



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, July 02, 2024

COMMITTEE MEETING NOTICE

AD 15

ROSE, Angelia P, Agent
Chocolate Rose Lounge LLC
6432 N 54th St
Milwaukee, WI 53223

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 12, 2024 at 10:00 AM

The access code is <https://meet.goto.com/584084517>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "Chocolate Rose Lounge LLC" for "Chocolate  Lounge" at 4443 W Lisbon 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 Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____
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

Roman, Carmen

From: Cooney, Jim
Sent: Monday, June 10, 2024 12:02 PM
To: Roman, Carmen
Cc: Martin, Faviola; Milano, Marissa
Subject: Fw: Chocolate Rose Lounge relicensing- 4443 W Lisbon
Attachments: Screenshot

Please add.

Jim Cooney
License Division Manager
200 E Wells St Room 105, Milwaukee, WI 53202
(414) 286-2238



REDACTED
BY 

From: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Sent: Monday, June 10, 2024 11:48 AM
To: a
Cc: Martin, Faviola <Faviola.Martin@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: FW: Chocolate Rose Lounge relicensing- 4443 W Lisbon

Your e-mail has been forwarded to the License Division.

Regards,

Yadira Melendez

Staff Assistant
City Clerk's Office
City of Milwaukee
414-286-2775

From:
Sent: Monday, June 10, 2024 11:28 AM
To: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Subject: Fwd: Chocolate Rose Lounge relicensing- 4443 W Lisbon

Please see string below. The sales tax id's are provided on the receipt for both entities. The phone number on the receipt is William Malones direct contact number. I would like to remain Anonymous please.

----- Forwarded message -----

From:
Date: Tue, Jun 4, 2024, 10:25 AM
Subject: Chocolate Rose Lounge relicensing- 4443 W Lisbon
To: <mcoggs@milwaukee.gov>

Hi. I would like to remain anonymous. Chocolate Rose Lounge at 4443 W. Lisbon is coming up for relicensing. Please be aware that Angelia has had The New Chocolate Rose operating under her liquor license since Jan 2024. The New Chocolate Rose is owned and operated by William Malone LLC. The owner of the LLC is William Malone. The man in the picture with the grey beard.

Food was being sold out of the business and neither entity posses a food license. Hookas were smoked, liquor sold and The New Chocolate Rose doesn't have a tobacco or liquor permit.

It is my understanding Angelia sold the business to William Malone LLC and leased the building to him knowing he would not be obtaining a liquor license that he would operate under hers.

I provided this information so that the appropriate questions can be asked at the review.

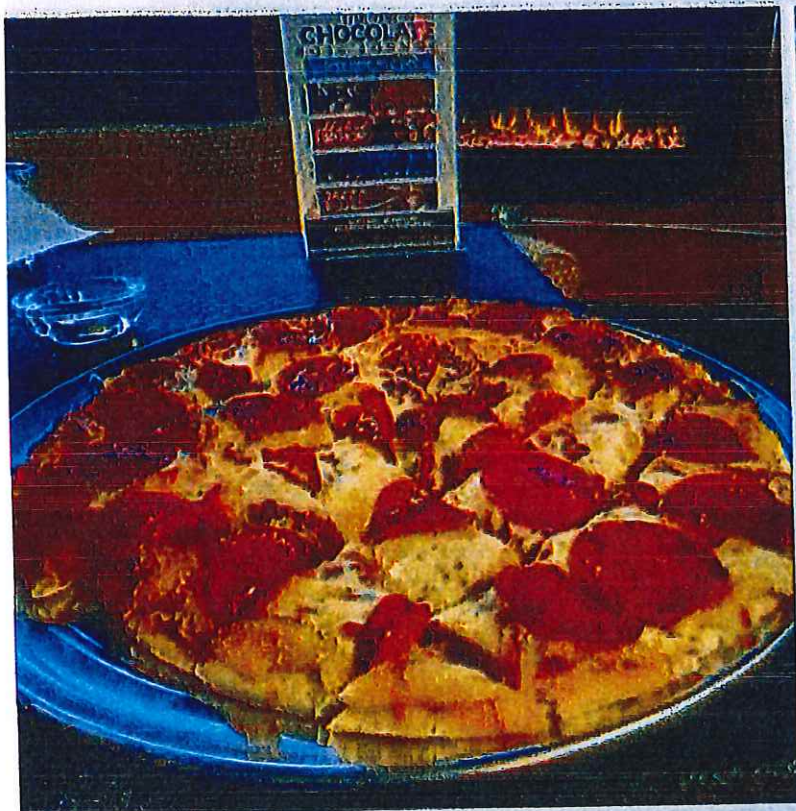
REDACTED
BY 

Happy Hour.

Feb 29 • 🌐

cc
REDACTED BY

Pizza 🍕 now available at **The NEW Chocolate Rose Lounge** !! THURSDAYS HAPPY HOUR IS A WHOLE VIBE TRUST ME. ... See more



CHOCOLATE ROSE PRESENTS

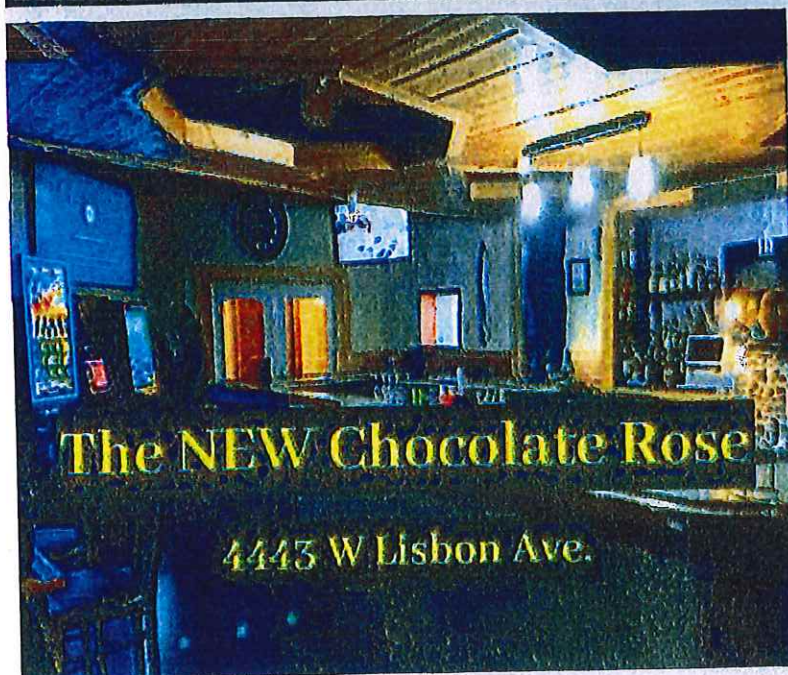
Happy
HOUR
STARTS 4PM

17 WHIE
11 OFF TOP HULL
17 DUCKMIPS
17 THOS, 17 JACK DANIELS, 17 JOSE GUESVO & MORE

THURSDAYS
4PM-1A

MILWAUKEE BEST DJS
THE IGNITE DJS, BBOY PRODUCTIONS
DJ GIDMONEY, THE MIDWEST MIXER
& TRUNK BUSSA, **DOC B**
5-8P 9-1A

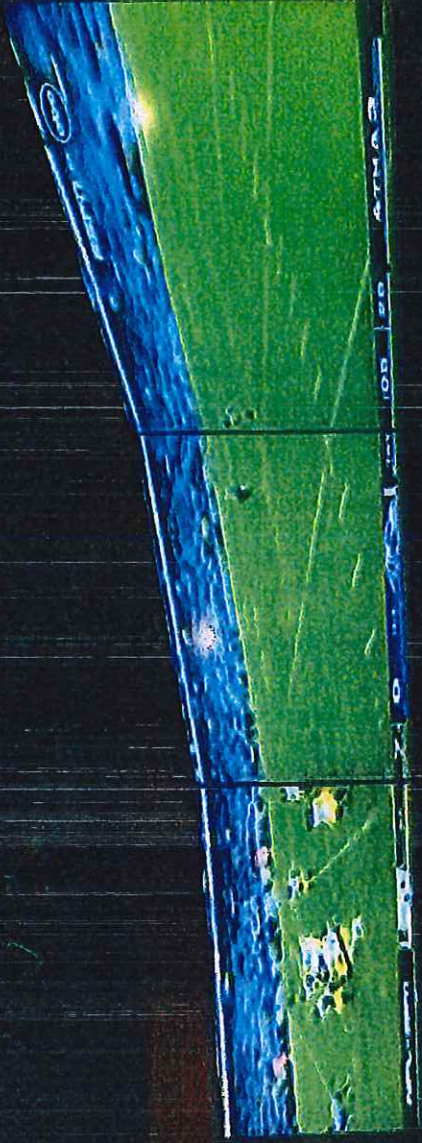
THE NEW CHOCOLATE ROSE
4443 W. LISBON AVE. MKE WI







Jan 6 • 🌐



CHOCOLATE ROSE LOUNGE

4443 W LISBON AVE
MILWAUKEE, WI 53208

4146983488

REDACTED BY *cl*

Cashier: [REDACTED]

Transaction: [REDACTED]

Subtotal

\$17.34

Sales Tax

7.9%

\$1.37

Total

\$18.71

DEBIT CARD AUTH
[REDACTED]

\$18.71

Tip

REDACTED BY *cl*

Total

Retain this copy for statement validation

Apr-2024 [REDACTED]

\$18.71 | Method: EMV
[REDACTED]



The NEW Chocolate Rose Lounge



Mar 17 · 🌐



7

Like

Comment

Send

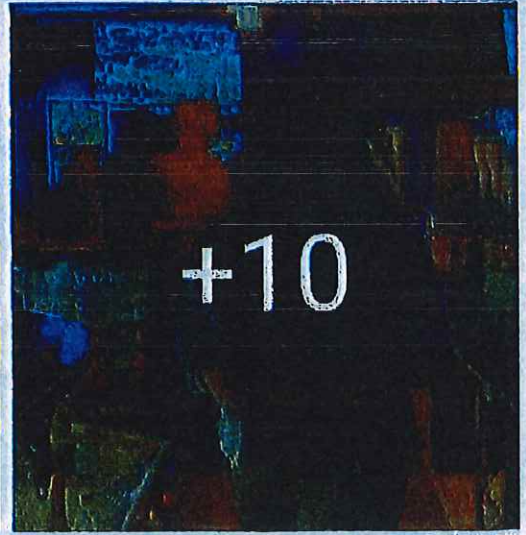
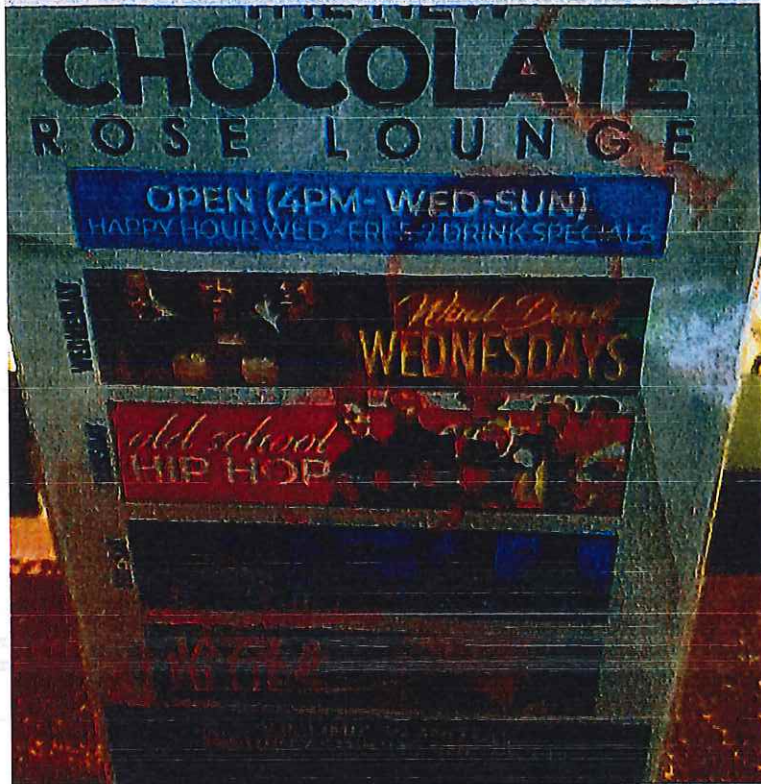
Share




The New Chocolate Rose Lounge

Feb 2 · 🌐

Friday Night Party!!!! Come for A Vibe and Drinks!!



 Natalie Howard and 8 others

 Like

 Comment

 Send

 Share

Cox, Andrew

From: Martin, Faviola
Sent: Monday, April 22, 2024 2:56 PM
To: Cox, Andrew
Subject: FW: 456-1028331952-02 - The Chocolate Rose LLC

REDACTED
BY
FM

Please add

From:
Sent: Wednesday, January 10, 2024 8:32 AM
To: Martin, Faviola <Faviola.Martin@milwaukee.gov>
Subject: 456-1028331952-02 - The Chocolate Rose LLC

Hi Martin.

Recently I was a customer at this bar. I found that there are new operators who are subleasing the business from the owner Angelia Rose. Thou it is not illegal at least to my knowledge. The new operators are known as "The New Chocolate Rose Lounge." The new owners/operators of the business are William Malone and Monique Fayne. The new business is operating under Angelia Rose's liquor license and not their own. I don't see that the new operators have even applied for their own liquor license. The new business hasn't registered with the state either. I will be reviewing this further with my supervisor and understand this may not impact liquor licensing. However, wanted to make you aware.

The reason for my email is we are seeing a lot of this and not sure if the city is aware of such practices. I wish to remain anonymous.

<https://www.facebook.com/thenewchocolateroselounge?mibextid=ZbWKwL>

CONFIDENTIALITY NOTICE: This electronic mail transmission and any accompanying documents contain information belonging to the sender which may be confidential and legally privileged. This information is only for the use of the individual or entity to whom this electronic mail transmission was intended. If you are not the intended recipient, any disclosure, copying, distribution, or action taken in reliance on the contents of the information contained in this transmission is strictly prohibited. If you have received this transmission in error, please immediately contact the sender and delete the message. Thank you.



Tuesday, July 02, 2024



Notice of Public Hearing

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ROSE, Angelia P, Agent
Chocolate Rose Lounge at 4443 W Lisbon Av
Class B Tavern and Public Entertainment Premises License Renewal Applications

Friday, July 12, 2024 at 10:00 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 7/12/2024 at 10:00 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2134 N 45TH ST	MILWAUKEE, WI 53208-1223
CURRENT OCCUPANT	2136 N 45TH ST	MILWAUKEE, WI 53208-1223
CURRENT OCCUPANT	2137 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2142 N 45TH ST	MILWAUKEE, WI 53208-1223
CURRENT OCCUPANT	2145 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2146 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2147 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2148 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2149 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2150 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2150A N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2151 N 44TH ST	MILWAUKEE, WI 53208-1217
CURRENT OCCUPANT	2152 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2153 N 44TH ST	MILWAUKEE, WI 53208-1217
CURRENT OCCUPANT	2153A N 44TH ST	MILWAUKEE, WI 53208-1217
CURRENT OCCUPANT	2155 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2163 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2167 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2169 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2170 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2171 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2172 N 45TH ST	MILWAUKEE, WI 53208-1223
CURRENT OCCUPANT	2172 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2173 N 45TH ST	MILWAUKEE, WI 53208-1224
CURRENT OCCUPANT	2178 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2180 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2186 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	2188 N 46TH ST	MILWAUKEE, WI 53208-1227
CURRENT OCCUPANT	4408 W GARFIELD AVE	MILWAUKEE, WI 53208-1232
CURRENT OCCUPANT	4409 W GARFIELD AVE	MILWAUKEE, WI 53208-1233
CURRENT OCCUPANT	4409 W LISBON AVE# 1	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 2	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 3	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 4	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 5	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 6	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 7	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409 W LISBON AVE# 8	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4409A W GARFIELD AVE	MILWAUKEE, WI 53208-1233
CURRENT OCCUPANT	4414 W GARFIELD AVE	MILWAUKEE, WI 53208-1232
CURRENT OCCUPANT	4414B W GARFIELD AVE	MILWAUKEE, WI 53208-1232
CURRENT OCCUPANT	4415 W LISBON AVE	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4418 W LISBON AVE	MILWAUKEE, WI 53208-1235
CURRENT OCCUPANT	4426 W GARFIELD AVE	MILWAUKEE, WI 53208-1232
CURRENT OCCUPANT	4426 W LISBON AVE# 1	MILWAUKEE, WI 53208-1235
CURRENT OCCUPANT	4426A W GARFIELD AVE	MILWAUKEE, WI 53208-1232

CURRENT OCCUPANT	4429 W LISBON AVE	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4431 W LISBON AVE	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4437 W LISBON AVE# 1	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4437 W LISBON AVE# 2	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4443 W LISBON AVE	MILWAUKEE, WI 53208-1236
CURRENT OCCUPANT	4523 W GARFIELD AVE	MILWAUKEE, WI 53208-1234

Blank Notice

Total Records: 52

Radius 250 feet and Center of the Circle: 4443 W Lisbon Av

2024-2025 Plan of Operation for 4443 W LISBON 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:

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

Number of garbage cans: Inside 2 Locations: One behind Bar / One rear of Lounge near kitchen
 Outside 3 Locations: WEST SIDE OF BUILDING

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

Number of restrooms: 3 Name of solid waste contractor: City of Milwaukee

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

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

Do you have security personnel on the premise? No Yes If Yes, how many? 1
 AND What are their responsibilities? check customer before entering / check around building
 What security equipment do they use? Flash light, metal detector
 List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: one on north of Building Two west of bar

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

2. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food Sales _____ %	Entertainment _____ %	Other _____ %
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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: Fee:

Your current food license includes the following food operations:
 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 Chocolate Rose Lounge 4443 W LISBON AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Comedy Acts, Disc Jockey, Poetry Readings, Jukebox, Patrons Dancing, Instrumental Musicians, Bands, 3 Amusement Machines

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe: *Radio*

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.

Angela Rose

Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign