

Pursuant to Assembly Bill 361, members of the License Review Board and staff will participate in this meeting via teleconference or other electronic means.

**PARTICIPATE BEFORE THE MEETING** by emailing [Revenue@TorranceCA.GOV](mailto:Revenue@TorranceCA.GOV) and write “Public Comment” in the subject line. In the body of the email include the item number and/or title of the item with your comments.

**MEMBERS OF THE PUBLIC MAY VIEW AND PARTICIPATE IN THE MEETING** via Zoom by using the following link or by calling in with the phone number listed below:

Link: <https://us02web.zoom.us/j/87817714007?pwd=elpac0VzZmZ0LzNCT0luVUJDdFQzdz09>

Phone number: 1-669-900-6833

Meeting ID: 878 1771 4007

Passcode: 582891

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk’s office at (310) 618-2780. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR35.102-35.104 ADA Title II]

Direct questions or concerns to the Suzanne Bittner at (310) 618-5923 or individual department head prior to submission to the Board. Parties will be notified if the complaint will be included on a subsequent agenda.

**TORRANCE LICENSE REVIEW BOARD AGENDA  
THURSDAY, MAY 5, 2022  
REGULAR MEETING**

**10:00 A.M. VIA TELECONFERENCE OR OTHER ELECTRONIC MEANS**

**1. CALL TO ORDER**

**2. ROLL CALL**

License Review Board Members – Botiller \_\_\_\_, Chun \_\_\_\_, Chair Smith \_\_\_\_  
Alternate License Review Board Members – Harris \_\_\_\_, Rumery \_\_\_\_

**3. REPORT OF STAFF ON THE POSTING OF THE AGENDA**

The agenda was posted on the Public Notice Board at 3031 Torrance Boulevard and on the City’s website on Thursday April 28, 2022.

**4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS.**

**5. ORAL COMMUNICATIONS (Limited to a 30 minute period)**

*This portion of the meeting is reserved for public comment on items not on the agenda under the subject matter of the License Review Board. Under the Ralph M. Brown Act, Board Members cannot act on items raised during public comment but may respond briefly to statements made or questions posed; request clarification; or refer the item to staff. Speakers under this Public Comment period will have no longer than 3 minutes per speaker. Please do not use Bluetooth or speaker devices, mute the volume on your television or other electronic devices and speak clearly. Your phone call to the Board meeting will be recorded as part of the meeting. By staying on the line and making public comment during the meeting, you are agreeing to have your phone call recorded.*

**6. Consent Calendar**

*Matters listed under the Consent Calendar are considered routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed by a Board Member from the Consent Calendar and considered separately.*

**6A. APPROVAL OF MINUTES: Thursday April 7, 2022**

**7. ADMINISTRATIVE MATTERS**

**7A. Beyond Limits Strategies Inc, DBA Mimi's Cafe**, application for a business license to allow the operation of a restaurant serving alcohol.

**7B. V&J Investments, Inc, DBA Madre!**, application for a business license to allow the operation of a liquor store selling alcohol.

**8. PUBLIC HEARINGS (IF APPLICABLE MUST BE PUBLISHED IN NEWSPAPER)**

**9. BOARD ORAL COMMUNICATIONS**

**10. ADJOURNMENT**

**10A.** Adjournment of License Review Board Meeting to Thursday May 19, 2022, at 10:00 a.m. Pursuant to Assembly Bill 361, members of the Board and staff will participate in this meeting via teleconference or other electronic means.

**MINUTES OF A REGULAR MEETING OF  
THE LICENSE REVIEW BOARD**

**1. CALL TO ORDER**

The Torrance License Review Board convened in a regular session at 10:00 a.m. on Thursday, April 7, 2022, via teleconference or other electronic means.

**2. ROLL CALL**

Present: Chairman Michael Smith, City Manager's Office  
Board Member Jason Botiller, General Services  
Board Member Jin Chun, Office of Cable and Community Relations

Also Present: Deputy City Attorney Brandon Gonzaque  
License Supervisor Suzanne Bittner

**3. REPORT OF STAFF ON THE POSTING OF THE AGENDA**

**MOTION:** Member Botiller, seconded by Member Chun moved to accept and file the report of the City Clerk on the posting on the agenda for this meeting. A roll call vote reflected unanimous approval.

**4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS**

– None

**5. ORAL COMMUNICATIONS**

– None

**6. CONSENT CALENDAR**

**6A. APPROVAL OF MINUTES: Thursday, March 3, 2022**

**MOTION:** Member Botiller moved to approve the minutes for the meeting held on March 3, 2022, as submitted. The motion was seconded by Member Chun and the motion passed.

**7. ADMINISTRATIVE MATTERS**

**7A. XH MESSAGE**

Application for approval of a Business License to allow the operation of a massage establishment

Ms. Luosha Teresa Wong translated into Mandarin for Xiuhua Chen, owner of XH Massage. Ms. Chen confirmed her application for a business license to allow the operation of a massage establishment, located at 1730 W. Sepulveda Blvd, Unit 5, Torrance, and verified that she had met with the Police Department and understood the rules and regulations pertaining to this type of business.

In response to questions from Member Botiller, Ms. Chen stated that she had not made any changes to the facility and did not plan any changes at this time. She confirmed that she had renewed her massage license and would send a copy of her license to the Finance Department. Ms. Chen stated that she would continue to also work at her Camarillo location and would hire a manager for Camarillo when the Torrance location became busier. She added that as soon as she had obtained her business license, she would hire a massage therapist or a receptionist for the Torrance location.

Responding to questions from Deputy City Attorney Gonzaque, Ms. Chen confirmed that: she was responsible for all activities that occurred at the business, whether she was present on site or not, including the activities of the employees, that she or any employees providing massages would need to be licensed by the California Massage Therapy Council, that she needed to maintain an up-to-date list of her employees with the Finance Department and inform the Finance Department if she hired any employees or let any employees go and that if she or any of her employees performed any illegal or illicit acts, in violation of California Penal Code, California Health and Safety Code or the Torrance Municipal Code or any other laws, she could be held responsible, she could have her business license suspended or revoked and if she or an employee violated the California Penal Code, the California Health and Safety Codes or the Torrance Municipal Code or any other laws, she could also be prosecuted in a criminal court of law.

**MOTION:** Member Botiller moved to approve the application for a business license to allow the operation of a massage establishment to XH Massage, located at 1730 W. Sepulveda Blvd, Unit 5, in Torrance. The motion was seconded by Member Chun and a roll call vote reflected unanimous approval.

License Supervisor Bittner stated that she would mail and email the business license to Ms. Chen.

8. **PUBLIC HEARINGS (IF APPLICABLE MUST BE PUBLISHED IN NEWSPAPER)**

– None

9. **BOARD ORAL COMMUNICATIONS**

– None

10. **ADJOURNMENT**

10A. **MOTION:** At 10:16 a.m., Member Botiller moved to adjourn the meeting to Thursday, April 21, 2021 at 10:00 a.m. via teleconference or other electronic means. The motion was seconded by Member Chun and a roll call vote reflected unanimous approval.

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LICENSE REVIEW BOARD MEETING  
MAY 5, 2022

ITEM NO. 7. A. – BEYOND LIMITS STRATEGIES INC., DBA  
MIMI'S CAFE

BACKGROUND

Tomas Valdez, manager of Beyond Limits Strategies Inc., DBA Mimi's Cafe has made an application for approval of a business license to allow the operation of a restaurant serving alcohol. The business is located at 25343 Crenshaw Boulevard in Torrance.

ANALYSIS


Per Section 31.7.1 subsection 4) of the Torrance Municipal Code, any business license application, at the discretion of the Assistant Finance Director, can be sent to the License Review Board for approval before issuance of the license.

RECOMMENDATION

The License Division recommends approval of this business license with the conditions set forth by the California Department of Alcohol Beverage Control.

Attachment A: Business License Application  
Attachment B: LA County Health Department Permit Query  
Attachment C: California Department of ABC License Query  
Attachment D: Torrance Police Department Reports

Please call the Business License Office at 310 618 5923 for fee amounts. Payment must be submitted with your application.

 <p><b>City of Torrance, Revenue Division</b>  <b>Business License Application</b>          3031 Torrance Blvd, Torrance, CA 90503          (P) 310-618-5923 (F) 310-618-5852          revenue@torranceca.gov</p>	<p><b>SELECT APPLICABLE BOX:</b></p> <table style="width:100%;"> <tr> <td>NEW APPLICATION</td> <td><input type="checkbox"/></td> <td>CHANGE OF OWNERSHIP (greater than 50%)</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>CHANGE OF BUSINESS LOCATION</td> <td><input type="checkbox"/></td> <td>CHANGE OF NAME (Only)</td> <td><input type="checkbox"/></td> </tr> </table>	NEW APPLICATION	<input type="checkbox"/>	CHANGE OF OWNERSHIP (greater than 50%)	<input checked="" type="checkbox"/>	CHANGE OF BUSINESS LOCATION	<input type="checkbox"/>	CHANGE OF NAME (Only)	<input type="checkbox"/>
NEW APPLICATION	<input type="checkbox"/>	CHANGE OF OWNERSHIP (greater than 50%)	<input checked="" type="checkbox"/>						
CHANGE OF BUSINESS LOCATION	<input type="checkbox"/>	CHANGE OF NAME (Only)	<input type="checkbox"/>						

**PART I. APPLICANT TO ANSWER ALL QUESTIONS IN THIS SECTION (print or type)**

BUSINESS NAME OR DBA Mimi's Cafe	CORPORATE NAME (LEGAL ENTITY NAME IF DIFFERENT FROM BUSINESS NAME OR DBA) Beyond Limits 1, Inc (doing business in California as Beyond Limits Strategia Inc)
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1. BUSINESS LOCATION (*physical business address - see note below)	Suite#	City	State	ZIP
25343 Crenshaw Blvd., Torrance, CA 90505				

2. MAILING ADDRESS OR PO/PMB BOX (required)	Suite#	City	State	ZIP
5243 E. Beverly Blvd., Los Angeles, CA 90022				

3. IS THE BUSINESS LOCATED AT A RESIDENTIAL ADDRESS (*select one)?	HOME OCCUPATION PERMIT#:	EMAIL ADDRESS:
YES <input type="radio"/> NO <input checked="" type="radio"/>	N/A	[REDACTED]

NATURE OF BUSINESS (description of business activity in detail):  
 Full-service restaurant (includes service of alcoholic beverages)

FOR A BUSINESS LOCATED IN TORRANCE PROVIDE THE PRIMARY STANDARD INDUSTRY (SIC) CODE(S) (**see note below):	STATE WASTE DISCHARGER IDENTIFICATION NUMBER (WDID#) (**if applicable - see note below):
5812	N/A

TECHNOLOGY BUSINESS (select one):	YES	<input type="radio"/>	NO	<input checked="" type="radio"/>
Definition: A business entity utilizing scientific equipment and engineering techniques, microelectronics, data processing, genetic engineering, or telecommunications.				

RETAIL BUSINESS - WILL YOU BE SELLING CBD PRODUCTS? (select one):	YES	<input type="radio"/>	NO	<input checked="" type="radio"/>
Definition: CBD is the cannabidiol compound derived from industrial hemp, cannabis or otherwise.				

CONTACT NAME: Nikita Brown / Tomas	CONTACT TITLE: General Manager	CONTACT PHONE #: [REDACTED]	BUSINESS PHONE#: (310) 326-4477	CELL PHONE#: [REDACTED]
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DRIVERS LICENSE OR OTHER GOVERNMENT ISSUED ID#: [REDACTED]	SOCIAL SECURITY# (optional):	COMMERCIAL OFFICE SQFT: N/A	# OF PEOPLE WORKING IN TORRANCE: 33 20	# OF UNITS (apartments/hotels/mobile homes/vehicles): N/A
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FEDERAL TAX ID# (FEIN): 853126464	STATE TAX ID# (SEIN):	STATE CONTRACTORS LICENSE #:	STATE SELLERS PERMIT#: [REDACTED]
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OWNERSHIP INFORMATION (check applicable box)	CORPORATION	<input checked="" type="radio"/>	LLC	<input type="radio"/>	PARTNERSHIP	<input type="radio"/>	SOLE OWNERSHIP	<input type="radio"/>
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NAMES OF OWNER, PARTNERS, OR PRINCIPAL OFFICERS: Gurpal Randhawa	TITLE: [REDACTED]	NAMES OF OWNER, PARTNERS OR PRINCIPAL OFFICERS:	TITLE:
Jagdeep Singh	President		

I declare that I am the owner, partner, corporate officer or person with the power of attorney, and I understand if any of the information provided above is not true the business license being applied for may be revoked as outlined in section 31.9.10 of the Torrance Municipal Code.  
 I am duly authorized to make this application. All of the information provided in this application is true and correct. The business will not provide any service, good or product which is illegal under Federal, State, or Local Laws. I declare under penalty of perjury that the foregoing is true and correct.

SIGNATURE: [REDACTED]	DATE: 9/22/21
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**PART II. FOR OFFICIAL USE ONLY**

BASIC FEE:	PROCESSING FEE:	STATE FEE:	PER PERSON FEE:	PER UNIT FEE:
OTHER FEES:	PENALTY FEE:	TOTAL AMOUNT:	Busine BL-AP [REDACTED]	Business License # BL-LIC: [REDACTED]

**NOTES:**  
 \* FOR A RESIDENTIAL BUSINESS ADDRESS YOU ARE NOT REQUIRED TO PROVIDE IT. IF YOU DO NOT WANT TO PROVIDE THE RESIDENTIAL ADDRESS PLEASE LEAVE BOX #1 BLANK AND SELECT YES UNDER BOX #3. FOR A RESIDENTIAL ADDRESS IN TORRANCE YOU WILL FIRST REQUIRE A HOME OCCUPATION PERMIT#.  
 \*\* ACCESS THE BUSINESS SIC CODE(S) AT UNITED STATES DEPARTMENT OF LABOR WEBSITE: [https://www.osha.gov/pls/imis/sic\\_manual.html](https://www.osha.gov/pls/imis/sic_manual.html)  
 \*\*\* ACCESS INFORMATION FOR AN INDUSTRIAL BUSINESS REQUIRING A WDID# FROM THE CALIFORNIA STATE WATER RESOURCES CONTROL BOARD WEBSITE: [https://www.waterboards.ca.gov/water\\_issues/programs/stormwater/industrial.html](https://www.waterboards.ca.gov/water_issues/programs/stormwater/industrial.html)

Attachment B

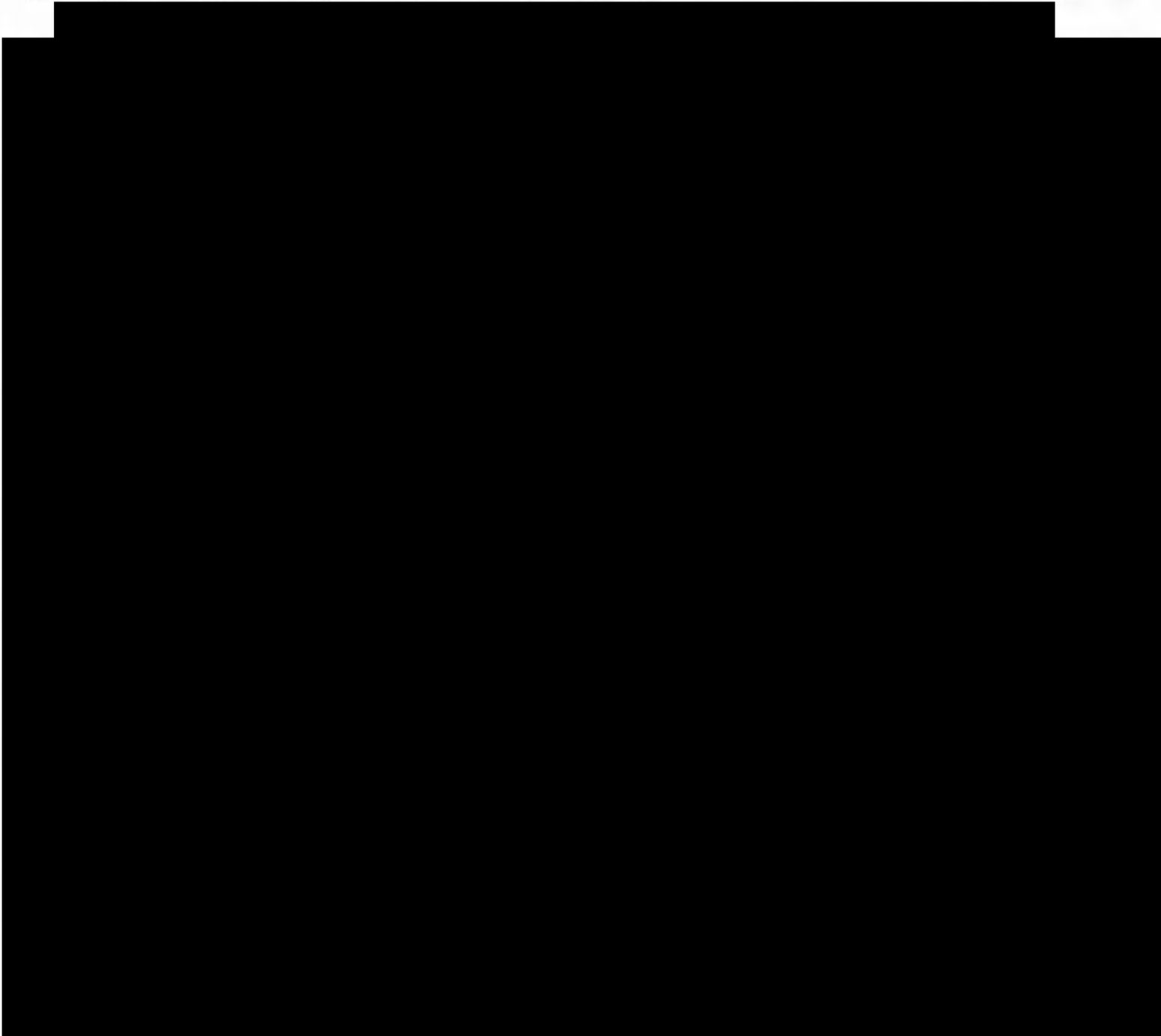


# RETAIL FOOD OFFICIAL INSPECTION REPORT

COUNTY OF LOS ANGELES • DEPARTMENT OF PUBLIC HEALTH  
OFFICE: HARBOR • CHIEF: CARMELITA ARENAS  
20221 HAMILTON AVE, 1st FL, TORRANCE, CA 90502 - Phone: (310) 965-8900  
[WWW.PUBLICHEALTH.LACOUNTY.GOV/EH](http://WWW.PUBLICHEALTH.LACOUNTY.GOV/EH)



Facility Name: MIM'S CAFE		Inspection Date: 12/21/2021		Facility Status
Owner/Permittee: BEYOND LIMITS STRATEGIES, INC		Re-inspection Date: N/A		
Program Identifier: MIM'S CAFE		Time In: 02:30 PM	Time Out: 03:45 PM	Grade: <b>A</b>
Facility Address: 25343 CRENSHAW BLVD		Service: [REDACTED]		
City/State/Zip: TORRANCE, CA 90505		Result: [REDACTED]		
FA: [REDACTED]	PR: [REDACTED]	PE: 1641		Action: [REDACTED]



[REDACTED]  
\_\_\_\_\_  
PIC/Owner Signature

DAVID KOH  
\_\_\_\_\_  
EHS Signature

CA

Attachment C



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Tuesday, April 26, 2022

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## LICENSE INFORMATION

**License Number:** 632467 **Primary Owner:**

BEYOND LIMITS 1, INC WHICH WILL DO BUSINESS IN CAL **Office of Application:**

03 - LB/LAKEWOOD

## BUSINESS ADDRESS

25343 CRENSHAW BLVD , TORRANCE, CA, 90505

**County:** LOS ANGELES **Census Tract:** 6511.01

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## LICENSEE INFORMATION

**Licensee:**

BEYOND LIMITS 1, INC WHICH WILL DO BUSINESS IN CALIFORNIA AS BEYOND LIMITS STRATEGIES, INC

## Company Information

OFFICER: RANDHAWA, GURPAL (SECRETARY TREASURER)

OFFICER: RANDHAWA, GURPAL (DIRECTOR)

OFFICER: SINGH, JAGDEEP (PRESIDENT)

STOCKHOLDER: RANDHAWA, GURPAL

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

### 47 - ON-SALE GENERAL EATING PLACE

**License Type Status:** ACTIVE **Status Date:** 13-APR-2022 **Term:** 12 Month(s)

**Original Issue Date:** 12-APR-2022 **Expiration Date:** 31-MAR-2023 **Master:** Y **Duplicate:** 0

From License Number: 47-530718

**Fee Code:** P40 **Transfers:** Transferred On: 12-APR-2022

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### OPERATING RESTRICTIONS:

Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 7:00 AM to 11:00 PM each day of the week.

The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sale of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.

No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee(s) as depicted on the ABC-257 dated 08/27/2021 and ABC-253 dated 08/27/2021.

The licensee(s) or an employee of the licensee(s) will be present in the patio at all times that alcoholic beverages are being served or consumed. Signs shall be posted at the entry/or exit of the patio area, as depicted on the form ABC-257 dated 08/27/2021, stating: "NO OPEN CONTAINERS OF ALCOHOLIC BEVERAGES BEYOND THIS POINT"

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### DISCIPLINARY ACTION:

No Active Disciplinary Action found

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### DISCIPLINARY HISTORY:

No Disciplinary History found.

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**HOLDS:**

No Active Holds found

**ESCROWS:**

No Escrow found



Torrance Police Department Intelligence  
Section  
**Interview Summary License Review**

Detective Lucas Ryono [REDACTED]

To:

Date: 06 APR 22

**Suzanne Bittner**  
License Supervisor

From:

**Detective Lucas Ryono**  
Intelligence Section

Licensees:

**"Mimi's Cafe"**

Beyond Limits 1, Inc (DBA in California as Beyond Limits Strategies Inc)  
25343 Crenshaw Blvd  
Torrance, CA. 90505  
[REDACTED]

License Review Board Hearing – April 21, 2022

Subject:

**Tomas Valdez (Manager)** [REDACTED]

On 05 APR 22, I interviewed Mr. Valdez who is one of the managers for Mimi's Café, located at 25343 Crenshaw Blvd, in the City of Torrance. Mr. Valdez related that Mimi's Café is a pre-existing business that has recently been purchased by new ownership, Beyond Limits 1, Inc. The business is a food establishment with alcohol, and the license he is applying for is a type 47 license, "On-Sale, Beer, Wine, and Spirits" Eating Place.

Mr. Valdez has worked for Mimi's Café for approximately 30 years and worked in management for approximately 10 years under the prior owners. Mr. Valdez stated there are no significant changes planned for the business under the new ownership.

I reviewed the local and state laws that regulate this business, as well as the conditions that exist on the license. I furnished Mr. Valdez with a copy of the Applicable Code Highlights for ABC "On Sale" Licensed Businesses. In addition, we completed the Torrance Police Department Alcohol Beverage License Indoctrination Form together. Mr. Valdez signed and initialed the form, indicating that he understood the issues at hand.



**Detective Lucas Ryono**  
**Intelligence Section**



**Torrance Police Department**  
**Alcohol Beverage Licensee**  
**Indoctrination and Training**

Interpreter \_\_\_\_\_ Language \_\_\_\_\_



**General Information**

(Manager Tomas Valdez [Redacted])

Business Name Mimi's Cafe Phone [Redacted]

Licensees Beyond Limits 1, Inc. (DBA in CA "Beyond Limits Strategies Inc")

Who are the sole owners? Beyond Limits 1 Inc.

Is the business incorporated? Yes

Is this reflected in the ABC License? Yes

Are there other officers in the company? Karen Sampaio (Account Operations)

Address 25343 Crenshaw Blvd, Torrance, CA 90505

Do you have prior experience working in alcohol sales? ~ 10 years

Where? Mimi's manager under prior ownership

How Many Years? ~ 30 years (10 yrs in management)

Type of License 47

Do you own any other businesses? N/A



**Important Training Areas**

1. **How to check for identification.**

CR TU

- Presentation
- Type of acceptable identification
  - Valid government (not expired)
  - Photo
  - Date of birth

Methods of alteration.

Tricks used by minors.

Minors (under 21) are vertically displayed (not horizontal).

Spotters

It is important to establish a policy.

Whenever in doubt about an ID, consider it to be a fake.

**2. Criminal, administrative, and civil liabilities regarding sales of alcoholic beverages to minors or drunks.**

LR TV

Criminal citations or arrest, fines

ABC administrative hearings and fines

Civil suits

Loss of business license

Moral issues

**3. LEAD Seminar Training**

LR TV

If you are selling alcohol, you should attend a LEAD seminar.

These are hosted by ABC – Call the Lakewood office.

8 Hour course

You should attend with your key employees.

**4. Hours of sales and supervision of parking lot (posting).**

LR TV

45.4.9 TMC - Requires posting sign

If you are involved in off-site alcohol sales, you must post a sign stating there is no drinking in the parking lot.

45.4.8 TMC - No drinking in parking lot

You get a copy of this city ordinance today.

**5. Emergency and routine response by Patrol units.**

LR TV

Understand that the routine telephone number is to be used for routine service.

The 911 line is used for emergencies.

**6. Crime prevention and protection**

LR TV

What to look for and how to protect business and employees.

Employee problems

City ordinances

**7. Explanation of EASY, DECOY and STAKE programs.**

LR TV

The enforcement programs are not intended to entrap.  
The minors will be truthful and appear to be their age.  
These are intended to establish and enforce compliance.

**8. Explanation of Intelligence function.**

CR JV

"Eyes and ears in the community"

**9. Escort ordinances and hostess bars.**

CR JV

Do you have plans to offer a hostess or escort service?  
If so here is a copy of the city ordinances related to  
to these issues.

**10. Prostitution and gambling are illegal.**

CR JV

**11. Age of employees and rules of service.**

CR JV

Off-sale only: 16-17 year olds may sell alcohol if supervised by someone over 21.  
18 year olds may serve alcohol but only if served with food.  
They can be a food server that also serves alcohol.  
21 and over can serve alcohol without restrictions.

**12. Sale of tobacco to juveniles**

CR JV

Are you selling tobacco?  
You have to be 21 years old to buy tobacco.  
Enforcement of laws and compliance checks  
via STAKE will take place.

**13. Adult Entertainment**

CR JV

Are you planning on providing entertainment?  
If so, you will need an entertainment permit.  
You can only have entertainment that is specifically  
allowed by your license.  
Are you planning on allowing dancing?  
If so, you will need a dance permit.  
Are you planning on selling adult videos or magazines?  
If so, you will need to make sure that the covers are not exposed  
to the general public and have a private/dedicated section.

**14. Understanding and Posting of Licenses**

LR JK

You must post your ABC alcohol license with business license.  
Conditions must be posted alongside this license.  
Review your conditions.

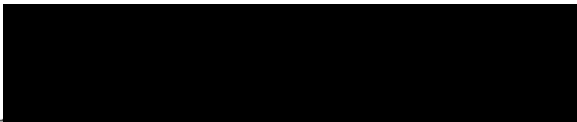
**15. Laws, Statutes and Municipal Codes Related to the Business**

Has Licensee(s) received a copy of the "ABC Regulations?" LR JK



**Training Confirmation**

I, as a licensee, fully understand all of the above information as related to me and will abide by all the rules and regulations. I also confirm that the above information is accurate.



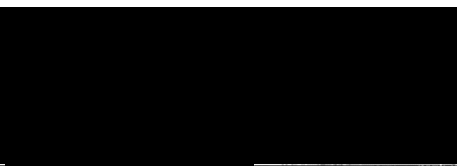
Licensee

4-5-2022

Date

\_\_\_\_\_  
Licensee or Designated Representative

\_\_\_\_\_  
Date

 4-5-22

Witness



LICENSE REVIEW BOARD MEETING  
MAY 5, 2022

ITEM NO. 7. B. – V&J INVESTMENTS, INC., DBA MADRE!

BACKGROUND

Ivan Vasquez, owner of V&J Investments, Inc., DBA Madre! has made an application for approval of a business license to allow the operation of a restaurant serving alcohol. The business is located at 1231 Cabrillo Avenue, Suite #103 in Torrance.

ANALYSIS

Per Section 31.7.1 subsection 4) of the Torrance Municipal Code, any business license application, at the discretion of the Assistant Finance Director, can be sent to the License Review Board for approval before issuance of the license.

RECOMMENDATION

The License Division recommends approval of this business license with the conditions set forth by the California Department of Alcohol Beverage Control.


Attachment A: Business License Application

Attachment B: Health Permit

Attachment C: California Department of ABC License Query

Attachment D: Torrance Police Department Reports

Please call the Business License Office at 310 618 5923 for fee amounts. Payment must be submitted with your application.

 <p><b>City of Torrance, Revenue Division</b>  <b>Business License Application</b>          3031 Torrance Blvd, Torrance, CA 90503          (P) 310-618-5923 (F) 310-618-5852          revenue@torranceca.gov</p>		<p><b>SELECT APPLICABLE BOX:</b></p> <p>NEW APPLICATION <input checked="" type="checkbox"/> CHANGE OF OWNERSHIP (greater than 50%) <input type="checkbox"/></p> <p>CHANGE OF BUSINESS LOCATION <input type="checkbox"/> CHANGE OF NAME (Only) <input type="checkbox"/></p>	
<b>PART I. APPLICANT TO ANSWER ALL QUESTIONS IN THIS SECTION (print or type)</b>			
BUSINESS NAME OR DBA <b>MADRE!</b>		CORPORATE NAME (LEGAL ENTITY NAME IF DIFFERENT FROM BUSINESS NAME OR DBA) <b>U+V Investments Inc.</b>	
1. BUSINESS LOCATION (*physical business address - see note below) <b>1231 CABRILLO AVE</b>		Suite# <b>#103</b>	City State ZIP <b>TORRANCE CA 90501</b>
2. MAILING ADDRESS OR PO/PMB BOX (required) <b>SAME</b>		Suite#	City State ZIP
3. IS THE BUSINESS LOCATED AT A RESIDENTIAL ADDRESS (*select one)? YES <input type="radio"/> NO <input checked="" type="radio"/>		HOME OCCUPATION PERMIT#:	EMAIL ADDRESS: [REDACTED]
NATURE OF BUSINESS (description of business activity in detail): <b>FOOD STORAGE - EQUIPMENT STORAGE - off site sale of Alcohol.</b>			
FOR A BUSINESS LOCATED IN TORRANCE PROVIDE THE PRIMARY STANDARD INDUSTRY (SIC) CODE(S) (**see note below): <b>FOOD &amp; BEVERAGE</b>		STATE WASTE DISCHARGER IDENTIFICATION NUMBER (WDID#) (**if applicable - see note below):	
TECHNOLOGY BUSINESS (select one):		YES <input type="radio"/>	NO <input checked="" type="radio"/>
Definition: A business entity utilizing scientific equipment and engineering techniques, microelectronics, data processing, genetic engineering, or telecommunications.			
RETAIL BUSINESS - WILL YOU BE SELLING CBD PRODUCTS? (select one):		YES <input type="radio"/>	NO <input checked="" type="radio"/>
Definition: CBD is the cannabidiol compound derived from industrial hemp, cannabis or otherwise.			
CONTACT NAME: <b>IVAN VASQUEZ</b>	CONTACT TITLE: <b>OWNER</b>	CONTACT PHONE #: [REDACTED]	BUSINESS PHONE #: <b>310-974-8005</b>
DRIVERS LICENSE OR OTHER GOVERNMENT ISSUED ID#: [REDACTED]	SOCIAL SECURITY# (optional): [REDACTED]	COMMERCIAL OFFICE SUFF. [REDACTED]	# OF PEOPLE WORKING IN TORRANCE: <b>1</b>
FEDERAL TAX ID# (EIN): [REDACTED]	[REDACTED]	STATE CONTRACTORS LICENSE #: [REDACTED]	STATE SELLER PERMIT #: [REDACTED]
OWNERSHIP INFORMATION (check applicable box)			
CORPORATION <input type="radio"/>		LLC <input checked="" type="radio"/>	PARTNERSHIP <input type="radio"/>
SOLE OWNERSHIP <input type="radio"/>			
NAMES OF OWNER, PARTNERS, OR PRINCIPAL OFFICERS: <b>IVAN VASQUEZ</b>		TITLE: <b>PRESIDENT</b>	
[REDACTED]		[REDACTED]	
power of attorney, and I understand if any of the information provided above is not true the business license being applied for maybe revoked as outlined in [REDACTED] ed in this application is true and correct. The business will not provide any service, good or product which is illegal under Federal, State, or Local Laws. I			
[REDACTED]		DATE: <b>10-9-20</b>	
BASIC FEE:	PROCESSING FEE:	STATE FEC:	PER PERSON FFF:
OTHER FEES:	PENALTY FEE:	TOTAL AMOUNT:	PER UNIT FEE:
Business License Application # BL-APP:		Business License # BL-LIC:	
<b>NOTES:</b>			
* FOR A RESIDENTIAL BUSINESS ADDRESS YOU ARE NOT REQUIRED TO PROVIDE IT. IF YOU DO NOT WANT TO PROVIDE THE RESIDENTIAL ADDRESS PLEASE LEAVE BOX #1 BLANK AND SELECT YES UNDER BOX #3. FOR A RESIDENTIAL ADDRESS IN TORRANCE YOU WILL FIRST REQUIRE A HOME OCCUPATION PERMIT#.			
** ACCESS THE BUSINESS SIC CODE(S) AT UNITED STATES DEPARTMENT OF LABOR WEBSITE: <a href="https://www.osha.gov/pls/ostac/manual.pl">https://www.osha.gov/pls/ostac/manual.pl</a>			
*** ACCESS INFORMATION FOR AN INDUSTRIAL BUSINESS REQUIRING A WDID# FROM THE CALIFORNIA STATE WATER RESOURCES CONTROL BOARD WEBSITE: <a href="https://www.waterboards.ca.gov/water_issues/programs/stormwater/industrial.html">https://www.waterboards.ca.gov/water_issues/programs/stormwater/industrial.html</a>			

(OVER)



THIS PERMIT MUST BE CONSPICUOUSLY DISPLAYED ON THE PREMISES

**PUBLIC HEALTH PERMIT**  
FY 2021/2022  
Valid Until 6/30/2022



PR Number: PR0198973  
Program ID: MADRE OAXACAN RESTAURANT & MEZCALERIA  
Description: RESTAURANT (151 + ) SEATS HIGH RISK

**Facility Owner - Mail Address**  
V & J INVESTMENTS INC  
c/o MADRE OAXACAN RESTAURANT &  
MEZCALERIA  
1261 CABRILLO AVE STE 100 142  
TORRANCE, CA 90501-2868

**Facility Location**  
MADRE OAXACAN RESTAURANT  
& MEZCALERIA  
1261 CABRILLO AVE STE 100  
TORRANCE, CA 90501-2868



THIS PERMIT MUST BE CONSPICUOUSLY DISPLAYED ON THE PREMISES

**PUBLIC HEALTH PERMIT**  
FY 2021/2022  
Valid Until 6/30/2022



PR Number: PR0252555  
Program ID: MADRE-REMOTE STORAGE  
Description: FOOD WAREHOUSE (1-4,999) SQ. FT.

**Facility Owner - Mail Address**  
V & J INVESTMENTS INC  
c/o MADRE OAXACAN RESTAURANT &  
MEZCALERIA  
1261 CABRILLO AVE STE 100 143  
TORRANCE, CA 90501-2868

**Facility Location**  
MADRE-REMOTE STORAGE  
1231 CABRILLO AVE # 103  
TORRANCE, CA 90501

CA



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Tuesday, April 26, 2022

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## LICENSE INFORMATION

**License Number:** 633473 **Primary Owner:** V&J INVESTMENTS, INC.

**Office of Application:** 03 - LB/LAKEWOOD

## BUSINESS NAME

MADREL

## BUSINESS ADDRESS

1231 CABRILLO AVE STE 103, TORRANCE, CA, 90501

**County:** LOS ANGELES **Census Tract:** 6509.01

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## LICENSEE INFORMATION

**Licensee:** V&J INVESTMENTS, INC.

### Company Information

OFFICER: VASQUEZRODRIGUEZ, IVAN ALEJANDRO (PRESIDENT/SECRETARY)

OFFICER: VASQUEZRODRIGUEZ, IVAN ALEJANDRO (DIRECTOR)

OFFICER: VASQUEZRODRIGUEZ, IVAN ALEJANDRO (VICE PRESIDENT/TREASURER)

OFFICER: VASQUEZRODRIGUEZ, IVAN ALEJANDRO (CHIEF FINANCIAL OFFICER)

STOCKHOLDER: VASQUEZRODRIGUEZ, IVAN ALEJANDRO

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

### 21 - OFF-SALE GENERAL

**License Type Status:** ACTIVE **Status Date:** 22-APR-2022 **Term:** 12 Month(s)

**Original Issue Date:** 21-APR-2022 **Expiration Date:** 31-MAR-2023 **Master:** Y **Duplicate:** 0

From License Number: 21-446926

**Fee Code:** P40 **Transfers:** Transferred On: 21-APR-2022

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### OPERATING RESTRICTIONS:

Petitioner shall not permit any person to possess an open container or consume alcoholic beverages in or around the licensed premises as depicted on the most recently certified ABC-257 and ABC-253.

The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control as depicted on the most recently certified ABC-257 and ABC-253.

Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.

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### DISCIPLINARY ACTION:

No Active Disciplinary Action found

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### DISCIPLINARY HISTORY:

No Disciplinary History found.

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### HOLDS:

No Active Holds found

**ESCROWS:**

No Escrow found



**Torrance Police Department Intelligence Detail**  
**License Review Interview Summary**

**Detective Lucas Ryono** [REDACTED]

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**To:**  
**Suzanne Bittner**  
License Supervisor

**Date: 25 JAN 22**

**From:**  
**Detective Lucas Ryono**  
Intelligence Section

**Subject:**  
**V&J Investments, Inc. DBA Madre!**  
1231 Cabrillo Ave; #103, Torrance, CA 90501  
[REDACTED]

License Review Board Hearing – TBD

**Licensee:**  
**Ivan Vasquez- Owner**

On 25 JAN 22, I interviewed Mr. Ivan Vasquez regarding the application for a business license for Madre, located at 1231 Cabrillo Ave; #103, in the city of Torrance. The business will be a boutique tequila store and the license he is applying for is a type 21 license, "Off-sale, General" license.

Mr. Vasquez is the owner and operator of the Madre restaurant chain. The businesses are run through Mr. Vasquez's corporation, V&J Investments Inc. He has been operating the Madre restaurants which has included on-sale alcohol sales since 2013. The current application is for a small tequila store to be opened adjacent to the Torrance Madre restaurant located at 1261 Cabrillo Ave, #100, Torrance, CA 90501.

I discussed the local codes and laws that pertain to his business, as well as the conditions that exist on the license. I furnished Mr. Vasquez with a copy of the Applicable Code Highlights for ABC "Off Sale" Licensed Businesses. In addition, we completed the Torrance Police Department Alcohol Beverage License Indoctrination Form together. Mr. Vasquez signed the form in my presence, indicating that he understood the issues at hand.



**Detective Lucas Ryono**  
Intelligence Section



Torrance Police Department  
**Alcohol Beverage Licensee**  
 Indoctrination and Training

1-25-22/1000

Interpreter \_\_\_\_\_ Language \_\_\_\_\_



**General Information**

Business Name MADRE Phone [REDACTED]

Licensees IVAN VASQUEZ COL

Who are the sole owners? IVAN VASQUEZ  
 Is the business incorporated? V&J INVESTMENTS INC YES  
 Is this reflected in the ABC License? YES  
 Are there other officers in the company? NO

Address 1231 CABRILLO AVE #103

Do you have prior experience working in alcohol sales? YES  
 Where? OPERATING MADRE MAIN RESTAURANT  
 How Many Years? SINCE 2013

Type of License 21 - OFF-SALE

Do you own any other businesses? 1) MADRE - CULVER CITY  
2) MADRE - West Hollywood



**Important Training Areas**

1. How to check for identification. LM IV.

- Presentation
- Type of acceptable identification
  - Valid government (not expired)
  - Photo
  - Date of birth



Methods of alteration.

Tricks used by minors.

Minors (under 21) are vertically displayed (not horizontal).

Spotters

It is important to establish a policy.

Whenever in doubt about an ID, consider it to be a fake.

**2. Criminal, administrative, and civil liabilities regarding sales of alcoholic beverages to minors or drunks.**

LR IV.

Criminal citations or arrest, fines

ABC administrative hearings and fines

Civil suits

Loss of business license

Moral issues

**3. LEAD Seminar Training**

LR IV.

If you are selling alcohol, you should attend a LEAD seminar.

These are hosted by ABC - Call the Lakewood office.

8 Hour course

You should attend with your key employees.

**4. Hours of sales and supervision of parking lot (posting).**

LR IV.

45.4.9 TMC - Requires posting sign

If you are involved in off-site alcohol sales, you must post a sign stating there is no drinking in the parking lot.

45.4.8 TMC - No drinking in parking lot

You get a copy of this city ordinance today.

**5. Emergency and routine response by Patrol units.**

LR IV.

Understand that the routine telephone number is to be used for routine service.

The 911 line is used for emergencies.

**6. Crime prevention and protection**

LR IV.

What to look for and how to protect business and employees.

Employee problems

City ordinances

**7. Explanation of EASY, DECOY and STAKE programs.**

LR IV.

The enforcement programs are not intended to entrap.  
The minors will be truthful and appear to be their age.  
These are intended to establish and enforce compliance.

**8. Explanation of Intelligence function.**

LR IV

"Eyes and ears in the community"

**9. Escort ordinances and hostess bars.**

LR IV

Do you have plans to offer a hostess or escort service?  
If, so here is a copy of the city ordinances related to  
to these issues.

**10. Prostitution and gambling are illegal.**

LR IV

**11. Age of employees and rules of service.**

LR IV

Off-sale only: 16-17 year olds may sell alcohol if supervised by someone over 21.  
18 year olds may serve alcohol but only if served with food  
They can be a food server that also serves alcohol.  
21 and over can serve alcohol without restrictions.

**12. Sale of tobacco to juveniles**

LR IV

Are you selling tobacco?  
You have to be 21 years old to buy tobacco.  
Enforcement of laws and compliance checks  
via STAKE will take place.

**13. Adult Entertainment**

LR IV

Are you planning on providing entertainment?  
If so, you will need an entertainment permit.  
You can only have entertainment that is specifically  
allowed by your license.  
Are you planning on allowing dancing?  
If so, you will need a dance permit.  
Are you planning on selling adult videos or magazines?  
If so, you will need to make sure that the covers are not exposed  
to the general public and have a private/dedicated section.

**14. Understanding and Posting of Licenses**

LR IV.

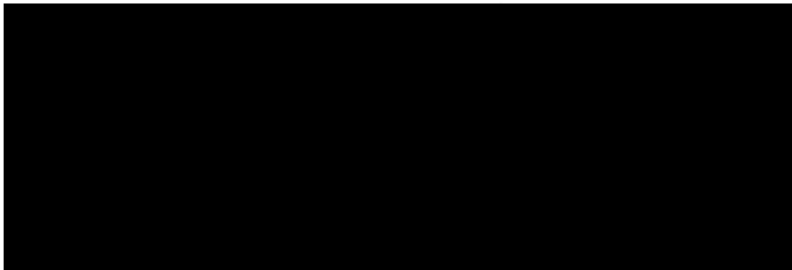
You must post your ABC alcohol license with business license.  
Conditions must be posted alongside this license.  
Review your conditions.

**15. Laws, Statutes and Municipal Codes Related to the Business**

Has Licensee(s) received a copy of the "ABC Regulations?" LR IV.

 **Training Confirmation**

I, as a licensee, fully understand all of the above information as related to me and will abide by all the rules and regulations. I also confirm that the above information is accurate.



Licensee or Designated Representative

1/25/2022  
Date

1-25/22  
Date

