



NORTHAMPTON LICENSE COMMISSION
City Hall, Office of the Mayor
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COMMISSIONERS

Natasha Yakovlev, Chair
Jennifer Ewers
Amy Cahillane

Administration, Licensing and Economic Development Coordinator
Annie Lesko
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**MEETING MINUTES OF THE
NORTHAMPTON LICENSE COMMISSION**

**Wednesday, May 21, 2025 ♦ 4:00 p.m.
Zoom Meeting**

The City of Northampton does not discriminate based on disability and is committed to hosting accessible meetings. To request a reasonable accommodation to attend any City meeting, please contact the ADA Coordinator at: adacoordinator@northamptonma.gov or call 413-587-1288.

The May 21, 2025, License Commission meeting was held via remote participation.

Join Virtual Meeting

- **Video Conference:**
<https://us06web.zoom.us/j/89892253258?pwd=zhRcPns0txAUP8ALRTX60ST0igxMUs.1>

OR

- **Telephone, call:** +1-646-876-9923, Meeting ID: 898 9225 3258, Passcode: 325145

- 1. MEETING CALLED TO ORDER at 4:00 p.m. by Commissioner Yakovlev**
ROLL CALL - Commissioners Yakovlev, Ewers, and Cahillane were present
ANNOUNCEMENT OF ZOOM RECORDING made by Commissioner Yakovlev

2. PUBLIC COMMENT

The clerk read a written public comment from Kerim May for the record:

"Many thanks to Isaac and the rest of the organizers for their hard work to get this year's event going, and for listening to my concerns about the music volume and frequency. I really appreciate the adjustments you're making for this year's event — most notably dropping back down to four nights of music, prioritizing smaller acts some nights, and having a "sound check" person available. I'm hopeful and optimistic that it's going to be a very nice summer on Strong Ave."

3. APPLICATION FOR A SHORT-TERM LIQUOR LICENSE

Glasgow Lands Scottish Festival, Inc.
Date/Time: Saturday, July 19, 2025, 9 a.m. to 10 p.m.
Event: Glasgow Lands Scottish Festival
Location: Look Memorial Park, 300 N. Main St., Florence
Type: All-Alcoholic

There was no one present for this application.

4. APPLICATION FOR A SHORT-TERM LIQUOR LICENSE

Greenfield Cooperative Bank

Date/Time: Wednesday, June 4, 2025, 5 p.m. to 7 p.m.

Event: Arrive @ 5

Location: Northampton Cooperative Bank, 6 Main St., Florence

Type: Wine & Malt

Courtney Huxley was present, representing the bank.

Commissioner Ewers moved to approve the short-term liquor license for Greenfield Cooperative Bank for Wednesday, June 4, 2025, from 5 to 7 p.m. at Northampton Cooperative Bank. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

5. APPLICATION FOR AN ENTERTAINMENT LICENSE FOR THE PURPOSES OF SUMMER ON STRONG

Rias Baixas, LLC d/b/a Homestead., 7 Strong Ave.

Proposed Entertainment: Summer on Strong: Live Music

from May 21, 2025, through September 9, 2025

Thursdays, Fridays, Saturdays: 4:45 p.m. - 8:15 p.m.

Sundays: 5:15 p.m. - 8:15 p.m.

Isaac Weiner stated that since January, the Summer on Strong Committee has been working hard to address concerns raised by Kerim May and Shiva Shakti. One solution was putting arbor trees in front of Shiva Shakti to serve as a barrier. The Committee met with Kerim May and Andrea from the DNA and has also coordinated with Ryan Hollander, who will be handling the programming of musicians. Ryan will be more mindful of the musicians and the size of the acts. Thursdays and Fridays will be kept quieter, while Saturdays and Sundays are reserved for larger groups. Everyone involved is working tirelessly to find a balanced solution.

Commissioner Cahillane moved to approve the application for an entertainment license for Summer on Strong for Rias Baixas, LLC from May 21, 2025, through September 9, 2025, on Thursdays, Fridays, Saturdays from 4:45 p.m. to 8:15 p.m. and Sundays from 5:15 p.m. to 8:15 p.m. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

6. APPLICATIONS FOR SHORT-TERM LIQUOR LICENSES

Michael F. Curtin Post 8006, V.F.W Home Association, Inc., 18 Meadow St.

Event: Music on the Porch - Florence Concert Series

Time: 5:30 p.m. to 8:30 p.m.

Days: Thursdays

Type: Wine & Malt

Dates: May 29, 2025; June 5, 2025; June 12, 2025; June 19, 2025; June 26, 2025;

July 3, 2025; July 10, 2025; July 17, 2025; July 24, 2025; July 31, 2025; August 7,

2025; August 14, 2025; August 21, 2025; August 28, 2025; September 4, 2025

Thomas Pease was present for these applications and stated that the space will be roped off so no one can get out with any beverages. He has the same setup as last year, which went well.

Commissioner Ewers moved to approve the short-term liquor licenses for Michael F. Curtin Post 8006, VFW Home Association, Inc. for Music on the Porch from 5:30 to 8:30 p.m. for May 29, 2025; June 5, 2025; June 12, 2025; June 19, 2025; June 26, 2025; July 3, 2025; July 10, 2025; July 17, 2025; July 24, 2025; July 31, 2025; August 7, 2025; August 14, 2025; August 21, 2025; August 28, 2025; and September 4, 202. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

7. APPLICATION FOR A SHORT-TERM LIQUOR LICENSE

Thebeerguy, LLC

Date/Time: Saturday, May 31, 2025, 1 p.m. to 7 p.m.

Location: Look Park, 300 N. Main St., Florence

Event: Easthampton Savings Bank Picnic

Type: Wine & Malt

Dave Capriatti stated that Easthampton Savings Bank has hired him to provide beverages for their picnic in Look Park.

Commissioner Ewers moved to approve the short-term liquor license for Thebeerguy, LLC for the Easthampton Savings Bank Picnic at Look Park, 300 N. Main St., Florence on May 31st from 1 p.m. to 7 p.m. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

8. APPLICATION FOR A COMMON VICTUALLER AND ENTERTAINMENT LICENSE

Grandemar Hospitality, Inc. d/b/a Fitzwilly's/Toasted Owl Tavern

23 Main St.

Proposed Entertainment: Indoor recorded music, live music, and trivia with amplification

Proposed Day/Hours: Sunday: Fitz - 11:30am-8:30pm/Toasted - 12pm-11pm

Monday - Thursday: Fitz - 11:30am-8:30pm/Toasted - 4pm-11pm

Friday: Fitz - 11:30am-9:45pm/Toasted: 4pm-1am

Saturday: Fitz - 11:30am-9:45pm/Toasted - 12pm-1am

Attorney Josh Goldstein spoke on behalf of Grandemar Hospitality, Inc., and stated that the hours and business are staying the same. The applicant plans on providing the same entertainment as it currently does, but would like the opportunity to offer live music.

Fire Prevention Captain Natalie Stollmeyer explained that because Fitzwilly's/Toasted Owl is classified as an A-2 occupancy, an entertainment system response is required. This means that when the fire alarm is activated, the house lights would turn on and any amplified music would be shut off, allowing patrons to hear the alarm and see the strobe lights.

Attorney Goldstein pointed out that Fitzwilly's doesn't currently have live music, so they probably don't have this response system.

Captain Stollmeyer pointed out that this requirement also applies to recorded music. If the volume of amplified music (live, recorded, or played by a DJ) exceeds a certain decibel level, the entertainment system response is required.

With Fitzwilly's and Toasted Owl being two businesses, Commissioner Cahillane asked about the collective occupancy number of the two.

Building Commissioner Kevin Ross stated that the occupancy limit is collective. If the applicants wish to have separate occupancy limits, each establishment would need its own certificate. However, they share one occupancy due to the number of restrooms available between them.

Commissioner Cahillane moved to approve the common victualler license and entertainment license for Grandemar Hospitality, Inc., for amplified trivia contingent upon receiving all the outstanding required documents. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

There was a brief discussion about what was supposed to be voted on.

Commissioner Cahillane amended her motion to include amplified indoor recorded music. Commissioner Ewers seconded. The amendment passed 3-0 by a roll call vote.

9. APPLICATION FOR A NEW COMMON VICTUALLER LICENSE

YUP Coffee Roasters, Inc.
296 Nonotuck St., Florence

There was no one present for the application. The clerk informed the Commission that YUP Coffee Roaster's used to hold a Common Victualler license but didn't renew it during the pandemic, and have decided to reopen their doors to the public.

Commissioner Ewers moved to approve the application for a common victualler license for YUP Coffee Roasters, Inc. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

10. APPLICATION FOR A CHANGE OF MANAGER ON AN ANNUAL WINE AND MALT PACKAGE STORE LICENSE

Pasupati, LLC d/b/a Mock's Chip & Ale, 100 Damon Rd.
Proposed Manager: Birenkumar Patel

Attorney Kristi Bodin, representing Pasupati, LLC, stated this transaction is for a change of manager. Biren recently received his U.S. citizenship so now he is being made the manager of the license and has been an owner on the license the whole time.

Commissioner Cahillane moved to approve the change of manager license for Pasupati, LLC d/b/a Mock's Chip & Ale to Birenkumar Patel. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

11. APPLICATIONS FOR SHORT-TERM LIQUOR LICENSES

Northampton Center for the Arts, Inc.
Event: 33 Outside
Location & Time: 33 Hawley St., 7:30 p.m. to 9:30 p.m.
Dates: Friday, June 13, 2025
Friday, July 11, 2025
Type: Wine & Malt

Heather Geoffrey stated that 33 Outside is a summer series with family-friendly outdoor activities, partially funded by the ARPA, as a way to bring residents together.

Commissioner Ewers moved to approve the short-term liquor license applications for the Northampton Center for the Arts at 33 Hawley St. on June 13 and July 11 from 7:30 to 9:30 p.m. and to include the fee waiver request. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

12. APPLICATION FOR A CHANGE OF MANAGER AND CHANGE OF OFFICERS/DIRECTORS ON AN ANNUAL WINE AND MALT PACKAGE STORE LICENSE

River Valley Market, LLC, 330 N. King St.

Proposed Manager: Yvette Laurent-Jimenez

Rochelle Prunty, General Manager for River Valley Market, LLC was present and stated Yvette started as an Operations Manager a few years ago and has been promoted to Store Manager. She's in the store all the time now so it makes sense to make her the manager of record. They are also changing the officers and directors.

Commissioner Cahillane moved to approve the application for a change of manager and change of officers/directors on an annual wine and malt package store license for River Valley Market, LLC. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

13. PUBLIC HEARING FOR AN APPLICATION FOR A TRANSFER AND PLEDGE OF LICENSE ON AN ANNUAL WINE AND MALT RESTAURANT LICENSE AND APPLICATION FOR A COMMON VICTUALLER LICENSE

Lichter & Levin Delicatessen Northampton, LLC, 1 Market St.

Proposed Manager: Alexandra Hanley

Commissioner Yakovlev moved to open the public hearing at 4:34 p.m. Commissioner Ewers seconded. The hearing was opened by a 3-0 roll call vote. There was no public comment.

Alexandra Hanley was present and stated they are opening a new Jewish deli. Operationally, it's going to be quite similar and will continue with counter, but will have catering in-house for private events. Hours of operation will be 8 a.m. to 6 p.m. for the deli, with 11 p.m. closure for private events. Alexandra Hanley has been an executive chef in the valley for 30 years and is excited about the opportunity.

Ben Levin was also present and stated that there has been a lot of planning and dreaming going back many years, and he's excited to open and join the community. The tentative opening date is the end of June.

Commissioner Yakovlev moved to close the public hearing at 4:38 p.m. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

Commissioner Ewers moved to approve the transfer and pledge of license on an annual wine and malt restaurant license and Common Victualler license for Lichter and Levin Delicatessen Northampton, LLC. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.

14. APPLICATION FOR A COMMON VICTUALLER LICENSE AND ENTERTAINMENT LICENSE

99 Main, LLC d/b/a Miss Flo's Pizzeria
92 Maple St., Florence
Proposed Entertainment: Indoor, acoustic, amplified music, Monday through Saturday, 4 p.m. to 8 p.m.

Georgianna Brunton, owner of 99 Main, LLC d/b/a Miss Flo's Pizzeria, stated she's opening in the former A-1 Pizza location. The pizza dough recipe will change, and the interior looks very different. She stated the menu will be more grinder-focused. The floor plan will stay the same with one less booth. The plan is to open next Wednesday.

Commissioner Cahillane moved to approve the application for a common victualler license and entertainment license for 99 Main, LLC d/b/a Miss Flo's Pizzeria with indoor, acoustic, and amplified music as entertainment, Monday through Saturday from 4 p.m. to 8 p.m. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

15. APPLICATION FOR A CHANGE OF MANAGER ON AN ANNUAL PACKAGE STORE LICENSE

J.W. Sandri, Inc. d/b/a Sandri #139, 776 N. King St.
Proposed Manager: Luis Matos

Luis Matos, Store Manager, at Sandri Sunoco was present and stated he's been employed by Sandri for six years starting as an assistant at the Greenfield location and has been at the Northampton store since last April.

Commissioner Ewers moved to approve the application for a change of manager on an annual package store license for J.W. Sandri, Inc. Commissioner Cahillane seconded. The motion was approved 3-0 by a roll call vote.

16. APPLICATION FOR A COMMON VICTUALLER LICENSE, ENTERTAINMENT LICENSE, AND AUTOMATIC AMUSEMENT DEVICE LICENSES

Progression Investments, LLC d/b/a Progression Brewing Company
9 Pearl St.
Proposed Entertainment: Indoor, live trivia nights on Wednesdays and live music on other days.
Proposed Days/Hours: Sundays: 12pm - 7pm
Wednesdays & Thursdays: 4pm - 10pm
Fridays: 3pm - 10pm
Saturdays: 12pm - 10pm
Automatic Amusement Devices: Three Pinball Machines

Attorney Warren Thompson was present for this application. The entertainment system response issue was addressed, similar to Fitzwilly's.

Attorney Thompson pointed out that the buyer is looking to continue the business as is.

Josh Skowyra pointed out that he understands the business is in compliance with this requirement because Progression has had live music for years.

Captain Stollmeyer requested proof of the entertainment system response, which could be an affidavit from the fire alarm contractor or having Captain Stollmeyer on site to witness the system test. She let the applicant know they can reach out to her at any time to test it.

Commissioner Cahillane moved to approve the application for a common victualler license, entertainment license, and automatic amusement device licenses for Progression Investments, LLC, for indoor live trivia nights and indoor live music contingent upon installation of the appropriate fire suppression system. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

Captain Stollmeyer pointed out that it's not a fire suppression system that is required; it's the entertainment system response.

Commissioner Cahillane amended the motion to remove "fire suppression system" and insert "entertainment system response" in its place. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

17. DISCUSSION AND POSSIBLE VOTE TO ADOPT '2-3: WAIVER OF FEES FOR SHORT-TERM LICENSES' INTO THE LICENSE COMMISSION RULES AND REGULATIONS

Commissioner Yakovlev read the proposed regulation for the record:

2-3: The fees established by the License Commission for short term all alcoholic beverages licenses and for short term wine and malt licenses shall be waived for any nonprofit applicant. A nonprofit applicant seeking waiver of such fees shall include with the short term license application a copy of its Articles of Organization and the most recent Annual Report filed with the Secretary of the Commonwealth.

The Commission discusses the requirements for nonprofit organizations applying for short-term license fee waivers. They decide to keep both the articles of organization and annual report requirements, as the clerk confirms these documents are easily accessible.

Commissioner Cahillane moved to adopt Section 2-3: Waiver of fees for short-term licenses into the License Commission rules and regulations. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

18. DISCUSSION AND POSSIBLE VOTE TO ADOPT '2-2 SHORT-TERM LICENSES – INSPECTION' INTO THE LICENSE COMMISSION RULES AND REGULATIONS

2-2: An applicant for a short-term liquor license shall, as part of the application package, certify that the premises to be licensed are subject to inspection by the Northampton Building Department and Fire Rescue Department no less than annually, and that such premises have been inspected within the preceding twelve months. Any applicant that cannot certify that the premises have been inspected within the preceding twelve months shall be responsible for arranging an inspection by the Building Department and Fire Rescue Department and for payment of such fees as are determined by the Building Department and Fire Rescue Department prior to the issuance of the short-term license. No short-term liquor license shall be issued to any premises that have not been inspected by the Building Department and Fire Rescue Department within the preceding twelve months.

The Clerk provided a list of short-term liquor licensees from the past three years, and Captain Stollmeyer identified which of those establishments are not subject to inspection. Captain Stollmeyer noted she's comfortable with the Commission approving licenses contingent on passing an inspection.

Commissioner Ewers moved to adopt section 2-2: Short-Term Licenses - Inspection into the License Commission's rules and regulations. Commission Cahillane seconded. The motion passed 3-0 by a roll call vote.

The clerk will send a note to a list of previous applicants that they will be subject to an inspection for their next application, and she will also provide the parameters of what the inspection will entail.

19. DISCUSSION AND POSSIBLE VOTE TO DETERMINE THE MEANS OF REISSUANCE FOR THE AVAILABLE ALL-ALCOHOL LIQUOR LICENSE

The License Commission discusses reissuing an available alcohol license currently held for the Bowery's potential reopening of the Calvin. They consider conducting a lottery for new businesses and express concerns about the risks involved with allowing new ventures to apply. The commission agrees they are nearly ready to reclaim and reissue the license, but want to communicate with both Eric Suher and the Bowery before making a final decision. They ask the clerk to ask the Mayor to inform both parties that they will be voting on reissuing the license at the June meeting.

20. APPROVAL OF MINUTES

- April 22, 2025
- May 5, 2025

Commissioner Cahillane moved to approve the April 22, 2025, and May 5, 2022, minutes as written. Commissioner Ewers seconded. The motion passed 3-0 by a roll call vote.

21. NEW BUSINESS

The clerk noted that the folks from NoHo Social still have not reached out to apply for the liquor license. The Commission asked the clerk to make contact with them.

The clerk also reported the license transferred to Pedigo-Wood, LLC d/b/a Haze, reached out and reported they've hit a snag in the opening of the bar due to financing, and are looking into other alternatives. She wanted to make sure she wouldn't lose the liquor license while she tries to figure stuff out.

The Commission determined that, since the license was approved by the ABCC in April, Pedigo-Wood, LLC should provide an update to the Commission by the September meeting if no progress has been made.

22. ADJOURN

Commissioner Ewers moved to adjourn the meeting at 5:47 p.m. Commissioner Cahillane seconded. The motion passed 3-0 by a roll call vote.