

SCM, Inc.
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December 11, 2017

RE: Off-Sale Beer & Wine Permit
1480 Guerneville Rd, Santa Rosa, CA 95403

City of Santa Rosa
DEC 12 2017
Planning & Economic
Development Department

Security Plan

We have a burglar alarm system that is monitored 24 hours a day. The system includes 18 night vision security cameras that monitor the interior of the store and the exterior perimeter of the building. We also have motion sensors located throughout the store. We placed the beer and wine beverages in strategic locations of the store, so they are easily visible to employees and can always be monitored. In addition, we strictly enforce a policy of zero consumption of alcoholic beverages outside of the building including the parking area. We also intend to hire security personnel to monitor the premises.

ABC Training

All employees are extensively trained in ABC's rules and regulations before hire and are provided with continuing education throughout employment. All employees must read and sign "ABC 299 Clerk's Affidavit Form" and an "Employee Responsibility Statement." Our house policy includes monitoring of cashiers/servers to ensure strict adherence to ABC law is being enforced. Training includes verifying age with a valid ID and our POS system requires a birth date to be entered before an alcoholic beverage purchase can be processed. Employees are also trained to spot customers that are already intoxicated and are instructed to not sell any alcoholic beverage to these consumers. Furthermore, they are instructed to inform a manager immediately if any situation arises relating to alcoholic beverages. All required ABC notices are posted in the store and on the outside of the building.

Operational Plan

We designed our business operations with our neighbors and customers needs in mind. Our store hours are from 7am – 9 pm. Our plans are to employ about 40 employees and we intend to hire these people from the same neighborhood that we are doing business in. Our mission is and always has been to be a community based business—we aim to be an asset to the community we serve and not a burden.

To meet the needs of the families in the community and the Smart Rail passengers, the business will be a one stop shop. The taqueria portion of the business will offer a variety of fresh made-to-order meals. All food will be prepared daily in the kitchen from wholesome ingredients. We use real ingredients and vegetables to make our food and salsas, not canned ingredients. In addition, handmade tortillas will be offered every day, all day. In fact, Super Chavez Market is famous for this!

The convenience store/specialty food shops portion of the business will include grocery, meat, produce, and dairy sections all at low prices. As it stands, no other business in the neighborhood is offering this type of full-service taqueria/convenience/specialty shop business model.

In Summary

Although off-sale beer and wine will not be a large portion of our sales, it is necessary to have the permit in order for our business to be successful.

The business will cater to and focus primarily on families living in the area. The business will provide a family-friendly environment.

The taqueria/convenience store will not disturb its neighbors because their happiness is important—as these neighbors will determine the success of the business! The interior and exterior of the business will be kept clean and safe. The business will also have a well-lit parking lot. In addition, the taqueria/store hours will be from 7am to 9pm.