



City of Santa Fe

200 Lincoln Ave, Santa Fe, NM 87501 | santafenm.gov

Memorandum

DATE: July 28, 2026

TO: Renee Barela-Gutierrez, Liquor Hearing Officer

VIA: Geralyn F. Cardenas, City Clerk/Director of Community Engagement 

FROM: Emily Aragon, Constituent Services Specialist 

ITEM & ISSUE:

Request from Santa Fe Brewing Co. for a waiver of the 300-foot location restriction and approval to allow dispensing/consumption of alcoholic beverages at Santa Fe Children's Museum, located at 1050 Old Pecos Trail which is within 300 feet of St. John's United Methodist Church, 1200 Old Pecos Trail, Santa Fe, NM 87505.

Pursuant §60-6B-10 NMSA 1978, a request from Santa Fe Brewing Co. for a waiver of the 300-foot location restriction has been submitted to allow the dispensing/consumption of alcohol at the Bricks and Brews sponsored by Santa Fe Children's Museum, which will be held on Friday, August 28, 2026, with alcohol service from 6:00 p.m. to 8:30 p.m.

ACTION REQUESTED:

Consideration of the above request

Attachments:

Special Dispenser Permit Intake Application
Map Layout of Location of Beer Garden
Letter From Property Owner
List of Servers



Alcoholic Beverage Control Division
Public Celebration Permit Intake Application
Application Number: PAR-0000463345



License Holder Information

Business Name (DBA): SANTA FE BREWING CO.
Business Mailing Address: P.O. Box 29773, Santa Fe, NM, US, 87592
Business Phone: 5056600565
Business Email: info@santafebrewing.com
License Number: SBL-000023 **License Type:** Small Brewer
License Expiry Date: 02/28/2027

Event Information

Event Name: Bricks and Brews
Event Venue: Both
Event Start Date: 08/28/2026
Event End Date: 08/28/2026
No of Days of Event: 1
Does this event allow guests of all ages: No
Will wristbands be used to assist in identifying attendees 21 years of age and older: Yes
Event Description: A playful, FUNdraiser for adults (ages 21+) at the Santa Fe Children's Museum! Leave the little ones with a sitter and enjoy a night of creativity, nostalgia, and fun!

Event Physical Address

Event Street: 1050 Old Pecos Trail **Event City:** Santa Fe
Event Zip Code: 87505 **Event State:** NM
Event County: Santa Fe **Event Local Option District:** Santa Fe City

Event Date/Hours

Date of Event: 08/28/2026
Time Event Begins: 6:00 PM **Time Event Ends:** 9:00 PM
Time of Alcohol Service: Begins at: 6:00 PM **Ends at:** 8:30 PM
Total No. of Attendees Expected at Event: 200 **Total No. of Attendees Expected to Consume Alcohol:** 150

Sponsor Information

Event Sponsor Name (Event Organizer): Santa Fe Children's Museum
Event Sponsor Contact Person: Danielle Lavell

Event	Sponsor	Contact	Email:
dlavell@santafechildrensmuseum.org			

Event Sponsor Contact Phone: 5059898359

Security Information

Security Type: Licensed Security Company **Number of Security Guards at Event:** 2
Licensed Security Company Name: SAS



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NOTE: LICENSEE'S EMPLOYEE(S) ASSIGNED TO WORK SECURITY, MUST WORK THIS EXCLUSIVELY AND MAY NOT SERVE AT THE EVENT.

License Holder and Server Certification

I Jacqueline Hatchel (Licensee) hereby certify this application is signed by Licensee or authorized person under this License. I further certify that all persons providing the service of alcoholic beverages at the Event are currently Server Certified, that they are all my employees, and that ALL the information in this Application and the Attachments, is true and correct. Licensee Agrees that if any statements or representations herein are found to be false, the Director may refuse to issue additional permits. I understand that all fees submitted are non-refundable.

Licensee Name: (print) Santa Fe Brewing Company c/o Brian Lock

Signature: Jacqueline Hatchel

Date: 7/20/2026

Local Governing Body Approval

Print Name: Gieralyn F. Cardenas

Title: City Clerk

Signature: _____

Date: _____

Phone No.: 505-953-6519

Fax: _____



July 2, 2026

The Santa Fe Children's Museum is pleased to host Santa Fe Brewing Company as a vendor for our Bricks & Brew event. The Santa Fe Children's Museum gives permission for Santa Fe Brewing Company to serve alcohol during this event - details below:

Event:

Bricks & Brew

Date/Time:

Friday, August 28 from 6 - 9 PM

Location:

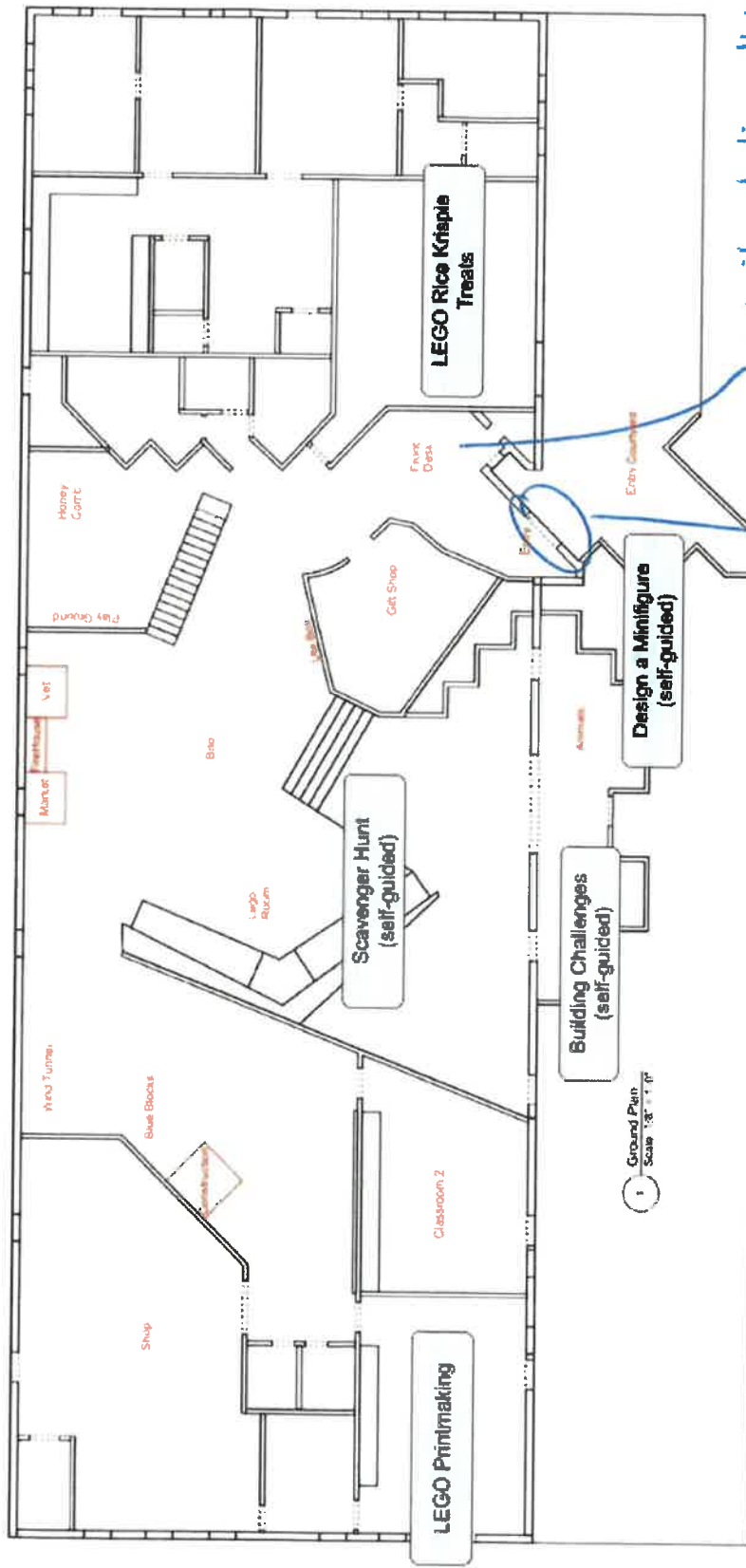
Santa Fe Children's Museum
1050 Old Pecos Trail, Santa Fe, NM 87505

A handwritten signature in black ink, appearing to read "Hannah Hausman", followed by a long horizontal line.

Hannah Hausman
Executive Director

BRICKS & BREW Event Map

INSIDE:



security station #1

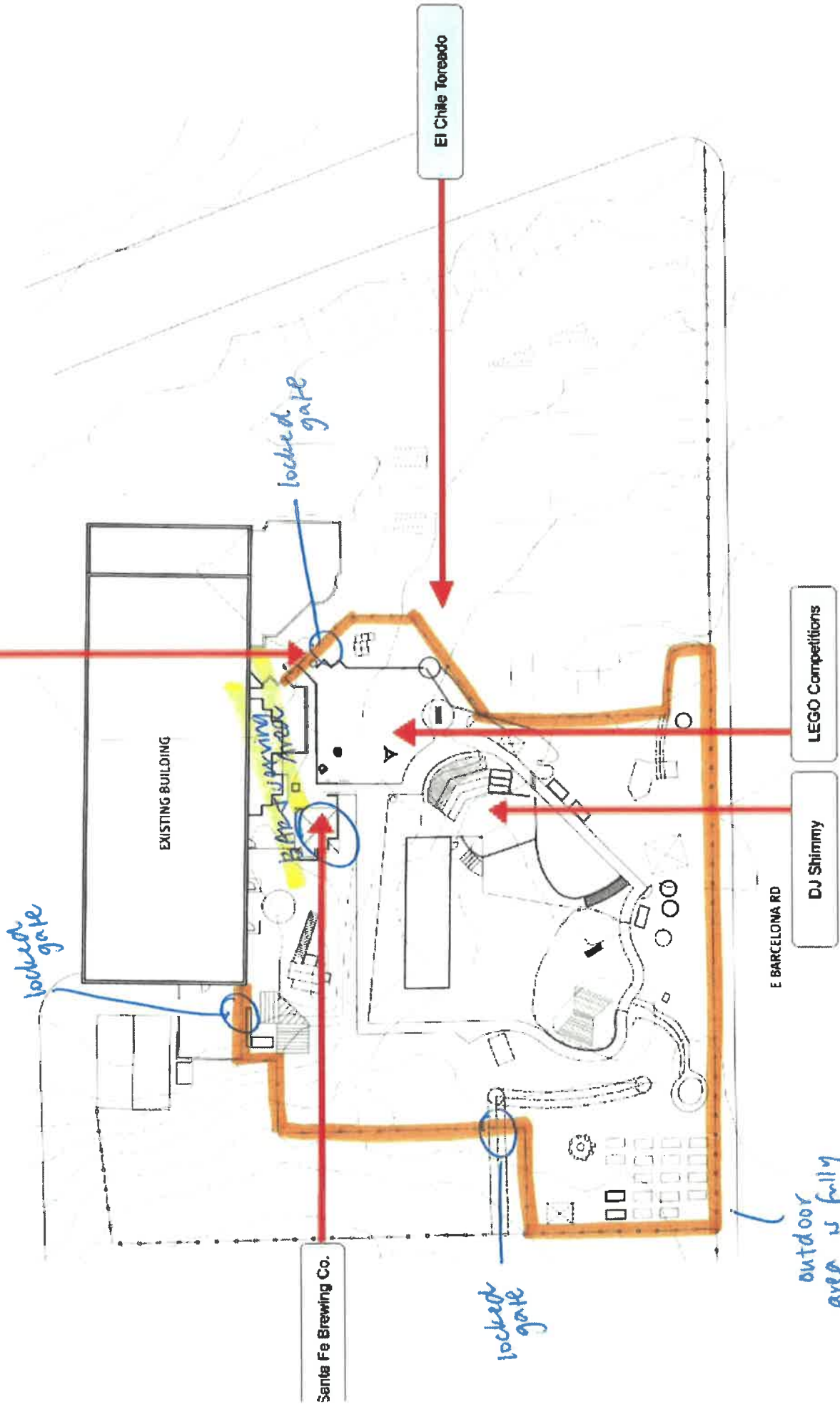
* security member #2 will be roaming

only entrance/exit

- Square footage
- inside = 8440 sq. feet.
 - outside = 65,340 sq. feet.

OUTSIDE:

Table for leaving
drinks when getting
food



outdoor
area is fully
enclosed with
a fence (locked gate)
~ 6-7 feet high

First Name	Last Name	Licence Number	Expiration Date
Angelic	Hatchel	537198	12/13/2026
Cori	Bobbett	334369	4/3/2027
Elizabeth	Jaques	S097231	1/17/2029
Eric	Venegas	540824	3/28/2027
Gabriel	Karns	S144973	07/22/2027
Gianne	Gomez	S053589	10/17/2027
Jacqueline	Hatchel	S097200	11/21/2028
Jennie	Lury	S155078	02/26/2028
Maryann	Romero	158117	04/12/2028
Spencer	Stroud	537351	12/23/2026
Susan	Crowley	S113502	04/26/2029