

MEMORANDUM



TO: CORTNEY HANSON, CITY CLERK
FROM: ERIC W. ZINSER 
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE
INITIATED BY: MICHAEL BENDER, DETECTIVE 
SUBJECT: TRANSFER OWNERSHIP APPLICATION, BR NOVI LLC.
DATE: MAY 31, 2024

Liquor License Request:

BR Novi Incorporated is requesting to transfer ownership of the Class C and SDM liquor license. In connection with the purchase transaction, Black Rock Novi has filed an application with the MLCC to transfer ownership of the liquor license, and for a Sunday Sales (AM and PM) Permit, as well as an Entertainment Permit. BR Novi, LLC currently does business as Black Rock Bar & Grill and Black Rock Novi will continue to operate as Black Rock Bar & Grill. The business is located at 44175 W. 12 Mile, Suite F-145, Novi, MI operating as Black Rock Bar & Grill. BR Novi's stockholders are Branden Morganroth and Brock Morganroth.

Applicant/Background Information:

BR Novi's stockholders/owners are Branden Morganroth and Brock Morganroth. Their father, Lonny Morganroth, started the Black Rock concept in 2010 in Hartland, MI. Both owners have worked in the development of the concept of BR, and both have worked directly in the Hartland restaurant. Lonnie Morganroth owned and operated the BR in Novi from 2012-2016 and Branden Morganroth was the general manager. The owners recently started operating at their new BR in Toledo in December of 2023.

Criminal History/Police Contacts:

Neither Branden nor Brock have criminal histories and their police contacts are of no concern for this investigation.

Civil History:

Branden and Brock do not have any civil history according to CLEAR.

Oakland County Treasurer's Office

Contact was made with the Oakland County Treasurer's Office and there is currently delinquent taxes in the amount of \$1,837.65 for this location.

Michigan Liquor Control Commission (MLCC):

Contact was made with the MLCC on BR Novi LLC and there was one violation on 09-16-21 pertaining to a transfer violation. The decision indicated "Violation warning notice".

Financial Review by the City of Novi Finance Department:

Based upon the financial data provided by the applicants, no issues were found to prevent the liquor license application process from proceeding.

Summary:

Based on the information provided and the subsequent liquor investigation, I find no reason to deny the applicant's request. This request requires the approval of the Novi City Council.

C: Victor Cardenas, City Manager