



Liquor License Authority Meeting Minutes - Final

Monday, December 23, 2024

10:00 AM

Town Hall
100 N. Wilcox Street
Castle Rock, CO 80104

This meeting is open to the public. Three or more Council members may also attend this meeting, during which the items listed herein will be discussed. If you are unable to access any portion of these materials due to a disability as defined under Colorado House Bill 21-1110, please call us at 303-663-4440, email the Town's accessibility team at accessibility@CRgov.com or submit an accommodation request form at CRgov.com/A11yRequest.

CALL TO ORDER

NEW LIQUOR LICENSE APPLICATIONS

[LLA 2024-002](#)

New Entertainment Facility License - American Multi-Cinema, Inc. dba AMC Castle Rock 12

Town Clerk, Lisa Anderson, read the staff findings into the record.

Judge Gresh, hearing no objections, entered the packet into the record.

Loren Brown, attorney for the applicant, and Christopher Eldridge, general manager, were present.

Scott Stipsits is the director of food beverage at AMC Theatres, and called in remotely from Leawood, Kansas. He stated he has 31 years experience working for AMC and 14 years in this capacity.

Stipsits stated the addition of a liquor license is in response to competition to attract guests back to the movies along with improved technology, mobile ordering and expanding their menus.

They found that 65% of guests are over age 21. Over 50% of their theatres offer adult beverage options and are in 35 states they operate in beginning in 2012 with 12 theatres selling alcohol in Colorado.

Drinks will be offered in the concession area in bottled and canned pre-mixed beverages with or without a cup to pour it into.

They have developed a comprehensive program to train staff. They provide internal training and third party TIPS training/responsible server training. They do third party mystery shoppers to ensure associates are checking for IDs and they are executing the service properly. Only ticketed guests can purchase alcohol, there are not happy hours or a lounge area. Drink prices are higher and average 1.2 drinks per guest. Most guests only get a drink before they enter the theatre and don't come out during the movie to get a second beverage. The cups are

clear and differentiate from non-alcoholic drinks. Crews are trained to use the ambient light from the projector, and the cups can be clearly seen. The lighting is also used to fight against piracy.

Point of sale controls is aided by stickers to remind staff dates to ensure a guest is of age.

Judge Gresh swore in manager Christopher Eldridge who has been with AMC for 20 years and 16 years as a manager at AMC theatres that sell alcohol. He confirmed the public notice sign was posted and has remained up. All exits will exhibit the alcohol signs and police are called for any incident involving alcohol.

Judge Gresh confirmed the alcohol will remain in a locked room when the theatre is not open. He confirmed the outcome of the survey and that it was an offer of evidence that local inhabitants and businesses support the issuance of the liquor license.

He agrees it is an appropriate use, and recognizes that this theatre was criticized for not having alcohol. The applicants are of good moral character, all requirements have been met. Gresh approves the issuance of an Entertainment Facility license.

ADJOURN

Adjourned at 10:29am.

Submitted by:

Lisa Anderson, Town Clerk