



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Monday, July 06, 2026

COMMITTEE MEETING NOTICE

AD 07

DIGGS, Gloria D, Agent
SPLENDICARE BAR AND GRILL LIMITED LIABILITY COMPANY
9831 N ANDOVER CIR
MEQUON, WI 53097

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.

Friday, July 17, 2026 at 09:20 AM

Go to <https://meet.goto.com/783617221>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application Adding Hookah Services as Type of Entertainment as agent for "SPLENDICARE BAR AND GRILL LIMITED LIABILITY COMPANY" for "PLAY BY PLAY" at 3910 W FOND DU LAC Av.

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.

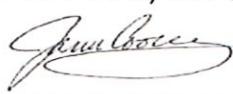
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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 Associated Bank River Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: 

Jim Cooney
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/04/26

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 394651

Application Date:

License Location: 3910 W Fond du Lac

Business Name: Play by Play

Licensee/Applicant: Diggs, Gloria
(Last Name, First Name, MI)

Date of Birth: 11/28/61

Home Address: 9831 N Andover Cr

City: Mequon

State: WI Zip Code: 53097

Home Phone:

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

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

1. On 05/14/24 at 8:30p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. The officers were advised by the employee they recently purchased a new stereo system and the DJ was getting used to it. The employee was cooperative and stated they would turn down the music and pick up trash after bar close.
2. On 05/19/24, a Milwaukee Police Officer assigned to Desk Duties, contacted a caller regarding a Noise Complaint that originated on 05/18/24 at 1017pm. The caller stated the bar was playing loud music under a tent. The officer issued a citation based on the caller willing to be a complainant.

Charge: Noise Nuisances

Finding: **Dismissed**

Sentence:

Date:

Case: 24033056

3. On 05/23/24 at 10:45p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. The officer drove around the business and determined the music was not excessive and could only be heard when the door to the business was open. The officer

spoke to the caller who stated there were speakers outside on the lounge area, however, officers did not observe any speakers.

4. On 06/16/24 at 4:16p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. The caller stated there were tents set up with loud speakers. On arrival officers did not observe any tents or speakers and the music was not excessive.
5. On 06/29/24, Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac., which had originated on 06/28/24 at 11:45p.m. On arrival the officer observed the business to be closed. The caller provided the officer with cellphone video from earlier, which did show music could be heard from the caller's home over 100 feet away. The officer provided the citizen with an evidence.com link to upload the video. The agent was issued a citation for the violation.

Charge: Excessive Noise Prohibited
Finding: Dismissed.
Sentence:
Date:
Case: 24024145

6. On 07/01/24, Milwaukee Police were dispatched to 3910 W. Fond du Lac., for a Noise Complaint that originated on 06/30/24 at 11:06p.m. On arrival officers heard music, however, it was not extremely loud. The caller provided the officer with cellphone video in which you could hear the music from their doorstep. The citizen was provided the officer's email to send the recording.
7. On 07/13/24 at 3:23a.m., Milwaukee Police were dispatched to 3910 W. Fond du Lac., for a Noise Complaint that originated at 11:52p.m., on 07/12/24. On arrival the business was closed and the officer was not able to make contact with the caller.
8. On 07/27/24 at 8:47p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. On arrival officers interviewed the caller and did determine the music to be too loud. The caller stated they received a letter from the business advising them the music would be loud until 10pm., due to a birthday celebration. The caller did not want to enter into mediation with the business. The agent was on scene and advised the music was too loud and would be receiving a citation for the violation. The agent stated they were willing to enter into mediation with the caller and provided their phone number so the caller could directly call when the music was too loud. Citation #0682CBQ6P4 for Excessive Noise Prohibited was issued.

Charge: Excessive Noise Prohibited
Finding: Guilty
Sentence: Fine
Date: 11/24/24
Case: 24025790

9. On 08/11/24 at 1:01a.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. On arrival officers observed the business to be in normal operations, with music and voices audible from 50 feet away from the establishment. The agent was on scene and did not believe the noise to be unreasonable, however, was cooperative with the investigation. Citation #J981L5RP3H was issued for Noise Nuisances.

Charge: Noise Nuisances
Finding: **Dismissed**
Sentence:
Date:
Case: 25003022

10. On 08/29/24 at 3:30am., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. On arrival the business was closed. The caller stated they had to go on to their porch to hear the noise, however, stated they were "doing it all" and were "off the chain" partying prior to closing. The caller verbalized their complaints with the business but refused to enter into mediation with the business owner.

11. On 09/02/24 at 8:00a.m., Milwaukee Police were dispatched to 3910 W. Fond du Lac., for a Noise Complaint that originated at 1:46am. The caller stated they have video from earlier which captured the loud noise. The caller was provided a link to upload the video. Citation # J981PBQ6PK was issued for Noise Nuisances.

Charge: Noise Nuisances
Finding: Dismissed
Sentence:
Date:
Case: 24025710

12. On 09/08/24 at 7:00a.m., Milwaukee Police were dispatched to 3910 W. Fond du Lac., for a Noise Complaint that originated on 09/07/24. On arrival the business was closed. The caller stated the loud music started at 4p.m., the prior day and continued until 2:30a.m. The caller provided video from their cellphone in which the officer observed the music could be heard from the caller's front door, which is more than 50 feet away. The caller was provided a link to upload the video. Based on the video and the callers statement the agent was issued a citation.

Charge: Noise Nuisances
Finding: Dismissed
Sentence:
Date:
Case: 24024548

13. On 09/13/24 at 7:33a.m., Milwaukee Police were dispatched to 3910 W. Fond du Lac., for a Noise Complaint that originated at 7:50p.m., on 09/12/24. On arrival the business was closed, however, the caller stated they had video of the loud music from 7pm., to 2am., in which the music was being played on the patio. Citation #J981HT97SK issued for Excessive Noise.

Charge: Noise Nuisances
Finding: Guilty
Sentence: Fine
Date: 11/22/24
Case: 24025789

14. On 09/14/24 at 9pm., Milwaukee Police conducted a License Premise Check at 3910 W. Fond du Lac. Prior to entering the business, the officer stood approximately 50 feet away and could hear the faint sound of music. The officer entered the business and explained to

the agent, due to the number of complaints received they need to be aware of how loud the music is and they would be issued citations for future noise complaints. The agent was cooperative and thanked the officer.

15. On 09/21/24 a Milwaukee Police Officer assigned to desk duties, conducted follow up on a Call that originated at 1225am. The caller stated patrons on the patio were loud and boisterous, causing a disturbance. The officer issued a citation based on the caller's complaint.

Charge: Noise Nuisances
Finding: Guilty
Sentence: Fine
Date: 11/22/24
Case: 24025885

16. On 09/21/24 at 10:51p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. The caller stated they could hear people talking and laughing too loud. The caller stated they want the business to lose the patio license. The officer watched the video the caller recorded and could hear faint laughing. The agent was advised of the complaint and stated there was no way the caller could hear people talking from their residence and stated they would be hiring an attorney for citations issued. Citation #J981MDPGHM was issued for Noise Nuisances.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fine
Date: 11/22/24
Case: 24027158

17. On 09/29/24 at 2:18a.m., Milwaukee Police were dispatched to a Trouble with Subject at 3910 W. Fond du Lac. The anonymous caller stated patrons were inside doing drugs, acting crazy and smoking marijuana outside on the patio. On arrival the officer found the business to be closed.

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The following Items were updated with dispositions: 2,5,8,9,11,12,13,15 and 16

Item 2, 9 Scheduled for Final Pre-Trial 09/08/25
Item 5, 11, 12 Dismissed
Item 8, 13, 15, 16 Guilty

The following reports pertain to 3910 W. Fond du Lac Ave.

18. On 10/05/24 at 122am., Milwaukee Police were dispatched to a Noise Nuisance. The caller provided officers with cell phone video taken from their porch which is over 50 feet from their home. The video depicts laughing and yelling from the business, causing a disturbance. Citation #M580P5S29P was issued to the Owner.

Charge: Noise Nuisances
Finding: ***warrant status***
Sentence:

Date:
Case: 24030086

19. On 10/06/24 at 237am., Milwaukee Police were dispatched to a Noise Nuisance. The caller provided officers with cell phone video taken from their residence, which is over 50 feet from their home. The video depicts laughing and yelling from the business, causing them to be unable to sleep. Citation #J981G4NQBN was issued to the owner.

Charge: Noise Nuisance
Finding: ***warrant status***
Sentence:
Date:
Case: 24030085

20. On 10/11/24 at 228a.m., Milwaukee Police were dispatched to a Noise Nuisance. On arrival the location was closed, however, the officers met with the caller who provided cell phone video depicting the disturbance, which was over 100 feet from their residence, causing a disturbance.

Charge: Noise Nuisances
Finding: Guilty
Sentence: Fine
Date: 11/22/24
Case: 24029434

21. On 10/12/24 at 522am., Milwaukee Police were dispatched to a Noise Nuisance. The original call came in at 1224am. The business was closed; however, officers interviewed the caller who was advised to upload the video to Evidence.com. The officer noted at the time of their report, they had not received the video. The agent was issued a citation for the violation.

Charge: Excessive Noise Prohibited
Finding: Guilty
Sentence: Fine
Date: 11/22/24
Case: 24029596

22. On 10/19/24 at 434am., Milwaukee Police were dispatched to a Noise Nuisance. The original call came in on 10/18/24 at 1015pm. The caller provided video from their residence, which is over 50 feet from the business. The video depicts loud music, causing a disturbance. The caller requested a citation be issued to the Agent.

23. On 10/26/24 at 803pm., Milwaukee Police conducted a License Premise Check. No violations were found and the manager was cooperative.

24. On 11/09/24 at 1045pm., Milwaukee Police were dispatched to a Noise Nuisance. The caller stated the business was having a party on the patio with loud music beginning at 8pm on 11/08/24 and continuing until 1213am on 11/09/24. The caller provided cell phone video with a timestamp on 11/08/24 at 956pm., 1049pm., and 1213am., on 11/09/24. While speaking to the caller, officers did observe loud music and loud human behavior coming from the business. The officer spoke to the manager who stated they only receive

complaints from one person and was instructed to turn the music down. The Agent was issued two citations for the violations; however, one was Dismissed.

Charge: Excessive Noise Prohibited
Finding: **Dismissed**
Sentence:
Date:
Case: 24032160

25. On 11/17/24 at 130am., Milwaukee Police were dispatched to a Noise Nuisance. The officer was advised by the caller, the business was causing a nuisance by playing loud music and they would like a citation issued. The officer changed locations to the business, where they observed a vehicle drive through the area playing loud music, but did not hear loud music coming from the business. The officer interviewed the Agent, who stated they are going to seek a harassment injunction on the caller. The Agent was issued a citation for the violation.

Charge: Noise Nuisances
Finding: **Dismissed**
Sentence:
Date:
Case: 24032357

26. On 11/24/24 at 240am., Milwaukee Police were dispatched to a Noise Nuisance. The original call came in at 12am., therefore, on officer arrival the business was closed. The caller stated the business was causing a disturbance by playing loud music and people talking by the patio area. The caller stated they wanted a citation issued for the violation.

Charge: Noise Nuisances
Finding: **Dismissed**
Sentence:
Date:
Case: 24032706

27. On 03/29/25 at 822am, Milwaukee Police were dispatched to a Noise Nuisance in which the original call came in on 03/28/25 at 1116pm. The business was closed, however, the caller stated they could hear patrons from the patio inside their residence. The officer measured the distance and found it to be 103 feet. The officer issued a citation for the violation.

Charge: Excessive Noise Prohibited
Finding: **Dismissed**
Sentence:
Date:
Case: 25011309

28. On 04/06/25 at 801am., Milwaukee Police were dispatched to a Noise Nuisance. The original call came in at 1239am., therefore, the business was closed on officer's arrival. The caller stated they could hear patrons on the rear patio from their residence. The officer measured the distance from the patio to the caller's front yard and determined it to be 106 feet. A citation was mailed to the Agent for the violation.

Charge: Excessive Noise Prohibited
Finding: Dismissed
Sentence:
Date:
Case: 25012832

29. On 04/13/25 at 157am., Milwaukee Police were dispatched to a Noise Nuisance. The caller stated the disturbance occurred on 04/12/25 at 1030pm. The officer interviewed the owners who stated they purchased a decibel reader to measure the noise. The owner showed the officer a ledger of the recordings from the reader and found it captured 36 decibels from 100 feet away at 1030pm. The Agent was issued a citation for the violation.

Charge: Noise Nuisances
Finding: Dismissed
Sentence:
Date:
Case: 25013438

30. On 04/20/25 at 0811am., Milwaukee Police were dispatched to a Noise Nuisance. The original call came in on 04/19/25 at 114pm. The caller stated they could hear patrons from the rear patio inside their residence. The officer measured the distance between the two points and found them to be 103 feet. A citation was issued for the violation.

Charge: Excessive Noise Prohibited
Finding: Guilty
Sentence: Fine
Date: \$240.00
Case: 25013439

31. On 04/27/25 at 825am., Milwaukee Police were dispatched to a Noise Nuisance, whereas, the original call came in at 1240am. The caller stated a loud disturbance could be heard stemming from the patio area. The officer had previous knowledge of the caller and knew their residence to be 106 feet away from the business. The officer contacted the Agent, who stated they invested in a decibel meter and had readings for that night and would drop them off at the District station. The officer noted two prior citations they issued to the Agent had a disposition of No Contest, resulting in a Guilty Judgment. A citation was issued for the violation.

Charge: Excessive Noise Prohibited (3 in 3 years)
Finding: Guilty
Sentence: Fine \$660.00
Date: 09/08/25
Case: 25013942

32. On 05/04/25 at 900am., Milwaukee Police were dispatched to a Noise Nuisance, whereas, the original call came in at 1239am. The caller showed officers cell phone video which was captured on 05/04/25 at 1243am. The officer could hear people talking but unable to determine how loud people were speaking. The caller was sent a link to upload the video to Evidence.Com.

33. On 05/18/25 at 253am., Milwaukee Police were dispatched to a Noise Nuisance. On arrival officers found no violations as the business was closed for the night.

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The following pertains to 3910 W. Fond Du Lac Ave.

Items 2, 9, 24, 25-31, 35-39, 43, 51 were updated with dispositions
Items 18-19 are still in warrant status

34. On 05/24/25, at 2:34 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe loud music, and noise produced by patrons at the business. A citation was issued to the owner (Bernard Diggs) for Noise Nuisance. Case: 25016882. **Warrant.**
35. On 05/25/25, at 12:32 a.m., the agent was cited for Noise produced by the business. On 02/26/26 in Milwaukee Municipal Court the agent was found Guilty of Noise Nuisance. Case: 25017601. **\$300.00 past due on 05/27/26**
36. On 05/26/25, at 1:57 a.m., the agent was cited for Noise produced by the business. On 02/26/26 in Milwaukee Municipal Court the agent was found Guilty of Noise Nuisance. Case: 25017602. **\$300.00 past due on 05/27/26**
37. On 06/01/25, at 12:36 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe noise produced by patrons at the business. A citation was issued for Noise Nuisance. Case: 25018438 Sentence: **Guilty \$300.00 past due on 05/27/26**
38. On 06/02/25, at 12:38 a.m., officers were dispatched to Noise complaint. A citation was issued for Noise Nuisance. Case: 25017996. Sentence: Guilty. **\$300.00 past due on 05/27/26**
39. On 06/06/25, at 11:12 p.m., a call for a noise complaint was received. The agent was cited. On 02/26/26 in Milwaukee Municipal Court the agent was found Guilty of Noise Nuisance. Case: 25020146. **\$300.00 past due on 05/27/26**
40. On 06/08/25, at 6:10 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe noise produced by patrons at the business. A citation was issued for Noise Nuisance. Case: 25021849. Sentence: Dismissed.
41. On 06/15/25, at 1:20 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe loud music, and noise produced by patrons at the business.
42. On 06/20/25, at 6:42 a.m., officers were dispatched to Noise complaint. No violation observed.
43. On 07/03/25, at 10:15 p.m., the agent was cited for Noise produced by the business. On 02/26/26 in Milwaukee Municipal Court the agent was found Guilty of Noise Nuisance. Case: 25020391. **\$200.00 past due on 05/27/26**
44. On 09/06/25, at 5:41a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe noise produced by the business. A citation was issued for Noise Nuisance. Case: 25024626 Sentence: Dismissed.

45. On 09/12/25, at 11:00 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe noise produced by patrons at the business the night before. A citation was issued for Noise Nuisance. Case: 25025172. Sentence: Dismissed.
46. On 09/14/25, at 2:02 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe loud music, and noise produced by patrons at the business. A citation was issued for Noise Nuisance. Case: 25026495, Sentence: Dismissed.
47. On 09/20/25, at 4:35 a.m., officers were dispatched to Noise complaint. The caller provided video for officers to observe loud music, and noise produced by patrons at the business. A citation was issued for Noise Nuisance. Case: 25028962, Sentence: Dismissed.
48. On 09/21/25, at 12:30 a.m., Milwaukee Police received Noise complaint. The caller stated patrons of the business produce a noise disturbance.
49. On 09/28/25, at 5:37 a.m., officers were dispatched to Noise complaint. No violation observed.
50. On 10/04/25, at 8:36 a.m., Milwaukee Police received Noise complaint. The caller stated patrons of the business produce a noise disturbance. A citation was issued for Noise Nuisance. Case: 25026569, Sentence: Dismissed.
51. On 10/18/25, at 12:20 a.m., Officers were dispatched to Noise complaint. The caller stated patrons of the business produce a noise disturbance. A citation was issued for Noise Nuisance. Case: 25029455, Sentence: Guilty. **\$350.20 past due on 02/13/26**
52. On 04/12/26, at 1:40 a.m., officers were dispatched to a Subject with Weapon complaint. A security guard was escorting an unknown subject out of the business for smoking. The subject stated, "I'll show you who am," and pointed a gun at the guard. The subject was removed without incident.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2505240031

OtherEvent #: 25-LP-2377

Incident

3910 W FOND DU LAC AV Milwaukee, WISCONSIN 53216

Incident Date/Time:: 05/24/2025 00:17:00
CAD Number:: P2505240014
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA DENISE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53216

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2505240031

OtherEvent #: 25-LP-2377

LICENSED PREMISE REPORT

Schwister, Matthew S 019785

05/24/2025

PO SCHWISTER AND PO STUPAR WERE DISPATCHED TO A NOISE NUISANCE COMPLAINT AT PLAY BY PLAY 3910 W FOND DU LAC AV LOCATED IN THE CITY AND COUNTY OF MILWAUKEE ON 05/24/2025 02:34 A.M.. I SPOKE WITH THE CALLER WHO STATED THAT THE BUSINESS HAS ONGOING NOISE ISSUES, AND LOUD MUSIC, LAUGHING, AND YELLING, CAN BE HEARD INSIDE HER HOME CAUSING HER TO BE UNAB/LE TO SLEEP. I OBSERVED VIDEO TAKEN ON HER CELLPHONE TAKEN ON 05/24/2025 DEPICTING THE SOUNDS OF LAUGHING AND YELLING WHICH CAN BE HEARD ON THE AUDIO FROM HER PORCH. THE PATIO FROM WHICH THE NOISE ORIGINATES IS OVER 50 FEET FROM THE HOME.

It should be noted the business closed prior to our dispatch and I was unable to contact anyone with the business.

CITATION NTC 06828BLHPN WAS ISSUED TO THE PROPERTY OWNER, DIGGS.

Officer (2)

Reporting Officer:	Schwister, Matthew S (019785)	10/06/2024 06:23:00
Section: (Work Location):	73	
Approving Officer:	Fuhrman, Patrick M (012847)	05/25/2025 22:18:11
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2505260017

OtherEvent #: 25-LP-2522

Incident**3910 W FOND DU LAC MILWAUKEE, WISCONSIN 53216**

Incident Date/Time:: 05/25/2025 22:30:00

CAD Number:: P2505260062

Business Agent (1)**DIGGS, GLORIA D**Person Involvement: (Must choose Agent
AGENT from drop down):

DOB:: 11/28/1961

Sex:: FEMALE

Race:: BLACK/AFRICAN AMERICAN

Phone 1 Number:: (414)-412-7446

Phone 1 Type:: Phone

Address:: 9831 N ANDOVER CT

City:: MEQUON

State:: WISCONSIN

Zip Code:: 53097

Licensed Premise Data (1)**PLAY BY PLAY**

Phone 1 Number:: (414)-412-7446

Phone 1 Type:: Phone

Address:: 3910 W FOND DU LAC AV

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53216

License Type:: Alcohol

Licensee Notification Was Made:: No

Business Was Cited For Violation:: Yes

Citation Number: (Additional
Citations List In Narrative): M582KBZLW7Licensee was cooperative: (If not
explain in narrative): NoLicensee or Manager was on
premises at time of
violation/incident:: No**Narrative (1)****LICENSED PREMISE REPORT**

Roby, Stephon R 029458

05/31/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: C2505260017

OtherEvent #: 25-LP-2522

This report was written by P.O. Stephon ROBY assigned to District Seven, Late Power Shift.

On Sunday, May 26, 2025, at approximately 1:57am, Squad 7468, P.O. Taylor MOTIFF and responded to a noise complaint call for service at 3910 W. Fond Du Lac Av which a tavern called within District Seven called Play By Play. This location is within the City and County of Milwaukee.

Prior to responding to Play By Play, I spoke to the caller of this complaint, Martha J. BROCK B/F 02-12-59. BROCK informed me that the patrons at Play By Play were talking loudly on the rear patio which was a nuisance to her. Brock indicated that this occurred on May 25th, 2025, at approximately 10:30pm. BROCK described the subjects as two men and multiple females.

I sent BROCK a community request link, so she could provide evidence of the noise caused by Play By Play. BROCK then uploaded 5 videos of her standing near her porch recording Play By Play's patrons on the rear porch. 4 of the videos depict people talking in the background, while one of the videos depict a vehicle playing music from the vehicle's speakers.

I issued the owner of Play By Play, Gloria D. DIGGS, B/F 11-28-61 a citation for the noise.

Date	Event	Court official	Court reporter	Amount
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Additional text:

State's Additional Motion in Limine

Officer (2)

Reporting Officer:

Roby, Stephon R (029458)

05/31/2025 04:26:00

Section: (Work Location): 74

11-21-2024 Jury status hearing

Schoenborn, Bridget Humpal, Cheryl

Approving Officer:

Busshardt, Jesse J (018624)

06/03/2025 03:38:22

Section: (Work Location): 74

Additional text:

11:05 AM Defendant Tierra P Dean in court. Attorney Maura Ann McMahon in court for Tierra P Dean. Attorney Melissa J. Zilavy in court for State of Wisconsin. Victim rights have been complied with by the Waukesha County District Attorneys Office.

Defense is ready for trial. State is ready for trial. Court leaves case on for jury trial.

09-25-2024 Notice of hearing

Additional text:

Jury status hearing on November 21, 2024 at 10:30 am.

Jury trial on December 3, 2024 at 08:30 am.

09-20-2024 Notes

Additional text:

09/24/2024 jury trial will be rescheduled due to other case going.

09-19-2024 Jury status hearing

Schoenborn, Bridget Humpal, Cheryl

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506010094

OtherEvent #: 25-LP-2630

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 06/01/2025 09:24:00
CAD Number:: P2506010476
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Manager
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216

Licensed Premise Data (1)

PLAY BY PLAY BAR AND GRILL

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506010094

OtherEvent #: 25-LP-2630

LICENSED PREMISE REPORT

Soltes, Taylor 031310

06/01/2025

This report is written by Milwaukee Police Officer Taylor M SOLTES, assigned to District 7, Early Power 11am-7pm, on squad 7235 solo.

On Sunday, June 1, 2025, at 12:36pm, I was dispatched to a noise Nuisance call, at the address of 3910 W. Fond du Lac Av, which is located in the County and City of Milwaukee, Wisconsin.

P2506010476 - NOISE - Noise Nuisance

3910 W FOND DU LAC AVE MKE

06/01/25 09:24:12 (pct-1514) : CLLR REQUESTING CAD NUMBER OF HER LAST CALL MADE FOR NOISE NUISANCE

06/01/25 09:24:12 (pct-1514) : CLLR WOULD LIKE OFFICERS TO RESPOND TO BAR AND ISSUE TICKETS REGARDING CAD P2505301630 ***** CLLR HAS THE D7 OFFICER ON THE LINE - CLLR IS VERY UPSET THAT OFFICERS DID NOT RESPOND TO THE CALL THAT SHE PLACED ON 05/30/2025 AND WOULD LIKE AN OFFICER TO ALSO COME TO HER ADDRESS REGARDING ----- CLLR LIVES AT 3344 N 39TH STREET : LOWER UNIT *****

06/01/25 09:24:12 (pct-1514) : OFFICER D7, NEWBERG ON PHONE REGARDING AND AD

06/01/25 09:24:47 (pct-1514) : NFI

06/01/25 13:41:21 (\$7235) : Citation # J981P5S29L

While en route to this call, I was informed by the D7 office that she called and stated that she wanted to talk with an officer regarding the noise complaint.

Upon my arrival, I did not observe or hear any audibled noises coming from the establishment.

I spoke to with Martha J BROCK (b/f 02/12/59). BROCK stated that she had called a noise complaint on May 30, 2025, regarding the bar which is located at the address of 3910 W. Fond du Lac Av.

BROCK had taken video recordings of the noise over at the bar. BROCK did upload the videos to Axon.

BROCK wanted a citation written regarding the noise nuisance.

I was informed to issue a citation for BROCK. I used the citation which is numbered # J981P5S29L.

Citation mailed out.

I did not speak to licensed premise owner, manager, employees, security.

I was unable to get in contact with the owners.

I reviewed video surveillance footage of what BROCK had. BROCK did show me couple videos of the noise complaints. Which included one video at Friday, May 30, 2025 @ 11:0 pm and Saturday, May 31, 2025 @1:02 am.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506010094

OtherEvent #: 25-LP-2630

End of Report.

Officer (2)		
Reporting Officer:	Soltes, Taylor (031310)	06/01/2025 14:30:00
Section: (Work Location):	72	
Approving Officer:	Mengel, Matthew P (018650)	06/05/2025 13:50:36
Section: (Work Location):	58	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506020038

OtherEvent #: 25-LP-2563

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 06/01/2025 23:35:00
CAD Number:: P2506011699
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506020038

OtherEvent #: 25-LP-2563

LICENSED PREMISE REPORT

Ramos Vazquez, Yariceliz 023713

06/02/2025

This report was typed by PO Yariceliz RAMOS, assigned to District 7, late shift.

On Monday, June 2nd, 2025 at approximately 12:38 am, Squad 7350 (PO C. AREVALO and myself) was dispatched to a noise nuisance complaint at the address of 3910 W Fond du Lac Ave., which is located in the City and County of Milwaukee. This address is a business by the name of Play by Play.

The complainant, Martha BROCK (b/f, 02/12/59), calls on a daily basis during the hours of operation of the establishment stating that there are people outside. This time BROCK stated that "PATRONS ARE VERY LOUD TALKING, DRINKING, SMOKING AND LAUGHING VERY LOUD". BROCK lives at the address of 3344 N 39th Street, from which she records from her porch, which is over 50 feet away from the establishment. The establishment is fenced in, allowing for privacy of patrons.

*The licensing for this establishment is up to date.

*During my investigation for *Noise Nuisance*, I did not observe any violations in the licensed premise listed above.

End of report.

Officer (2)

Reporting Officer:	Ramos Vazquez, Yariceliz (023713)	05/18/2025 03:55:00
Section: (Work Location):	73	
Approving Officer:	Lldwin, Dean D (017585)	06/02/2025 23:31:04
Section: (Work Location):	73	

Milwaukee Police Department

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

Case #:C2506070047

OtherEvent #: 25-LP-2681

Incident**3910 W FOND DU LAC AV MILWAUKEE, WISCONSIN 53216**

Incident Date/Time:: 06/06/2025 23:00:00
CAD Number:: P2506061851

Business Agent (1)**DIGGS, GLORIA D**

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Home
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)**PLAY BY PLAY**

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List in Narrative): 06824FB00B
Violation/Ordinance Number:: 80-65-4
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)**LICENSED PREMISE REPORT**

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506070047

OtherEvent #: 25-LP-2681

Stiles, Chad 015509

06/07/2025

This report is written by PO Chad STILES, assigned to District 7 day shift, assigned to Desk Officer/Limited duty status.

On Saturday, June 7, 2025, at 08:00hrs, Sgt Joel PANNING requested that I handle a pending noise complaint call for service via phone, that originated on 06/06/2025 at 23123hrs, regarding Play by Play Bar, 3910 W Fond Du Lac Ave, CAD#P2506061851.

7/7/26 I spoke to the caller, Martha J BLOCK, B/F, DOB 02/12/1959, of 3344 N 39th St, who stated that the Play By Play bar, at 3908 W Fond Du Lac Ave, has an outdoor patio with outside speakers that was playing loud music that could be heard from her home, over 100 feet away, between 2200 hours and 2300 hours. I did provide her an Evidence.com citizen evidence portal link to her cellphone, 414-737-6510 for upload. She stated that she has been calling to complain frequently, and nothing is getting done about it. I did file MPD license premise report #C2506070047 and issued citation #0682DWMLWF for noise to the business agent Gloria DIGGS.

Play by Play has the following issued City of Milwaukee Licenses:
Class B Tavern License - Active (Renewal Pending) 06/07/2025
Food Dealer - Restaurant - Active (Renewal Pending) 06/07/2025
Provisional Renewal License - Active 07/19/2025
Public Entertainment Premises License -Active (Renewal Pending) 06/07/2025
Cigarette and Tobacco - Active - 08/22/2025

This business is currently closed, and we are unable to contact the business agent, Gloria DIGGS, at this time.

End of report

Officer (2)

Reporting Officer:	Stiles, Chad (015509)	06/07/2025 08:42:00
Section: (Work Location):	71	
Approving Officer:	Panning, Joel C (017592)	06/09/2025 09:23:43
Section: (Work Location):	07	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506080042

OtherEvent #: 25-LP-2713

Incident

3910 W FOND DU LAC AV MILWAUKEE, WI 53216

Incident Date/Time:: 06/07/2025 23:59:00
CAD Number:: P2506071752
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA DENISE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 W Andover CT
City:: MILWAUKEE
State:: WI
Zip Code:: 53216

Licensed Premise Data (1)

Play By Play

Phone 1 Number:: (414)-412-7446
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Citation Number: (Additional
Citations List In Narrative): J981DL84H2
Violation/Ordinance Number:: 80-65-4
Licensee was cooperative: (If not
explain in narrative): No
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

Case #:C2506080042

OtherEvent #: 25-LP-2713

Narrative (1)

LICENSED PREMISE REPORT

Davenport, Anthony J 036282

06/09/2025

This report is written by PO Anthony DAVENPORTE, assigned to District 7, Late shift.

On Sunday, June 8th, 2025, at 6:10 AM, I was dispatched to 3910 W Fond du Lac Av (Play by Play) regarding a Noise Nuisance complaint.

Upon arrival, the business was closed and I did not observe any loud noises inside or outside the business.

I spoke with the caller, Martha J BROCK (B/F 02-12-1959) who stated she was willing to be a complainant. BROCK stated that on 6/7/2025 at approximately 11:59 PM, the occupants of Play by Play were outside on the patio and were making loud noises; laughing and talking. Noise could be heard from inside her home. BROCK stated she had video of the incident. BROCK was provided an evidence.com link and she uploaded 17 videos.

I issued a citation (J981SL84H2).

Play by Play was closed upon my arrival, and I did not make contact with owner.

Officer (2)

Reporting Officer:	Davenport, Anthony J (036282)	06/09/2025 23:49:00
Section: (Work Location):	73	
Approving Officer:	Fuhrman, Patrick M (012847)	06/10/2025 07:58:28
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506190024

OtherEvent #: 25-LP-2873

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 06/15/2025 00:22:00
CAD Number:: P2506150024
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Main
Address:: 9831 N Andover Ct
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List In Narrative): 0682FRKD72
Violation/Ordinance Number:: NOISE NUISANCE/80-65-4
Licensee was cooperative: (If not explain in narrative): No
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

Case #:C2506190024

OtherEvent #: 25-LP-2873

Narrative (1)

LICENSED PREMISE REPORT

Ramos Vazquez, Yaricellz 023713

06/19/2025

This report was typed by PO Yariceliz SANCHEZ RAMOS, assigned to District 7, late shift.

On Sunday, June 15, 2025 at approximately 1:20am , Squad 7352 (PO C. AREVALO and myself) responded to a noise nuisance complaint at the address of 3910 W Fond du Lac Ave., which is located in the City and County of Milwaukee. This address is a business by the name of Play by Play.

The complainant, Martha BROCK (b/f, 02/12/59), frequently calls during the hours of operation of the establishment stating that there are people outside being loud and playing music. BROCK lives at the address of 3344 N 39th Street.

BROCK uploaded video she recorded from her porch to AXON's evidence.com website through a link I provided to her via text message.

*The licensing for this establishment is up to date with active renewal pending.

BROCK is willing to be a complainant. A noise nuisance citation was issued and mailed to the business owner of this establishment; Citation #0682FRKD72.

End of report.

Officer (2)

Reporting Officer:	Ramos Vazquez, Yariceliz (023713)	06/19/2025 04:30:00
Section: (Work Location):	73	
Approving Officer:	Maddox, Brian D (018939)	06/22/2025 23:44:00
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506200046

OtherEvent #: 25-LP-3226

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 06/19/2025 20:16:00
CAD Number:: P2506191331
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506200046

OtherEvent #: 25-LP-3226

LICENSED PREMISE REPORT

Arevalo, Christopher 035245

07/14/2025

This report is written by PO Christopher AREVALO, assigned to District 7, Late Shift.

On June 20, 20025, at approximately 6:42 AM, while assigned to Squad 7392, PO John KLABCHEK and I, were dispatched to a noise nuisance complaint at the address of ~~7311 W Capitol Drive~~, which is located in the City and County of Milwaukee, WI. **3910 W. Fond du Lac (ME) 7/7/26**

On scene, we spoke with the caller who provided us video with proof of the noise complaint. I sent the link to evidence.com through community contact request and verified it had been uploaded.

We checked the business, but the business was closed.

No violations were observed.

Officer (2)

Reporting Officer:	Arevalo, Christopher (035245)	07/14/2025 09:17:00
Section: (Work Location):	73	
Approving Officer:	Lidwin, Dean D (017585)	07/14/2025 22:12:54
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509060029

OtherEvent #: 25-LP-4806

Incident

3910 W FOND DU LAC AV MILWAUKEE, WI 53216

Incident Date/Time:: 09/05/2025 23:11:00
CAD Number:: P2509051552
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List In Narrative): J981CBQ6PH
Violation/Ordinance Number:: Adult-Noise Nuisances, 80-65-4
Licensee was cooperative: (If not explain in narrative): No
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

Case #:C2509060029

OtherEvent #: 25-LP-4806

Narrative (1)

LICENSED PREMISE REPORT

Agullar, Joshua A 036903

10/25/2025

This report is written by P.O. Joshua AGUILAR, assigned to District Seven, Late Shift.

On Saturday September 6th, 2025, I responded to a noise nuisance complaint at the location of 3910 W Fond Du Lac Ave. The listed address of a licensed premise in the City of Milwaukee identified as Play By Play.

Upon arrival I spoke with the caller who submitted video of the noise nuisance to Evidence.com. I viewed the videos and issued a citation to the licensed premises owner, Gloria D DIGGS. Citation was mailed to her address due to fact that I responded after hours and the business had been closed.

End of report.

Officer (2)

Reporting Officer:	Agullar, Joshua A (036903)	10/25/2025 09:44:00
Section: (Work Location):	73	
Approving Officer:	Maddox, Brian D (018939)	10/27/2025 23:43:39
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509120067

OtherEvent #: 25-LP-4076

Incident**3910 W FOND DU LAC AV MILWAUKEE, WI 53216**

Incident Date/Time:: 09/11/25 20:30
CAD Number:: P2509120345
District:: 7
Beat:: 750
Reporting Area:: 2336

Licensed Persons Involved (1)**DIGGS, GLORIA DENISE**

Person Involvement:: Agent
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 9831 W Andover CT
City:: MILWAUKEE
State:: WI
Zip Code:: 53216

Business Agent (1)

1

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

Licensed Premise Data (1)**Play By Play**

Phone 1 Number:: (414)-412-7446
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Citation Number: (Additional
Citations List In Narrative): J981DRXHKX
Violation/Ordinance Number:: 80-65-4
Licensee was cooperative: (If not
explain in narrative): No
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

Case #:C2509120067

OtherEvent #: 25-LP-4076

Narrative (1)**LICENSED PREMISE REPORT**

Gaulke, Kevin G 018637

09/12/2025

This report is written by PO Kevin GAULKE, assigned to District Seven, Day Shift.

On Friday, September 12th, 2025 at 11:00 AM, I was dispatched to 3910 W Fond du Lac Av (Play by Play) regarding a Noise Nuisance complaint.

Upon arrival, the business was closed, and I did not observe any loud noises inside or outside the business. The gate around the business was pad locked.

I spoke with the caller, Martha J BROCK (B/F 02-12-1959) who stated she was willing to be a complainant. BROCK stated that on 9/11/2025 at approximately 8:30 PM, the occupants of Play by Play were outside on the patio and were making loud noises with music and chattering. Noise could be heard from inside her home, which is about 200 feet away from the business. BROCK stated she made several videos of the incident. BROCK was provided an evidence.com link and she uploaded 8 videos.

I issued a citation and mailed it to the listed owners last known address.

Play by Play was closed upon my arrival and i did not make contact with owner or any employee.

Officer (2)

Reporting Officer:	Gaulke, Kevin G (018637)	09/12/2025 19:06:00
Section: (Work Location):	71	
Approving Officer:	Pierce, Daniel J (018658)	09/13/2025 07:12:08
Section: (Work Location):	71	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509140019

OtherEvent #: 25-LP-4435

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 09/13/2025 21:49:00
CAD Number:: P2509131418
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509140019

OtherEvent #: 25-LP-4435

LICENSED PREMISE REPORT

Sanchez Ramos, Yariceliz 023713

10/04/2025

This report was typed by PO Yariceliz SANCHEZ RAMOS, assigned to District 7, Early Power shift.

On Sunday, September 14, 2025 at approximately 2:02 am, Squad 7350 (PO A. DANIELS and myself) was dispatched to a Noise Nuisance complaint at the address of 3910 W Fond du Lac Ave, which is located in the City and County of Milwaukee.

The complainant, Martha BROCK (b/f, 02/12/59), frequently calls during the hours of operation of the establishment stating that there are people outside being loud and playing music. BROCK lives at the address of 3344 N 39th Street.

BROCK uploaded video she recorded from her porch and were uploaded to Evidence.com through a Community Request link under CAD #P2509131418.

Licensing is up to date on this establishment with expiration date of August 2026.

End of report.

Officer (2)

Reporting Officer:	Sanchez Ramos, Yariceliz (023713)	10/04/2025 14:26:00
Section: (Work Location):	75	
Approving Officer:	Saric, Joseph I (021487)	10/05/2025 17:12:18
Section: (Work Location):	72	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510040158

OtherEvent #: 25-LP-4436

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 09/20/2025 01:10:00
CAD Number:: P2509200091
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510040158

OtherEvent #: 25-LP-4436

LICENSED PREMISE REPORT

Sanchez Ramos, Yaricellz 023713

10/04/2025

This report was typed by PO Yariceliz SANCHEZ RAMOS, assigned to District 7, Early Power shift.

On Saturday, September 20, 202 at approximately 4:35 am, Squad 7350 (PO J. AGUILAR and myself) was dispatched to a Noise Nuisance complaint at the address of 3910 W Fond du Lac Ave. which is located In the City and County of Milwaukee.

The complainant, Martha BROCK (b/f, 02/12/59), frequently calls during the hours of operation of the establishment stating that there are people outside being loud and playing music. BROCK lives at the address of 3344 N 39th Street.

BROCK uploaded video she recorded from her porch to Evidence.com through a Community Request link that was provided to her.

The license for this establishment is up to date, expiring in August 2026.

End of report.

Officer (2)

Reporting Officer:	Sanchez Ramos, Yariceliz (023713)	10/04/2025 14:26:00
Section: (Work Location):	75	
Approving Officer:	Saric, Joseph I (021487)	10/05/2025 17:12:32
Section: (Work Location):	72	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510220041

OtherEvent #: 25-LP-4725

Incident**3910 W FOND DU LAC AV MILWAUKEE, WI 53216**

Incident Date/Time:: 09/21/2025 00:30:00
CAD Number:: P2509210053
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)**DIGGS, GLORIA D**

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)**PLAY BY PLAY BAR**

Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)**LICENSED PREMISE REPORT**

Carthen, Reginald O 014718

10/22/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510220041

OtherEvent #: 25-LP-4725

This report is written by PO Reginald Carthen District Seven Days Squad 7190.

On 09-21-2025 my partner April Rivera and I, were dispatched to 3910 W. Fond Du Lac Ave. (Play by Play Bar) for a noise complaint.

Upon arriving the bar was closed. The caller BROCK, MARTHA J. b/f 02-12-59 (414)737-65510 was called and she stated that earlier this morning at about 12:30 AM she called regarding Play by Play and the noise from the outdoor area. She stated that people were talking loudly and laughing.

The bar was issued a citation.

Officer (2)

Reporting Officer:	Carthen, Reginald O (014718)	10/22/2025 11:23:00
Section: (Work Location):	71	
Approving Officer:	Flannery, Brian E (016244)	10/22/2025 15:50:04
Section: (Work Location):	71	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509280037

OtherEvent #: 25-LP-4406

Incident

3910 W FOND DU LAC AV MILWAUKEE, WI 53216

Incident Date/Time:: 09/28/2025 00:24:00
CAD Number:: P2509280037
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509280037

OtherEvent #: 25-LP-4406

LICENSED PREMISE REPORT

Loreto, Issac 031439

09/28/2025

This report was typed by PO Issac LORETO, assigned to District 7, late shift.

On Sunday, September 28, 2025, at approximately 05:37AM, Squad 7342 (PO MEXICANI and I) were dispatched to a noise nuisance complaint at the address of 3910 W Fond du Lac Ave., which is located in the City and County of Milwaukee. This address is a business by the name of Play by Play.

The caller identified herself as Martha BROCK (b/f, 02/12/59) who stated " PATRONS OF THE BAR MAKING TOO MUCH NOISE"

Upon arrival at the establishment at approximately 05:50AM am, the establishment was closed. The location was dark, and quiet.

*During my investigation for Noise Nuisance, I did not observe any violations in the licensed premise listed above.

BROCK submitted videos to Evidence.Com that depicted the following.
-herself from her porch, and some people laughing, the rear of the bar.

It appears BROCK manipulated herself to stand outside of her residence and in front of her porch in order to record these videos. She was given the generated call number and case number.

End of report.

Officer (2)

Reporting Officer:	Loreto, Issac (031439)	09/28/2025 05:48:00
Section: (Work Location):	73	
Approving Officer:	Maddox, Brian D (018939)	10/03/2025 08:16:11
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509280037

OtherEvent #: 25-LP-4406

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510040070

OtherEvent #: 25-LP-4430

Incident

3910 W FOND DU LAC AV MILWAUKEE, WI 53216

Incident Date/Time:: 10/03/2025 23:18:00
CAD Number:: P2510031703
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA D

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carthen, Reginald O 014718

10/04/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510040070

OtherEvent #: 25-LP-4430

This report was typed by PO Carthen, Reginald assigned to District 7, day shift.

On 10-04-2025 at 8:36 AM was dispatched to a noise nuisance complaint at the address of 3910 W Fond du Lac Ave., which is located in the City and County of Milwaukee. This address is a business by the name of Play by Play.

The complainant, Martha BROCK (b/f, 02/12/59), calls on a daily basis during the hours of operation of the establishment stating that there are people outside. This time BROCK stated that "PATRONS ARE VERY LOUD TALKING, SMOKING MARIJUANA AND LAUGHING VERY LOUD". BROCK lives at the address of 3344 N 39th Street, from which she records from her porch, which is over 50 feet away from the establishment. The establishment is fenced in, allowing for privacy of patrons.

The business was closed so I did not observe a license.

End of report.

Officer (2)

Reporting Officer:	Carthen, Reginald O (014718)	10/04/2025 10:00:00
Section: (Work Location):	71	
Approving Officer:	Flannery, Brian E (016244)	10/05/2025 08:04:51
Section: (Work Location):	71	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510180129

OtherEvent #: 25-LP-4629

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 10/17/2025 23:00:00
CAD Number:: P2510180027
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (1)

DIGGS, GLORIA DENISE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY BAR AND GRILL

Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 10/19/2025 01:05:00
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List In Narrative): M582LS5WRZ
Violation/Ordinance Number:: 80-65-4
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: Yes

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510180129

OtherEvent #: 25-LP-4629

Narrative (1)

LICENSED PREMISE REPORT

Motiff, Taylor 031302

10/19/2025

This report is written by P.O. Taylor MOTIFF assigned to District 7 Late Power shift Squad 7471.

On Saturday, October 18, 2025 at approximately 12:20 AM the caller/complainant, Martha J BROCK (B/F 02-12-1959), called the Police stating that the bar, Play by Play located at 3910 W Fond Du Lac Ave, was having a loud party. BROCK stated that there were a lot of vehicles and approximately 60-70 subjects outside of the bar. BROCK also stated that she could smell marijuana from the location and that was an ongoing issue. BROCK lives across the street from the location and has audio and video of the disturbance.

On the same date at approximately 7:34 PM I contacted BROCK via phone to gain more information about the disturbance. BROCK stated on Friday, October 17, 2025 at approximately 11:00 PM she began recording the patrons of Play by Play laughing and talking loudly on the back patio. BROCK stated she had multiple videos and I sent her an evidence.com link to upload them.

I issued the agent, Gloria D DIGGS (B/F 11-28-1961), a citation in person regarding the noise nuisance.

End of Report

Officer (2)

Reporting Officer:	Motiff, Taylor (031302)	10/19/2025 02:09:00
Section: (Work Location):	74	
Approving Officer:	Ivy, Jacob (018995)	10/23/2025 03:16:38
Section: (Work Location):	72	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2604120013

OtherEvent #: 26-LP-1808

Incident

3910 W FOND DU LAC AV Milwaukee, WI 53216

Incident Date/Time:: 04/12/2026 01:39:00
CAD Number:: P2604120105
District:: 7
Beat:: 750
Reporting Area:: 2336

Business Agent (2)

PUGH, ISAAC T

Person Involvement: (Must choose AGENT from drop down): Employee
DOB:: 04/22/1997
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 3374 N RICHARDS ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53212

DIGGS, GLORIA D

Person Involvement: (Must choose AGENT from drop down): Agent
DOB:: 11/28/1961
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-412-7446
Phone 1 Type:: Phone
Address:: 9831 N ANDOVER CT
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53097

Licensed Premise Data (1)

PLAY BY PLAY

Address:: 3910 W FOND DU LAC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2604120013

OtherEvent #: 26-LP-1808

Licensee or Manager was on
premises at time of
violation/incident::

No

Narrative (1)

INITIAL INVESTIGATION

Erwin, Nolan J 039746

04/12/2026

This report is written by PO Nolan ERWIN assigned to District 7 Late Shift.

On 04/12/2026 at approximately 1:40am Squad 7350, PO AVILES and I, were dispatched to 3910 W Fond Du Lac Av. for a subject with a weapon complaint.

Upon arrival I spoke with a security guard who works at the bar, Isaac T.L. PUGH (M/B, 04/22/1997), who stated the following:

On 04/12/2026 at approximately 1:39am, a M/B wearing a black and yellow skull cap, gray sweatshirt, dark colored jacket, and gray jeans, was smoking in the bar, which is prohibited. PUGH escorted the subject out and the subject became upset and stated "I'll show you who I am," and drew a firearm, which PUGH stated was a Taurus G2C with a gray slide and black frame, in his left hand and pointed it at PUGH from hip level. PUGH stated he calmly pushed the firearm away and told the subject to leave. The subject complied and left with no further incident.

PUGH did not wish to be a victim nor file a report.

The suspect was not on scene upon our arrival.

END OF REPORT.

Officer (2)

Reporting Officer:	Erwin, Nolan J (039746)	04/12/2026 01:57:00
Section: (Work Location):	73	
Approving Officer:	Lidwin, Dean D (017585)	04/12/2026 21:36:45
Section: (Work Location):	73	



Monday, July 06, 2026



Notice of Public Hearing

Blank Notice

DIGGS, Gloria D, Agent
Play By Play at 3910 W FOND DU LAC Av
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application
Adding Hookah Services as Type of Entertainment

Friday, July 17, 2026 at 9:20 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 7/17/2026 at 9:20 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 internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

[illegible]

[illegible]

CURRENT OCCUPANT	3344 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3345 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3348 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3348A N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3349 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3354 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3354 N 40TH ST	MILWAUKEE, WI 53216-3656
CURRENT OCCUPANT	3355 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3360 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3360 N 40TH ST	MILWAUKEE, WI 53216-3656
CURRENT OCCUPANT	3360A N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3361 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3361A N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3908 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3928 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3939A W CONCORDIA AVE	MILWAUKEE, WI 53216-3622
CURRENT OCCUPANT	4001A W FOND DU LAC AVE	MILWAUKEE, WI 53216-3644
CURRENT OCCUPANT	4007 W CONCORDIA AVE	MILWAUKEE, WI 53216-3623

Blank Notice

Total Records: 111

Radius 250 feet and Center of the Circle: 3910 W Fond Du Lac Av

2026-2027 Plan of Operation for 3910 W FOND DU LAC AV

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: creating sound barriers via temporary screens

Are there designated outdoor smoking areas? ☐ No ☒ Yes If Yes, Describe:

Number of garbage cans: Inside 15 Locations: Kitchen, Bar, Bathrooms, Common Area
Outside 6 Locations: Patio, Parking lot

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

Number of restrooms: 3 Name of solid waste contractor: GFL

Are there parking spaces on the premises? ☐ No ☒ Yes If Yes, list number of spaces: 9 and describe security plans: blanks

Cameras & Security Guard

Are there designated loading areas? ☐ No ☒ Yes If Yes, describe security plans: back door via patio
side island via parking lot

Do you have licensed security personnel on the premise? ☐ No ☒ Yes If Yes, how many? 1-4

AND What are their responsibilities? Crowd control, surveillance, manage disruptions

What security equipment do they use? Wand, ID scanner

List their licenses number(s): 68832

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: Parking lot, Exterior Parking lot, front, Bar, Basement, Bathroom

Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe: randoms, unannounced / red bag search
guard

2. Percentage of Sales (must total 100%)

Alcohol 80 % Food Sales 25 % Entertainment 5 % Other _____ %

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:

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:

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 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 22751 Fee: \$920.00

Your current food license includes the following food operations:

DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant.

Are there any changes to your food operations as listed above? ☒ 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.

1. CURRENT APPROVED ENTERTAINMENT for Play By Play 3910 W FOND DU LAC AV

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

Disc Jockey, Jukebox, Karaoke, Patrons Dancing, Bands, 3 Amusement Machines, Concerts 1-2 per year

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.**

- | | | | |
|---|--|--|---|
| ☐ Instrumental Musicians | ☐ Bands | ☐ Battle of the Bands | ☐ Comedy Acts |
| ☐ Disc Jockey | ☐ Magic Shows | ☐ Poetry Readings | ☐ Dancing by Performers |
| ☐ Jukebox | ☐ Wrestling | ☐ Patron Contests | ☐ Patrons Dancing |
| ☐ Adult Entertainment/
Strippers/Erotic Dance | ☐ Karaoke | ☐ Bowling Alley | ☐ Pool Tables |
| ☐ Motion Pictures (movies by admission)
How many screens? _____ | ☐ Amusement Machines
How many? _____ | ☐ Concerts
Approx. # per year? _____ | ☐ Theatrical Performances
Approx. # per year? _____ |
| ☒ Hookah Service | ☐ 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: for events

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

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