

## Crite, Yvette

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**From:** License  
**Sent:** Friday, September 2, 2022 9:05 AM  
**To:** Crite, Yvette  
**Cc:** Martin-MGR, Faviola  
**Subject:** FW: Liquor License Application for 2483 S KK Ave

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please add

**From:** Dan Roper <dan.roper30@gmail.com>  
**Sent:** Thursday, September 1, 2022 4:44 PM  
**To:** Dimitrijevic, Marina <Marina@milwaukee.gov>; License <LICENSE@milwaukee.gov>  
**Subject:** Liquor License Application for 2483 S KK Ave

Some people who received this message don't often get email from [dan.roper30@gmail.com](mailto:dan.roper30@gmail.com). [Learn why this is important](#)  
Hello,

My name is Dan Roper and I have been living in Bayview for 20 years. I am writing to object to the Liquor License at 2483 S Kinnickinnic Ave for the following reasons:

1. There are a number of liquor stores within 1 mile of this proposed location. I believe there are about 10 establishments within 1 mile of this location which sells beer/liquor and one of them is just two blocks away, we don't need another store in the area.
2. There is a strong possibility that this store will be selling vape products as well. We already have 4 standalone vape shops in the area. Some gas stations and convenience stores also started selling vape products therefore we don't need another location on a main busy street where it will be visible to kids and younger generation. We should not be encouraging smoking and liquor to the kids, therefore we don't need too much concentration in these kinds of shops.
3. This business will encourage more pan handlers especially with Avalon theatre being next door.
4. Parking is already an issue and this business will not only make it worse but will encourage more reckless driving as they try to cross KK or Home Street.
5. Another liquor store doesn't fit well into the neighborhood needs.

I am requesting the alderwoman and license committee to take this into consideration and reject this license. Thanks for taking the time to listen!

Dan



**Cooney, Jim**

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**From:** Dimitrijevic, Marina  
**Sent:** Sunday, September 25, 2022 2:34 PM  
**To:** Matthew Malicki; License; Williams, Terri  
**Subject:** Re: Object Liquor License - 2483 S KK

Good day and thank you for registering your objection to this new license.

~Marina

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**Marina Dimitrijevic**  
Alderwoman | 14th District

Chairwoman, Finance and Personnel  
Committee

She/Her/Hers/Ella

Hablo Español

**p:** [\(414\) 286-3769](tel:(414)286-3769)  
**e:** [marina@milwaukee.gov](mailto:marina@milwaukee.gov)

[200 E Wells Street, Room 205](#)  
[Milwaukee, WI 53202](#)

[milwaukee.gov/district14](http://milwaukee.gov/district14)

On Sep 25, 2022, at 1:00 PM, Matthew Malicki <[malickimatthew5@gmail.com](mailto:malickimatthew5@gmail.com)> wrote:

You don't often get email from [malickimatthew5@gmail.com](mailto:malickimatthew5@gmail.com). [Learn why this is important](#)

Good Afternoon Marina,

Hope you are doing well and enjoying the weekend.

I just wanted to reach out to express my concerns regarding the new liquor store being proposed at 2483 S KK. This business will not add any value to the neighborhood and on top of that we have many other locations within a short distance that sell liquor and beer, therefore I ask that this license should be rejected.

Let me know if you have questions or comments.

Thank you,  
Matt

## Cooney, Jim

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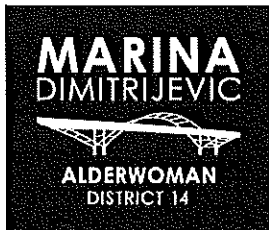
**From:** Dimitrijevic, Marina  
**Sent:** Sunday, September 25, 2022 2:34 PM  
**To:** Julie Radke  
**Cc:** License; Williams, Terri  
**Subject:** Re: Object: Serenity 420 @ 2483 S KK

Good day and thank you for registering your objection to this new license.

~Marina

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On Sep 25, 2022, at 11:17 AM, Julie Radke <[radkejulie87@gmail.com](mailto:radkejulie87@gmail.com)> wrote:

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Alderwoman Marina and License Committee:

I am emailing to object the proposed liquor store at 2483 S KK Ave. I live just off the street from here and use this intersection of Homer St and KK Ave at least 10 times a day. I know this place has been vacant for soo long but that doesn't mean we should allow a liquor store to be opened. This block is home to many families with young kids and on top of that we have a high concentration of liquor licenses in the area.

With a business name like Serenity 420, they will also be selling vape and Delta 8 products. I googled Serenity 420 and I stumble across <https://serenitycigs.com/>, this appears to be the same company who plans to open this location. Is this type of business we are encouraging in Bayview? We have many standalone vape shops in Bayview. I don't see why we need another one?

A store with Vape products and alcohol will be a disaster to the neighborhood.

I believe there is a hearing scheduled for September 27. I am not able to attend the meeting therefore I am emailing my testimony.

Should you have any questions, please feel free to email me back.

Thanks,  
Julie

**Cooney, Jim**

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**From:** Dimitrijevic, Marina  
**Sent:** Sunday, September 25, 2022 10:16 AM  
**To:** Kurt Smith  
**Cc:** License; Williams, Terri  
**Subject:** Re: Serenity 420 at Avalon

Good morning and thank you for registering your objection to this new license. ~Marina

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On Sep 24, 2022, at 11:52 AM, Kurt Smith <[kurtsmith4719@gmail.com](mailto:kurtsmith4719@gmail.com)> wrote:

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Greetings,

My name is Kurt Smith and I am formally expressing my objection to the application for a Class A Liquor and Malt License for Serenity 420 at 2483 S KK Ave. I live just a few houses away from this property and believe it will have a negative impact on the neighborhood. I have young kids and so do a lot of other families in the area, we don't need another liquor/vape store in the area. Substance abuse problems are growing exponentially among young teenagers, therefore we should limit how many stores are allowed to open.

If this license is approved, I will be moving away from where I currently reside as I don't want my kids questioning what that store is, how come we never went inside, especially being next to a theatre.

I strongly urge you to consider my request to reject this license for Serenity 420.

Should you have any questions, please feel free to email me at [kurtsmith4719@gmail.com](mailto:kurtsmith4719@gmail.com)

Thank you,  
Kurt



**Cooney, Jim**

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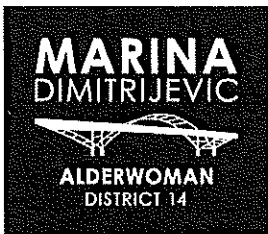
**From:** Dimitrijevic, Marina  
**Sent:** Sunday, September 25, 2022 10:15 AM  
**To:** Dan Doble; Williams, Terri; License  
**Subject:** Re: Serenity 420

Good morning and thank you for registering your objection to this new license.

~Marina

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Alderwoman | 14th District

Chairwoman, Finance and Personnel  
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Milwaukee, WI 53202

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On Sep 24, 2022, at 2:00 PM, Dan Doble <[danthedoble@gmail.com](mailto:danthedoble@gmail.com)> wrote:

You don't often get email from [danthedoble@gmail.com](mailto:danthedoble@gmail.com). [Learn why this is important](#)

Hey Marina,

Sorry I wasn't able to attend the neighborhood meeting last week. I just wanted to let you know that we don't need another liquor store in our beautiful Bayview area. We can definitely use a specialty grocery store (such as Aldi) which can provide quality foods at affordable prices but not other liquor store.

I strongly suggest that you reject this proposal. My fellow neighbors around Montessori academy also agree and they may also be reaching out to voice their concerns.

Thanks,  
Dan

**Cooney, Jim**

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**From:** Dimitrijevic, Marina  
**Sent:** Sunday, September 25, 2022 10:14 AM  
**To:** Chuck Weinfurt  
**Cc:** License; Williams, Terri  
**Subject:** Re: Objection - 2483 S KK

Good morning and thank you for registering your objection to this new license.

~Marina

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On Sep 25, 2022, at 9:58 AM, Chuck Weinfurt <[chuckweinfurt@gmail.com](mailto:chuckweinfurt@gmail.com)> wrote:

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Dear Marina,

I have lived on the corner of Wilson and Graham St for the last 10 years and love this neighborhood and also seen the development around Bayview which is evolving and bringing good to our community.

That being said, I don't think adding another liquor store on KK will bring any good to the community. We have several other stores that sell liquor, wine and beer in the area and don't see the need for another liquor store.

I urge you to do what you can and not grant this license.

Thanks for your time,  
Chuck

**Cooney, Jim**

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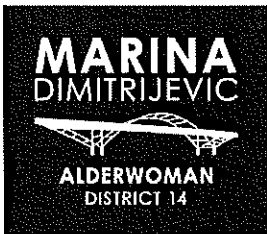
**From:** Dimitrijevic, Marina  
**Sent:** Monday, September 26, 2022 10:24 AM  
**To:** Art Dedrick; License; Williams, Terri  
**Subject:** Re: Another Liquor Store? Object - 2483 S KK

Hello thank you for sending us your objection.

~Marina

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On Sep 26, 2022, at 10:23 AM, Art Dedrick <[art.dedrick@yahoo.com](mailto:art.dedrick@yahoo.com)> wrote:

You don't often get email from [art.dedrick@yahoo.com](mailto:art.dedrick@yahoo.com). [Learn why this is important](#)

Dear Marina,

I just wanted to reach out and file my objection against the new liquor license a 2483 S KK Ave. First of all, this space doesn't have any parking and finding parking is very hard in the area already and this would make it even more worse. Second, we have too many establishments that sells liquor why do we need another one? Third, this block is mostly residential, and this store won't provide any value instead it will just hinder the lives of people that live nearby. Therefore, I think this license should be rejected.

Thanks,

Art

**Cooney, Jim**

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**From:** Dimitrijevic, Marina  
**Sent:** Monday, September 26, 2022 12:09 PM  
**To:** Aaron Peiffer  
**Cc:** License; Williams, Terri  
**Subject:** Re: Serenity 420 - Objection

Thank you for sending your objection. Please include your address so we may add you to the file.

~Marina

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On Sep 26, 2022, at 11:36 AM, Aaron Peiffer <[aaron.peiffer@outlook.com](mailto:aaron.peiffer@outlook.com)> wrote:

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Hey Marina,

I am emailing to voice my concerns about Serenity 420 at 2483 S KK Ave. We have Siegel's just two block away and have several other liquor outlets nearby, why are we encouraging opening liquor stores in such a close proximity? I feel at this point, we have plenty of outlets in the area and don't need another one.

Thanks

Aaron



## Cooney, Jim

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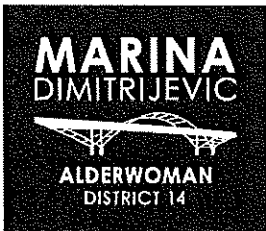
**From:** Dimitrijevic, Marina  
**Sent:** Monday, September 26, 2022 10:57 AM  
**To:** Gary Lantz  
**Cc:** License; Williams, Terri  
**Subject:** Re: Serenity 420 - KK Ave

Thank you for filing your objection with us. Please send your address for the file.

~Marina

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**e:** [marina@milwaukee.gov](mailto:marina@milwaukee.gov)

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On Sep 26, 2022, at 10:45 AM, Gary Lantz <[gary.lantz@aol.com](mailto:gary.lantz@aol.com)> wrote:

You don't often get email from [gary.lantz@aol.com](mailto:gary.lantz@aol.com). [Learn why this is important](#)

Hello Marina,

I am not able to attend the licensing meeting tomorrow, but I just wanted to let you know I oppose this liquor license. What kind of name is Serenity 420? What are we encouraging here? Booze, CBD, Hemp and Vape all roll into one? I know these kinds of businesses can be extremely profitable, but they can also destroy neighborhoods especially our young kids/adults. We should do everything we can to prevent anyone to open a business like this, so I am appealing to you Alderwoman Marina and the licensing committee to reject this license.

Thank you,

-Gary

**Cooney, Jim**

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**From:** Dimitrijevic, Marina  
**Sent:** Friday, September 23, 2022 10:19 AM  
**To:** Samantha Wolford; License  
**Subject:** Re: Objection Liquor License - 2483 S Kinnickinnic

Yes, thank you. Licensing, please add redacted objection to the file.



**Marina Dimitrijevic**  
Alderwoman | 14th District

She/Her/Hers/Ella

Hablo Español

p: (414) 286-3769  
e: [marina@milwaukee.gov](mailto:marina@milwaukee.gov)

200 E Wells Street, Room 205

**REDACTED RECORD**

---

**From:** Marina Dimitrijevic  
**Sent:** Friday, September 23, 2022 8:00:00 AM  
**To:** Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)>; License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>  
**Subject:** Re: Objection Liquor License - 2483 S Kinnickinnic

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Hi Marina - I received the virtual meeting notice. I will try to attend the meeting but in case I am not able to. Would you be able to voice my concerns? I believe we don't need another liquor license in the area as we have too many establishments that sell alcohol.

Thank you,

On Tue, Jul 26, 2022 at 1:21 PM Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)> wrote:

We have received several objections to this location so the alderwoman has proposed a neighborhood meeting in advance of any licensing hearing. We haven't scheduled a neighborhood meeting yet, but it should occur at the beginning of September and I will make sure you're invited to it when it happens.

We don't personally have a position and will go with what neighbors tell us they want to do here. I do think it's a really nice space and wouldn't mind having a business there that the neighbors and surrounding streets will want to welcome.

Thanks for your communication on this. Licensing has your objection on file.



Sincerely,

Terri Williams (she/hers)  
Legislative Assistant  
Milwaukee Common Council  
Alderdwoman Marina Dimitrijevic | 14<sup>th</sup> District  
200 East Wells Street  
Milwaukee, WI 53202  
414.286.3769 | fax 414.286.3456  
[Terri.Williams@milwaukee.gov](mailto:Terri.Williams@milwaukee.gov)

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From: \_\_\_\_\_  
Sent: Tuesday, July 26, 2022 1:00 PM  
To: Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)>  
Subject: Re: Objection Liquor License - 2483 S Kinnickinnic

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Hi Marina - Do you have any thoughts on this?

On Tue, Jun 21, 2022 at 10:58 AM | \_\_\_\_\_

Hello - On my walk this morning, I saw a poster on the window of 2483 S KK Ave next to Avalon about a new liquor license being filed at this location. We have too many liquor stores in the area and we don't need another one.

I would ask that the Alderdwoman Marina and the license committee deny this liquor license as it would negatively impact the neighborhood.

Thanks,

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**Cooney, Jim**

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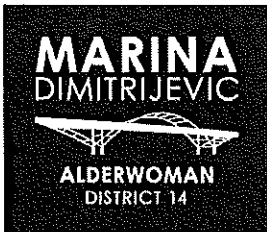
**From:** Dimitrijevic, Marina  
**Sent:** Thursday, September 22, 2022 7:58 PM  
**To:** Rhonda Murphy; License  
**Subject:** Re: Objection Liquor License

Thank you.

~Marina

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[milwaukee.gov/district14](https://www.milwaukee.gov/district14)

On Sep 22, 2022, at 5:24 PM, Rhonda Murphy <[rhonda.murphy01@gmail.com](mailto:rhonda.murphy01@gmail.com)> wrote:

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Hello Marina -

I heard that you hosted a neighborhood meeting about this. I am sorry I couldn't attend it but I still hope you agree that we don't need another liquor store in the area.

Thanks,  
Rhonda

On Tue, Jun 7, 2022 at 11:42 AM Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)> wrote:  
Hi Rhonda,

I couldn't tell if the Alderwoman or I had replied to you or not, so wanted to mention that we have received this and noted the objection. We will hold a neighborhood meeting prior to any license hearing so that we can discuss what the new applicant's plan is and how neighbors feel about it.

We already have many liquor stores nearby so we are not seeing any urgent need for a new one. Residents nearby will determine whether or not we support this new application.

Sincerely,

Terri Williams (she/hers)  
Legislative Assistant  
Milwaukee Common Council  
Alderwoman Marina Dimitrijevic | 14<sup>th</sup> District  
200 East Wells Street  
Milwaukee, WI 53202  
414.286.3769 | fax 414.286.3456  
[Terri.Williams@milwaukee.gov](mailto:Terri.Williams@milwaukee.gov)

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**From:** Rhonda Murphy <[rhonda.murphy01@gmail.com](mailto:rhonda.murphy01@gmail.com)>  
**Sent:** Tuesday, May 31, 2022 1:00 PM  
**To:** Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)>  
**Subject:** Objection Liquor License

You don't often get email from [rhonda.murphy01@gmail.com](mailto:rhonda.murphy01@gmail.com). [Learn why this is important](#)

Hello Marina -

How are you? I have been a bayview resident for 10+ years and love what your vision for Bayview is and for our home town Milwaukee. You have done great work ever since you took office.



I wanted to reach out because I recently found out that someone applied for a liquor license next to Avalon theater as I like to know what is coming to bayview. I personally don't think we need another shop in the area that sells liquor because we already have so many options such as Siegels, Walgreens, Outpost, Berts, Groppi, pick n save, Bayview supermarket and many others small stores that sells beer, liquor and wine. We don't need another liquor store.

I think instead of opening liquor stores everywhere we should be looking at opening up specialty grocery stores for more diversity, kid friendly shops that helps shape young minds or other creative businesses. Therefore I strongly oppose this liquor license. Can you let me know what are your thoughts on this?

Thank you, Rhonda

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## Cooney, Jim

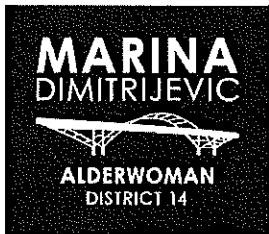
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**From:** Dimitrijevic, Marina  
**Sent:** Friday, September 23, 2022 7:04 AM  
**To:** License  
**Subject:** Fwd: New store

~Marina

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Hablo Español

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**e:** [marina@milwaukee.gov](mailto:marina@milwaukee.gov)

[200 E Wells Street, Room 205](https://www.milwaukee.gov/district14)  
[Milwaukee, WI 53202](https://www.milwaukee.gov/district14)

[milwaukee.gov/district14](https://www.milwaukee.gov/district14)

Begin forwarded message:

**From:** Richard Frenn <[richardjrfrenn@gmail.com](mailto:richardjrfrenn@gmail.com)>  
**Date:** September 19, 2022 at 1:42:40 PM CDT  
**To:** "Dimitrijevic, Marina" <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)>  
**Subject:** New store

[You don't often get email from richardjrfrenn@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Marina, thank you for the information regarding the proposed new liquor store on KK avenue. I missed the meeting, but like to object. Please let me know if this goes to Committee, or any other meetings I should go to.

Thank you,

Richard Frenn

Bert's Liquor in Bay View

Sent from my iPhone