



Licensed Premises

Newsletter

Spring 2015

What's New?

This newsletter! Welcome to the quarterly Licensed Premises Newsletter. This newsletter is intended for licensed premises, community groups, neighborhood organizations and anyone else who wants to be current with City of Milwaukee licensed premises news.

Licensed Premises Directory

Licensing Committee (286-2221):

- Alderman Tony Zielinski (Chair)
- Alderman Milele Coggs (Vice-Chair)
- Alderman Nik Kovac
- Alderman Robert Puentes
- Alderman Russell Stamper

City Clerk's Office

- Jim Owczarski, City Clerk (286-2998)
- Jason Schunk, Licenses Division Manager (286-2238)

Milwaukee Police Department,
License Investigation Unit

- Sergeant Chad Raden (935-7455)

Department of Neighborhood
Services (286-2268)

Health Department (286-3521)

Department of Revenue (608-266-2772)

Respect 21

The City of Milwaukee takes underage drinking very

seriously. Undercover checks on licensed alcohol beverage establishments occur regularly and the forfeitures for being found in violation of Ch. 90 (liquor laws) can be very expensive. Establishments found in violation may also face suspension or not have their license renewed.



In March 2015, the City of Milwaukee introduced the Respect 21 program, operated by the Responsible Retailing Forum (a non-profit).

Licensed premises sign up anonymously for undercover Mystery Shoppers who conduct random compliance checks. The results are kept confidential and the feedback is immediate. This is a great way for establishments to confirm their employees respect our 21 year old age restriction! If you enroll, be sure to include your enrollment with your renewal application so you get credit for your proactive work toward abating underage drinking in the City of Milwaukee.

For more information and enrollment, licensed alcohol beverage establishments can go the Responsible Retailing Forum website at RRforum.org.

Remaining 2015 Licensing Hearings

- April 28, May 14, June 9, July 7, September 8, September 29, October 20, November 10, December 1

- Schedule is subject to special hearings.

For more information on licensing hearings and agenda, sign-up for e-notify e-mail notifications at

City.Milwaukee.gov.

Your Voice Matters!

- Your appearance at licensing hearings is a critical factor in all licensing decisions.
- If you cannot attend the hearing, have any support or objections to a pending license, you can email your input to your local alderperson or to license@milwaukee.gov.

New Licensed Premises Legislation

- File #140895 (11/26/14): Revises definitions and regulations related to various Food Dealer licenses.
- File # 131800 (9/1/14): Relates to public passenger vehicle licensing, regulation and enforcement.
- File # 140374 (8/8/14): Relates to license requirements for separate premises where alcohol beverages are kept, sold or offered for sale.
- File # 131726 (7/12/14): Relates to information requirement of junk dealers and collector truck applicants including signage and the submittal of photographs of licensed vehicles.
- File # 131659 (7/12/14): Relates to 300 foot restriction from an alcohol beverage premise to a church, school, day care center or hospital.

All file information can be obtained at the [Legislative Research Center](#).

Note: Licensed premises are responsible for knowing and abiding by current ordinances, statutes and other regulations.

Featured Community Group Safe and Sound -



on Convenience Stores

Convenience stores play an important role in Milwaukee's neighborhoods. They serve as a resource for various goods and services and they are usually in walking or short driving distance from one's home. It is because of their convenience, accessibility and multitude that corner stores have the ability to be the center of positive commerce and interaction or they can just as easily wreak havoc on a community.

Convenience stores, like any business within a community, have a responsibility to provide a safe, clean space for the exchange of goods and services. Ideally, there is a willingness to provide mutual support among the community residents supporting local businesses and clearly communicating expectations and the local businesses providing goods and services in a responsible, clean and safe environment. Safe & Sound takes this responsibility seriously and serves as a resource to support good businesses and safe communities.

Safe & Sound was established in 1998 as a pilot initiative to reduce crime, especially violent crime, in high-crime, generally low-income neighborhoods through strong public-private partnerships. Today, the three-pronged initiative operates in 21 City of Milwaukee neighborhoods. If you have any questions or concerns involving conveniences stores in your neighborhood, please reach out to our Drug Free Communities Manager, Elena Burke at elena@safesound.org.

Congratulations!

The following businesses recently obtained a new license with the City of Milwaukee:

- Villager Food Mart
- Express Pantry
- Milwaukee School of Engineering
- Saz's Dockside BBQ
- Amilinda
- Diamond Auto Sales
- Reyna's Events & Mexican Restaurant
- Watan Food Inc.
- Chamber East Food Market

Please support these new City of Milwaukee businesses!

Summer Newsletter

If you would like to contribute to the Spring 2015 Newsletter please contact the License Division at

license@milwaukee.gov.

