



**CITY OF LONG BEACH**  
**POLICE DEPARTMENT**

**C-11**

100 LONG BEACH BLVD. • LONG BEACH • CALIFORNIA 90802 • (562) 570-7301 • FAX (562) 570-7114

ANTHONY W. BATTS  
Chief of Police

July 14, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of The Gallos, dba Cheapshots Place, for a person-to-person transfer of an Alcoholic Beverage Control license, at 941 East 4<sup>th</sup> Street, with existing conditions. (District 2)

**DISCUSSION**

It is City Council policy to review applications for Alcoholic Beverage Control licenses. This Person-to-Person Transfer application is placed on the Consent Calendar for your information only; conditions that were placed on the original license continue to be enforceable. Additional information and a map are attached.

**TIMING CONSIDERATIONS**

The Department of Alcoholic Beverage Control will finalize this transfer on July 17, 2009. Accordingly, City Council action is required at the July 14, 2009 City Council meeting.

**FISCAL IMPACT**

None.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

ANTHONY W. BATTS  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

AWB:DBS:dbs  
attachments

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-7175

PATROL BUREAU  
(562) 570-7214  
FAX (562) 570-7058

SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
July 14, 2009

Council District: 2

Applicant: The Gallos  
DBA: Cheapshots Place  
Address: 941 East 4th Street

Type of Application: A person-to-person transfer of an On-Sale Beer and Wine for public premises license. This license is being transferred from Jordan Jason Fisher to Erick Verduzcovega and Brett Gallo.

Basis for possible protest: None.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is not** required for this application.

Census Tract: 5765.01

Boundaries: 7th Street to the North  
Appleton Street to the South  
Orange Avenue to the East  
Alamitos Avenue/Martin Luther King Jr. to the West

Number of licenses allowed: 4

Number of licenses existing: 4

Police Reporting District: 282

Boundaries: 7th Street to the North  
4th Street to the South  
Orange Avenue to the East  
Alamitos Avenue to the West

Reported crimes in this district for ABC purposes are 346. Crime in a reporting district must be at least 191 to qualify for a high crime protest. A protest may not be filed on a person-to-person transfer application.

Type of business: A bar.

Last day to request conditions: July 17, 2009



**Date:** July 14, 2009  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **CHEAPSHOTS PLACE, 941 EAST 4<sup>TH</sup> STREET**

---

**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (06/19/08-06/19/09)**

1            653M            Annoying Phone Call            Advised

**ABC INSPECTIONS (past three years)**

3            No Violations Observed  
2            Providing Entertainment without a permit.

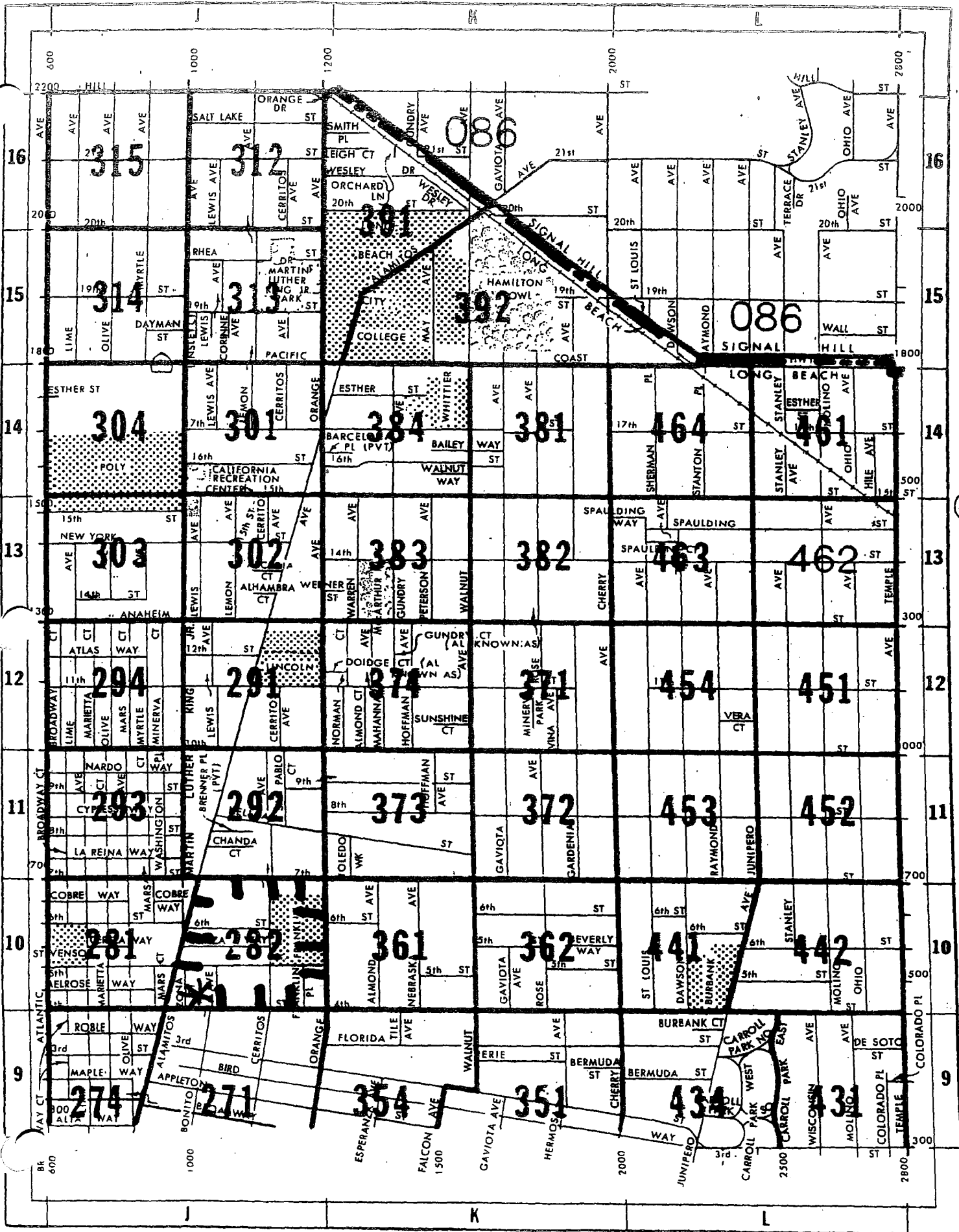
**RESIDENCE WITHIN 100 FEET**

Not applicable

**CHURCHES, SCHOOLS, PARKS, HOSPITALS AND PLAYGROUNDS WITHIN 600 FEET**

Not applicable

DBS:db  
cfs.memo



(11)

7