



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

Tuesday, September 16, 2025

COMMITTEE MEETING NOTICE

AD 04

SCHMIDT, Matthew R, Agent
BREW CITY BAR B Q, INC
125 E JUNEAU Av
MILWAUKEE, WI 53202

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, September 30, 2025 at 01:20 PM

The access code is <https://meet.goto.com/693319149>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application as agent for "BREW CITY BAR B Q, INC" for "TRINITY THREE IRISH PUBS" at 125 E JUNEAU 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: License
Sent: Friday, August 29, 2025 1:06 PM
To: Roman, Carmen
Subject: FW: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

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

REDACTED
BY *CL*



[Take Our Survey!](#)

From:
Sent: Tuesday, August 26, 2025 2:23 PM
To: License <LICENSE@milwaukee.gov>
Subject: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

To Whom It May Concern,

I am writing to file a complaint about the mishandling of my valid Wisconsin state ID by Trinity Three Irish Pubs, located at 125 E Juneau Ave, Milwaukee, WI 53202.

On August 14, 2025, I went to the establishment with friends. One of my friends, who is 21, attempted to use my ID to enter. When he was denied, I immediately approached the bouncer, explained the situation, and asked for my ID back. The bouncer refused and told me I would need to bring a police officer in order to get it returned.

That same night, I brought two different officers on two separate occasions to the bar as instructed. Even then, the bouncer refused to return my ID. Instead, I was told conflicting stories — first that the ID was in the manager's office, then that the manager who had it had already left. The officers advised me to follow up with the bar, but when I returned the next day, I was still denied my ID.

Later, I was informed by the bar that they had supposedly "turned it in," but I was never given clear proof or documentation of this. To make matters worse, the establishment then banned me, falsely claiming I was "harassing" staff, even though I remained respectful and only followed their instructions to involve law enforcement.

This situation has left me without proper identification, forcing me to go through the DMV for replacement. More importantly, it raises serious concerns about how Trinity Three Irish Pubs handles confiscated IDs. To my understanding, confiscated IDs should be turned directly over to law enforcement, not held onto, hidden, or left in limbo.

I am requesting that this incident be investigated and that the bar's ID handling procedures be reviewed.

Thank you for your attention to this matter.

REDACTED
BY *CR*

Sincerely,

Roman, Carmen

From: Cooney, Jim
Sent: Wednesday, September 3, 2025 3:13 PM
To: Roman, Carmen
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

Can you also add this to Trinity?

Thanks

REDACTED
BY 

From: Velasquez, Guadalupe <gvelas@milwaukee.gov>
Sent: Wednesday, September 3, 2025 2:52 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Milano, Marissa <ldcoord@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Re: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

There is no call for service on that date to that address, so no police report. I did reach out to the Code Red Sergeants to see if they recall anything like this occurring at the location recently. I did check 8/13-8/15 for that block and there were only 3 calls none to Trinity.

Sgt. Guadalupe VELASQUEZ
She/Her
License Investigation Unit
Department LGBTQ+ Liaison
414-935-7455 (O)
414-242-6155 (C)
gvelas@milwaukee.gov

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Wednesday, September 3, 2025 12:19 PM
To: Velasquez, Guadalupe <gvelas@milwaukee.gov>
Cc: Milano, Marissa <ldcoord@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: FW: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

Is there a PA33 for this incident? The police report for the renewal came back on July 29th.

From: Roman, Carmen <licspec6@milwaukee.gov>
Sent: Wednesday, September 3, 2025 12:05 PM
To: Milano, Marissa <ldcoord@milwaukee.gov>
Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>; Richardson, Tonja <T.Richardson@milwaukee.gov>; Collins, Rolanda <Rolanda.Collins@milwaukee.gov>
Subject: RE: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

Done objection enter. The application was Granted for 9/23/2025 I took the Grant date out form lira and place the renewal with the objection on Jim's mail box.

Carmen Roman

License Specialist III
City of Milwaukee
License Division
(414) 286-2238



REDACTED
BY
MM

From: License <LICENSE@milwaukee.gov>
Sent: Friday, August 29, 2025 1:06 PM
To: Roman, Carmen <licspec6@milwaukee.gov>
Subject: FW: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

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Sent: Tuesday, August 26, 2025 2:23 PM
To: License <LICENSE@milwaukee.gov>
Subject: Complaint Regarding Mishandling of State ID – Trinity Three Irish Pubs

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"harassing" staff, even though I remained respectful and only followed their instructions to involve law enforcement.

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Thank you for your attention to this matter.

Sincerely,

REDACTED
BY 

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/15/25

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 383482

Application Date:

License Location: 125 E Juneau

Business Name: Trinity

Licensee/Applicant: Schmidt, Matthew
(Last Name, First Name, MI)

Date of Birth: 06/05/79

Home Address: 2977 N Summit St

City: Milwaukee

State: WI Zip Code: 53211

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 06/28/25 at 1:30a.m., Milwaukee Police were dispatched to a Trouble with Subject at 125 E. Juneau. Officers were advised by the intoxicated caller they were assaulted by staff and put in a choke hold. Officers reviewed video surveillance and found the complaint baseless. The business was cooperative.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506280117

OtherEvent #: 25-LP-3046

Incident

125 E JUNEAU AV Milwaukee, WI 53202

Incident Date/Time:: 06/28/2025 01:30:00
CAD Number:: P2506281057
District:: 1
Beat:: 140
Reporting Area:: 4306

Business Agent (1)

Schmidt, Matthew R

Person Involvement: (Must choose Agent
AGENT from drop down):
Sex:: MALE
Race:: WHITE

Licensed Premise Data (1)

Trinity Three Irish Pubs

Phone 1 Number:: (414)-446-4285
Phone 1 Type:: Phone
Address:: 125 E JUNEAU AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202
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

Silkey, Justin M 029822

06/28/2025

This report is being written by PO Justin M. SILKEY, assigned to Milwaukee Police Department District 1, Late Power Shift, Squad 1420. On Saturday June, 28th 2025, at approximately 1:30AM, while in full duty uniform equipped with a Axon body worn camera activated and in a marked squad. I was dispatched to a Trouble with Subject located at 125 E Juneau Ave, which is located in the City and County of Milwaukee.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506280117

OtherEvent #: 25-LP-3046

Upon arrival there was a unknown intoxicated male standing outside the front door trying to gain re entry to the establishment. Unknown Male stated that he was assaulted by the staff and it had caused him pain to his neck. He stated that gave him a full nelson choke hold and had taken his watch from him.

I went to review the footage and observed him not listening to the staff when they asked him to leave the bar. the security escorted him out and did not have him in a choke hold nor did the male have a watch on him at any point.

The unknown male requested medical and Bell 503 arrived on scene. The male did a fake fall when they arrived acted like he was in a lot of pain. During my time talking to him he was standing just fine and using profane language to the officers on scene. He was conveyed to Mt Sinai for treatment.

END OF REPORT.

Officer (2)

Reporting Officer:	Silkey, Justin M (029822)	06/28/2025 23:06:00
Section: (Work Location):	14	
Approving Officer:	Maxcey, Ryan J (025696)	07/02/2025 20:34:23
Section: (Work Location):	12	



Tuesday, September 16, 2025



Notice of Public Hearing

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SCHMIDT, Matthew R, Agent
TRINITY THREE IRISH PUBS at 125 E JUNEAU Av
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application

Tuesday, September 30, 2025 at 1:20 PM

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 9/30/2025 at 1:20 PM 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]

CURRENT OCCUPANT	1121 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1123 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1125 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1127 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1127 N WATER ST	MILWAUKEE, WI 53202-3107
CURRENT OCCUPANT	1129 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1131 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1133 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1135 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1137 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1139 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1141 N EDISON ST	MILWAUKEE, WI 53202-3147
CURRENT OCCUPANT	1143 N EDISON ST	MILWAUKEE, WI 53202-3147

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Total Records: 59

Radius 250 feet and Center of the Circle: 125 E Juneau Av

2025-2026 Plan of Operation for 125 E JUNEAU 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 10 Locations: VARIOUS
Outside 4 Locations: VARIOUS

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

Number of restrooms: 2 MEN 2 WOMENS Name of solid waste contractor: EAGLE DISPOSAL

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? 6

AND What are their responsibilities? CHECK IDS + SECURITY

What security equipment do they use? N/A

List their license number(s): N/A

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: VARIOUS

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

CHECK IDS

2. Percentage of Sales (must total 100%)

Alcohol 70 % Food Sales 30 % Entertainment _____ % 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 Area: 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 21413 Fee: \$1,250.00

Your current food license includes the following food operations:

DHS - COMPLEX, Sales \$200,001 - \$2,000,000, 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 TRINITY THREE IRISH PUBS 125 E JUNEAU AV

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

Disc Jockey, 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 | <input type="checkbox"/> Pool Tables |
| <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:

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

AMPS + SPEAKERS

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