York, NY**
6/86-6/87 **Brighton Grill, New York, NY**
6/83-6/86 **Word of Mouth, Gourmet Take Out, New York, NY**

EDUCATION

1989	French Culinary Institute, New York, NY	<i>Graduate</i>
1982	21 Club, New York, NY	<i>Apprentice</i>
1982	Beefsteak Charlie's, New York, NY	<i>Management Training Program</i>
1978-1982	Sarah Lawrence College, Bronxville, NY	<i>B.A.</i>

Resume for principal Seth Goldman



Seth S. Goldman

5/11- Present	Moscow 57	C.O.O. Executive Chef
	Work with founder Ellen Kaye to develop hospitality and entertainment company; create catering and pop up menus, cook at pop ups: M57 Under the Tracks, M57 Pops up in Chelsea, New Orleans, New Milford, CT, Holiday House NYC (2011, 2012); co-produce and co-host podcasts.	
12/10 – 5/11	Andrew Freeman & Co.	Marketing Consultant
	Worked on marketing for David Burke Group's six restaurants, including the launch of David Burke Kitchen.	
8/05 – 1/13	Neversink Valley Area Museum	Executive Director
3/04 – 6/05	Ramblin' Bear Eatery	Co-Owner/Manager/Chef
	Day-to-day operations of 11 employee restaurant: scheduling, ordering, menu planning, etc.	
8/03 – 4/06	Bear Ramble Farm, Inc.	Co-Owner/Baker
	Manage and operate small internet cookie business (p/t)	
7/00 – 8/03	Carmine's Restaurant, Greenville, NY	Various
	Sous-Chef (7/00 – 8/01) ordering, manage kitchen staff Dining Room manager (8/01 – 8/03)	
1/98 – 5/12	Private Chef/Caterer	
	Full Time 1/88-6/00, Part time thereafter	
7/97 – 2/98	Park Avenue Café	Prep Cook
1/97 – 1/98	Park Avenue Café	Assist. Office Mgr./Assistant to Banquet Mgr.
	General office work, scheduling events, etc.	
7/92 – 7/97	Goldman Media Group	Owner
	Artist management/pr for actors/musical artists	
6/90 – 7/92	William Morris Agency	Assistant Agent
	Client relations, booking of dates, contracts, etc.	
3/90 – 6/90	Off-Off Broadway	Producer
	Producer of a small musical at Theatre 22 (4 week run)	
11/89 – 1/90	Criterion Center Cabaret	Stage Manager

9/88 -- 11/89	NYC Board of Ed. English and Acting, High School	Teacher
6/87 -- 1/88	Circle In The Square Theatre "Coastal Disturbances"	Assistant Stage Manager
7/85 -- 9/85	"Torch Song Trilogy" Tufnell Park, London/ Edinburgh Fringe	Producer
8/82 -- 5/90	Circle In The Square Theatre	Associate Office Manager Production Assistant Literary Advisor

Education:

Sarah Lawrence College BA 1982
French Culinary Institute Certificate 1998

Other:

Member Board of Trustees, Greater Hudson Heritage Network 2009-2013
Member Board of Trustees, Neversink Valley Area Museum 4/04- Present
Numerous lectures at museums, historical societies, libraries 2007-2011
Panelist: "Museums In Conversation" Conference, Buffalo, NY 4/2011
Produced theatre in London, England; Edinburgh, Scotland; New York City
Worked on Russia-US Cultural Exchange Projects 1992-93
Featured on PBS television series "NJ Works" as personal chef
Planning Committee: 2007 Tri-State Tourism Summit (NY/NJ/PA)