



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, November 15, 2023

COMMITTEE MEETING NOTICE


AD 12

PENA DELGADO, Platon, Agent  
Restaurant Jerez, LLC  
828 S 1st St  
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

**Tuesday, November 28, 2023 at 02:25 PM**

The access code is <https://meet.goto.com/210788517>. If you wish to call in: [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 210-788-517  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer License Renewal Applications with Change of Hours From Closing at 9PM Sun-Thu and 10:30PM Fri&Sat To Close at 2AM Everyday and; Public Entertainment Premises License Application Requesting Instrumental Musicians, Disc Jockey, Bands, Karaoke and Patrons Dancing as agent for "Restaurant Jerez, LLC"  "Restaurant Jerez" at 828 S 1st St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

**Notice for applicants with warrants or unpaid fines:**

**Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.**

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing. You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below. Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Roman, Carmen

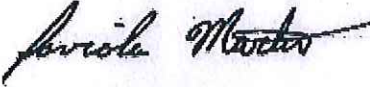
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**From:** License  
**Sent:** Monday, October 9, 2023 2:49 PM  
**To:** Roman, Carmen  
**Subject:** FW: Jerez Mexican Restaurant

CR

Please add

Have a good day,



Faviola Martin  
License Division Assistant Manager  
200 E. Wells St. Rm. 105  
Milwaukee, WI 53202  
Office 414-286-2238

REDACTED RECORD



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**From:** Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
**Sent:** Friday, October 6, 2023 5:12 PM  
**To:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; License <LICENSE@milwaukee.gov>; Velasquez, Guadalupe <gvelas@milwaukee.gov>; Pajot, Patrick <ppajot@milwaukee.gov>; Carloni, Justin <jcarlo@milwaukee.gov>; Booth, Colin <cbooth@milwaukee.gov>; Gloria, Jesus <jglori@milwaukee.gov>; Contreras, Eliel <econtr@milwaukee.gov>; Bauzo-Santiago, Edgardo <ebauzo@milwaukee.gov>; Ann Lopez Community Prosecutor <Ann.Lopez@da.wi.gov>; Radavich, Michael <mrдав@milwaukee.gov>; Benitez, Xavier <xbenit@milwaukee.gov>  
**Cc:** <Latasha.Williamson2@milwaukee.gov>; Knapp2, Luke <Luke.Knapp2@milwaukee.gov>  
**Subject:** Jerez Mexican Restaurant

Good afternoon,

I would like to share with you a few screenshots and links that were sent to the office of President Pérez. Last week MPD did go but Mr. Platon stated to MPD that he did not know he needed a Special Temp PEP license.

Ms. Milano, If I am not mistaken when we denied his permits in early September this was explained to him. MPD would a citation still be able to be sent to him for this past weekend?

Can you please make sure that his establishment is not hosting anything past what his license allows.

Please advise.

Respectfully,



Legislative Assistant | Common Council President José G. Pérez



City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202  
Office: 414-286-2861  
Cell: 414-708-3621  
[Maribel.Murillo@Milwaukee.gov](mailto:Maribel.Murillo@Milwaukee.gov)

Please consider using our [Click for Action](#)

<https://www.facebook.com/reel/250084761367587>

The screenshot shows a Facebook post from 'Jerez Restaurant Milwaukee'. The post header includes the page name, address (325 S 1st St, Milwaukee, WI), phone number (414) 509-9122, website (jerezrestaurant.com), and a rating of 4.2 (5 reviews). Below the header is a 'Photos' section with a grid of nine images: three photos of drinks on a bar, a logo for 'CASA DE JEREZ', a street view of a building, and three photos of yellow flowers. To the right of the photo grid is a large video thumbnail showing the interior of the restaurant, which is dimly lit with blue ambient lighting. Silhouettes of people are visible in the foreground, and a bright light source is visible in the background.

<https://fb.watch/nw5Gjwfm2X/>

REDACTED RECORD

11:00

Jerez Restaurant, the premier destination for delectable seafood and authentic Mexican cuisine in Mke

Page · Restaurant

828 S 1st St, Milwaukee, WI, United States, Wisconsin

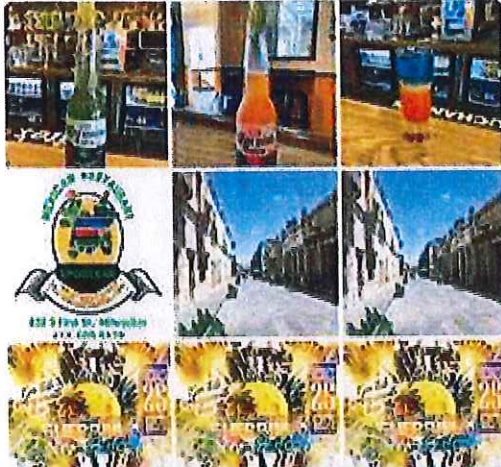
(414) 509-5129

jerezmenu.com

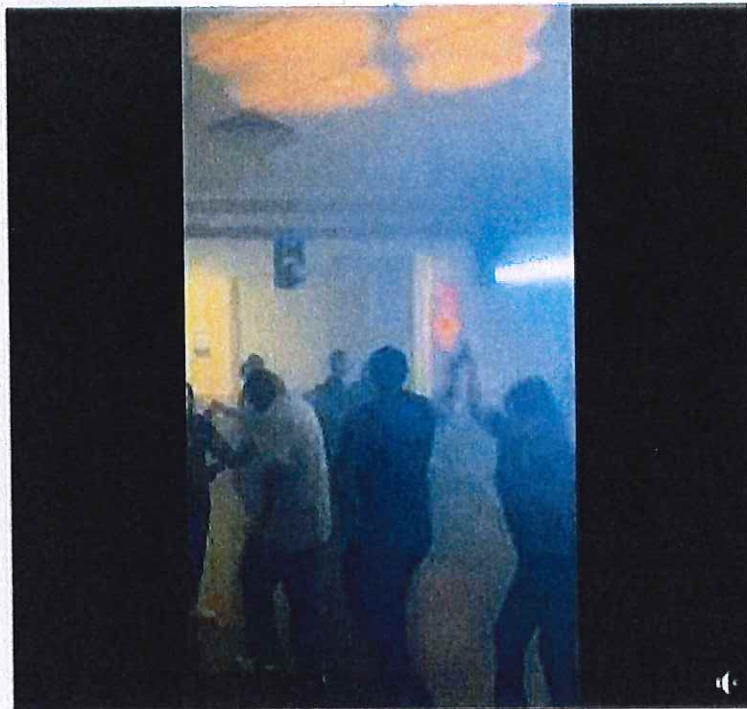
Rating 4.2 (5 Reviews)

Photos

See all photos



Jerez Restaurant Milwaukee was live



5

1 share

Like

Comment

Share

<https://www.facebook.com/reel/2188443584683457>

REDACTED RECORD

Jerez Restaurant, the premier destination for delectable seafood and authentic Mexican cuisine in Mke

Page · Restaurant

828 S 1st St, Milwaukee, WI, United States, Wisconsin

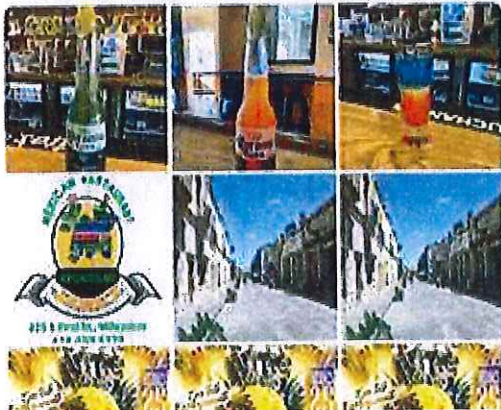
(414) 509-5129

jerezmenu.com

Rating 4.2 (5 Reviews)

Photos

See all photos



Jerez Restaurant Milwaukee was live

September 21 at 1:27 AM





<https://www.facebook.com/reel/314992484549998>

**Jerez Restaurant Milwaukee** Was live

**Intro**  
Jerez Restaurant, the premier destination for delectable seafood and authentic Mexican cuisine in Milwaukee

Page · Restaurant


828 S 1st St, Milwaukee, WI, United States, Wisconsin

(414) 509-5129


jerezmilwaukee.com

Rating · 4.2 (5 Reviews)

**Photos** [See all photos](#)



The photo grid contains six images: three drinks on a bar, a restaurant interior with a menu board, a street view of a building facade, and another restaurant interior.



The video player shows a live stream of a restaurant interior. The scene is dimly lit with prominent red lighting. A crowd of people is visible in the foreground, and a bar area is in the background. The video player interface includes a play button, a progress bar at 0:04 / 1:11, a 'Click to expand' button, and a 'Comment' button.

<https://www.facebook.com/reel/1394971831365702>

REDACTED RECORD

Jerez Restaurant, the premier destination for delectable seafood and authentic Mexican cuisine in Milwaukee

Page · Restaurant

628 S 1st St, Milwaukee, WI, United States, Wisconsin

(414) 509-5129

jerezmil.com

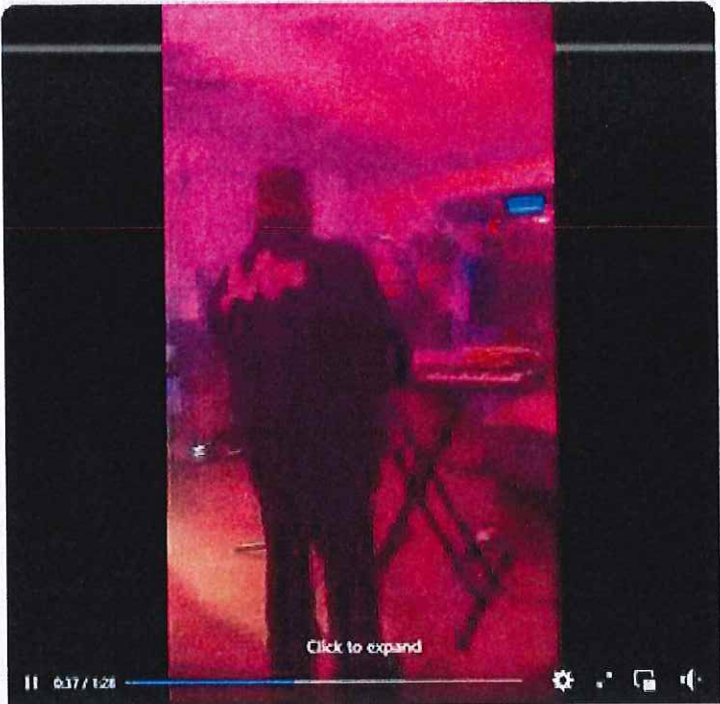
Rating 4.2 (5 Reviews)

Photos

See all photos



Jerez Restaurant Milwaukee  
September 16 at 10:46 AM



Hugo Perez was live  
September 16 at 10:46 AM  
🔥🔥🔥 LA MORA

REDACTED RECORD

828 S. 1st St.

Roman, Carmen

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**From:** milano, marissa  
**Sent:** Monday, October 2, 2023 9:10 AM  
**To:** Roman, Carmen  
**Cc:** Cooney, Jim  
**Subject:** FW: El Jerez Mexican Restaurant 828 S 1st St  
**Attachments:** RPreplay\_3gp; IMG\_2829.jpg

Please add to the file for Jerez

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



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**From:** Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
**Sent:** Saturday, September 30, 2023 9:33 PM  
**To:** district, two <mpd2@milwaukee.gov>; Pajot, Patrick <ppajot@milwaukee.gov>; Carloni, Justin <jcarlo@milwaukee.gov>; Gloria, Jesus <jglori@milwaukee.gov>; Bauzo-Santiago, Edgardo <ebauzo@milwaukee.gov>; Contreras, Eliel <econtr@milwaukee.gov>; Velasquez, Guadalupe <gvelas@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>  
**Cc:** Ann Lopez Community Prosecutor <Ann.Lopez@da.wi.gov>; Radavich, Michael <mrдав@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>; Knapp2, Luke <Luke.Knapp2@milwaukee.gov>; Williamson2, Latasha <Latasha.Williamson2@milwaukee.gov>; License <LICENSE@milwaukee.gov>  
**Subject:** El Jerez Mexican Restaurant 828 S 1st St

Good evening all,

I would like to share with you a flyer and add that was posted on Facebook for El Jerez Mexican Restaurant at 828 S 1<sup>st</sup> St.

I double checked with President Pérez, this event does not have permits for Live Music, Patrons Dancing or to be opened past 11:00pm.

MPD: Can you please have someone look into this matter.  
License: Can you please add to the file.

Thank you,

*Maribel Murillo*

Legislative Assistant | Common Council President José G. Pérez  
City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202  
Office: 414-286-2861  
Cell: 414-708-3621  
[Maribel.Murillo@Milwaukee.gov](mailto:Maribel.Murillo@Milwaukee.gov)



HOY HOY HOY HOY

JEREZ MEXICAN RESTAURANT PRESENTA

En Pantalla Gigante



LA PELEA DEL AÑO Y BAILE



COMPRA TUS BOLETOS EN LUGARES DE COSTUMBRE RESTAURANT Y TAQUERIA LA ESPERANZA

LOS GEMELOS TACOS RESTAURANT

BOLETOS Y MESAS VIP

(414) 215-4864 / 414-509-5129



SABADO 30 SETIEMBRE

828 S.1ST STREET MILWAUKEE, WI 53204 / PUERTAS ABREN 8 PM

HOY HOY HOY HOY

HOY HOY HOY HOY

HOY HOY HOY HOY



12:21

50%



**Jerez Restaurant Milwaukee** [Following](#)  
 11:12  
 Cuidado con el alcohol... Ah no a cenar bueno es para  
 para este sábado 21 de julio  
 con el restaurante Jerez Mexican. See more



12:21

50%

X

Photo



Jerez Mexican Restaurant • Following

Mañana Sábado: Noche de Cuzco y de Corchero  
Lun-ábado, vengan a bailar Salsas con un Mandamulo  
reper. Sea más





12:21

Jul 5G

X

Photo



**Jerez Restaurant Milwaukee** · Following

¡Celebra tu próximo evento con estilo y comodidad en nuestro exclusivo salón! \$14,500-\$1200 [¡Reserva tu lugar!](#)  
Nuestro amplio espacio está listo para hacer de tu ocasión especial un momento inolvidable. Disfruta de nuestras modernas instalaciones y servicios personalizados. Confianza hoy mismo para conocer nuestras opciones de renta de salón y reservar la fecha.  
[#RentaSalón](#) [#EventosEspeciales](#)  
[#CelebraConNosotros](#) [#RentaSalón](#)

1 Comment · 6 Shares

144 Comments 6 Shares

Public Friends Add Invite to Post

12:21 Jul 31 - 08

X Photo



Jerez Restaurant Michoacan - Following  
2017

¡Hola para el próximo evento en agosto!!  
Como siempre tratando de brindarles lo mejor  
este VIERNES 21 DE JULIO Restaurant & Sport Bar  
presenta

🔥🔥🔥 GRAN EVENTO DE SONIDERO 🔥🔥🔥






12:21

Jul 14, 2023

X

Photo



 Jerez Restaurant Milwaukee · Following

Solo en Jerez Restaurant Milwaukee, POR QUE RECORDAR ES SU VIDA VIVIR, ven con nosotros este







# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/10/23  
LICENSE TYPE: Class B Tavern  
NEW:   
RENEWAL:

No. 357494  
Application Date:

License Location: 828 S. 1<sup>st</sup> Street  
Business Name: Restaurant Jerez

Licensee/Applicant: PENADELGADO, Platon  
(Last Name, First Name, MI)  
Date of Birth: 01/28/1974

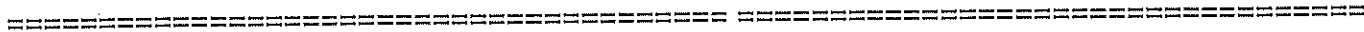
Home Address: 8900 S. Shepard Avenue  
City: Oak Creek State: WI Zip Code: 53154  
Home Phone: 414-241-5657

This report is written by Police Officer Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 09/04/14 the applicant was cited in the City of Milwaukee at 6000 W. Morgan Avenue for Improper Right Turn.

Charge: Improper Right Turn  
Finding: Guilty  
Sentence: Fine  
Date: 03/18/22  
Case: 15029608



2. On 07/20/23, Milwaukee Police received an email complaint regarding a Tavern Violation at 828 S. 1<sup>st</sup>. The complaint directed the officer to a Facebook Live Post which was timestamped from 07/15/23 at 12:43a.m. The video was on Jerez Restaurant Milwaukee Facebook Page and depicted a live band playing as well as patrons dancing. The officer responded to the location and interviewed the agent regarding a post for 07/21/23, which advertised DJ's and a live band. The officer advised the agent they have no Public Entertainment License for these types of events. The agent responded they believed it was all approved and showed officers an application for a Temporary Change of Plan and a Temporary Public Entertainment Premise, along with the receipt. The agent was advised the applications still were not

approved and they could potentially be cited if they proceed with the event. The agent was cited for event on 07/15/23.

Charge: Public Entertainment License Required  
Finding: Guilty  
Sentence: Fine  
Date: 09/25/23  
Case: 23024617

3. On 07/20/23 a Milwaukee Police Officer conducted follow up regarding an Aldermanic complaint at 828 S. 1<sup>st</sup>. This was in regards to Item #2 and the agent was able to provide an approved Temporary Public Entertainment Permit to the officer for the event on 07/21/23. The agent was cooperative with the officer.
4. On 10/09/23, Milwaukee Police received an email dated 10/06/23, regarding the establishment located at 828 S. 1<sup>st</sup>., operating outside of their licensed hours and operating without a Public Entertainment Premise License. The officer reviewed calls for service at the location and located a dispatched call on 09/30/23 at 11:28p.m. The officer reviewed the responding officers body cam which showed the officers enter the establishment on 10/01/23 at 1:00a.m., the door propped open and the open sign illuminated., with patrons dancing and the music amplified to the point the officers had to interview the owner outside. The agent stated to the officers they believed they had obtained temporary permits allowing them to keep the business open past 10:30p.m., however, was unable to produce said permit and instead provided the officers with applications for the change of plan of license.
5. On 10/12/23, Milwaukee Police received an email complaint regarding a Tavern Violation at 828 S. 1<sup>st</sup>. The officer is aware this establishment frequently operates as a Public Entertainment Premise, without the proper permit. The officer checked the Facebook Page for the establishment and found several videos livestreamed on Saturday, 09/23/23 at 1:27a.m., and Friday 09/29/23 at 11:10p.m., in which several DJ's were performing along with patrons dancing. The Livestream was date/timestamped with the exact date and time at the location, which the current license only allows operation until 10:30p.m., on Saturdays. The agent has been previously warned regarding operating outside of the current license.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232020054

OtherEvent #: 23-LP-2540

## Incident

### 828 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 07/15/2023 12:34:00  
CAD Number:: 232020655  
District:: 2  
Beat:: 228  
Reporting Area:: 5235

## Business Agent (1)

### PENA, PLATON

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 01/28/1974  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Phone  
Address:: 8900 S SHEPARD AV  
City:: OAK CREEK  
State:: WISCONSIN  
Zip Code:: 53154

## Licensed Premise Data (1)

### JEREZ RESTAURANT

Phone 1 Number:: (414)-241-5657  
Address:: 828 S 1ST ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 07/21/2023 13:30:00  
Business Was Cited For Violation:: Yes  
Citation Number: (Additional Citations List In Narrative): 06815JN00L  
Violation/Ordinance Number:: 108-5  
Licensee was cooperative: (If not explain in narrative): Yes  
Licensee or Manager was on premises at time of violation/incident:: Yes

## Narrative (1)

### LICENSED PREMISE REPORT

Diener, Matthew J 018626

07/21/2023



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232020054

OtherEvent #: 23-LP-2540

This report is written by PO Matthew DIENER, assigned to District 2, day shift, squad 2166. On Thursday, July 20, 2023, I received an email complaint regarding Jerez Restaurant located at 828 S 1st St, operating as a public entertainment premise without having an annual license or permit. The complaint showed a link to Facebook live, where I was directed to a video livestreamed by "Jerez Restaurant Milwaukee" on Saturday, July 15, 2023, at 12:43am, which showed a live band playing musical instruments along with patrons dancing, with Jerez Restaurant not having a PEP license to host such events. The livestream was shown on Jerez Restaurant's Facebook page and was also date/time stamped with the exact date and time the video began livestreaming

I then responded to 828 S 1st St and spoke with Mr. PENA regarding tonight's event, 7/21/23, which involved 3 different DJ's/bands performing live, which I observed lighting equipment being setup when I entered the premise. I advised Mr. PENA that Licensing Division denied his TPEP and TCOP which Mr. PENA stated that he was under the impression that it was approved, and produced the application for a TCOP and TPEP. He showed me the receipt for the filing charge and stated that he thought because he submitted the application, that it meant he could have the event. I told Mr. PENA that applications still have to be approved when they're submitted. Mr. PENA was issued a citation for PEP-License Required. I advised Mr. PENA that if he still has the event he *could* receive another citation for 108-5 PEP License Required. Mr. PENA understood and didn't have any questions at the time. Mr. PENA was cooperative during the meeting.

## Officer (2)

Reporting Officer:	Diener, Matthew J (018626)	07/21/2023 13:49:00
Section: (Work Location):	21	
Approving Officer:	Vandervest, Daniel J (016084)	07/22/2023 08:51:09
Section: (Work Location):	21	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232010171

OtherEvent #: 23-LP-2535

## Incident

### 828 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 07/20/2023 19:30:00  
CAD Number:: 232011406  
District:: 2  
Beat:: 228  
Reporting Area:: 5235

## Business Agent (1)

### PENA, PLATON

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 01/28/1974  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Phone  
Address:: 8900 S SHEPARD AV  
City:: OAK CREEK  
State:: WISCONSIN  
Zip Code:: 53154

## Licensed Premise Data (1)

### RESTURANT JEREZ

Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Cell  
Address:: 828 S 1ST ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Food Dealer  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not Yes  
explain in narrative):  
Licensee or Manager was on Yes  
premises at time of  
violation/incident::

## Narrative (1)

### LICENSED PREMISE REPORT

Sanchez, Carissa M 029820

07/20/2023

This report is written by PO CARISSA SANCHEZ ASSIGNED TO DISTRICT TWO, LATE POWER SHIFT, SQUAD 2432 WITH PO JACK CARLONI.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232010171

OtherEvent #: 23-LP-2535

On THURSDAY JULY 20TH, 2023 I CONDUCTED FOLLOW UP REGARDING AN ALDERMANIC COMPLAINT AT 828 S 1ST ST, WHICH IS IN THE CITY AND COUNTY OF MILWAUKEE WI.

ON SCENE I SPOKE WITH OWNER OF ESTABLISHMENT IDENTIFIED AS PLATON PENA-DELGADO (W/M 01-28-1974) WHO ADVISED ME THAT ON THE ABOVE LISTED DATE HE WENT TO CITY HALL AND REVIEWED A TEMPORARY PUBLIC ENTERTAINMENT PERMIT FOR THE UPCOMING WEEKEND FOR AN EVENT WHICH WILL HAVE A LIVE BAND.

PENA-DELGADO STATED HE WILL HAVE 4 SECURITY ON SCENE AND IS EXPECTING APPROXIAMLETY 100 PATRONS.

THE HOURS ARE ALSO CHANGED FOR THIS EVENT AND THOSE WILL BE 8:00PM-2:00 AM.

PENA-DELGADO WAS COOPERATIVE ON SCENE AND WAS ABLE TO PROVIDE THE NEW TEMPORARY LICENSE.

APPLICATION 30354627

END OF REPORT.

## Officer (2)

Reporting Officer:	Sanchez, Carlssa M (029820)	07/20/2023 19:39:00
Section: (Work Location):	24	
Approving Officer:	Mejla, Jonathan (015348)	07/22/2023 10:14:28
Section: (Work Location):	24	



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232850042

OtherEvent #: 23-LP-3282

## Incident

### 828 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 09/23/2023 01:27:00  
CAD Number:: 232731719  
District:: 2  
Beat:: 228  
Reporting Area:: 5235

## Business Agent (1)

### PENA, PLATON

Person Involvement: (Must choose Agent  
AGENT from drop down):

DOB:: 01/28/1974  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Phone  
Address:: 8900 S SHEPARD AV  
City:: OAK CREEK  
State:: WISCONSIN  
Zip Code:: 53154

## Licensed Premise Data (1)

### JEREZ RESTAURANT

Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Phone  
Address:: 828 S 1ST ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Violation/Ordinance Number:: 108-5  
Licensee was cooperative: (if not  
explain in narrative): No  
Licensee or Manager was on  
premises at time of  
violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Diener, Matthew J 018626

10/12/2023

This report is written by PO Matthew DIENER, assigned to District 2, Day Shift, Squad 2166. On

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232850042

OtherEvent #: 23-LP-3282

Thursday, October 12, 2023, I became aware of an email complaint from the office of Common Council President Alderman Perez, regarding Jerez Restaurant located at 828 S 1st St, operating as a public entertainment premise without having an annual license or permit. Jerez Restaurant has had several incidents of operating outside of their license and without a PEP and were previously cited by me for a 7/15/23 incident involving Jerez operating as a PEP without having a PEP license. I'm aware that Jerez Restaurant frequently posts Facebook Livestream Events on their Facebook page, showing the event for that evening. I then went to "Jerez Restaurant Milwaukee" Facebook page and viewed several videos livestreamed by "Jerez Restaurant Milwaukee" on Saturday, September 23, 2023, at 1:27am, which showed several DJ's performing along with patrons dancing. Jerez Restaurant does not have a PEP license to host such events and are only allowed to operate until 10:30pm on Saturday's. The livestream was shown on Jerez Restaurant's Facebook page and is also date/time stamped with the exact date and time the video began livestreaming at the location.

While reviewing "Jerez Restaurant Milwaukee" Facebook page, I also observed that they livestreamed another live DJ event with patrons dancing, livestreamed on Friday, September 29, 2023, at 11:10pm. During both events on 9/23 and 9/29, I observed several DJ's performing along with numerous patrons dancing, operating as a PEP without a PEP license and operating past their hours of operation. The licensee, Mr. PENA, was previously warned and explained that applying for a TCOP and PEP doesn't automatically grant you the applicable licenses.

## Officer (2)

Reporting Officer:	Diener, Matthew J (018626)	10/12/2023 09:14:00
Section: (Work Location):	21	
Approving Officer:	Schmitz, William P (018355)	10/12/2023 12:46:32
Section: (Work Location):	21	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232850041

OtherEvent #: 23-LP-3281

## Incident

### 828 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 09/30/2023 23:38:00  
CAD Number:: 232731719  
District:: 2  
Beat:: 228  
Reporting Area:: 5235

## Business Agent (1)

### PENA, PLATON

Person Involvement: (Must choose Agent  
AGENT from drop down):

DOB:: 01/28/1974  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-241-5657  
Phone 1 Type:: Phone  
Address:: 8900 S SHEPARD AV  
City:: OAK CREEK  
State:: WISCONSIN  
Zip Code:: 53154

## Licensed Premise Data (1)

### RESTAURANT JEREZ

Address:: 828 S 1ST ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 10/01/2023 01:05:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not  
explain in narrative): No  
Licensee or Manager was on  
premises at time of  
violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Vodicka, Kevin E 018950

10/12/2023

This report is written by P.O. Kevin VODICKA assigned to District Two, Day Shift CPU. On Monday, October 9th, 2023, I received, and email (originally dated October 6, 2023)



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232850041

OtherEvent #: 23-LP-3281

forwarded from the office of Ald. Perez regarding Restaurant Jerez, located at 828 S 1st St, operating outside of their licensed hours of operation and operating without PEP license. I did review calls for service to the location and located Police Call #232731719, 09/30/23, created at 23:28, "CALLER STS LOC DOES NOT HAVE A LICENSE TO STAY OPEN PAST 11, TO HAVE DANCING OR A DJ / TYPE 1848 PER 7472 SGT MM". Squad 2425 (P.O. Nickolas GALLERT and P.O. Antwan POWELL) were dispatched to the call at 12:36 am (10/01/23) and arrived on scene at 12:50 am. Squad 2425 cleared the assignment with a "C10" with a note stating, "SPOKE WITH THE OWNER OF THE BAR AND CLEARED UP HIS CONFUSION ABOUT HIS OPERATING HOURS. THE OWNER NOW UNDERSTANDS THAT HE CAN NOT OPERATE PAST 10:30PM UNTIL HE IS GRANTED A PERMINATE LICENSE FOR EXTENDED HOURS. THE OWNER AGREED TO CLOSE AT 10:30PM UNTIL HIS NEW LICENSE IS ISSUED".

Upon reviewing the body worn cameras for P.O. GALLERT and P.O. POWELL, I observed that officers entered the premises at 1:00am, found the doors propped open, the "open" sign illuminated, loud music coming from the interior, and patrons inside of the business. Officers encountered a lighted dancefloor with amplified music (at a volume level where officers had to speak with the owner on the outside patio), and at least two patrons dancing. It is unclear from the video if a live band or DJ is performing. There is, however, a Facebook live video on the Facebook page of Restaurant JEREZ dated 10/01/23 at 12:29 am that show the same dance floor with a live band performing and patrons dancing. Officers did speak with the agent, Platon PENA-DELGADO, who stated that he believed he had obtained temporary permits allowing him to keep the business open past 10:30pm (the business is licensed to be open from 10:00 am to 9:00 pm Sunday – Thursday and 10:00 am to 10:30 pm on Friday and Saturday). However, PENA-DELGADO was unable to produce such a permit and instead produced applications for temporary changes to his license from previous months. A check of LIRA revealed that PENA-PLATON had applied for temporary PEP and temporary change of plan licenses on 9/6/23, 8/30/23, 07/26/23, 07/20/23 but it appears that none of the licenses were granted.

## Officer (2)

Reporting Officer:	Vodicka, Kevin E (018950)	10/12/2023 11:22:00
Section: (Work Location):	21	
Approving Officer:	Schmitz, William P (018355)	10/12/2023 12:47:05
Section: (Work Location):	21	



Wednesday, November 15, 2023



# Notice of Public Hearing

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PENA DELGADO, Platon, Agent

Restaurant Jerez at 828 S 1st St

Class B Tavern and Food Déaler License Renewal Applications with Change of Hours From Closing at 9PM Sun-Thu and at 10:30PM Fri & Sat To Close at 2AM Everyday and; Public Entertainment Premises License Application Requesting Instrumental Musicians, Disc Jockey, Bands, Karaoke and Patrons Dancing

**Tuesday, November 28, 2023 at 2:25 PM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/28/2023 at 2:25 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

## **Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:**

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY STATE
CURRENT OCCUPANT	105 E WALKER ST	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 1	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 2	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 206	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 3	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 302	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 303	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 308	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 4	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 5	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 7	MILWAUKE
CURRENT OCCUPANT	117 W WALKER ST3 8	MILWAUKE
CURRENT OCCUPANT	805 S BARCLAY ST	MILWAUKE
CURRENT OCCUPANT	811 S 1ST ST	MILWAUKE
CURRENT OCCUPANT	812 S 2ND ST	MILWAUKE
CURRENT OCCUPANT	812 S 2ND ST3 A	MILWAUKE
CURRENT OCCUPANT	828 S 1ST ST	MILWAUKE
CURRENT OCCUPANT	900 S 1ST ST	MILWAUKE
CURRENT OCCUPANT	904 S 1ST ST	MILWAUKE
CURRENT OCCUPANT	907 S 1ST ST	MILWAUKE

Blank Notice

Total Records: 20

Radius 250 feet and Center of the Circle: 828 S 1st St

ZIP

- :E, WI 53204-1855
- :E, WI 53204-1889
- :E, WI 53204-1889
- :E, WI 53204-1891
- :E, WI 53204-1889
- :E, WI 53204-1892
- :E, WI 53204-1892
- :E, WI 53204-1892
- :E, WI 53204-1889
- :E, WI 53204-1889
- :E, WI 53204-1889
- :E, WI 53204-1889
- :E, WI 53204-1835
- :E, WI 53204-1816
- :E, WI 53204-1821
- :E, WI 53204-1821
- :E, WI 53204-1815
- :E, WI 53204-1817
- :E, WI 53204-1817
- :E, WI 53204-1818



**2023-2024 Plan of Operation for 828 S 1ST ST**

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input type="checkbox"/> Licensee <input checked="" type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>14</u> Locations: <u>BATHROOMS, KITCHEN &amp; BAR AREAS</u> Outside <u>1</u> Locations: <u>BACK</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>TWO-2</u>		Name of solid waste contractor: <u>EAGLE DISPOSAL</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many <u>(FOUR 4)</u> AND What are their responsibilities? <u>CHECK BELONGS CHECK FOR WEAPONS &amp; GUNSA</u> What security equipment do they use? <u>ADD CONTROL THE OCCUPANCY OF THE PEOPLE</u> List their licensing, certification or training credentials: <u>LEDSE COMPANY</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>SIXTEEN CAMERAS TOTAL DIFFERENT LOCATIONS</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>CHECK ID'S</u>			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>50</u> %	Food Sales <u>50</u> %	Entertainment _____ %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>FROM MONDAY TO SUNDAY FROM 10:00 AM TO 2:00 AM</u>			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: FREST 19425 Fee: \$800.00</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT for Restaurant Jerez 828 S 1ST ST**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- |   |  |  |   |
|---|--|--|---|
| <input checked="" type="checkbox"/> Instrumental Musicians                                | <input checked="" type="checkbox"/> Bands                      | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input checked="" type="checkbox"/> Disc Jockey   | <input type="checkbox"/> Magic Shows                           | <input type="checkbox"/> Poetry Readings                       | <input type="checkbox"/> Dancing by Performers                                |
| <input type="checkbox"/> Jukebox  | <input type="checkbox"/> Wrestling                             | <input type="checkbox"/> Patron Contests                       | <input checked="" type="checkbox"/> Patrons Dancing                           |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input checked="" type="checkbox"/> Karaoke                    | <input type="checkbox"/> Bowling Alley<br>How many? _____      | <input type="checkbox"/> Pool Tables<br>How many? _____                       |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____   |  |  |   |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe: *I HIRE A PROMOTER TO*

*BRING BANDS, DJ'S AND MARACHIS BAND*

At any time will sound amplification be used?  No  Yes If Yes, Describe: *MICROPHONES, SPEAKERS,*

**5. SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign







