



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, September 13, 2023

COMMITTEE MEETING NOTICE

AD 13

BUCHHOLZ, Franziska, Agent
Bowlero Wisconsin, LLC
7313 Bell Creek Rd
Mechanicsville, VA 23111

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, September 26, 2023 at 09:10 AM

The access code is https://meet.goto.com/986783021. If you wish to call in: +1 (408) 650-3123 and use Access Code: 986-783-021. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications with Change of Hours From Opening at 12PM To Open at 2 PM Mon-Fri and; From Closing at 12AM To Close at 11PM Sun-Thu as agent for "Bowlero Wisconsin" for "JB's on 41" at 4040 S 27TH 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: [Signature]
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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 7/27/23

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 354773**

**Application Date:**

**License Location:** 4040 S 27<sup>th</sup> St

**Business Name:** Bowlero Wisconsin

**Licensee/Applicant:** Buchholz, Franziska  
(Last Name, First Name, MI)

**Date of Birth:** 02/15/86

**Home Address:** 4825 N. 105<sup>th</sup> St #3

**City:** Milwaukee

**State:** WI    **Zip Code:** 53225

**Home Phone:**

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

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

1. On 03/18/23 at 1:06a.m., Milwaukee Police were dispatched to Assist an Officer at 4040 S. 27<sup>th</sup> St. Investigation revealed an off-duty Officer was at the premise celebrating a birthday, when security staff and the family of the officer got into a physical altercation. Officers were able to view video surveillance which depicts a security officer striking a patron in the head with their firearm and a friend of a security guard striking another patron, causing injuries. The manager was cooperative with the investigation.
2. On 03/23/23 Milwaukee Police held a meeting regarding Item #1. In addition to members from the Milwaukee Police Department, in attendance were management from the establishment as well as the Community Prosecutor and a member from the BID. Security protocols were discussed and the meeting was well received by all.
3. On 06/14/23 at 4:45p.m., Milwaukee Police were dispatched to a Trouble with Subject at 4040 S. 27<sup>th</sup> St. Investigation revealed a patron entered the bar and ordered food, however, became argumentative with other patrons. Staff requested the patron leave, however, they refused. The officer made contact with the patron who then left the premise. The manager was cooperative with the investigation.

4. On 07/25/23 at 9:31p.m., Milwaukee Police were dispatched to a Threat at 4040 S. 27<sup>th</sup> St. Investigation revealed a patron, who was highly intoxicated, was refused service at the bar due to the level of intoxication. The patron became argumentative with both staff and friends they arrived with. The patron then threatened to get a gun and use it on everyone. Due to statements made by the patron in the past to their friends regarding owning a gun and a backpack in the rear of the car they arrived in, once the patron entered the back seat of the car, employees and the patrons feared the patron did have a gun and police were called. The employees were cooperative with police and later provided officers with video surveillance of the incident.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 230770010

OtherEvent #: 23-LP-0666

## Incident

### 4040 S 27TH ST MILWAUKEE, WISCONSIN 53221

Incident Date/Time:: 03/18/2023 01:07:00  
CAD Number:: 230770104  
District:: 6  
Beat:: 630  
Reporting Area:: 7150

## Business Agent (1)

### BUCHHOLZ, FRANZISKA

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

DOB:: 02/15/1986  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (414)-702-5834  
Phone 1 Type:: Phone  
Address:: 4825 N 105TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225

## Licensed Persons Involved (1)

### GOELLER, CHRISTOPHER T

Person Involvement:: Manager  
DOB:: 05/03/1991  
Sex:: MALE  
Race:: WHITE

## Licensed Premise Data (1)

### JB'S ON 41

Phone 1 Number:: (414)-281-8200  
Phone 1 Type:: Work  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Business Was Cited For Violation:: No  
Licensee was cooperative: (if not explain in narrative): Yes  
Licensee or Manager was on premises at time of violation/incident:: No

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

OtherEvent #: 23-LP-0666

Case #:230770010

Narrative (1)

## LICENSE PREMISE REPORT

Terriquez, Frederick A 012880

03/18/2023

This report was submitted by Officer Frederick TERRIQUEZ assigned to District 6, Early shift and equipped with a body worn camera.

On Saturday, March 18th, 2023, at 1:06pm, Officer Harry ALMAS and I, squad 6240 were dispatched to an Assist Officer assignment at the JB's on 41 bar and bowling alley, 4040 S. 27th St. in the city of Milwaukee. The caller stated there was a fight inside the bowling alley and the security guards were beating patrons up and pointing their guns at them.

Also responding to the scene were the following squads: Squad 6340 (Primary investigators), Squad 6390, Squad 2350, Squad 6313 (Supervisor) and various City of Greenfield Police Squads.

Upon arrival officers spoke with the complainants, one being a Milwaukee Police Officer, who stated he and some family and friends were celebrating his birthday at the bowling alley. At approximately 1:00am, (Closing time) the two security guards who were working in the business, were being rude in an attempt to rush them out the door.

While exiting the bowling alley the security guards and the complainant family got into a physical altercation leading to various patrons getting hurt.

While reviewing the surveillance footage, it was revealed that the following occurred:

- One of the security guards, struck a patron in the head with his firearm and pointed it at others.
- The other security guard struck another patron causing injuries
- The girlfriend of one of the security guards struck another patron causing injuries

During the course of this investigation the following subjects were arrested:

- Tracy B. SMITH, b/m, 04-06-70 of Adin Protection Agency (RES)
- Tracy D. SMITH, b/m, 08-16-90 of Adin Protection Agency (Battery)
- Chianti Maria MAHAN, b/f, 08/22/78 (Tracy D. SMITH's girlfriend) (Battery)

I spoke to the General Manager at J.B's on 41, Chris GOELLER. Chris, who is a new

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230770010

OtherEvent #: 23-LP-0666

manager at the bowling alley was cooperative during the investigation and was able to review the surveillance video with police. Chris stated he would furnish police with a copy of the video once he has authorization from his corporate office.

This case is pending review from the District Attorney's Office.

End of report.

Officer (2)

Reporting Officer: Terriquez, Frederick A (012880) 03/18/2023 03:09:00

Section: (Work Location): 62

Approving Officer: Cavazos, Corianna E (021478) 03/23/2023 19:45:01

Section: (Work Location): 62

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233  
414-933-4444

Case #: 230820066

OtherEvent #: 23-LP-0875

## Incident

### 4040 S 27TH ST MILWAUKEE, WISCONSIN 53221

Incident Date/Time:: 03/23/2023 11:57:00  
CAD Number:: 230820701  
District:: 6  
Beat:: 630  
Reporting Area:: 7150

## Business Agent (1)

### BUCHHOLZ, FRANZISKA

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

DOB:: 02/15/1986  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (414)-702-5834  
Phone 1 Type:: Phone  
Address:: 4825 N 105TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225

## Licensed Persons Involved (2)

### GOELLER, CHRISTOPHER T

Person Involvement:: Manager  
DOB:: 05/03/1991  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: 414-281-8200  
Phone 1 Type:: WORK  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221

### KORTH, KYLE E

Person Involvement:: Manager  
DOB:: 06/22/1989  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: 414-281-8200  
Phone 1 Type:: WORK  
Address:: 1429 S 71ST ST  
City:: WEST ALLIS  
State:: WISCONSIN

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233  
414-933-4444

Case #: 230820066

OtherEvent #: 23-LP-0875

## Licensed Premise Data (1)

### JB'S ON 41

Phone 1 Number:: (414)-281-8200  
Phone 1 Type:: Main  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 03/23/2023 11:57:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): Yes  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Ward, Michael S 024624

03/28/2023

This report is written by Police Officer Michael WARD, assigned to District 6, Community Liaison Office. On this day I was assigned to Squad 6264 with Police Officer Fabian GARCIA.

On Thursday, March 23rd, 2023, we conducted a meeting with the management of JB's On 41. The meeting was held at District 6. In attendance was Christopher GOELLER, and Kyle KORTH, management for JB's. The following members of District 6 were in attendance, Captain Eric PFEIFFER, Sgt. Gary CHERONE, Police Officer Fabian GARCIA, Community Prosecutor Francesco MINEO, and myself. Tara CAVAZOS, from the HWY 41 BID was in attendance as well.

The meeting was to discuss security protocols for JB's after an incident that occurred on March 18th, 2023 (23-LP-0666). The management advised us that they have been in communication with corporate office regarding the incident and the security company that they hired. We were advised by management that the corporate makes all decision regarding the hiring of security. A further discussion was had regarding if security needs to be armed security in this particular environment.

Overall, the meeting was well received by both parties. Moving forward a meeting with the corporate office will be held on April 13th, 2023, hosted by Hwy 41 Bid. The District 6 Community Partnership Unit will conduct a CPTED/Security survey at the location with GM GOELLER at a later date.

This concludes my report.

Officer (3)



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230820066

OtherEvent #: 23-LP-0875

Reporting Officer: Ward, Michael S (024624)

03/28/2023 11:45:00

Section: (Work Location): 62

Approving Officer: Cherone, Gary S (012840)

04/17/2023 12:16:56

Section: (Work Location): 64

Assisting Officer: Garcia, Fablan (022611)

03/28/2023 12:03:00

Section: (Work Location): 62

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231650109

OtherEvent #: 23-LP-2061

## Incident

### 4040 S 27TH ST MILWAUKEE, WISCONSIN 53221

Incident Date/Time:: 06/14/2023 15:00:00  
CAD Number:: 231651185  
District:: 6  
Beat:: 630  
Reporting Area:: 7150

## Business Agent (1)

### BUCHHOLZ, FRANZISKA

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

DOB:: 02/15/1986  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (414)-702-5834  
Phone 1 Type:: Phone  
Address:: 4825 N 105TH ST  
Apartment or Suite:: 3  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225

## Licensed Persons Involved (1)

### HENDRIX-KING, MITCHELL T

Person Involvement:: Manager  
DOB:: 07/11/1996  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: 9195518127  
Phone 1 Type:: CELL  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221

## Licensed Premise Data (1)

### J&B ON 27TH

Phone 1 Number:: (414)-842-8127  
Phone 1 Type:: Work  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221  
License Type:: Alcohol  
Licensee Notification Was Made:: No

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 231650109

OtherEvent #: 23-LP-2061

Business Was Cited For Violation: No  
Licensee was cooperative: (If not Yes  
explain in narrative):  
Licensee or Manager was on No  
premises at time of  
violation/incident::

## Narrative (1)

### LICENSED PREMISE REPORT

Terriquez, Frederick A 012880

06/14/2023

This report is written by Officer Frederick TERRIQUEZ, assigned to District 6, Early shift and equipped with a body worn camera.

On Wednesday, June 14th, 2023, at 4:45pm, Officer Thomas KRESA and I, Squad 6240 went to J&B's on 41 bowling alley, 4040 S 27th St. for a trouble with subject complaint. The caller stated a female at the location is threatening staff and appears to be on some type of drug.

Upon arrival, officers observed the business to be operating at normal capacity.

I spoke to Mitchell Thomas HENDRIX-KING, w/m, 07-11-96, (719-551-8127) the manager of the bowling alley. Mitchell stated a female who came in at 3:00pm, was sitting at the bar. She originally ordered food but then after eating began to threaten staff. Mitchell stated she appeared to be on drugs since she was acting peculiar by talking to herself. Mitchell stated she started to get loud with other patrons and that was when he called police.

Mitchell pointed out the female to police. He stated he just wanted her off the premises and not to return.

Officer KRESA and I walked over and spoke to the female subject. She was described as a w/f, 30 years of age, 5 foot, 4 inches tall on a thin build. She carried a handbag and textbooks. She asked to speak with her lawyer. She appeared aloof to our questions but left the bowling alley when asked to.

Mitchell stated he had several other staff on scene but no security employees working at this time. Surveillance video was operable and licenses were visible and posted at the bar. A free-standing metal detector was set aside the west wall, across from the bowling counter for future use on the weekends. No violations were observed at this time.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231650109

OtherEvent #: 23-LP-2061

There were 14 prior calls for service to this establishment since the beginning of the year.

Mitchell was appreciative of police service and advised to contact us with further questions.

End of report.

## Officer (2)

Reporting Officer:	Terriquez, Frederick A (012880)	06/14/2023 17:21:00
Section: (Work Location):	62	
Approving Officer:	Laroque, Brian C (021484)	07/08/2023 15:45:31
Section: (Work Location):	62	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 232060211

OtherEvent #: 23-LP-2576

## Incident

### 4040 S 27TH ST MILWAUKEE, WISCONSIN 53221

Incident Date/Time:: 07/25/2023 20:40:00  
CAD Number:: 232061558  
District:: 6  
Beat:: 630  
Reporting Area:: 7150

## Business Agent (1)

### BUCHHOLZ, FRANZISKA

Person Involvement: (Must choose Agent  
AGENT from drop down): Agent  
DOB:: 02/15/1986  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (414)-702-5834  
Phone 1 Type:: Phone  
Address:: 4825 N 105TH ST  
Apartment or Suite:: 3  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225

## Licensed Persons Involved (1)

### LEBRE, STEVE R

Person Involvement:: Manager  
DOB:: 03/02/1965  
Sex:: MALE  
Race:: WHITE  
Address:: 3384 N 44TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53216

## Licensed Premise Data (1)

### JB'S ON 41

Phone 1 Number:: (414)-281-8200  
Phone 1 Type:: Phone  
Address:: 4040 S 27TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53221  
License Type:: Alcohol  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232060211

OtherEvent #: 23-LP-2576

Licensee was cooperative: (If not explain in narrative): Yes

Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Heeg, Frank J 029196

07/26/2023

This report is typed by PO Frank HEEG, District 6 and Early Shift, assigned to Squad# 6251 with PO Raymon PORCHIA.

On Tuesday, July 26, 2023, at 9:31 PM, PO PORCHIA and I were dispatched to 4040 S. 27thSt., JB's on 41, for a threat call for service. Upon arrival I observed 3 individuals standing outside the front entrance, flagging us down in regard to their friend who was making threats to staff and them, stating he was going to use a gun against them and that he had locked himself in one of his friends' cars where the windows were tinted. At this point we called for additional resources due to the gun factor. At this point we had an additional 4 squads respond (6220, 6240, 6241, 6290) along with a Sergeant (6211).

I spoke to the initial caller, the manager, Steve R LEBRE (w/m, 03/02/1965), who called from the business phone (414-281-8200) who stated that he was refusing to serve alcohol to the subject, who was later identified as Victor H GONZALEZ (w/m, 03/11/99), due to the level of his intoxication. LEBRE stated GONZALEZ began to become belligerent and confrontational with him and the individuals who he arrived with. LEBRE stated that his friends, identified as Cheng Y MOUA (a/m, 08/24/98), Hector E ACEVEDO (w/m, 11/21/94) and Mark D WELCHMAN (w/m, 11/21/96), were attempting to calm him down and that is when he started to make threats that he had a gun and was going to use it on them. It was determined that the three individuals who I spoke to on arrival were MOUA, ACEVEDO, and WELCHMAN. MOUA stated that when the staff refused to serve GONZALEZ he started to get angry and started to call the manager names. He stated that when him and his two friends attempted to calm him down, he started to threaten them, stating he was going to go get his gun and kill them and their families. MOUA stated that GONZALEZ was initially refusing to leave, but exited the location and entered the back seat of his (MOUA) car. He stated that although he did not see him with a gun at this time, he always bragged about having a gun on him in the past and he was absolutely sure that he owned a gun. MOUA stated to us that he was in the back seat of his car, which was tinted, and did have a backpack with him which could easily conceal a firearm. It was at this point we called for additional squads. ACEVEDO and WELCHMAN did not make actual statements to me, they just confirmed what MOUA stated.

The business was completely cooperative with the investigation, although they do not have a security staff, they do have surveillance video inside and outside of the business, but they would have to get permission from the corporate office in order to get the video. LEBRE stated that he was the lowest level of manager and did not know how to work the system, but in the meantime, he would work on getting

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:232060211

OtherEvent #: 23-LP-2576

the right manager to location so that he could pull up the video for us. So, at this time I was unable to review video, but it was recovered by squad# 6390 at 5:37 AM.

While on scene, I observed the licenses posted and they were up to date. During my investigation for the threat call for service I did not observe any violations in the licensed premise.

\*Critical incident that involved MPD Officers firing shots

## Officer (2)

Reporting Officer:	Heeg, Frank J (029196)	07/26/2023 16:40:00
Section: (Work Location):	62	
Approving Officer:	Laroque, Brian C (021484)	07/26/2023 20:50:54
Section: (Work Location):	62	



Wednesday, September 13, 2023



# Notice of Public Hearing

Blank Notice

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BUCHHOLZ, Franziska, Agent  
JB's on 41 at 4040 S 27TH St

Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications  
with Change of Hours From Opening at 12PM To Open at 2 PM Mon-Fri and; From Closing at  
12AM To Close at 11PM Sun-Thu

**Tuesday, September 26, 2023 at 9:10 AM**

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 9/26/2023 at 9:10 AM 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.

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## **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 ZIP
CURRENT OCCUPANT	2409 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1920
CURRENT OCCUPANT	2413 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1920
CURRENT OCCUPANT	2421 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1920
CURRENT OCCUPANT	2433 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1920
CURRENT OCCUPANT	2509 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1921
CURRENT OCCUPANT	2515 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1921
CURRENT OCCUPANT	2525 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1921
CURRENT OCCUPANT	2531 W PLAINFIELD AVE	MILWAUKEE, WI 53221-1921
CURRENT OCCUPANT	2605 W PLAINFIELD AVE# 1	MILWAUKEE, WI 53221-1922
CURRENT OCCUPANT	2605 W PLAINFIELD AVE# 2	MILWAUKEE, WI 53221-1922
CURRENT OCCUPANT	2605 W PLAINFIELD AVE# 3	MILWAUKEE, WI 53221-1922
CURRENT OCCUPANT	2605 W PLAINFIELD AVE# 4	MILWAUKEE, WI 53221-1922

Blank Notice

Total Records: 12

Radius 750.0 feet and Center of the Circle: 4040 S 27th St

**2022-2023 Plan of Operation for 4040 S 27TH ST**

**1. Litter & Security Plans**

How are the grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other:

How often will grounds be cleaned?  Daily  Weekly  Other:

Who cleans the grounds?  Licensee  Building Owner  Employees  Hired Maintenance  Other:

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  Signs Posted  Other:

Are there designated outdoor smoking areas?  No  Yes If Yes, Describe: 15 feet from the door

Number of garbage cans: Inside 15 Locations: kitchen, bar, dining room, concourse, arcade, center  
 Outside 5 Locations: Entrance and Exits, Parking lot

Is a crowd control barrier used?  No  Yes If Yes, Describe:

Number of restrooms: 4 Name of solid waste contractor: Waste Management

Are there parking spaces on the premises?  No  Yes If Yes, list number of spaces: 235 and describe security plans: on site security and cameras

Are there designated loading areas?  No  Yes If Yes, describe security plans:

Do you have security personnel on the premise?  No  Yes If Yes, how many? 2  
 AND What are their responsibilities? Wandering  
 What security equipment do they use? Metal Detectors and Wands  
 List their licensing, certification or training credentials: Registered through the WI Dept. of Regulations and Licensing

Are there security cameras?  No  Yes If Yes, list all locations: 3a-cash office, safe, POS terminals, front desk, concourse, entrances

Are searches and/or identification checks conducted upon entry?  No  Yes If Yes, describe: metal detectors

**2. Percentage of Sales (must total 100%)**

Alcohol 10 % Food Sales 22 % Entertainment 44 % Other 18 %

**3. Businesses On The Premises (choose all that apply):**

Restaurant  Cafe/Coffee Shop  Cocktail Lounge  Convenience Store  Night Club  Liquor Store  Tavern  Sports Facility  
 Hotel  Banquet Hall  Supermarket  Private/Fraternal/Veterans' Club  Other: Bowling Alley

**4. Hours of Operation and Age Restriction**

Are there any changes to the current hours of operation or age restriction?  No  Yes If Yes, Describe:  
Mon.-Thurs.: 2pm-11pm, Fri: 2pm-1am, Sat: 12pm-1am, Sun: 12pm-11pm

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.

**5. Floor Plan and Capacity**

Are you requesting any changes to your capacity or floor plan\*?  No  Yes If yes, describe: \_\_\_\_\_ and submit a new floor plan with this renewal application. A sample plan can be found online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses) 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.

**6. Sidewalk Dining: Fee:**

Are there any changes to the sidewalk dining site plan?  No  Yes If Yes, submit an updated site plan with this application.

**7. Food License: FREST 18169 Fee: \$1,250.00**

Your current food license includes the following food operations:  
 DHS - MODERATE, Sales \$200,001 - \$2,000,000, Tavern Restaurant  
 Are there any changes to your food operations as listed above?  No  Yes, if Yes, explain \_\_\_\_\_

**8. Weights and Measures: Fee:**

Number/Type of Devices:  
 Are there any changes to the number or types of devices?  No  Yes If yes, contact our office for further instructions.

bar, snack in arcade back of noise

**1. CURRENT APPROVED ENTERTAINMENT for JB's on 41 4040 S 27TH ST**

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

Disc Jockey, Jukebox, Karaoke, Bands, 35 Lane Bowling Alley, 28 Amusement Machines, 2 Pool Tables

**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 type="checkbox"/> Instrumental Musicians   | <input type="checkbox"/> Bands                                 | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input 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 type="checkbox"/> Patrons Dancing                                      |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input 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:

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