



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, June 07, 2021

COMMITTEE MEETING NOTICE


AD 08

AICHOUNE, Mehdi, Agent
Direct Auto Sales, Inc
7730 S Manitowoc Av
Oak Creek, WI 53154

You are requested to attend a virtual hearing to be held on:

Tuesday, June 22, 2021 at 09:40 AM

Regarding: Your Secondhand Motor Vehicle Dealer's License Renewal Application as agent for "Direct Auto Sales, Inc" for "Direct Auto Sales, Inc" at 3303 W Burnham St.

This meeting will be held via GoToMeeting. Please see the enclosed  practices document for further instructions. The access code is <https://global.gotomeeting.com/join/743465261>. If you wish to call in, please call [+1 \(571\) 317-3112](tel:+15713173112) and use Access Code: 743-465-261.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which has an adverse impact on the public health, safety and welfare of the community. Failure of the applicant to meet the statutory and municipal license 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 activity, on behalf of the licensee, his or her employes, or patrons, other than those specified in s. 218.0116, Wis. Stats., as amended. The licensed premises is operated in such a manner that it constitutes a public or private nuisance or that the conduct on the licensed premises has had an adverse effect on the neighborhood, including but not limited to failure to maintain property in accordance with the board of zoning appeals and department of neighborhood services guidelines. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/17/2021

LICENSE TYPE: USED CAR

NEW:

RENEWAL:

No. 324012

Application Date: 05/14/2021

License Location: 3303 W Burnham St

Business Name: Direct Auto Sales, Inc

Licensee/Applicant: AICHOUNE, Mehdi
(Last Name, First Name, MI)

Date of Birth: 09/28/1975

Home Address: 7730 S Manitowoc Av

City: Oak Creek

State: WI **Zip Code:** 53154

Home Phone:

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

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

1. On 01/25/2021 an officer conducted a license premise check at Direct Auto Sales, 3303 W. Burnham St. regarding a complaint the business was parking autos on the street that were for sale. When the officer arrived she did observe 2 autos parked on the street with sale stickers in the window. The officer spoke with the applicant, who stated the cars were only parked in the street while they cleared the snow off the lot. The officer went over Chapter 92 with the applicant.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210250045

OtherEvent #: 21-LP-0292

Incident

3303 W BURNHAM ST MILWAUKEE, WISCONSIN 53215

Incident Date/Time:: 01/25/2021 09:46:14
CAD Number:: 210250744
District:: 2
Beat:: 223
Reporting Area:: 5674

Business Agent (1)

AICHOUNE, MEHDI NMI

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 09/28/1975
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-477-7796
Phone 1 Type:: Phone
Address:: 7730 S MANITOWOC AV
City:: OAK CREEK
State:: WISCONSIN
Zip Code:: 53154

Licensed Persons Involved (1)

AICHOUNE, MEHDI NMI

Person Involvement:: Agent (License Holder)
DOB:: 09/28/1975
Sex:: MALE
Race:: WHITE
Phone 1 Number:: 4147640446
Phone 1 Type:: H
Address:: 7730 S MANITOWOC AV
City:: OAK CREEK
State:: WISCONSIN
Zip Code:: 53154

Licensed Premise Data (1)

Direct Auto Sales inc.

Phone 1 Number:: (414)-323-4844
Phone 1 Type:: Phone
Address:: 3303 W BURNHAM ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
License Type:: Second Hand Dealer
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 01/25/2021 10:00:00

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210250045

OtherEvent #: 21-LP-0292

Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

LICENSE PREMISE CHECK

See, Jeanine 012877

01/25/2021

This report is typed by P.O. Jeanine See, assigned to CIB-General Crimes.

On 01/25/21, I went to 3303 W Burnham for a License Premise check, Direct Auto Sales.

On scene was agent Mehdi Aichoune, who was cooperative.

I went to this business because a city inspector told me the business was parking vehicles, that were for sale, on the street. This is a violation of 92-53-3.

I did see two vehicles with Buyers Guides in the windows. Both vehicles had Dealer plates. Aichoune told me both vehicles were parked on the street because they were finishing shoveling from the weekend snow.

I did go over Chapter 92 with Aichoune.

Officer (2)

| | | |
|---------------------------|--------------------------|---------------------|
| Reporting Officer: | See, Jeanine (012877) | 01/25/2021 09:55:02 |
| Section: (Work Location): | 91 | |
| Approving Officer: | Hinkley, Paul K (017094) | 01/25/2021 18:16:41 |
| Section: (Work Location): | 91 | |



Monday, June 07, 2021



Notice of Public Hearing

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notice

AICHOUNE, Mehdi, Agent
Direct Auto Sales, Inc at 3303 W Burnham St
Secondhand Motor Vehicle Dealer's License Renewal Application

Tuesday, June 22, 2021 at 9:40 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 virtually on 6/22/2021 at 9:40 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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 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 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 | 1921 S 32ND ST | MILWAUKEE, WI 53215-2106 |
| CURRENT OCCUPANT | 1921 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1922 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1923 S 32ND ST | MILWAUKEE, WI 53215-2106 |
| CURRENT OCCUPANT | 1926 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1927 S 32ND ST | MILWAUKEE, WI 53215-2106 |
| CURRENT OCCUPANT | 1927 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1927A S 32ND ST | MILWAUKEE, WI 53215-2106 |
| CURRENT OCCUPANT | 1927A S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1932 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1933 S 32ND ST | MILWAUKEE, WI 53215-2106 |
| CURRENT OCCUPANT | 1933 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1934 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1939 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1940 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1942 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1943 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 1946 S 33RD ST | MILWAUKEE, WI 53215-2111 |
| CURRENT OCCUPANT | 1949 S 33RD ST | MILWAUKEE, WI 53215-2110 |
| CURRENT OCCUPANT | 3209 W BURNHAM ST | MILWAUKEE, WI 53215-2116 |
| CURRENT OCCUPANT | 3209A W BURNHAM ST | MILWAUKEE, WI 53215-2116 |
| CURRENT OCCUPANT | 3215 W BURNHAM ST | MILWAUKEE, WI 53215-2116 |
| CURRENT OCCUPANT | 3219 W BURNHAM ST | MILWAUKEE, WI 53215-2116 |
| CURRENT OCCUPANT | 3219A W BURNHAM ST | MILWAUKEE, WI 53215-2116 |
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Total Records: 24

Radius: 250.0 feet and Center of Circle: 3303 W Burnham St



**SECONDHAND MOTOR VEHICLE DEALER LICENSE
RENEWAL APPLICATION**
Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202

Legal Entity Name: **Direct Auto Sales, Inc**
Premises Address: **3303 W BURNHAM ST**
Type of License: **Secondhand Motor Vehicle Dealer's License**

HOURS OF OPERATION

Are there any changes to the current hours of operation?

No Yes If Yes, describe: _____

STORAGE, MAINTENANCE & REPAIR

- Do you understand that all vehicles associated with the business must be stored on the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Fenced Lot Keys Kept In Locked Box
 Other: _____
- Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Designated Repair Area
 Other: _____

LITTER & NOISE

Are there any changes to your litter and noise plans since your last application?

No Yes If yes, describe: _____

DISCLOSURE

Has the applicant ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? No Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant:

RETAIL DEALERS ONLY

Total Number of Parking Spaces (including customer/employee parking) 2
 Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 24

SIGNATURE


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