



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

Tuesday, April 14, 2026

**COMMITTEE MEETING NOTICE**

AD 12

VOSS, Cullen, Agent  
INDEED BREWING COMPANY WI, LLC  
530 S 2ND ST  
MILWAUKEE, WI 53204

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.

**Tuesday, April 28, 2026 at 10:10 AM**

The access code is <https://meet.goto.com/979258013>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Public Entertainment Premises License Application Requesting Instrumental Musicians, Disc Jockey, Bands, Poetry Readings, Patrons Contests, Comedy Acts, 1 Pool Table, 2 Concerts/yr and Shuffle Board as agent for "INDEED BREWING COMPANY WI, LLC" for "INDEED BREWING COMPANY" at 530 S 2ND St.

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, April 14, 2026

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AD 12

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INDEED BREWING COMPANY WI, LLC  
2612 N PIERCE ST  
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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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Collins, Rolanda

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**From:** License  
**Sent:** Wednesday, October 29, 2025 3:45 PM  
**To:** Collins, Rolanda  
**Subject:** FW: Report of Unlicensed Public Entertainment Activities at Indeed Brewing Company

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

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From**  
**Sent:** Wednesday, October 29, 2025 8:17 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Report of Unlicensed Public Entertainment Activities at Indeed Brewing Company

Dear License Division,

I am writing to bring to your attention potential ongoing violations of the City of Milwaukee's Public Entertainment Premises licensing requirements by Indeed Brewing Company, LLC, located at 530 S. 2nd Street, Milwaukee, WI 53204.

Indeed Brewing regularly hosts trivia nights and speed dating events, both of which constitute forms of *public entertainment* under Milwaukee Code of Ordinances Chapter 108. These events are publicly advertised and require an admission fee to participate. However, based on available public records and prior correspondence with city staff, Indeed Brewing does not currently hold a valid Public Entertainment Premises License.

To support this report, I have attached screen captures from Indeed Brewing's website showing the promotion of these entertainment events.

Under the City's licensing requirements, any business offering entertainment to the public on a regular or ongoing basis—including contests, performances, or events intended for amusement—must obtain a Public Entertainment Premises License. The operation of these activities without such a license appears to be in violation of city ordinances.

I respectfully request that the Department investigate these activities to determine whether Indeed Brewing is operating in compliance with all applicable licensing requirements. If violations are confirmed, I ask that the City take appropriate enforcement action to ensure fairness and accountability among licensed establishments.

Thank you for your attention to this matter. Please confirm receipt of this message, and let me know if additional information or documentation is needed.

Sincerely,

-----

REDACTED  
BY AC

WED  
19

November 19 @ 7:00 pm - 9:00 pm

## BOARD GAME SPEED DATING

Indeed Brewing Company 530 SOUTH 2ND  
STREET, Milwaukee, WI

Searching for a compatible partner can be hard in today's world. But board games are always awesome. So what if you combined the fun and lighthearted nature of playing a board game with the quest for finding a partner?

\$25 - \$45



REDACTED  
BY  
AC

8:07 AM Wed Oct 29

indeedbrewing.com — Private

44%

WED  
12

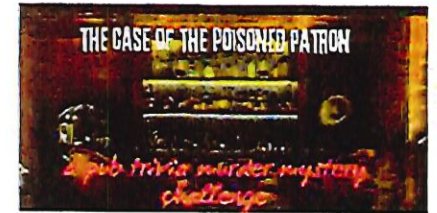
November 12 @ 7:00 pm - 10:00 pm

## MURDER MYSTERY PUB TRIVIA

Indeed Brewing Company 530 SOUTH 2ND  
STREET, Milwaukee, WI

You're not just answering trivia questions,  
you're solving a murder!

\$13 - \$19.95



REDACTED  
BY  
AC

Roman, Carmen

---

From: Cooney, Jim  
Sent: Tuesday, October 21, 2025 1:55 PM  
To: Roman, Carmen  
Cc: Milano, Marissa  
Subject: Fw: Letter received 10.21.25

Please add as a premises objection

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



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From: Cooney, Jim <Jim.Cooney@milwaukee.gov>  
Sent: Tuesday, October 21, 2025 1:51 PM  
To: Diener, Matthew <mdiene@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>; Murillo, Maribel <Maribel.Murillo@milwaukee.gov>; Velasquez, Guadalupe <gvelas@milwaukee.gov>  
Subject: Re: Letter received 10.21.25

Officer Diener,

This business has a state issued Fixed Full Service Retail Permit. There is no PEP license and was no temporary license for an event on October 11. According to Milwaukee Record they should have had one for a DJ.

[Here's the lowdown on Indeed Brewing's "The Low Down" block party | Milwaukee Record](#)

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



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From: Diener, Matthew <mdiene@milwaukee.gov>  
Sent: Tuesday, October 21, 2025 1:26 PM  
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>; Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
Subject: Fw: Letter received 10.21.25

Hey Jim,

The Chief's office received this letter regarding an outdoors event at Indeed Brewing, 530 S 2<sup>nd</sup> St. Jim, can you (if you haven't already) add this to their file please. Thank you.

PO Matthew Diener  
District 2 Community Partnership Unit Days  
Milwaukee Police Department  
(414) 935-7763  
mdiene@milwaukee.gov

REDACTED  
BY AC

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From: Carr, Kelly <kcarr@milwaukee.gov>  
Sent: Tuesday, October 21, 2025 7:38 AM  
To: Vodicka, Kevin <kvodic@milwaukee.gov>; Diener, Matthew <mdiene@milwaukee.gov>  
Subject: Letter received 10.21.25

Good morning PO's Vodicka & Diener,

I received the attached in the mail this morning. I will forward the original to D2.

Have a good day,  
Kelly

*Kelly J. Carr*  
Administrative Assistant IV  
Office of the Chief  
Milwaukee Police Department  
Police Administration Building | 749 W. State St. 53233  
(414) 935-7204  
Kcarr@milwaukee.gov

REDACTED  
BY AC

October 16, 2025

Chief Jeffrey B. Norman  
Milwaukee Police Department  
749 W. State Street  
Milwaukee, WI 53233

Dear Chief Norman:

I am submitting a complaint pursuant to Milwaukee Code of Ordinances §80-63, 80-64, and 80-65(4) regarding a serious noise nuisance during "The Lowdown" event hosted by Indeed Brewing Company, LLC on Saturday, October 11, 2025, from approximately 12:00 p.m. to 10:00 p.m. at 530 S. 2nd Street.

The event featured amplified live and recorded music operated at sound levels exceeding those permitted under §80-64. Using a handheld sound level meter, I recorded measurements of 75.8 dB at 5:17 p.m. and 86.6 dB at 9:11 p.m. from approximately 60 feet from the property line—well above the ordinance limits.

The continued and excessive noise was plainly audible within my residence at \_\_\_\_\_; approximately \_\_\_\_\_ feet away, and unreasonably disturbed the comfort, quiet, and repose of nearby residents.

I reported the ongoing noise nuisance to the Milwaukee Police Department on Saturday, October 11, 2025 at approximately 8:23 p.m (Call No. \_\_\_\_\_). To my knowledge, no officer responded to the call, and I did not receive any follow-up communication.

OCT 21 AM 7:45

REDACTED  
BY  
AC

Prior to the event, I repeatedly communicated concerns to Indeed Brewing (on \_\_\_\_\_) referencing similar disturbances from the prior year. Despite these concerns, the business stated in writing its intention to operate music at approximately 90 dB, in direct conflict with city noise limits.

Additionally, the Department of Neighborhood Services (DNS) denied Indeed Brewing's temporary noise variance application (Record No. NV\_PMT-25-316) on October 2, 2025 and instructing that "the noise must be kept to a minimum in accordance with MCO 80, Subchapter 2." Indeed Brewing's actions therefore constituted a knowing and willful violation of both this directive and applicable city ordinances.

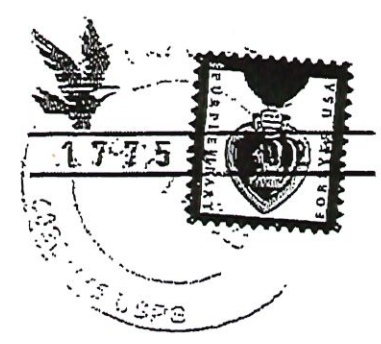
Pursuant to §80-65(4)(a-2) through (a-4), I submit this complaint as an affected adult resident willing to testify in court regarding the nature, duration, and impact of the noise. This complaint provides all required information—date, time, place, nature of the nuisance, and responsible parties—and is supported by sound-level data and first-hand observation.

Given the documented and willful nature of these violations, I respectfully request that the Milwaukee Police Department initiate enforcement action and issue a citation to Indeed Brewing Company, LLC to ensure accountability and prevent future disturbances. Based on publicly available information, I believe Cullen Voss and Ryan Bandy were responsible for organizing and allowing the amplified noise to unlawfully disturb nearby residents.

Thank you for your attention to this matter and for your continued service to the community.

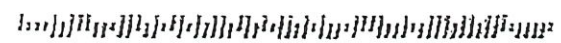
Sincerely,  
\_\_\_\_\_  
-----

MILWAUKEE WI 530  
17 OCT 2025 PM 5 L



Chief Jeffrey B. Norman  
Milwaukee Police Department  
749 W. State Street  
Milwaukee, WI 53233

53233-141846



REDACTED  
BY  
AC

([http://www.gruber-law.com/?utm\\_source=display&utm\\_medium=banner&utm\\_campaign=mkerecord](http://www.gruber-law.com/?utm_source=display&utm_medium=banner&utm_campaign=mkerecord))

REDACTED  
BY AC



(<https://milwaukeeeerecord.com>)



([https://www.mitchellairport.com/flights-airlines/cities-served-nonstop?utm\\_campaign=MKE%20Fall%202025&utm\\_source=Milwaukee%20Record&utm\\_medium=Paid%20Display%20Ads](https://www.mitchellairport.com/flights-airlines/cities-served-nonstop?utm_campaign=MKE%20Fall%202025&utm_source=Milwaukee%20Record&utm_medium=Paid%20Display%20Ads))



Newsletter

(<https://mailchi.mp/milwaukeeeerecord/milwaukee-record-newsletter>)

Patreon (<https://www.patreon.com/milwaukeeeerecord>)

Soundcloud (<https://soundcloud.com/milwaukeeeerecord>)

YouTube (<https://www.youtube.com/channel/UCvYbZArD-cisVhsOkhBrHOG/videos>)

Instagram (<https://instagram.com/milwaukeeeerecord>)

Twitter (<https://twitter.com/milwaukeeeerecord>)

Facebook (<https://www.facebook.com/milwaukeeeerecord>)

Q

INDEED BREWING COMPANY PRESENTS

**THE LOW DOWN**

OCT. 11TH

12 PM

BEER, FOOD & MUSIC





(mkerecord)

REDACTED  
BY AC

Indeed will have beer available inside and outside, and any beer purchased can get the "Beer Brûlée" treatment by being caramelized with a hot fire poker. It will also be the penultimate day of Indeed's gorgeous "UpTop" seasonal rooftop in 2025, so get those top floor views and brews in while you can.

Oh, and did we mention there will be live music? There will! WMSE's DJ Ascot will dole out some tunes from 2-4 p.m., followed by a lineup consisting of four area acts curated by The Argo. Shush Money will take the stage at 5 p.m., then Chris Haise Band at 6 p.m., Cozy Danger at 7:30 p.m., and headliners Veaux at 9 p.m.

Congrats on six years in your second home, Indeed! Here's to many, many more. Let's party on Saturday, October 11.

Cozy Danger - "Again" (Official Music Video)

REDACTED  
BY AC



[Feature \(https://milwaukeeeerecord.com/tag/feature/\)](https://milwaukeeeerecord.com/tag/feature/) [Indeed Brewing Company \(https://milwaukeeeerecord.com/tag/Indeed-Brewing-Company/\)](https://milwaukeeeerecord.com/tag/Indeed-Brewing-Company/)

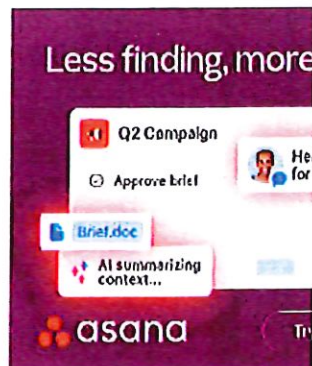


<https://wl.eventim.us/event/the-sloppy-boys/655827?afflky=KickstandProductions>

#### ABOUT THE AUTHOR

[Tyler Maas \(https://milwaukeeeerecord.com/author/tyler-maas/\)](https://milwaukeeeerecord.com/author/tyler-maas/) → Co-Founder and Editor

Before co-founding Milwaukee Record, Tyler Maas wrote for virtually every Milwaukee publication (except Wassup! Magazine). He lives in Bay View and enjoys both stuff and things.



([http://tickets.venuepilot.com/e/milwaukee-record-casserole-call-2025-11-09-falcon-hall-milwaukee-a81322](#))



**CASSEROLE CALL**  
A HOT DISH BAKE OFF

*Milwaukee Record*


**NOV 9<sup>TH</sup>**  
12-3PM

**TICKETS**  
\$8 ADV  
\$15 DOOR

**FALCON BOWL**  
801 E. CLARKE ST.

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BY AC

(<https://tickets.venuepilot.com/e/milwaukee-record-casserole-call-2025-11-09-falcon-hall-milwaukee-a81322>)



WELCOME TO THE  
**HIGH LIFE**

Celebrate Responsibly

(<https://www.millerhighlife.com/av?url=https://www.millerhighlife.com/>)

**Milwaukee Record. Now in email form.**

\* indicates required

Email Address \*

Subscribe

COMING SOON TO  
**cactus club**

**MON, Oct 13**  
David Southward "Queer Physics"  
Book Release & Reading

**TUE, October 14**  
Adam Blackwood • Peter Lindsey • VLNTYN

**WED, October 15**  
4:00 - tightknit - cactus fibers club  
7:00 - Queer Karaoke

**THU, October 16**  
Touchdown Jesus • Snag  
Chapped Lips • Old Timer

**FRI, October 17**  
6:00 - Delicate Steve • Dolly Creamer  
10:30 - NOVAPALOOZA Hyperpop Halloween

**SAT, October 18**  
1:00 - Open Decks Series - Vinyl Edition  
7:00 - Micah Emrich • CatchClayton

**SUN, October 19**  
3:00 - Milwaukee Record Halftime Show:  
Allison Mahal + DJ KK  
7:30 - Marielle Kraft • LEW

**MON, October 20**  
Social Cinema • Sege • Alley Eyes  
Kat and the Hurricane

**TUE, October 21**  
Activity • Operations • Youth Energy

**WED, October 22**  
Natalie Sue & The Steed • Stefan Weiner  
Max Niemann

**THU, October 23**  
Baby Tyler Band • Sex Scenes • Jagged  
Hottt Probs

**FRI, October 24**  
Cosmic Country Showcase feat. India Ramey

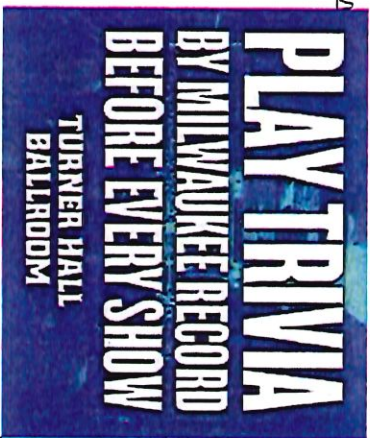
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BY AC

(<https://www.cactusclubmilwaukee.com/>)

**Milwaukee Record**  
**Delta-8 Gummies**  
**69 MG**  
ONLY AT **Kind Oasis**  
Nice.

(<https://kindoasis.com/collections/delta-8-thc/products/milwaukee-record-gummies-d8-69mg-asst-sour>)

(<http://www>



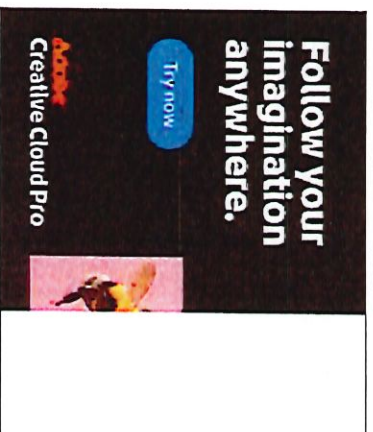
[splay&utm\\_medium=banner&utm\\_campaign=mke-record](http://www.pbsstheatergroup.com/venues/turner-hall-ballroom))

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BY AC

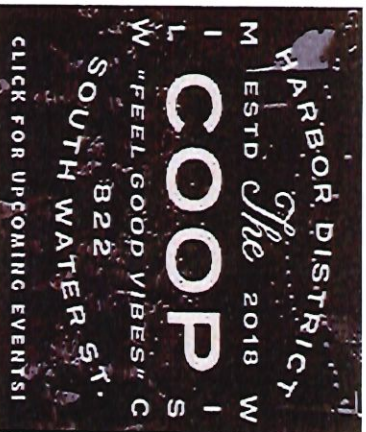
(<https://www.pbsstheatergroup.com/venues/turner-hall-ballroom>)

Pro Audio & Video, Multi

Full Compass Systems

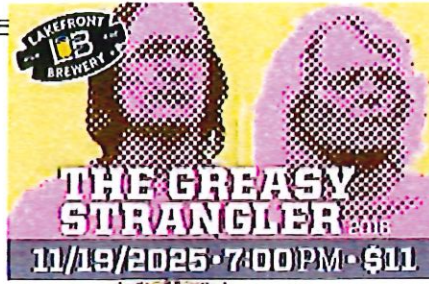


(<https://milwaukee merch.com/collections/milwaukee-record>)



(<https://www.eventbrite.com/o/the-coopetage-17113476605>)

([http://www.gruber-law.com/?utm\\_source=](http://www.gruber-law.com/?utm_source=)



[campaign=mkerecord\)](#)

REDACTED  
BY AC

AT THE **AVALON** ATMOSPHERIC  
THEATER

(<https://online.cinema360.org/directShow/66459aaa5b2e2b4e9dfa16ce/68ee682a9e0c91dab1407bc6/68ee68cd9e0c9>

Pro Audio & Video, Instr

Full Compass Systems



Urban Cat Coalition is a volunteer-run 501(c3) dedicated to helping create a no-kill community by humanely reducing the community cat population in the Milwaukee area through targeted TNR (trap-neuter-return)

Find us on Facebook, Instagram, or visit [urbancats.org](http://urbancats.org) to learn more

(<https://www.urbancats.org/>)

OCTOBER 1<sup>ST</sup> - NOVEMBER 18<sup>TH</sup>

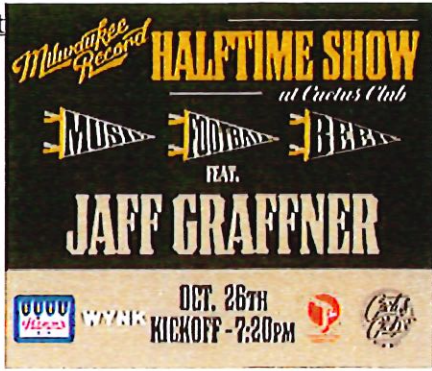
CRAFTY COW WAUWATOSA  
7PM - 8:30PM NO COVER ALL AGES

**MIDWEEK MUSIC**

PRESENTED BY  
*Milwaukee Record*

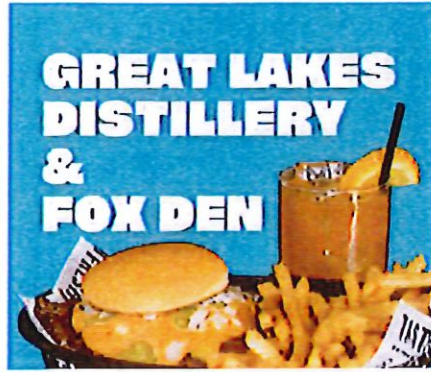
(<https://milwaukeeeerecord.com/music/fall-into-our-midweek-music-series-this-autumn-at-crafty-cow-tosa/>)

(https://www.milwaukee-record.com/.../source=display&utm\_medium=banner&utm\_campaign=mkerecord)



REDACTED  
BY AC

(https://milwaukee-record.com/sports/milwaukee-record-halftime-show-is-back-for-another-season-heres-the-lineup/)



(https://greatlakesdistillery.com/)



(https://greatlakesdistillery.com/)



(https://www.patreon.com/milwaukee-record)

(http://www.grub

tm\_medium=banner&utm\_campaign=mkerecord)

**lion's tooth.**  
**MUSIC BOOK CLUB**  
 ONE THURSDAY A MONTH | 6-8PM  
 in partnership with  
**Milwaukee Record**

August 21 | **OUR BAJID COULD BE YOUR LIFE**  
 Scenes from the American Indie Underground 1981-1991, by Michael Azerrad

September 18 | **DOHNT SAY PLEASE**  
 The Oral History of Die Kreuzen, by Susan J. Sperry

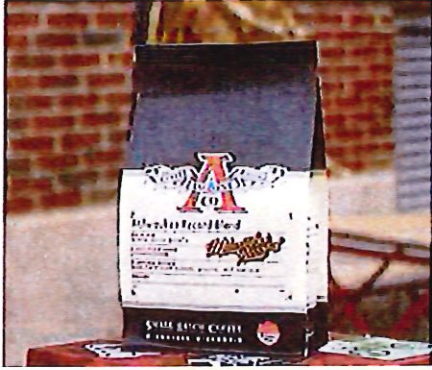
October 23 | **TO HELL WITH POVERTY!**  
 A Class Act: Inside the Gang of Four, by Jon King

November 20 | **BIG FEELINGS**  
 Queer and Feminist Indie Rock After Riot Grrrl, by Dan O'Brien

December 18 | **MOOD MACHINE**  
 The Rise of Spexy and the Costs of the Perfect Playlist, by Liz Pelly

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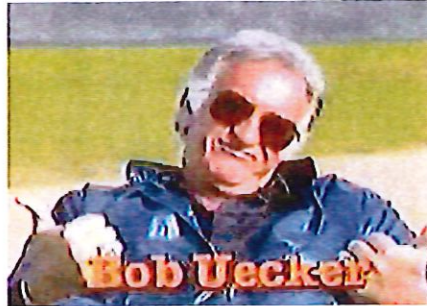
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**MILWAUKEE POLICE DEPARTMENT  
LICENSING**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS**

**DATE:** 03/23/26

**LICENSE TYPE:** PUBLIC PREMISE

**NEW:**

**RENEWAL:**

**No. 391471**

**Application Date:**

**License Location:** 530 S 2<sup>nd</sup> St

**Business Name:** Indeed Brewing

**Licensee/Applicant:** Voss, Cullen  
(Last Name, First Name, MI)

**Date of Birth:** 02/12/92

**Home Address:** 2612 N Pierce

**City:** Milwaukee

**State:** WI **Zip Code:** 53212

**Home Phone:**

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

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

1. On 10/11/25, the applicant was cited for Excessive Noise Prohibited. Pre-Trial is scheduled for 05/15/26 at 8:30a.m. Case # 25032580



Tuesday, April 14, 2026



# Notice of Public Hearing

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VOSS, Cullen, Agent  
Indeed Brewing Company at 530 S 2ND St  
Public Entertainment Premises License Application Requesting Instrumental Musicians, Disc  
Jockey, Bands, Poetry Readings, Patrons Contests, Comedy Acts, 1 Pool Table, 2 Concerts/yr  
and Shuffle Board

**Tuesday, April 28, 2026 at 10:10 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 4/28/2026 at 10:10 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](mailto: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	113 W VIRGINIA ST	MILWAUKEE, WI 53204-1641
CURRENT OCCUPANT	515 S 1ST ST# 3	MILWAUKEE, WI 53204-1606
CURRENT OCCUPANT	515A S 1ST ST# 1	MILWAUKEE, WI 53204-1606
CURRENT OCCUPANT	515A S 1ST ST# 2	MILWAUKEE, WI 53204-1606
CURRENT OCCUPANT	524 S 2ND ST# 2	MILWAUKEE, WI 53204-1660
CURRENT OCCUPANT	524 S 2ND ST# 3	MILWAUKEE, WI 53204-1660
CURRENT OCCUPANT	524 S 2ND ST# 4	MILWAUKEE, WI 53204-1660

Blank Notice

Total Records: 7

Radius 250 feet and Center of the Circle: 530 S 2nd St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 1. Type of Business

- Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Brewery and taproom w/ Public Entertainment Premises

Do you have any experience operating this type of business?  No  Yes If yes, explain: Est. 2019 at present location

## 2. Business Operations

- a. Proposed Opening Date: Existing business
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: Fermented Malt Beverage Brewery
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: Parklet (seasonal)
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: In house overhead PA system (small speakers), or small amps for three-piece / solo performances as needed.

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: Near the front entrance, but does not impact guests entering/exiting
- b. Number of Garbage Cans: Inside: 5 Locations: Underbar, end of bar, and table areas  
Outside: 1 Locations: Parklet (Seasonal)
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 4
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have licensed security on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Describe equipment used \_\_\_\_\_  
 List their License Number (s) \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 9 and list locations: Alley, sidewalk, front entrance barrel room, taroom east, taproom west, bar, brewhouse, 2nd floor office, and employee lounge
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Age verification to order beverages

## 6. Percentage of Sales (must total 100%)

Alcohol <u>81.4</u> %	Food <u>6</u> % Cigarettes, Electronic Vape Devices, Pre-Packaged Tobacco Products <u>Ready To eat ( %</u> <u>snacks, pizza)</u>	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment <u>0</u> %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>12.6</u> % Describe: <u>THC Beverages</u> <u>Indee-Branded Merch/Gear/Clothing</u>
Pawnbroker Activity _____ %			

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant       Cafe/Coffee Shop       Deli or Fast Food Restaurant       Private/Fraternal/Veterans Club
- Night Club       Tavern       Cocktail Lounge       Teen Club
- Banquet Hall       Sports Facility       Bowling Alley
- Hotel/Motel : Number of Floors: \_\_\_\_\_       Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_      Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store       Corner Store       Supermarket       Convenience Store
- Gas Station       Amusement/Phonograph Distributor       Recycling, Salvage or Towing
- Used Car Dealer       Personal Service Establishment  
(such as tattoo business, hair salon, tailor, etc.)       Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit     Cigarette, Tobacco,     Gas Station     Extended Hours     Class "B" Tavern     Weights & Measures  
 Electronic Vape Products
- Secondhand Dealer     Precious Metal & Gem     Other: Fermented Malt Beverage Brewery / Taproom

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 160 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: Parklet (seasonal)
- b. Describe location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Bruce Street and West Virginia Street
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: \_\_\_\_\_
- f. Describe surrounding Area:  Commercial  Residential  Industrial  Other: Mixed use commercial and residential  
 (651) 214-8196
- g. Building Owner Name: IBC Real Estate WI, LLC Phone Number: \_\_\_\_\_  
 Building Owner Address: 806 14th Avenue NE, Minneapolis MN 55413

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

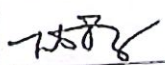
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (Include a.m. or p.m.)	Close Time (Include a.m. or p.m.)			
Sunday	11:00 AM	10:00 PM	130	21-65	
Monday	2:00 PM	10:00 PM	75	21-65	
Tuesday	2:00 PM	11:00 PM	75	21-65	
Wednesday	2:00 PM	11:00 PM	75	21-65	
Thursday	2:00 PM	11:00 PM	130	21-65	
Friday	11:00 AM	11:00 PM	200	21-65	
Saturday	11:00 AM	11:00 PM	250	21-65	

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

  
 Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
 (If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)

Hue Van Lien  
 Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Indeed Brewing Company WI, LLC

Premise Address: 530 S. 2nd Street Milwaukee WI 53204

### Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes  
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

- a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
If yes, list their name and address: \_\_\_\_\_
  - b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
If no, list the name and address of the person(s) who will: \_\_\_\_\_
- Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.*
- c) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: One owner is > 20% ownership (62.5), all other owners (10) less than 20% individually
  - d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  No  Yes  
If yes, list name and address: \_\_\_\_\_

### Property Information (New & Transfer Applicants Only)

- a) Do you own or lease the building?  Own  Lease
  - b) Who owns the fixtures (for example, coolers, etc.)? Indeed Brewing Company
  - c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_
  - d) Total amount paid for business \$ \_\_\_\_\_
  - e) Total amount paid for goodwill of the business \$ \_\_\_\_\_
- Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

Form Continues on next page →

See Application Information for a list of all required application forms.

**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_
- b) Monthly rental \$ \_\_\_\_\_
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? \_\_\_\_\_
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**Change of Agent Applicants Only**

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): \_\_\_\_\_

**Responsible Beverage Server Training**

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin?  No  Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin?  No  Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin?  No  Yes

If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

Cullen Voss, Agent  
Print Name of Individual/Partner/Agent

Cullen Voss  
Signature of Individual/Partner/Agent

**Signature**

Huo Y. Lion  
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.


**New and transfer of premises applicants must submit the following:**

- Detailed floor plan
- If a restaurant, copy of the menu



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

<b>PREMISES ADDRESS:</b> 530 S. 2nd Street Milwaukee WI 53204			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Concerts Approx. # per year? <u>2</u>
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1 (timing TBD)</u>	<input type="checkbox"/> Magic Shows	<input checked="" type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Hookah Service	<input checked="" type="checkbox"/> Other: <u>Shuffleboard</u>		
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday &amp; Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <b>Indoor live music (e.g. 3 -piece) will provide a few amps on stands</b>			
<b>LEGAL CAPACITY OF PREMISES</b>			
<u>160</u> (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
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, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

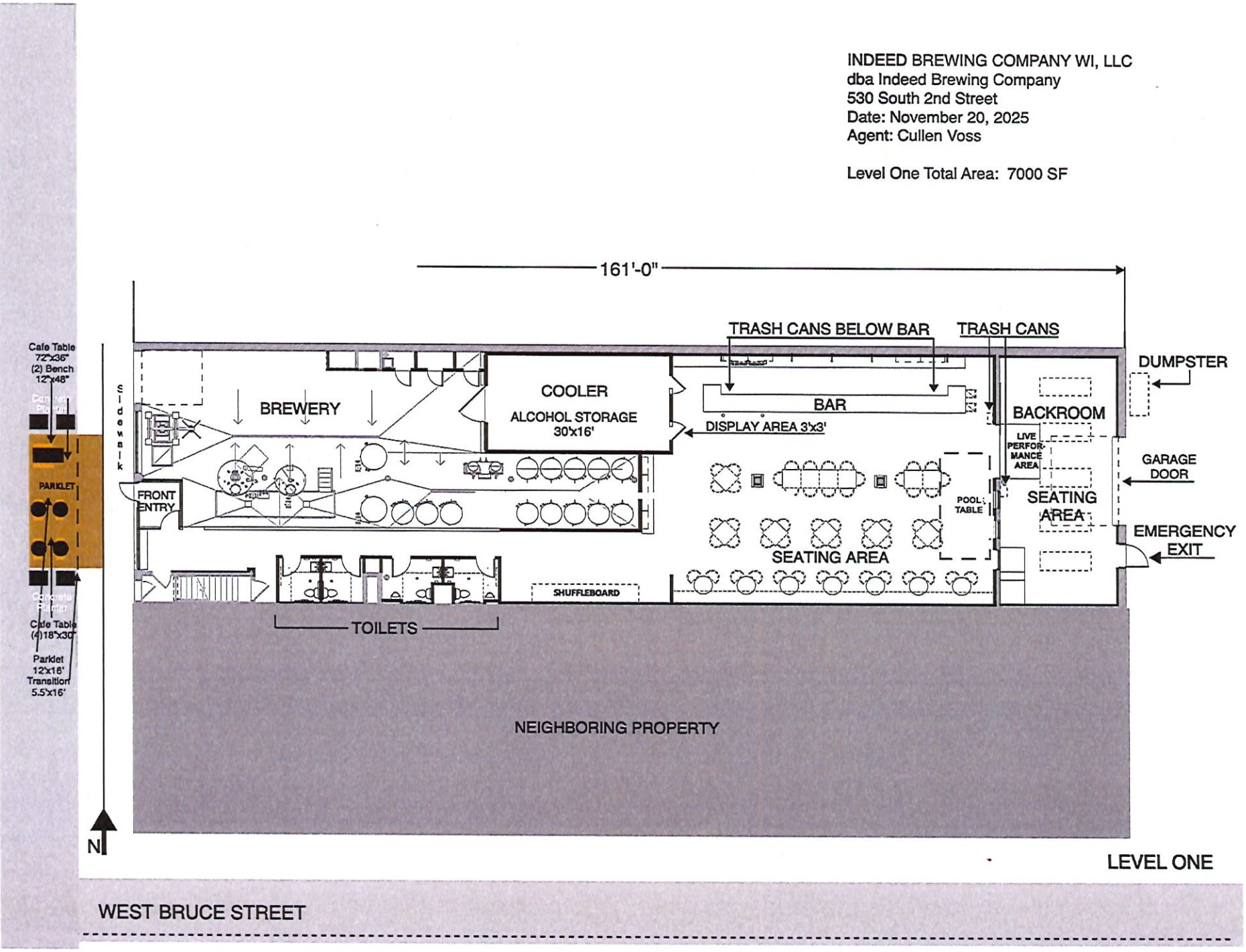
**Office Use Only:**

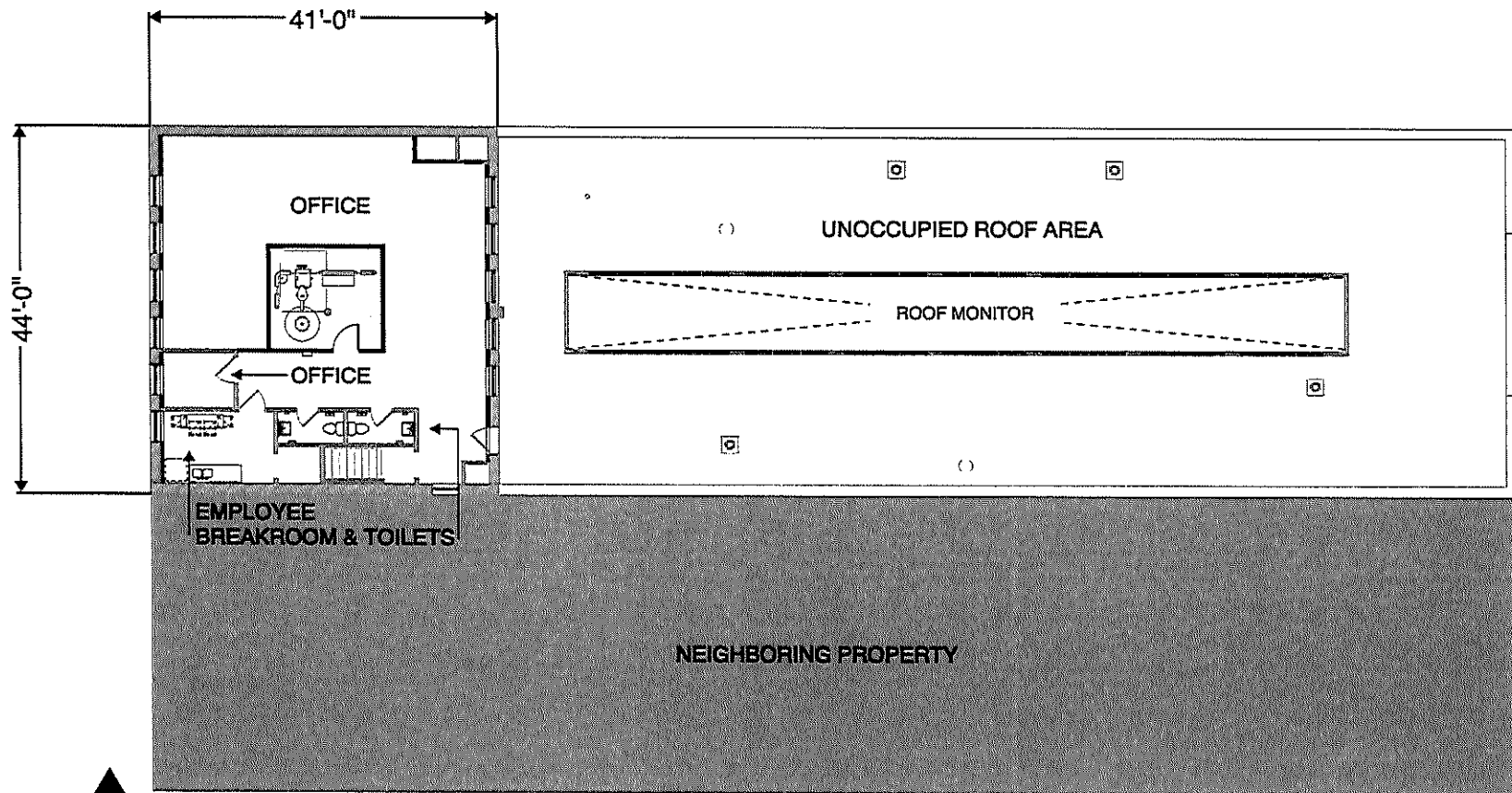
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)

INDEED BREWING COMPANY WI, LLC  
dba Indeed Brewing Company  
530 South 2nd Street  
Date: November 20, 2025  
Agent: Cullen Voss

Level One Total Area: 7000 SF

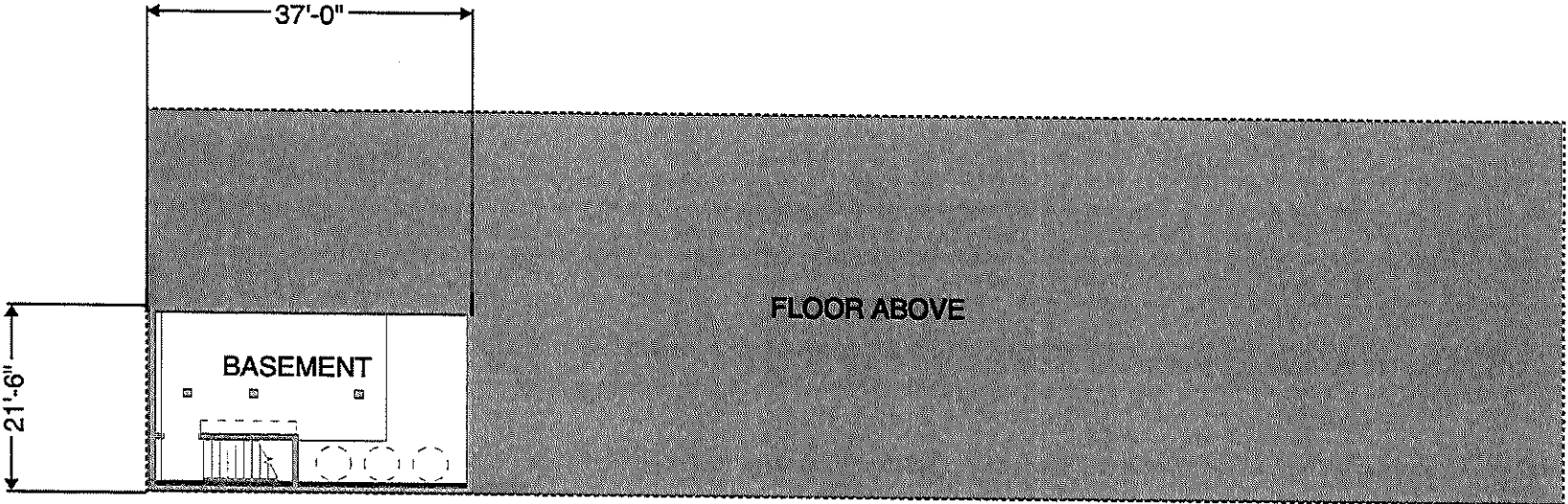




LEVEL TWO

INDEED BREWING COMPANY WI, LLC  
dba Indeed Brewing Company  
530 South 2nd Street  
Date: November 20, 2025  
Agent: Cullen Voss

Basement Total Area: 600 SF



BASEMENT