



JAMES A. BOHL JR.
Alderman, 5th District

December 16, 2003

To the Honorable, the Common Council

Dear Members:

Re: Common Council File 030595

Attached are written objections to the recommendation of the Utilities and Licenses Committee to grant, with a 10-day suspension based upon neighborhood objection, the Class "B" Tavern, Tavern Dance and Videogame Center renewal applications for John Strege for "The Rock" at 9316 W. Appleton Ave. in the 5th Aldermanic District.

This matter will be heard by the full Council at its December 19, 2003 meeting. Pursuant to City Ordinances, a roll call vote will be taken to confirm that all members have read the attached objections.

Respectfully,

A handwritten signature in cursive script that reads "James A. Bohl Jr.".

James A. Bohl, Chair
Utilities and Licenses Committee

cc: All Council Members
City Attorney's Office
Common Council/City Clerk – License Division
CCF 030595

December 15, 2003

Office of the City Clerk
City Hall Room 205
200 East Wells Street
Milwaukee, Wisconsin 53202

CITY OF MILWAUKEE

2003 DEC 16 PM 3: 53

RONALD B. LEONHARDT
CITY CLERK

Dear Milwaukee Common Council Members:

This letter is response to the decision and I'm appealing it!

I'm very concerned about my business being crushed by the ten day suspension that is scheduled for December 19, 2003 through December 29, 2003. It will probably cause me to file bankruptcy. If I'm forced to be close, my hopes of having my dart and pool leagues return will be gone. That I have worked so hard to obtain. The teams from other bars in the area that are scheduled to shoot with the teams from The Rock. I also have an excellent crowd for the Packer Games on Sunday and Monday Nights have a excellent crowd for the Packer Games on Sunday or Monday nights, this would also be affected.

My cash flow for The rock is at a negative for my first year and I have had to put in a least an additional \$40,000.00 to keep my door open. I'm also working with M&I Bank for a business loan on the entire building. This shut down will just about kill my chance of getting a loan for The Rock and building which reflects on the bankers decision of granting the loan. I have already supplied copies of my financial statements to Mr. Bohl, he may show them to the entire Common Council. My funds are totally tapped out. I feel I have already been punished by loss in business and income because of this and the many changes I have made and will continue to make.

Had I known I could bring in others for my first hearing on the license I would have been able to bring in several loyal customers that would speak on my behalf. They truly do not want me to close the doors, or see the previous owner had it back.

As for the three people who made complainants, I believe they are the neighbors that could be from local drug houses, that I have refused to let in my place of business. I only want a good clientele that would make my business an asset to the community.

I would like to see the decision reversed on this ten day suspension. If at all possible, if not I propose that an adjustment be made to this suspension and have only the music (DJ) be revoked for the ten days. The music on Friday and Saturday nights is when all the said problems supposedly arise. I have made changes to the music and hired a professional security team to control and clean up the crowd and it's working. But by doing this my business has dropped on the weekend from about \$5,000.00 to a mere \$1,500.00. If money talks this speaks for itself. I want a peaceful safe place for people to unwind, dance, and meet others. To make it a safe environment for the community and the City of Milwaukee. Not what the previous owner had when I purchased The Rock.

I will continue to make every effort to adhere to only good clientele even if it means a loss of income to me. I have a 9 year old son, who on rare occasions has visited Dad at his business,

and I would never want to endanger him or anyone else.

Please work with me on this, I do not want to fail and have it go back to the previous owner who created the circumstances. I can see this and would never let myself get in this situation like he was. I strive for a respectable place that is peaceful and fun. As mentioned above I'm gearing the clientele to be sports minded and calm.

I do own another bar in Milwaukee River West Tavern at 900 East Auer Avenue, I had to do some changes with that one. It's now a peaceful, friendly, neighborhood gathering spot. I had to seek out the trouble makers. I believe in a peaceful, drug free establishment.

Sincerely,

A handwritten signature in cursive script that reads "John W. Strega". The signature is written in black ink and is positioned to the right of the typed name.

John W. Strega
Owner of The Rock