



JOCASTA ZAMARRIPA
ALDERWOMAN, 8TH DISTRICT

COMMITTEE ASSIGNMENTS

CHAIR

- Licenses Committee

VICE-CHAIR

- Community and Economic Development Committee

MEMBER

- Steering and Rules Committee
- Zoning, Neighborhoods, and Development Committee

November 14, 2025

To the Honorable, the Common Council

Honorable Members:

Common Council File Number 251157 contains the following recommendation:

Approval with a 20 (twenty) day suspension of the Class B Tavern and Public Entertainment Premises licenses for Jacob E. Dehne based upon the preponderance of the evidence in the police report and applicant testimony that demonstrates the operation results in a threat to the health, safety or welfare of the public for the failure to comply with the plan of operation, for the premises located at 1044 N MARTIN L KING JR DR.. ("RED WHITE AND BLUE") in the 4th aldermanic district.

Sincerely,

JoCasta Zamarripa
Chairperson, Licenses Committee

cc: All Council Members
File 251157





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Date: November 14, 2025

To: All Members of the Milwaukee Common Council

From: Licenses Committee

Re: Report of the Renewal Application of the Class "B" Tavern and Public Entertainment Premises (PEP) Licenses of Jacob E. Dehne, Agent for MKE Events LLC, for the premises located at 1044 North Martin L King Jr Drive in the City and County of Milwaukee, Wisconsin ("Red White and Blue").

FINDINGS OF FACT

1. Jacob E. Dehne (hereinafter "the Licensee") is the holder of Class "B" Tavern and PEP Licenses for the premises located at 1044 North Martin L King Jr Drive in the City and County of Milwaukee, Wisconsin ("Red White and Blue"). Said licenses expire at midnight on November 12, 2025.
2. An application to renew said licenses was filed with the Office of the City Clerk on October 3, 2025.
3. Pursuant to Chapters 85, 90, and 108 of the Milwaukee Code of Ordinances and Chapter 125 of the Wisconsin Statutes, the matter was referred to the Milwaukee Police Department for investigation. On October 6, 2025, the Milwaukee Police Department responded with a report that could form the basis for nonrenewal of said licenses.
4. On October 29, 2025, the City Clerk's Office provided timely notice to the Licensee pursuant to Chapters 85, 90, and 108 of the Milwaukee Code of Ordinances and Chapter 125 of the Wisconsin Statutes of the police report. The matter was scheduled for a hearing on the police report on November 11, 2025, commencing at approximately 2:15 p.m. in Room 301-B of the third floor of City Hall. At said date, time and place, the Licensee appeared at the hearing and admitted receipt of the notice of hearing, together with a copy of the Milwaukee Police report.
5. Based upon the sworn testimony heard and the evidence received at the hearing, the Committee finds the following:
 - A. On August 25, 2024 at 12:31 a.m., Milwaukee Police were approached by a subject with a laceration to their eye and mouth bleeding. The subject stated they were 19 and was battered by subjects at Red, White and Blue. The subject stated they used a fake



id to get in and the business allows underage in. The officers spoke to security who stated they do not have an ID scanner because they do not have \$10,000 to spend on one.

- B. On January 1, 2025, a Police Officer was instructed to write a License Premise Report due to the number of incidents at the business on New Years Eve. There were a few incidents with patrons blocking entrance/exits; the business not being able to provide a count of patrons, stating they did not have a clicker and did not know what the capacity was; several patrons were pepper sprayed, and multiple fights throughout the night that continued outside of the bar. The business did upload video the Evidence.com.
- C. On February 22, 2025 at 1:15 a.m., Milwaukee Police were flagged down by the business for a Trouble with Subject. The business stated a patron carried their own bottle of liquor inside and was refusing to leave. The officers approached the subject who refused to comply and was later taken into custody, where it was determined the subject was 19 years old and admitted they did purchase an intoxicating beverage from the bartender. The officer noted this was not the first incident of the business allowing minors into the establishment. The business was issued a citation for Sale of Alcohol to Underage and has a Pre-Trial date of 11/12/25. Citation #2500956.
- D. On February 22, 2025 at 1:45 a.m. Milwaukee Police were dispatched to a Battery. Officers were advised by the victim, they were punched repeatedly by unknown subjects after being chased out of the bar. The victim refused medical attention at the scene.
- E. On March 9, 2025 at 1:30 a.m., Milwaukee Police were dispatched to a Fight. Officers broke up the fight and issued a patron a citation. While officers were finishing up their investigation another group of patrons that exited the bar began to fight, causing multiple squads to respond and separate the individuals.
- F. On March 23, 2025 at 2:00 a.m., Milwaukee Police were dispatched to a Fight. Several squads responded to break up a fight of approximately 40 patrons. Two subjects were arrested on scene.
- G. The Licensee was present and said that he would like to give the committee a perspective about his establishment with a capacity of 825, that it is a large bar focused on night life that opens at 9 p.m. near the Fiserv Forum. He added that they deal with a lot of what happens late at night, like people leaving different events at the Fiserv Forum and that it is heavily patronized by college students. He also said that he has been operating at this location for 25 years and that not all the 58 items on the premises police report are bad things. Mr. Dehne said that he is here to address the underage drinking which is not tolerated at all and that in the last couple of years, the quality of fake ids has gone up and it has gotten to the point that they scan with the ID scanners and that the IDs are ordered from China. He explained that they do their best with the updates they get from MPD and that they continue working to understand what new updates are made to the fake ids as new college students arrive every fall and spring. He also said that regarding the item on the police report, he does not know for sure



who MPD talked to and that an ID scanner does not cost \$10,000. He continued saying that they have security wands and ID scanners that stopped working because of the capacity and that there are cameras at the front entrance. He also said that he has hosted 25 New Year's Eve parties and that this year, several bars closed at one time and with the street being closed, he had several large groups standing on the street in a mob-like grouping. He added that they did their best with extra security and there were a lot of police officers dispersing the groups. He mentioned that they were trying to disperse the clusters of people and that the establishment was not over capacity but someone did use pepper spray, which did not help the situation. He added that they complied with what MPD asked for that night including closing down and that three weeks later, he met with the West Town Association and MPD to discuss what happened that night and to be prepared for future dates.

- H. Mr. Dehne was advised not to talk about the third item on the police report by the Chair as it is a pending case but the Licensee said that he was fine explaining the situation as a person snuck in their own bottle of alcohol and that they did not know that they were 19 years old, otherwise, they would not have been there. He also explained that the item listed on the police report after this one happened the same night and police were outside still when this person was asked to leave and started to fight people outside.
- I. For the last two items he said that one night was the Shamrock Shuffle along with three sport events and that at 1:30 am they had people fighting outside. The last item was almost the same situation with people not leaving after establishments closed for the night and fights broke out outside. He added that people hang around the area longer since the closing of the streets.

Individuals also present:

- J. Alderwoman Zamarripa asked the Licensee why he has not been using the ID scanners.
- K. The Licensee said that he is not using it because the scanner technology has not caught up with what is out there.
- L. Alderwoman Zamarripa said that the extended version of the police report says that he said that he does not have \$10,000 to buy an ID scanner like the one at Trinity.
- M. The Licensee said that he did not say that and that he thinks that the person who said it, a manager, is referring to a walk-through metal detector. He added that his ID scanner has become obsolete.
- N. Alderman Chambers said that the Licensee has been blessed with code red enforcement on weekends the last few years and asked if the plan of operations includes an ID scanner. He also said that it seems that the Licensee still does not get it after 25 years.



- O. Mr. Cooney said that the plan of operations says that security will do manual ID checks using an ID book and that the committee recommended a suspension in 2022 that was changed to a warning letter by the Council.
- P. Alderman Bauman said that the Licensee's testimony is more talk of "we do what we can". He added that this is a college bar with no adequate technology to catch underage patrons, that it is a very lucrative operation with no food service and that he is leaving the decision to the committee because he does not want to go through the same scenario as last time where the decision is changed.
- Q. Alderman Chambers asked the Licensee if he wants to amend his plan of operations adding the daily use of an ID scanner on every patron.
- R. The Licensee agreed.
- S. Alderman Chambers moved to amend the application to include the daily use of an ID scanner on every patron. There were no objections.
- T. Attorney Gresham said that amendment does not guarantee anything.
- U. Alderwoman Zamarripa let the Licensee know that he serves college patrons and that the ID scanner should be a priority for him.
- V. Alderman Chambers moved approval as amended with a 20 (twenty) day suspension based upon the preponderance of the evidence in the police report and applicant testimony that demonstrates the operation results in a threat to the health, safety or welfare of the public for the failure to comply with the plan of operation. There were no objections. (Prevailed 5-0)

CONCLUSIONS OF LAW

1. The Committee has jurisdiction to hold hearings and provide Findings of Fact and Conclusions of Law and a Recommendation to the full Common Council pursuant to Chapters 85, 90, and 108 of the Milwaukee Code of Ordinances.
2. Based upon the above facts found, the Committee concludes that the Licensee, Jacob E. Dehne who holds Class B Tavern and Public Entertainment Premises (PEP) licenses for the premise located at 1044 North Martin L King Jr Drive in the City and County of Milwaukee, Wisconsin ("Red White and Blue") has not met the criteria of Chapters 85, 90, and 108 of the Milwaukee Code of Ordinances and Chapter 125 of the Wisconsin Statutes to renew the Class B Tavern and Public Entertainment Premises licenses without undergoing a twenty (20) day suspension. The Committee finds the aldermanic objections as stated above to be true. The Committee based its recommendation on the police report and licensee testimony.
3. In order to protect the health, safety, and welfare of the citizens of the City of Milwaukee, it is the recommendation of the Licenses Committee that the full Common Council of the City of Milwaukee should exercise its judgment to not renew the Class B Tavern and Public Entertainment Premises (PEP) licenses for the premises located at 1044 North Martin L King



Jr Drive in the City and County of Milwaukee, Wisconsin ("Red White and Blue"), without undergoing a twenty (20) day suspension. The Committee based its recommendation upon the preponderance of the evidence in the police report and applicant testimony that demonstrates the operation results in a threat to the health, safety or welfare of the public for the failure to comply with the plan of operation.

RECOMMENDATION

Based upon the Findings of Fact and Conclusions of Law stated above, the Committee, by a vote of **five (5) ayes, and zero (0) noes**, recommends that the Class "B" Tavern and Public Entertainment Premises (PEP) licenses of Jacob E. Dehne for the premises located at 1044 North Martin L King Jr Drive ("Red White and Blue") in the City and County of Milwaukee, Wisconsin not be renewed without undergoing a twenty (20) day suspension.

Said suspension is in effect between 12:00 a.m. on November 25, 2025 until 11:59 p.m. on December 15, 2025.

Dated and signed at Milwaukee, Wisconsin this 14 day of November, 2025.



JOCASTA ZAMARRIPA
Chairperson, Licenses Committee

