



Item No. 7
MEMO

To: Mayor John Haila and Ames City Council Members
From: Lieutenant Tom Shelton, Ames Police Department
Date: July 22, 2025
Subject: Beer Permits & Liquor License Renewal

The following licenses are eligible for renewal:

- a. Cyclone Experience Network Jack Trice, 1800 S 4th Street, Class C Retail Alcohol License with Catering Privilege and Outdoor Service
- b. Fareway Meat Market #189, 3720 Lincoln Way, Class E Retail Alcohol License
- c. Sweet Caroline's, 316 Main Street, Class C Retail Alcohol License with Outdoor Service and Catering, Pending Dramshop Review
- d. The Mucky Duck Pub, 3100 S Duff Avenue, Class C Retail Alcohol License with Outdoor Service and Catering, Pending Dramshop Review
- e. Kum & Go # 1215, 4506 Lincoln Way, Class E Retail Alcohol License
- f. Hickory Park, 1404 S. Duff Avenue, Special Class C Retail Alcohol License, Pending Dramshop Review
- g. El Azteca, 2120 Isaac Newton, Class C Retail Alcohol License

A review of police records for the past 12 months found no liquor law violations for Cyclone Experience Network Jack Trice, Fareway Meat Market #189, Sweet Carolines, The Mucky Duck, Kum & Go #1215, or Hickory Park. **Therefore, the Police Department recommends the license renewal for the above businesses.**

The Police Department conducts compliance checks on establishments that hold liquor licenses in the City of Ames. These compliance checks are completed by taking an underage person to liquor licenses establishments who then attempts to purchase alcohol. A business passes the check if the employee asks for identification and rightly refuses the purchase. An establishment fails the compliance check if the employee sells to the underage person. **In the past 12 months, El Azteca has failed one and passed one compliance checks.**

The first failed compliance check occurred on 5/1/2025 . A minor (20 years old) was served an alcoholic beverage. The minor ordered an alcoholic drink and the employee asked for identification. The employee was handed the minor's

genuine ID showing them to be 20 years of age. The employee failed to recognize the individual was under the age of 21. The waiter said that he misread the ID. The establishment was notified and encouraged to attend Quarterly Meetings, ID training sessions, and I-PACT training offered through the state.

A follow up compliance check was conducted on June 26, 2025. On this occasion, the employee asked for ID and correctly refused the sale, passing the follow up check.

At this time, the Police Department recommends the license renewal for El Azteca. If there are further violations of serving underage, the Police Department will bring that information to Council for possible action.