



Michigan Department of Licensing and Regulatory Affairs  
Liquor Control Commission (MLCC)  
Toll Free: 866-813-0011 • [www.michigan.gov/lcc](http://www.michigan.gov/lcc)

Business ID: \_\_\_\_\_  
Request ID: \_\_\_\_\_  
(For MLCC use only)

**Local Government Approval**  
(Authorized by MCL 436.1501)

**Instructions for Applicants:**

**Resolution #22-039**

- You must obtain a recommendation from the local legislative body for a new on-premises license application, certain types of license classification transfers, and/or a new banquet facility permit.

**Instructions for Local Legislative Body:**

- Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a REGULAR meeting of the CHARTER TOWNSHIP OF WHITE LAKE council/board  
(regular or special) (township, city, village)  
called to order by SUPERVISOR RIK KOWALL on NOVEMBER 22, 2022 at 1900 HOURS  
(date) (time)  
the following resolution was offered:

Moved by \_\_\_\_\_ and supported by \_\_\_\_\_

that the application from BLACK ROCK WHITE LAKE, INC  
(name of applicant - if a corporation or limited liability company, please state the company name)

for the following license(s): NEW QUOTA CLASS C LICENSE  
(list specific licenses requested)

to be located at: 9501 AND 9531 HIGHLAND RD WHITE LAKE TWP MI 48386

and the following permit, if applied for:

Banquet Facility Permit Address of Banquet Facility: \_\_\_\_\_

It is the consensus of this body that it RECOMMENDS BY RESOLUTION #22-039 this application be considered for  
(recommends/does not recommend)

approval by the Michigan Liquor Control Commission.

If disapproved, the reasons for disapproval are \_\_\_\_\_

**Vote**

Yeas: 7

Nays: 0

Absent: 0

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the WHITE LAKE TWP  
council/board at a REGULAR meeting held on NOVEMBER 22, 2022  
(regular or special) (date) (township, city, village)

ANTHONY L. NOBLE

NOVEMBER 23, 2022

Print Name of Clerk

Signature of Clerk

Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.

Please return this completed form along with any corresponding documents to:  
Michigan Liquor Control Commission

Mailing address: P.O. Box 30005, Lansing, MI 48909

Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933

Fax to: 517-763-0059



LAW OFFICES

**ADKISON, NEED, ALLEN, & RENTROP**

PROFESSIONAL LIMITED LIABILITY COMPANY

KELLY A. ALLEN  
JESSICA A. HALLMARK  
JOHN W. KUMMER  
GREGORY K. NEED  
G. HANS RENTROP

39572 Woodward, Suite 222  
Bloomfield Hills, Michigan 48304  
Telephone (248) 540-7400  
Facsimile (248) 540-7401  
www.ANAfirm.com

OF COUNSEL:

PHILLIP G. ADKISON  
KEVIN M. CHUDLER  
KATHERINE A. TOMASIK

July 6, 2022

*Via Electronic Mail*

Mr. Anthony Noble, Clerk  
White Lake Township  
7525 Highland Road  
White Lake, MI 48333

**Re: Application for Quota Class C Liquor License  
Black Rock White Lake, Inc., Doing Business as Black Rock Bar and Grill  
9501 and 9531 Highland Road, White Lake, MI 48333**

Dear Mr. Noble:

This is Black Rock White Lake Inc.'s ("Black Rock") application for a Quota Class C liquor license to be operated at 9501 and 9531 Highland Road, White Lake, Michigan, 48333. Black Rock is applying for the following permits to be held in conjunction with the Class C license:

- **Specially Designated Merchant**, which allows the licensee to sell beer and wine to go.
- **Sunday Sales AM Permit**, which allows the licensee to sell beer, wine, and liquor before noon on Sundays.
- **Sunday Sales PM Permit**, which allows the licensee to sell liquor after noon on Sundays.
- **Entertainment License**, which allows the licensee to have various types of entertainment such as DJs, bands, contests, etc. in the licensed premises.
- **Outdoor Service Area Permit**, which allows customers to eat and drink on the patio area.

According to the Michigan Liquor Control Commission's ("MLCC") website, White Lake Township ("Township") has five (5) Quota Class C licenses available.

Black Rock is seeking approval for a Class C liquor license to operate as a steakhouse. Black Rock's concept involves a food experience which features service on a 755-degree volcanic sizzling rock. This allows customers to grill their own food which is served on hot stones, creating

a memorable and special restaurant experience. Black Rock has a full-service menu which features over twenty craft beers on tap and signature cocktails.

Black Rock will be open seven days a week for lunch and dinner and will offer dine-in, patio seating, delivery, and carryout. The proposed hours of operation will be Sunday-Thursday from 11:00 a.m. to 11:00 p.m. and Friday and Saturday from 11:00 a.m. to midnight. Black Rock is located on Highland Road, the main commercial road of the Township. It is expected that construction of Black Rock will be completed in the first quarter of 2023.

Black Rock will have seating for 240 interior patrons and 36 patrons on the outside patio. The outdoor patio is located on private property.

The members of Black Rock White Lake, Inc. are Lonny and Jannette Morganroth. Lonny and Janette created the Black Rock concept, opening their first location in Hartland, Michigan in 2010. They have franchised the concept in Michigan, Florida, Ohio, Indiana, and Maryland.

Black Rock Bar & Grill is a dining experience unlike any other. By pairing family recipes, a 755-degree volcanic stone, and a love for food, the Morganroth family knew they were a perfect fit for the restaurant industry; however, they had no prior restaurant experience, working only from their dream of what Black Rock could become.

Black Rock was voted the number one steakhouse in Michigan for three consecutive years. In 2013 Black Rock entered a nationwide competition to be named "America's Next Top Restaurant Franchise" and won first place.

Currently, Black Rock's other Michigan restaurants which are franchisees of the Morganroths are located in Canton, Utica, Novi, Ann Arbor, Woodhaven, Davison, Portage, and Grand Rapids. Lonny and Janette are also the current owners and operators of the Black Rock in Hartland, and previously owned and operated in Davison, Michigan.

The enclosed Operations Statement and White Lake Township Application includes Jannette and Lonny Morganroth's qualifications and background.

Black Rock is eligible for a Class C license according to the Township's ordinance because it will offer an incredibly unique dining experience for the citizens of White Lake Township and will incentivize people from the surrounding area to visit Black Rock White Lake.

Enclosed for your review are the following:

- White Lake Township License Application Forms, including Financial Costs Statement, proposed Plan of Operation (which will be executed if the Township Board approves the quota license), and Personal Statement;
- Menu; and

- Proposed floor plan and site plan of the establishment.

The application fee of \$1,750.00 (\$550.00 for the application fee and \$300.00 for each of the permits (SDM license, Sunday Sales Permit, Entertainment Permit, and Outdoor Service Area Permit) is being sent to the Township Offices via overnight mail or will be dropped off at your offices after this application is emailed to you.

Please note that the application with the MLCC has not yet been filed, as this is a quota application. The Commission will not take any action on a quota application until the Township's resolution of approval is received. If the Township Board approves this quota license for Black Rock, our office will immediately apply to the MLCC. We include, for your convenience, the Michigan Liquor Control Form 106 - Local Governmental Approval which has been partially completed.

Please begin the Township's review of this application as soon as possible. Please call me if you have any questions whatsoever. We look forward to meeting with you and being heard on the Township Board's Agenda as soon as possible. Thank you for your assistance in this matter.

Very truly yours,

ADKISON, NEED, ALLEN, & RENTROP, PLLC



Kelly A. Allen

KAA/lbp  
Enclosures

**WHITE LAKE TOWNSHIP  
CLASS C LIQUOR LICENSED BUSINESS  
PLAN OF OPERATION**

**NAME:** Black Rock White Lake Inc  
**D/B/A** Black Rock Bar & Grille  
**ADDRESS:** 9501 and 9531 Highland Road, White Lake Township  
**PHONE:** tbd  
**FAX:** tbd

Preamble: We have received a copy of White Lake Township Ordinance Chapter 4, White Lake Township's ordinances to establish general policy for liquor licenses and permits, understand its provisions, and will be governed by them. The following Plan of Operation is developed in keeping with the spirit and intent of this ordinance.

**I. HOURS OF OPERATION:** Hours of operation for the business are Sunday-Thursday from 11:00 a.m. to 11:00 p.m. and Friday and Saturday from 11:00 a.m. to midnight. Last call for alcohol service will be 15 minutes before closing. The kitchen will remain open until closing.

**II. FORMAT:** Black Rock Bar & Grille is an American steakhouse which allows customers to cook their steaks on a 755-degree volcanic sizzling rock.

There will be total interior dining seating for 240 patrons, which includes 21 seats at the bar.

The square footage of this establishment is 7,893. The ratio of food sales to alcohol sales is anticipated to be 85/15. The proposed floor plan is attached hereto as Exhibit A. The final occupancy will be approved by the White Lake Township Fire Department.

It is agreed that we will not change the format or type of business without written approval of the Township Board.

**III. MENU:** Black Rock will offer lunch and dinner and will have a selection of appetizers, soups, salads, sandwiches, burgers and full course meals with beef, pork, fish, seafood, and chicken in addition to a full service bar serving beer, wine and cocktails.

**IV. ENTERTAINMENT:** Black Rock will not have any entertainment. .

**V. CODE COMPLIANCE:** The premises will comply with all applicable health, safety, building, sanitation, electrical, plumbing, and fire codes, as well as zoning requirements.

- VI. PLAN OF OPERATION:** It is acknowledged that under Chapter 4-5, the business shall be operated in accordance with an approved Plan of Operation. Changing the operation of the business in any manner inconsistent with the approved Plan of Operation is a violation of the ordinance and the rules of the Township. Any change to the Plan of Operation must be approved by the Township Board prior to it being placed into effect on the business premises.
- VII. SECURITY:** Security for the customer, building, and community are the first priorities for the company. Black Rock will take whatever measures are necessary to maintain, secure, and supervise its customers and premises.
- VIII. PARKING:** Black Rock is a free-standing building with its own private parking lot with sufficient parking for their customers and employees.
- IX. ALCOHOL MANAGEMENT:** The establishment will strictly obey all rules, regulations, and ordinances established by White Lake Township and the State of Michigan Liquor Control Commission. There will be neither service to nor consumption of alcoholic beverages by minors at any time. No alcohol will be sold, or permitted to be sold, on a commission basis by any person. Black Rock staff will fully participate in an alcohol management training program, approved by the Michigan Liquor Control Commission, such as TAM/TIPS. In addition, the following policies are enforced at Black Rock:
- No alcoholic beverages are allowed on the premises other than what is dispensed by the establishment.
  - All staff will pay attention and stay alert to observable clues displayed by an intoxicated individual such as: (a) impaired reflexes, (b) impaired coordination, (c) reduced judgment and inhibitions, (d) impaired vision, or physical behavior.
  - All staff will be alert to potential problems at their respective areas at the facility.
  - All staff will be polite and courteous to any individual who appears to be intoxicated. . Staff will be knowledgeable as to when to request assistance from management. .
  - Patrons who appear to be under 30 years of age or younger will be asked to show proper valid identification. Signs will be posted at serving locations. Patrons must produce proper identification.
    - All patrons under 21 years of age - service will be refused alcohol service.
    - Check 'State Seal' and other markings. Check for damage or alterations to identification card.
    - Do not return falsified identification cards. Call management immediately.
  - If a patron shows signs of intoxication, then refuse service, politely explain policy, suggest non-alcoholic purchase, and call for management immediately.
  - If a patron is purchasing on behalf of someone else who appears less than 30 years old, then request to see identification of recipient or contact supervisory

personnel who will seek patron(s) out. Refuse service to minors. Inform all parties involved that policy allows for ejection from premises, and notification to police department of illegal activity.

- Alcohol dispensing may be restricted to one of the following practices, or any combination thereof:
  - No sales to intoxicated persons
  - No sales without proper identification
  - Limited alcoholic choices if necessary
  - When in doubt, do not serve - call supervisor
- Observe all patrons leaving the property. No alcoholic beverages are allowed to leave the facility or property.
- Staff will approach any patron appearing to be impaired and leaving the property. Determine if they are driving, and if so, attempt to persuade them not to drive and request a non-impaired companion to drive. If unable, staff will refer patron to bus or taxi service.
- Supervisory and management personnel will complete documentation of any alcoholic related incidents at end of event. Information will be disseminated accordingly and forwarded to the White Lake Police Department.
- Black Rock shall provide free and/or at reduced prices non-alcoholic beverages to all designated drivers.

**X. REFUSE DISPOSAL:** The establishment will dispose of refuse in enclosed dumpster(s), with locked lids. Pickup will be a minimum of \_\_\_ time per week. A water line with spigot will be provided to clean dumpster enclosure as necessary.

**XI. GENERAL:** Every effort will be made to maintain positive relationships with adjacent and nearby businesses, as well as cooperation with all Township departments. Every effort will be made to solve any problems which may arise.

**XII. EMERGENCY CONTACTS:**

**Brandon Morganroth (248) 770-1279**

**XIII. REFERENCE TO VALET SERVICE:** Black Rock will not utilize a valet service.

Black Rock White Lake, Inc  
d/b/a Black Rock Bar & Grille

By: \_\_\_\_\_  
Lonny Morganroth, President

Date: \_\_\_\_\_

**STATEMENTS REQUIRED UNDER WHITE LAKE TOWNSHIP ORDINANCE  
CHAPTER 4 ALCOHOLIC LIQUORS SECTION 4-3**

The applicant for a quota Class C license under White Lake Township's Ordinance, Chapter 4, Alcoholic Liquors ("Ordinance") is Black Rock White Lake, Inc. ("Black Rock White Lake"). Black Rock White Lake is owned equally by Lonny J. Morganroth and Janette D. Morganroth.


This statement is made in response to information requested in Section 4.3 (8) of the Ordinance.

The proposed licensed business located at 9501 and 9531 Highland Road is not within 500 feet of a church or school building.

This statement is made in response to information requested in Section 4.3(18) of the Ordinance.

The emergency contact for the licensed establishment is Brandon Morganroth 30553 S Wixom Rd #300, Wixom, MI 48393. (248) 770-1279.

**Black Rock White Lake, Inc.**

DocuSigned by:  



**BY: Lonny J. Morganroth**  
**Dated: 6/29/2022**



# WHITE LAKE TOWNSHIP

## REPORT OF THE COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Anthony L. Noble, Clerk  
Township Board of Trustees

**FROM:** Sean O'Neil, AICP, Community Development Director 

**DATE:** October 28, 2022

**RE:** Liquor License Application Investigation, Black Rock White Lake, Inc.

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On October 27, 2022 the Community Development Department reviewed an application for a Quota Class C Liquor License, from Black Rock White Lake, Inc. dated July 6, 2022. The location of this request is 9501 and 9531 Highland Road. Those addresses have since been consolidated into one address, which is 9531 Highland Road. Black Rock is also seeking Site Plan Approval for a new restaurant on this vacant parcel.

After reviewing this application, I have no objection to the issuance of the requested license, subject to the applicant obtaining Final Site Plan approval, as well as a Certificate of Occupancy, for the Black Rock restaurant. Please contact me if you have any questions or require additional information.

Rik Kowall, Supervisor  
Anthony L. Noble, Clerk  
Mike Roman, Treasurer



Trustees  
Scott Ruggles  
Liz Fessler Smith  
Andrea C. Voorheis  
Michael Powell

## WHITE LAKE TOWNSHIP

7525 Highland Road • White Lake, Michigan 48383-2900 • (248) 698-3300 • www.whitelaketwp.com

### INTER-OFFICE MEMORANDUM

**TO:** Anthony L. Noble, Clerk

**FROM:** Nick Spencer, Building Official

**DATE:** October 31, 2022

**RE:** Liquor License Application Investigation, Black Rock White Lake, Inc.

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The White Lake Township Building Department has reviewed an application for a Quota Class C Liquor License from Black Rock White Lake, Inc. dated July 6, 2022. The proposed address for the restaurant is 9531 Highland.

After reviewing this application, I have no objection to the issuance of the requested license, subject to the applicant obtaining Final Site Plan approval, as well as a Certificate of Occupancy, for the Black Rock restaurant.

Rik Kowall, Supervisor  
Anthony Noble, Clerk  
Mike Roman, Treasurer




Trustees  
Scott Ruggles  
Michael Powell  
Andrea C. Voorheis  
Liz Fessler Smith

**WHITE LAKE TOWNSHIP  
DEPARTMENT OF PUBLIC SERVICES**

7525 Highland Road, White Lake, Michigan 48383-2900, (248) 698-7700, www.whitelaketwp.com

**TO:** Anthony L. Noble, Clerk  
Township Board of Trustees

**FROM:** Aaron Potter, Department of Public Services Director 

**DATE:** November 1, 2022

**RE:** Liquor License Application Investigation, Black Rock White Lake, Inc.

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The Department of Public Services reviewed the application on November 1, 2022 for a Quota Class C Liquor License from Back Rock White Lake, Inc. dated July 6, 2022. The proposed address of this restaurant is 9531 Highland Road.

After reviewing this application, I have no objection to the issuance of the requested license, subject to the applicant obtaining Final Site Plan approval, as well as Certificate of Occupancy, for the Black Rock Restaurant.



## WHITE LAKE TOWNSHIP POLICE DEPARTMENT INTER-OFFICE MEMORANDUM

*Daniel T. Keller*  
Chief of Police

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**TO:** Anthony Noble, Clerk

**SUBJECT:** LIQUOR LICENSE APPLICATION INVESTIGATION 9501 & 9531 HIGHLAND RD.

**DATE:** October 26, 2022

The White Lake Police Department conducted a background investigation of the owners of Black Rock White Lake, Inc., per White Lake Township Ordinance Section 4-3(c).

Each applicant came to WLTPD for fingerprinting. Fingerprints were checked through the Law Enforcement Information Network (LEIN) system. Computerized Criminal Histories (CCH) through LEIN were produced through each. Each applicant was checked through Oakland County Courts for outstanding cases. Background investigations were conducted for the following Members Black Rock White Lake, Inc.

-Lonny J. Morganroth  
-Janette D. Morganroth

No criminal information was found that would disqualify any of the applicants from the process.

Respectfully,

Daniel T. Keller  
Chief of Police



**Fire Department**  
Charter Township of White Lake

November 1, 2022

TO: Anthony L. Noble, Clerk  
Township Board of Trustees

RE: Liquor License application review, Black Rock White Lake, Inc.

The Fire Department has the following comment with regard to application review for Quota Class C Liquor License submitted by Lonny J. Morganroth on behalf of, and as a stock holder for the new restaurant known as Black Rock White Lake, 9501 and 9531 Highland Rd, White Lake MI 48383.

This department has no objection to the issuance of the requested liquor license. As part of the process the applicant shall be compliant to all required inspections that include but is not limited to:

1. Building life safety systems
  - a. Fire suppression
  - b. Fire Alarm
  - c. Emergency Lighting
  - d. Portable extinguishers
  - e. Egress
  - f. Hood suppression and Ventilation

  
John Holland  
Fire Chief