

- **SLIDE 1** (Read by Amanda) My name is Amanda Albee and this is my colleague Amelia Browning we are a part of the team that would be operating Marbella, a high end Mediterranean restaurant. Thank you for allowing us the opportunity to address your concerns. In addition to addressing concerns, we want to paint a picture of how a full-service restaurant can strategically target a specific audience, positively contributing to our community's culinary landscape and economy. 10 Bassett St. has housed several operations all of which were cherished by the community. Our business model encompasses market needs, accounting sense, overall vision of The Shopping Center, and neighborhood demand. We are proposing something new and innovative in the space that is all encompassing. We will be using data from Abby Park as the bar seating in question is the same in size. We kindly ask that you hold off on any questions until the end of the presentation, so we can ensure that we cover all the material clearly.
- Mission statement (Read by Amanda)
 - At Marbella, our mission is to cultivate a vibrant community hub where friends, families, and neighbors come together to savor delicious, locally sourced food. We believe that mealtime should be fun and engaging, which is why we offer a vibrant menu filled with delicious, nutritious options that kids love and parents can feel good about. Our playful atmosphere is designed to spark imagination and foster connections, making every visit a delightful adventure. Committed to exceptional service and community engagement, we strive to be the go-to destination where families can gather, create lasting memories, and enjoy quality time together, one delicious bite at a time.
- **SLIDE 2** Collaboration and synergy (Read by Amelia)
 - We look forward to collaborating with the fruit center and other existing businesses. Our vision is to establish a space that not only features a diverse and nutritious menu catering to all age groups but also emphasizes a warm, inviting atmosphere where families can gather, celebrate, and create lasting memories. We plan to incorporate family-friendly amenities such as play areas for children, kid-centric menus, and seating arrangements that promote interaction and comfort among family members. Some events that we are excited about:
 - Host weekly daytime events for kids called “The kids corner” where we have activities such as; story time, cooking classes and arts & crafts.
 - a fashion show with “The Cue”.
 - Ticketed events such as
 - wine dinners

- cooking classes
 - shopping events
 - paint nights
 - Floral arrangement crafts
- Furthermore, community engagement through partnerships with local schools, businesses, and local events can enhance loyalty and brand recognition. By hosting themed events or offering family specials, this restaurant can create a loyal following that views the establishment not just as a place to eat, but as a hub of community life.
- Just as important as what we will be is what we will not be. We will not be a sports bar. We will not be a place where people go to drink but not eat, both for legal licensing reasons and also because that's not our vision. As a high end restaurant we will be cultivating an atmosphere where families, couples and friends can gather for conversation over a fine meal. Noise and cheering would spoil that atmosphere. Yes, there will be bar seating, but similar to Abby Park and Novara the bar seating will be a place for single people to eat without the stigma of sitting alone at a table, and for people looking for a more casual or social dining experience, or to wait while their table is being prepared or for the rest of their party to arrive.
- **SLIDE 3** Hours of operation Sun-Thurs done by 10:30p Fri-Sat 11p
 - Sun-Thur last seating 8:30p last call 9:45p.
 - Fri & Sat last seating 9p last call 10:15.
 - Please note that Abby Park has very few customers arrive to be seated after 8:30 pm or stay after 10:30 pm, but that it is important to make those customers feel welcome and not to feel as though they are going to be rushed out before they're ready to leave. The point is that Marbella will be very quiet after 9:30, based on our experience at Abby Park.

(Read by Amanda)

- We appreciate your commitment to the community and your efforts to balance the needs of residents and local businesses. We understand that such decisions are made with the best intentions; however, we would like to express our concerns regarding altering the hours of operation. Our current proposed hours of operation are designed to serve the diverse needs of our patrons and the community at large. Reducing these hours may significantly impact our business, including:
- **Financial Viability:** Adjusting the hours to an earlier close time could lead to decreased revenue, making it challenging to cover operational costs

and staff salaries. Our employees rely on the volume of customers during our current hours for their livelihoods.

- **Community Demand:** We have observed a consistent demand for our services during the hours in question. Many of our regular customers appreciate our dinner offerings, which cater to patrons seeking dining options after their workday ends.
- **Job Losses:** Limitations on operating hours could result in reduced shifts for staff, jeopardizing their employment and the availability of jobs within the community. As a company we are anticipating the loss of the Franklin Street lot and the impact it will have on our existing operations. This new business venture will provide job security for our existing staff, dozens of which are residents of Milton.
- We are committed to being a positive contributor to the neighborhood and would welcome a dialogue on how we can address any concerns the board may have regarding noise, traffic, or other community issues. Perhaps a compromise could be reached that allows us to maintain our current hours while addressing any specific concerns.
- Its important to remember that we are building a business that is family centered. We anticipate seeing little business enter the operation after 7pm. We have shared data from Abby Parks reservation system and Google that show the flow of business. It is not a fluke that both Abby Park and Novara are not late-night bar scenes. Our management team works diligently to create an atmosphere that draws in families and people of all ages. We have policies in place in both restaurants, and our staff are TIPS certified to ensure proper handling of alcohol. The audience that we are targeting are rowdy bargoers looking for a party. The operation is going to organically empty out at an early hour and we are targeting families.
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- **SLIDE 4** Some concerns that have been raised are.
 - Noise coming from the proposed bar area when the windows are open, we will close windows at 7pm. Hold trash indoors until morning, and close off back parking lot at 7pm.
 - **SLIDE 5** We do not receive deliveries at night.
 - We can guarantee that the windows will be closed at 7pm.
 - **SLIDE 6** **Show data of actual days windows can be open**
- Noise from the parking lot
 - We will block off the back parking lot at 7pm.
 - Store trash indoors until the morning.

- **SLIDE 7 & 8** Show reports from open table and google Abby vs. bar focused operations.
- **SLIDE 9** Open table turn time analytics.
- **SLIDE 10** Show video outside abby in regard to noise.

- **SLIDE 11** Review restaurant design floor plans (Reviewed by Amelia)
 - We hired an expert architect with decades of experience in restaurant design to create and help bring to life our vision of a design that ties the spaces together seamlessly
 - The “Chef’s Table” is designed to be a fully functional extension of the kitchen; both a workspace and a place for guests to gather for an immersive dining experience.
 - This is an effective and creative way to utilize this space, maximizing both the guest experience and our takeout hub for quick service, since this space was not large enough to function as the restaurant’s bar due to a lack of space for refrigeration, storage and equipment.
 - The separate entrance and exit on the Veranda side of the restaurant is an important safety consideration ensuring a secondary exit route in case of emergencies. Guests who enter the restaurant here will be greeted by signs directing them to the host, who will have a direct view of this entry from across the open hallway. The bartender and servers will also be responsible for taking ownership of the guest experience by guiding them to seats at the bar or to the host for seating at a table.
 - **SLIDE 12** Pie chart that shows percentages of bar seats vs. dining seats (Jess make this chart) there are 24 bar seats and 75 dining seats.
- **SLIDE 13** Bar design (Read by Amelia)
 - A bar is not just a space for serving alcoholic beverages; it plays a pivotal role in enhancing the overall dining experience and contributes significantly to the restaurant's success. Here are some key points to consider:
 - **Enhanced Customer Experience:** A bar area creates a relaxed and inviting atmosphere where patrons can unwind before or after their meals. It encourages social interaction and can serve as a gathering spot for friends, families, and coworkers, enhancing the overall experience.
 - **Support for Local Producers:** By featuring and collaborating with local producers, the restaurant can support the local economy and promote

community engagement. This not only builds goodwill but can also attract customers who prioritize local products.

- **Cultural Appeal:** Many modern dining experiences and family attractions emphasize the combination of food and drink. A dedicated bar with knowledgeable staff can elevate the dining experience through expertly paired drinks, enhancing the culinary offerings and catering to food enthusiasts. Family time today is a rarity. It is increasingly common for family and neighborhood attractions to offer something that appeals to everyone in the family, including a full-service bar. Some examples of family-oriented businesses operating full-service bars are bowling alleys, arcades, movie theatres and theme parks; the list goes on. The inclusion of a bar in a full-service restaurant is integral to creating a dynamic dining environment that promotes customer satisfaction, and community engagement.
- Some concerns that have been raised about the bar:
 - The shared hallway
 - It's important to be mindful of how a restaurant operates. Guests do not wander around aimlessly. Upon arrival at a restaurant you check in after which you are brought to a table. In the effort to prevent guests walking the hallway with alcoholic beverages we plan to post signage that prohibits guests from crossing the hallway with beverages in hand. But in reality, it just doesn't happen where people walk around a dining room with a beverage in hand, we are not a night club.
 - Size of bar
 - The dimensions of the bar are crucial to our plans due to the lack of cold storage in the existing restaurant space. The layout of the bar is based upon dimensions that can fit refrigeration equipment and shelving that will store white wine, bottled beer, chilled glasses, ice bins, hand sinks, dishwasher and kegs. Most full service restaurants have walk-in coolers that are dedicated to storage of these products. The existing restaurant space does not have this refrigeration. The counter space that exists in the current restaurant space is not big enough to fit the equipment necessary to operate a full-service bar.

- It's important to note that Marbella was designed by Steve Todisco, an expert restaurant architect with decades of experience, based on the specific floor plan of the site, the location of the utilities, floor drains, existing kitchen and shared storage area, operational and business needs, as well as aesthetic concerns. Mr. Todisco would tell you, as he has told us, that this is the way the restaurant floor plan needs to be. The kitchen, dishwashing station, cold storage and dry storage can't go anywhere other than where they are on the plan. The open kitchen with an adjacent chef's table, which is central to the Marbella concept, cannot be placed anywhere else and uses so much of the former restaurant space that there is simply no place to put the bar seating other than in the new space. Moreover, the bar seating needs to be in the new space for accessibility, traffic flow and staff communication issues. This was all carefully planned by an expert in restaurant design, taking into account the physical limitations of the space and the existing infrastructure, including the unusual element of a common hallway bisecting the two restaurant areas. It cannot practically be changed, as the architect also took into consideration very real financial considerations, such as the availability of bar seating for overflow when the tables are full and the appropriate ratio of bar seating to table seating in a contemporary restaurant.
- Tv's in the bar area
 - Televisions serve as a focal point for entertainment, drawing patrons in and encouraging them to stay longer. Whether showcasing live sports events, news, or popular shows, they can create a communal and lively environment where guests feel more connected to one another and to the action on screen. This sense of community can lead to increased customer loyalty and repeat visits. By no means does having a few TV's equate to potentially becoming a sports bar. In order for an operation to become a sports bar there are many additional pieces that would need to be in place; how many tv's, ambiance, type of food, volume on during all games, staff uniforms etc...

- SLIDE 14 Show patriots video of how we are not a sports bar.

- SLIDE 15 Show slide of toast analytics that show we sell more food vs. liquor.
- SLIDE 16 Conclusion

- **Read by (Amanda)**

Thank you for your time and consideration. As Mr. Modestino said at the beginning, The Fruit Center has made significant changes to its proposal in response to concerns raised by the Board and abutters. They have amended the proposal by reducing the proposed hours, and addressing parking, traffic, noise and lighting concerns. I think everyone in the room knows what a good neighbor and corporate citizen The Fruit Center has been over the decades and how lucky the town is to have such a wonderful market, employer, and host to a pharmacy and locally owned shops. East Milton Square and the surrounding areas would be poorer without them. I like to think that Abby Park and Novara have a similar reputation. Certainly that has been the experience of Amelia and I. Working with Vance Welch, who started out with Java Joe's many, many years ago, I can attest to the fact that we run a tight ship. Any time a neighbor or customer, or an employee, has a concern we do everything in our power to address it. We know that our liquor and common victualers licenses are up for renewal every year and that if we don't do our best then we could be out of business. But that's not what drives us to do our best. Vance, Amelia and I have chosen to be in the service industry. We do it because what makes us happy in our jobs and makes us look forward to going to work the next day is making other people happy. Getting a "Thank you," and "The meal and the service were wonderful," makes us feel good. There aren't a lot of jobs where you get that kind of positive feedback on a daily basis. Sure, some people will always complain, but that just inspires you to do better. And it's not just the customers. As a service professional, if a neighbor has a complaint I will do my best to resolve it whether they are a customer or not. This is how we operate at Abby Park and Novara and I am proud to say that we do not have any neighbors who object to our operations.

In conclusion, I understand why some residents might fear that Marbella could adversely affect their quality of life. I hope this Board appreciates that The Fruit Center has been very responsive to the issues that have been raised, that Marbella is similarly focused on addressing the concerns of the abutters, and that both parties will continue, as they have been, to be responsible citizens. I would just like to point out that these very same

concerns (traffic, noise, etc.) were raised when Abby Park sought a permit, and when Novara did. Those permits were granted and those restaurants opened. I don't presume to speak for the entire town, but based on my experience every resident I've spoken to is glad that they are there. Including the abutters.