



Government of the Virgin Islands  
of the United States

**Department of Licensing and Consumer Affairs**  
**Office of the Commissioner**

Golden Rock Shopping Center  
3000 Estate Golden Rock, Suite 9  
St. Croix, VI 00820-4311  
Telephone: 340.713.3522

Administrative Complex  
"The Battery"  
St. John, VI 00830  
Telephone: 340.727.3303

Property & Procurement Building  
8201 Subbase, Suite 1  
St. Thomas, VI 00802-5826  
Telephone: 340.714.3522

**Public Notice**  
January 15, 2026

The Department of Licensing and Consumer Affairs (DLCA) invites the public to a hearing on community concerns regarding the issuance of "Tavern Keeper A" liquor licenses at the following locations:

1. Margarita Herrera: 18 Estate Profit, Christiansted, STX
2. Charles & Family Marketing, LLC: 102 Smith Bay Coki Point Plaza, Charlotte Amalie, STT
3. Dazey Drive In LLC: 3- Emmaus, STJ
4. Five 18 Entertainment LLC: 22 Subbase, Charlotte Amalie, STT

**This hearing is scheduled for THURSDAY, JANUARY 22, 2026, at 10:00 AM via Zoom:**

- <https://us06web.zoom.us/j/83701431515?pwd=M8HpR68QHVUGJfbg9STPyCbTO8RvAb.1>
- **Meeting ID:** 837 0143 1515 / **Passcode:** iyr2S0

Your input helps guide this decision. Property owners within 500 feet of proposed alcohol license locations, *especially near homes, schools, or churches*, are encouraged to voice their support or objections at public hearings. Following a Public Notice and a fair hearing, the DLCA may suspend or revoke a license if it serves the public interest under Title 8, Virgin Islands Code, Section 13(c). You may submit your questions, comments, objections, or approvals prior to the hearing:

**Hand-Delivery:**

- DLCA Alcohol Control Unit, P&P BDG., 8201 Subbase, Ste 1, St. Thomas, VI 00802

**Email and Phone:**

- Nicholas Francois, Alcohol Unit Coordinator:
  - [nicholas.francois@dlca.vi.gov](mailto:nicholas.francois@dlca.vi.gov) and/or 340.725.6068,
- Shenelle Bartlett-Benjamin, Alcohol Control Inspector:
  - [Shenelle.bartlett@dlca.vi.gov](mailto:Shenelle.bartlett@dlca.vi.gov) and/or 340.714.1125,
- Yeyme DouglasSmith, Alcohol Control Inspector:
  - [yeyme.douglasmith@dlca.vi.gov](mailto:yeyme.douglasmith@dlca.vi.gov) and/or 340.714.1106.

\*\*\*\*\*

The Bryan-Roach Administration is investing in the Territory's people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit [transparency.vi.gov](http://transparency.vi.gov).

