

# Staff Memorandum



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To	Mayor A. Nuttall and Members of Council
Subject	New Liquor Licence Application Review – Brúd Bar and Bottle Shop. – 19 Clapperton Street
Ward(s)	2
Date	March 19, 2025
Department Head Approval	W. Cooke, City Clerk/Director of Legislative and Court Services
Executive Member Approval	Not applicable
CAO Approval	Not applicable

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The purpose of this Memorandum is to advise members of Council that an Alcohol and Gaming Commission (AGCO) Municipal Information Form and an associated City of Barrie Liquor Licence Application Questionnaire were received from a business named Brúd Bar and Bottle Shop located at 19 Clapperton Street, Barrie. Upon receipt, the documents were circulated to City Departments and community stakeholders.

Concerns regarding zoning, non-compliance with by-laws, or general objections to the application may be directed to the Alcohol and Gaming Commission of Ontario (the issuer of liquor licences) through the City Clerk as follows:

Alcohol and Gaming Commission of Ontario  
c/o Wendy Cooke, City Clerk/Director of Legislative and Court Services  
The City of Barrie  
P.O. Box 400  
70 Collier Street  
Barrie ON L4M 4T5  
Fax: (705) 739-4243  
Email: [cityclerks@barrie.ca](mailto:cityclerks@barrie.ca)

All comments received will be compiled and submitted to the Alcohol and Gaming Commission of Ontario for review and consideration as part of the Commission's liquor sales licence issuance process.

## Appendix:

**Appendix A** - Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire

**Memo Author:**

Tara McArthur, Coordinator of Elections and Special Projects

**File #:**

Not applicable

**Pending #:**

Not Applicable

## Appendix A

### Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire



Alcohol and Gaming Commission of Ontario  
90 Sheppard Avenue East, Suite 200  
Toronto ON M2N 0A4  
Tel.: 416-326-8700 • Fax: 416-326-8711  
Toll free in Ontario: 1-800-522-2876  
Inquiries: [www.agco.ca/iagco](http://www.agco.ca/iagco)  
Website: [www.agco.ca](http://www.agco.ca)

## Municipal Information for Liquor Sales Licences

The information requested below is required in support of all applications for a new Liquor Sales Licence or outdoor areas being added to an existing Liquor Sales Licence.

### Section 1 – Application Details

Premises Name

BRÜD BAR + BOTTLE SHOP

Premises Phone Number (include area code)

Premises Address

19 CLAPPERTON STREET

City/Town

BARRIE

Province

ON

Postal Code

L4M 4E4

Contact Name

JAMES MARKHAM / TATE SMITH

Contact's Phone Number (include area code and extension)

Contact's Email Address

Does the application for a Liquor Sales Licence include indoor areas and/or outdoor areas?



Indoor Areas



Outdoor Areas

### Section 2 – Municipal Clerk's Official Notice of Application for a Liquor Sales Licence in your Municipality.

Municipal Clerk:

Please confirm the "wet/damp/dry" status below.

Name of village, town, township or city where taxes are paid.

(If the area where the establishment is located was annexed or amalgamated, provide the name that the village, town, township or city was known as.)

BARRIE, ONTARIO

Is the area where the establishment is located "wet", "damp" or "dry"? Please select one.



Wet (for spirits, beer, wine)



Damp (for beer and wine only)



Dry

**Note:** Specific concerns regarding zoning or non-compliance with by-laws must be clearly outlined in a separate submission or letter within 30 days of this notification.

Address of Municipal Office

Date (dd/mm/yyyy)

Title

Signature of Municipal Official

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## New Liquor Sales Licence Application Questionnaire

<b>Name of Establishment:</b> (Registered name and Operating name, if different)	BRUD BAR + BOTTLE SHOP 1001107562 ONTARIO LTD
<b>Street Address of Establishment:</b>	19 CLAPPERTON STREET
<b>Closest Intersection:</b>	CLAPPERTON ST / COLLIER STREET
<b>Mailing Address:</b> (If different from the location of the establishment)	[REDACTED]
<b>Name of Owner:</b> (Indicate individual sole proprietor, partnership, or corporation (as appropriate) If partnership or corporation, provide names and contact information for all shareholders)	JAMES MARKHAM / TATE SMIRLE [REDACTED] CORPORATION
<b>Name of Applicant:</b> (if different from owner)	JAMES MARKHAM / TATE SMIRLE
<b>Mailing Address for Applicant:</b>	[REDACTED]
<b>Applicant Business Phone/Fax Number:</b>	[REDACTED]
<b>Applicant Business E-mail address:</b>	[REDACTED]

### Section 1: Purpose of the Liquor Sales Licence Application

- ☒ New establishment
- ☐ New owner/operator of an existing establishment
- ☒ If applicable, name of previous business WHEELED BREW BOTTLE SHOP
- ☐ Change to indoor occupant load/seating capacity (including addition or alteration to interior)
- ☐ Change to outdoor occupant load/seating capacity (including addition or alteration to outdoor patio)
- ☐ Other (If yes, describe below)

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

### Section 2: Size and Location

**Note:** If any changes have occurred since the previous occupant load inspection, you must provide the required information at the time of application.

	Current Indoor Area	Proposed Indoor Area	Current Outdoor Area	Proposed Outdoor Area
What is the size (floor area) of the establishment?	902 ft <sup>2</sup> /m <sup>2</sup> 82	902/82 ft <sup>2</sup> /m <sup>2</sup>	ft <sup>2</sup> /m <sup>2</sup>	240 ft <sup>2</sup> /m <sup>2</sup>
What is the occupant load and/or seating capacity of the establishment?	36 Occupant Load	36 Occupant Load	Occupant Load	16 Occupant Load
	36 Licensed Capacity	36 Licensed Capacity	Licensed Capacity	16 Licensed Capacity
	36 Seating Capacity	36 Seating Capacity	Seating Capacity	16 Seating Capacity

Is the entire operation enclosed? (For example: the operation is interior space only)

Yes ☐ No ☒

### Section 3: Drawing Requirements:

An accurately scaled floor plan indicating the proposed location of **ALL** licenced area(s) must be attached to this questionnaire. Your floor plan should include exit door locations, washroom counts, and square footage of the unit, and should show both indoor and outdoor areas.

- 3.1 What is the distance to the closest other establishment(s) serving alcohol? 20 ft/m
- 3.2 Please provide the operating names(s) and describe the target market of other establishments serving alcohol within 120 m (approximately 400 ft) radius of the proposed location: KINJA SUSHI SUSHI  
McFINNS - IRISH PUB  
NORTH COUNTRY - BBQ RESTAURANT
- 3.3 What is the distance to the closest residential dwelling unit? 24 ft/m
- 3.4 Does the subject property contain residential units? Yes ☒ No ☐  
If yes, please describe below:  
PROPERTY CONTAINS RESIDENTIAL UNITS ABOVE PROPOSED ESTABLISHMENT

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

### Section 4: Operating Hours, Target Market, Nature of Business

	Indoor Area	Outdoor Area
Hours of Operation of the Business?	11am - 12am	11am - 12am
Hours of Operation associated with alcohol sales?	DINE IN - 11am - 12am TAKE OUT - 11am - 11pm	11am - 12am

- 4.1 What is the primary nature of the establishment? (For example, family restaurant, fine dining, lounge/nightclub, bar/tavern, coffee house, etc.)

Before 10:00 pm: LOUNGE/BAR/CAFE/CRAFT BEER RETAILER

After 10:00 pm: LOUNGE/BAR/CAFE/CRAFT BEER RETAILER\* (UNTIL 11pm\*)

Describe your target market:

PERSONS AGED 19-65, CRAFT BEER ENTHUSIASTS,

- 4.2 Describe the proposed security both internally and externally to the establishment (For example, total number of staff, training or experience of staff, number of security persons):

Before 10:00 pm:

1-2 EXPERIENCED STAFF, SECURITY CAMERAS INSTALLED,  
ALARM SYSTEM

After 10:00 pm:

1-2 EXPERIENCED STAFF, SECURITY CAMERAS, ALARM SYSTEM

- 4.3 Are all security personnel trained and licensed?

Yes

☐

No

☒

If you answered **yes**, please describe below. (For example, in-house or hired service)

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

4.4 Are exterior lineups (queues) anticipated for your establishment? Yes ☐ No ☒

4.5 Is either internal or external video surveillance planned for the establishment?

Yes ☒ No ☐

If yes, please describe below:

SECURITY CAMERA INSIDE WITH VIEW OF BAR/SEATING

SECURITY CAMERA OUTSIDE WITH VIEW OF PATIO/ENTRANCE

4.6 Describe your plans for crowd management:

Before 10:00 pm:

MAINTAINING SEATING CAPACITY, IMPLEMENTING VIRTUAL  
WAITLIST WHEN NECESSARY

After 10:00 pm:

4.7 Is a cover charge to enter the premises proposed? Yes ☐ No ☒

4.8 What is the anticipated percentage of liquor sales to gross sales?

90 %

• TAKEAWAY BEER/SELTZER/WINE

• BAR SALES

**Note:** If you require more space, please attach additional documentation to this form.





## New Liquor Sales Licence Application Questionnaire

Describe the nature of the proposed seating for the venue (i.e. dining tables, cocktail tables, stand up bar):	<b>Indoor Area</b> COUCHES, SOFAS, BAR SEATING, DINING TABLES.
	<b>Outdoor Area</b> PATIO TABLES + CHAIRS.
Describe any food preparation facilities for the venue:	<b>Indoor Area</b> N/A
	<b>Outdoor Area</b> N/A
Describe any other type of business to be operated from the establishment on a permanent basis, or from time to time (i.e. bakeshop, variety store, grocery store, billiard hall, take-out restaurant, adult entertainment, non- motorized refreshment vehicles, etc?):	<b>Indoor Area</b> N/A
	<b>Outdoor Area</b> N/A
If yes, are the businesses physically separated from the licensed area(s) so that access or exits to and from the other business are not through the licensed area(s)?	<b>Indoor Area</b> NO
	<b>Outdoor Area</b> NO
Describe any ancillary, entertainment (for example, video games, pool tables, etc.).	<b>Indoor Area</b> MUSIC (OCCASIONALLY LIVE MUSIC), TV, BOARD GAMES
	<b>Outdoor Area</b> N/A

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

<p>Describe any musical entertainment to be provided (for example, dance floor, live/recorded music, amplified sound, etc.).</p>	<b>Indoor Area</b> <u>Dance floor</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Live Music</u> <i>OCCASIONAL</i> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <u>Recorded Music</u> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <u>Amplified Sound</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Unamplified Sound</u> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	<b>Outdoor Area</b> <u>Dance floor</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Live Music</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Recorded Music</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Amplified Sound</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <u>Unamplified Sound</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

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### Section 5 Ownership / Management Information

- 5.1 Describe the owner or operator's performance record including any by-law violations, building, health, fire code deficiencies noted on an inspection report, and any pending charges or convictions or liquor licence offences within the last 3 years:

NONE

- 5.2 Has a principal officer of the business or a manager of the business been charged with or convicted of a liquor licence related offence?

Yes ☐ No ☒

If yes, provide details of a pending charge or conviction below:

- 5.3 Do any of the principal officer(s) or managers of the business have a criminal record?

Yes ☒ No ☐

If yes, provide a copy of the criminal records check below:

- 5.4 Is there a pending charge or conviction against the business related to a liquor-related offence?

Yes ☐ No ☒

If yes, please describe below:

- 5.5 List the names and addresses of any other license establishments in Canada owned or operated by the same operator or owner:

NONE

**Note:** If you require more space, please attach additional documentation to this form.



## New Liquor Sales Licence Application Questionnaire

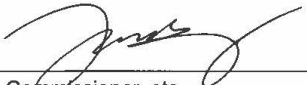
### Section 6 Affidavit of Liquor Sales Licence Application Questionnaire

I, TATE SMIRLE (name of applicant/owner), hereby certify that the information provided pursuant to this liquor sale licence application questionnaire is true, accurate and complete to the best of my knowledge and ability.

I understand and acknowledge that if the information with respect to the establishment changes materially. I am responsible for completing and submitting an updated questionnaire. I further understand and acknowledge that the submission of an incomplete questionnaire or the inclusion of false statements is deemed to be a breach of any business licence issued by the City and may be grounds for such licence to be revoked.

Sworn (Affirmed) before me  
at the City of Barrie,  
in the Province of Ontario  
on the 26 day of  
FEBRUARY, 2025.

Jeddy Ching Hin Wong,  
a Commissioner, etc.  
Province of Ontario, for the  
Corporation of the City of Barrie  
Expires October 14, 2025

  
A Commissioner, etc.

  
Signature of Applicant

**NOTE:** This is a sworn (affirmed) affidavit of the deponent only. No investigation has been conducted by this authority to confirm or verify the above sworn information.

The CRIMINAL CODE OF CANADA provides that: everyone commits perjury who, with intent to mislead, makes before a person who is authorized by law to permit it to be made before him a false statement under oath or solemn affirmation by affidavit, solemn declaration or deposition or orally, knowing that the statement is false, is guilty of an indictable offence and liable to a term of imprisonment not exceeding fourteen years (Section 131, 132), or by summary conviction (Section 134).

Personal information on this form is collected to determine any concerns with zoning, non-compliance with any by-laws, or general objections to the application by City Council, the municipality, residents, and/or organizations within the municipality. The document and any associated submissions will be made available on the City's website and distributed to various stakeholder organizations and resident associations as well as the Alcohol and Gaming Commission of Ontario. This document is a public record, despite anything in the *Municipal Freedom of Information and Protection of Privacy Act (1990)*, and, until its destruction, may be inspected by any person at the City Clerk's Office at a time when the office is open. Questions about this collection can be directed to the City Clerk, 70 Collier Street, Barrie, Ontario L4M 4T5 (705) 739-4220 Ext 4421.

Personal information contained on this form is collected under the authority of the Ontario Building Code, Ontario Regulation 332/12 as amended and the City of Barrie By-law 2009-141 and will be used to respond to requests for information on properties.

**Note:** If you require more space, please attach additional documentation to this form.