



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, February 26, 2021

COMMITTEE MEETING NOTICE

AD 04

PLISS, Sean A, Agent
Charro Latino, LLC
9667 S 20th St

Oak Creek, WI 53154

You are requested to attend a virtual hearing to be held on:

Tuesday, March 09, 2021 at 01:50 PM

Regarding: Your Class B Tavern, Public Entertainment Premises, Food Dealer, Sidewalk Dining, and Loading Zone License Renewal Applications with Change of Agent and Shareholder as agent for "Charro Latino, LLC" for "The Garden/Lucid" at 725-729 N Milwaukee St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/668235757>. If you wish to call in, please call +1 (669) 224-3412 and use Access Code: 668-235-757.

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. See attached police report or correspondence.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: _____

Jessica Celella
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/29/2020
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 316787
Application Date: 10/28/2020

License Location: 725-729 N Milwaukee St
Business Name: Lucid

Licensee/Applicant: McLean, Joseph
(Last Name, First Name, MI)

Date of Birth: 05/01/1979

Home Address: 5329 Hwy 38
City: Franksville
Home Phone: 414-406-8363

State: WI Zip Code: 53216

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

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

1. On 03/03/2008 the Wisconsin Department of Transportation revoked the applicant's driver's license for 6 months for Operating While Intoxicated.
2. On 10/02/2014 Omar SHAIKH (25% shareholder) was cited in the City of Milwaukee at 729 N. Milwaukee St for Licensed Estab.-Exceeding Occupy Limit and Presence of Minor at Licensed Premises.

Charge:	Licensed Estab.-Exceeding Occupy Limit
2:	Presence of Minor at Licensed Premises
Finding:	Guilty
Sentence:	Fined \$7,500.00
2:	Fined \$2,400.00
Date:	12/05/2014
Case:	14072873
2:	14072874

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3. On 03/04/2016 Milwaukee police responded to a shots fired complaint at North Milwaukee Street and East Wisconsin Avenue. Officers discovered that no persons, buildings or vehicles were damaged and recovered 11 spent casings. People in the area told officers they observed an altercation in front of Lucid Night Lounge before they heard shots in the area. Milwaukee police incident report #160640022 filed.

4. On 12/04/2016 officers were flagged down by the manager of Lucid, 725 N. Milwaukee St. The manager stated they had a new ID scanner which flagged an Illinois license as fake. The officer check with NCIC and confirmed the ID was fake. The subject was found to be under age and was arrested for the fake ID.

5. On 12/11/2016 officers responded to Lucid, 725 N. Milwaukee St for an overdose complaint. The manager stated there was a female in the tavern for 20 minutes and passed out. An EMT in the tavern attended to her as 911 was called. The subject was transported to Mt. Sinai where she was treated for an overdose. She stated she went to the bathroom and snorted heroin to feel good, she was not intending to harm herself. the staff at Lucid was cooperative with the investigation.

6. On 03/30/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Lucid Light Lounge, 725 N. Milwaukee St. The Police Aid was allowed entry by the bouncer and purchased a beer from the bar.

7. On 03/17/2018 the applicant was cited in the City of Milwaukee at 218 N. Water St for

Charge: Excessive Noise Prohibited
Finding: Guilty
Sentence: Fined \$240.00
Date: 05/04/2018
Case: 18037241

8. On 11/18/2018 at 1:52am officers were dispatched to a Noise Complaint at 715 N. Milwaukee St #304. The caller stated that the music coming from Lucid, 729 N. Milwaukee St., was too loud and was keeping her awake. The officer could hear music coming from Lucid and voices on the street. The officer did not feel any vibrations from the music. The officer was not able to speak with the agent because the Lucid was closed when the officer finished speaking with the caller.

9. On 06/16/2019 officers investigated a battery complaint that occurred at Lucid, 725-729 N. Milwaukee St. The caller stated he was in a bathroom stall at Lucid when a security guard looked over the top, stating he was looking for people doing drugs. He stated the security guard then kicked in the stall door and hit him 20 times to the face. The caller was then kicked out of the club. The caller refused medical treatment. On 06/21/2019 the officer conducted follow up at Lucid where he interviewed the security guard, Phillip STEWART. STEWART stated he was told by the bathroom attendant that a subject was in the stall a long time. STEWART then looked over to see if the subject was doing drugs and identified himself as

security. The subject became upset and exited the stall with his pants down asking if STEWART wanted to see him naked. The subject then punched STEWART to the chest. STEWART stated he did hit the subject 3 times in self defense and other security guards kicked the subject out. The caller was cited for Disorderly Conduct.

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PREVIOUS PREMISE

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/13/2015
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 207439
Application Date: 04/10/2015

License Location: 2246 South Kinnickinnic Avenue
Business Name: Revel Group

Licensee/Applicant: Pliss, Sean
(Last Name, First Name, MI)
Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue
City: Milwaukee State: WI Zip Code: 53202
Home Phone: 414-412-3170

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

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

1. On 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required
Finding: Guilty
Sentence: \$45.00 fine
Date: 04/14/2011
Case: 11017152

2. On 07/01/2011 Morgan Delaney was cited in Milwaukee County for Littering. Morgan Delaney is listed on the application as 25% shareholder.

Charge: Littering
Finding: Guilty
Sentence: Fine
Date: 07/08/2011
Case: 2011FO001182

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/25/2017
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 245304
Application Date: 01/25/2017

License Location: 231 East Buffalo Street
Business Name: Copper Penguin

Licensee/Applicant: Pliss, Sean (adding shareholder)
(Last Name, First Name, MI)

Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue
City: Milwaukee State: WI Zip Code: 53202
Home Phone: 414-412-3170

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

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

1. On 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required
Finding: Guilty
Sentence: \$45.00 fine
Date: 04/14/2011
Case: 11017152

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2. On 09/09/2011 Aaron Ohlsson was cited at 200 North Harbor Drive for Littering of Premises. Aaron Ohlsson is now listed on the application as 40% shareholder.

Charge: Littering of Premises
Finding: Guilty
Sentence: \$65.00 fine
Date: 12/06/2011
Case: 1111105

3. On 03/27/2016 Milwaukee police responded to a battery complaint at 231 East Buffalo Street (Oak Bar). The victim told officers she was in the Oak Bar celebrating a friends birthday. While in the women's bathroom she observed her friend in a verbal altercation with another woman. She attempted to step in between them, at which time it became physical. The suspect struck the victim in the head with the heel of her shoe. The victim received a laceration to her forehead. The caller also told officers that an employee of the business had been present during this incident, but did not intervene. Officers attempted to view video but the owner, Chris Vrakas was not able to retrieve the video from the system. Milwaukee police incident report #160870010 filed.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 09/25/2017
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 237189
Application Date: 09/08/2017

License Location: 1110 North Old World Third Street
Business Name: Lucille's Dueling Piano Bar

Licensee/Applicant: Rebholz, Mark ,A.
(Last Name, First Name, MI)
Date of Birth: 03/24/1955

Home Address: 11715 N Bridgewater Dr
City: Mequon State: WI Zip Code: 53092
Home Phone: 262-238-1144

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

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

1. On 08/07/2015 a 20 year old Milwaukee police aide, working in conjunction with Milwaukee police, was able to purchase a Coors Light brand beer from the bartender at 1110 North Old World Third Street (Lucilles Piano Bar). The assistant manager, Vincent Vogt, told officers the business did not have an ID scanner.

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2. On 03/30/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Matador Taco & Tequila Bar, 1110 N. Old World Third St. There was no security at the door and the Police Aid ordered and was served a Modelo beer at the bar. Sean PLISS stated he was the agent of the bar.
3. On 04/15/2017 an officer observed a subject lying on the ground at 1110 N. Old World Third St. The officer found the subject was intoxicated and bleeding from a cut to his face. The subject was conveyed to the hospital for treatment. The officer spoke with Chase KENDALL, security at Matador Bar and Grill. He stated the subject was escorted out because he was intoxicated and harassing other customers. The subject began to resist and KENDALL escorted him to the ground. The subject attempted to punch KENDALL, who reacted by punching the subject causing the cut to his face. This occurred in the front hallway of the tavern. KENDALL dragged the subject outside and the police arrived. KENDALL stated he was not trying to hurt the subject he just reacted.

4. On 07/01/2017 an officer received back a packet of correspondence mailed to the Mark REBHOLZ who is the listed agent in LIRA for 1110 N. Old World Third St. Sean PLISS stated he was the licensee and all correspondence should be mailed to him.
5. On 08/31/2017 officers observed a large group of young adults, who did not appear to be 21 years of age, entering Matador Taco & Tequila Bar at 1110 N. Old World Third St. The officers located 30 subjects who they verified to be under 21. A large group (200-300) people pushed out of the door without being checked. Sean PLISS stated he is the new owner and this was unacceptable and he fired the bouncers. PLISS was issued a citation for Presence of Minor.
6. On 09/08/2017 officers conducted follow up regarding the 08/31/2017 incident. Sean PLISS stated he bought the tavern from Mark REBHOLZ and re-opened as the Matador on 12/27/2016. He stated under the agreement REBHOLZ was going to stay on as agent until a new license could be obtained. PLISS stated REBHOLZ has not been involved with the bar since the sale and he does all the ordering and hiring. The manager on 08/31/2017 was Megan BARBRE. She has no license under her name.
7. On 09/14/2017 there was a meeting at District 1 regarding the underage violations at the Matador Taco and Tequila Bar. At the meeting were Sean PLISS and Mark REBHOLZ. PLISS stated he has filed to be the agent and is the current owner of Lucille's Dueling Piano Bar LLC with two other partners. PLISS stated REBHOLZ is not one of the partners. PLISS presented an action plan to address underage patrons. He stated he would increase security, start them earlier, invest in an ID scanner, retrain bartenders and servers on proper identification and train management on how to use the DVR system. REBHOLZ was cited for Allow Underage on Premise and Collusive Agreement.

Charge: Allow Underage on Premise
2: Collusive Agreement
Finding: pending court date 11/03/2017
Sentence:
Date:
Citation #: 6160331-2
2: 6160332-3

Items 2-7 added as part of PREVIOUS PREMISE

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/25/2017
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 245304
Application Date: 01/25/2017

License Location: 231 East Buffalo Street
Business Name: Copper Penguin

Licensee/Applicant: Pliss, Sean (adding shareholder)
(Last Name, First Name, MI)

Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue
City: Milwaukee State: WI Zip Code: 53202
Home Phone: 414-412-3170

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

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

1. On 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required
Finding: Guilty
Sentence: \$45.00 fine
Date: 04/14/2011
Case: 11017152

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2. On 09/09/2011 Aaron Ohlsson was cited at 200 North Harbor Drive for Littering of Premises. Aaron Ohlsson is now listed on the application as 40% shareholder.

Charge: Littering of Premises
Finding: Guilty
Sentence: \$65.00 fine
Date: 12/06/2011
Case: 1111105

3. On 03/27/2016 Milwaukee police responded to a battery complaint at 231 East Buffalo Street (Oak Bar). The victim told officers she was in the Oak Bar celebrating a friend's birthday. While in the women's bathroom she observed her friend in a verbal altercation with another woman. She attempted to step in between them, at which time it became physical. The suspect struck the victim in the head with the heel of her shoe. The victim received a laceration to her forehead. The caller also told officers that an employee of the business had been present during this incident, but did not intervene. Officers attempted to view video but the owner, Chris Vrakas was not able to retrieve the video from the system. Milwaukee police incident report #160870010 filed.
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4. On 02/22/2017 at 1:58am officers were dispatched to Site 1A, 231 E. Buffalo St, for a fight. There was no fight when the officers arrived. The staff of Site 1A was cooperative with officers stating there was a fight but had broken up prior to the officer's arrival. At 3:14am officers were dispatched to St Mary's hospital for a subject injured in the fight. The victim stated he was breaking up the fight when he was struck causing a laceration to his left eye.
5. On 04/08/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Site 1A, 231 E. Buffalo St. The Police Aid was denied at the door.
6. On 10/25/2017 at 1:55am officers responded to Site 1A, 231 E. Buffalo St, for a large crowd fighting. Several officers arrived and found a large crowd but not fights. Officers attempted to disperse the crowd. On 11/08/2017 the officer spoke with Aaron OHLSSON, who is the owner of the bar. He stated Sean PLISS was bought out of the business in September 2016 and has no input other than being listed as agent.

Date: January 7, 2021
Officer: Carlos Felix

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Lucid / The Garden
Address: 725-29 N Milwaukee
Phone:

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Sean A. Pliss (P420-7817-8350-04)
Home Address: 3978 S 1st
City State Zip: Milw WI 53207
Phone: 414-412-3170
Email: sean@lucidmke.com

Preferred contact: Same

Location currently open: YES NO

Projected open date: FEB 2021

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri: 9P-2:30A
Sat: 9P-2:30A

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Occupancy: Yes No #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a bus stop? Yes No
7. Is there a bus shelter? Yes No N/A
8. Street parking Yes No
9. Is there a parking lot Yes No
10. Is the parking lot clean? Yes No N/A
11. Is the parking lot well lit? Yes No N/A
12. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No N/A
 - b. Will this lot have cameras? Yes No N/A
13. Are there areas where a person could conceal themselves Yes No
14. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
15. Exterior Payphone? Yes No
16. Are there No Loitering Signs posted? Yes No
17. Are there exterior security cameras Yes No How Many: 4
18. Are the address numbers prominently displayed and easy to see Yes No

Exterior Comments:

Camera Survey:

19. Does this location have security cameras? Yes No
20. Are they in working order? Yes No
21. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No

d. Recorded Yes No

22. How long is footage stored for later viewing: 2 weeks

23. Are there exterior cameras Yes No How many: 5

24. Are there interior cameras Yes No How many: 23

25. Do all employees know how to retrieve recorded digital images/footage? Yes No

26. Cameras located in parking lot Yes No N/A How many

Camera Survey Comments:

Interior Survey:

27. What is the planned/posted capacity 490

28. What is the minimum number of employees that will be on premise 8

29. Is the storeowner willing to be a standing complainant regarding loitering? Yes No

a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No

30. Is the interior of the location neat and clean? Yes No

31. Does an interior camera face the entrance/exit? Yes No

32. Are emergency and non-emergency numbers posted near the phone? Yes No

33. Does the owner know how to contact their police district directly? Yes No

a. Did you provide a district contact guide to the owner? Yes No

Interior Comments:

Security

34. How many security personnel are going to be employed: 8 N/A

35. How will they be deployed: Interior 6 Exterior 2 N/A

36. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun ALL

37. Will the security be managed by business or contracted

38. Will they be armed Yes No N/A

39. What type of security measures will be used: N/A

Wanding/metal detector Have

ID Scanner

Dress Code

Cover Charge

Age restriction 21

Other

40. When at capacity, how will the overflow crowd be managed? wait in line or turn away

41. Will a guard monitor the overflow crowd at all times? Yes No

Security Comments: PO. Felix offered to have D1 CPU conduct a safety training for staff

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is being submitted by PO. Carlos Felix.

This CPTED was conducted on January 7, 2021 at 11:30AM. The business is housed in a property that is located at 725-729 N. Milwaukee Street, a business district. The name of the business will remain the same as the previous that located at this location. The main entrance houses the area that will be remain as Lucid night club. There is a camera in the vestibule, which

captures activity at the door. A room that has a window into the vestibule will be utilized as a cashier area where the transaction for the cover charges and ID checks will take place. Lucid will provide VIP areas sectioned off for patrons. The neighboring section will be called The Garden, and utilized mainly as a special event area and rental area. Security will monitor the interior and exterior of the business. There are only plans to be open two days out of the week, with a third day to be decided later. All of the cameras were in working order. The office in the lower level and has a secured door, two safes, and a working camera. There is a second locked area that houses the hard drive for the security cameras. I advised that the current hollow door be replaced with a solid core door to secure the security camera hard drive. There are four parking spots in the rear of the building that will only be used by management. There are exterior cameras and lighting. I offered to come in for one of the staff meetings and go over some best practice points for employees.



Friday, February 26, 2021



Notice of Public Hearing

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notice

PLISS, Sean A, Agent
The Garden/Lucid at 725-729 N Milwaukee St
Class B Tavern, Public Entertainment Premises, Food Dealer, Sidewalk Dining, and Loading Zone
License Renewal Applications with Change of Agent and Shareholder

Tuesday, March 09, 2021 at 1:50 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 virtually on 3/9/2021 at 1:50 PM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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 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 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	741 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 901	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 803	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 205	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 305	MILWAUKEE, WI 53202
CURRENT OCCUPANT	714 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 1	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 3	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 4	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 402	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 804	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 801	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 503	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 406	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 701	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 501	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 601	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 606	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 604	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 403	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 2	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 301	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 401	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 802	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 703	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 903	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 602	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 603	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 206	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 404	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 306	MILWAUKEE, WI 53202
CURRENT OCCUPANT	712 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 301	MILWAUKEE, WI 53202

blank notice

Total Records: 46

Radius: 250.0 feet and Center of Circle: 725-29 N Milwaukee St



APPLICATION AMENDMENT

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: 12/23/20

To the License Division of the City of Milwaukee:

I, SURG RESTAURANT GROUP LLC, wish to amend my answer(s) on the application for a

(full legal name)
DTAVN 207H42; FREST 13783;
PEP 636B; SD 108D; LZ 509R
(type of license)

license at 725-729 N MILWAUKEE ST, MILWAUKEE, WI 53202
(premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

**BUSINESS RENEWAL APPLICATION,
SECTION 6, 20% OR MORE OWNERSHIP**

1. Answer to Question(s) # _____ should be: SURG RESTAURANT GROUP LLC; 100%
2. Agent should be (full legal name): SEAN A PLISS Also complete 3, 4, 5 & 6
3. Date of birth should be: 09/30/1978
4. Home address should be (include city/state/zip): 3978 S 1ST ST, MILWAUKEE, WI 53207
5. Phone number should be (include area code): 414-412-3170
6. Driver's License Number/State ID Number should be: P420-7817-8350-04
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: _____
9. Premises address should be (include city/state/zip): _____
10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____
12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____
14. Class B Tavern: Age Distinction should be: _____
15. Other: _____

(Check with the License Division before submitting "Other" amendments using this form.)

[Signature]
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)
CHARRO LATINO LLC
BY: SURG RESTAURANT GROUP LLC, its MANAGER

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: MPD NS HD Initials: _____



BUSINESS TRANSFER APPLICATION

ccl-transfer1 2/24/20

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

SECTION 1 CHECK THE TYPE OF TRANSFER:

CHANGE OF LOCATION REORGANIZATION OF LEGAL ENTITY CHANGE OF AGENT TRANSFER OF STOCK

SECTION 2 LIST ALL LICENSE(S) TO TRANSFER:

Type/Number: BTAYN 207842 Type/Number: FREST 13783 Type/Number: PEP 6368
Type/Number: SD 1080 Type/Number: LZ 5098 Type/Number:

SECTION 3 LICENSE(S) ARE CURRENTLY ISSUED TO:

Legal Entity Name: CHARRO LATINO LLC
Premises Address: 725-729 N MILWAUKEE ST, MILWAUKEE, WI 53202

SECTION 4 TRANSFER TO: (ENTER ALL OWNERSHIP INFORMATION WHETHER IT IS CHANGING OR NOT)

Legal Entity (check one): Sole Proprietor Partnership Corporation LLC Non Profit
Legal Entity Name: CHARRO LATINO LLC Trade/DBA Name: THE GARDEN/LUCID
Premises Address (include city/state/zip): 725-729 N MILWAUKEE ST, MILWAUKEE, WI 53202
Mailing Address: Same as premise Other (include city/state/zip):
Phone: 414-431-5557 Email: info@thegardenmke.com

SECTION 5 AGENT / SOLE PROPRIETOR / 1ST PARTNER

FULL LEGAL NAME (Last, First & Middle Initial): PLISS, SEAN A Date of Birth: 09/30/1978
Home Address (include city/state/zip): 3978 S 1ST ST, MILWAUKEE, WI 53207
Driver's License Number/State ID #: P 4 2 0 - 7 8 1 7 - 8 3 5 0 - 0 4 State: WI
Home Phone: 414-412-3170 Cell Phone: 414-412-3170
Percent of Ownership Interest (if applicable): ϕ Email: INFO@THEGARDENMKE.COM

SECTION 6 LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNERS

FULL LEGAL NAME (Last, First & Middle Initial): SURG RESTAURANT GROUP LLC Date of Birth: INCORP. 07/19/2006
Home Address (include city/state/zip): 9667 S 20TH ST, OAK CREEK, WI 53154
Driver's License Number/State ID #: State: _____
Home Phone: 414-281-1100 Cell Phone:
Percent of Ownership Interest: 100% Email:

FULL LEGAL NAME (Last, First & Middle Initial): Date of Birth:
Home Address (include city/state/zip):
Driver's License Number/State ID #: State: _____
Home Phone: Cell Phone:
Percent of Ownership Interest: Email:

Are there additional persons with 20% or more interest or partners? No Yes If yes, attach additional forms as necessary.

Office Use Only: Initials _____ Filed _____ Application #(s) _____ Paid _____
MPD _____ DNS _____ LC _____ CC _____
Issued _____ License #(s) _____

SECTION 7 PLAN OF OPERATION & FLOOR PLAN

Are you requesting changes to the current plan of operation or floor plan?

- Yes. If Yes, you must submit a new Plan of Operation and Floor Plan. Required for all changes of location.
 No

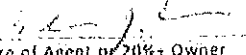
SECTION 8 SIGNATURE(S)

I/we understand that I am/we are required to inform the City Clerk within 30 days of any substantial changes in any of the information supplied in this application.

I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we 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, marital source of income, marital status, sexual orientation, gender identity or expression, marital 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/we certify that I am/we are the applicant and all statements are true and correct.


Signature of Agent or 20%+ Owner
CHARRO LATINO LLC
BY: SURG RESTAURANT GROUP LLC, its MANAGER