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SENT BY E-MAIL

Ald. Milele A. Coggs, Chair  
City of Milwaukee Licenses Committee  
[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)

Mr. Jim Cooney, Manager  
City of Milwaukee License Division  
[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)

Dear Ald. Coggs & Mr. Cooney:

Re: Pacific Bells LLC  
230 E. Capitol Drive (Taco Bell #37200)

As you are aware, this firm represents Pacific Bells LLC (“Pacific Bells”) in its application to renew its (i) Food Dealer License, and (ii) its Extend Hours Establishment License for its Taco Bell restaurant at 230 East Capitol Drive (the “Property”).

In follow up to its conversation with Ald. Coggs this morning, Pacific Bells submits the following as an addendum to its Business Renewal Plan of Operation at the Property:

Pacific Bells has proudly operated in the City of Milwaukee for many years. Throughout those years, we have invested in the City through building upgrades and new restaurant growth. Most recently, we spent in excess of two million dollars to build and operate our Taco Bell on Capital Drive. We employ approximately 240 people in the City and provide a lot of opportunities for growth and development in our company. We operate in nine different states and are a large franchisee, but we have not forgotten our roots. We started in 1987 with one Taco Bell and through hard work and a passion for serving others, we have grown to our current size. We understand that we have had some recent incidents at our Capital Drive location that are very concerning. Unfortunately, our internal policies in our team handbook were not followed. We have completed a thorough investigation of the events and terminated those that failed to follow our policies. We have also found some gaps in our policies and procedures that need to be addressed. With the help of Alderwoman Coggs and others, we have completed a review of all of our policies and are committed to making the following changes:

**Internal tracking of MKE licenses:**

- We've created a process to track all our Business & Health permits for Milwaukee to provide a more proactive approach to our renewals. We have set timelines for us to actively contact the City to make sure we are submitting the proper paperwork and following up to make sure it is received and approved.
- This process will also ensure we do not miss important deadlines for renewal.

**Community outreach & relationships:**

- Police District 5 – Captain Sheronda Grant (contact to be provided by Alderwoman Coggs office).
  - Through this introduction to Captain Grant, we will seek contacts for all the local police districts where we do business and begin making contact and building relationships.
- East Capitol Drive BID #25 meetings – participate in all virtual or in person community meetings to share and learn local issues.
  - We have a meeting set on Feb 27<sup>th</sup> with South 27<sup>th</sup> Street BID Executive Director Tara Cavazos & Alderman Spiker – we will seek additional BID contacts for all our communities.
  - Alderwoman Coggs office to provide the contact information for the BID.

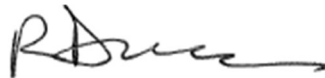
**Team Member & Management Training process:**

- All Managers go through a 6–8-week training process which includes:
  - Online training modules
  - Practice time (where they are shadowed by a certified manager)
  - Local leadership development sessions (taught by our local Leadership Team)
  - Handbook review & acknowledgement is completed upon hiring which outlines all Team Member code of conduct and policies.
    - See the attached Code of Conduct (as **Exhibit A**)

- Safety & Security Training:
  - Our organization conducts a Safety & Security Training topic every 28 days. Topics rotate throughout the year.
    - March topic will be centered around Safety & Security & reporting of any police activity in restaurants (highlighting our Code of Conduct)
  - We complete internal Safety & Security audits every 28 days in our restaurants to evaluate our restaurants.
- The week of Feb 14<sup>th</sup> all Milwaukee Managers were asked to revisit the Code of Conduct policy, acknowledge and sign as an ongoing retraining.

Thank you for your consideration. Please direct any question to the undersigned.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Donner", with a long horizontal flourish extending to the right.

Richard W. Donner

## **EXHIBIT A**

### **Code of Conduct**

Pacific Bells is committed to providing a productive and pleasant work environment. All Team Members and Managers must behave in a law-abiding and ethical manner when conducting Pacific Bells business. No one is authorized to direct a Team Member or Manager to commit an illegal or harmful act, including behavior that could result in an actual or potential loss to the business, or that threatens a Team Member's, Manager's, or Guest's safety. Violation of the Code of Conduct policy may result in disciplinary action, up to and including termination. Illegal and harmful activities may also result in civil or criminal prosecution.

### **Team Member Conduct**

The following definitions and classifications of violations, for which corrective counseling or other Performance Coaching may be taken, are provided as specific examples. This should not be considered an exhaustive or all-inclusive list. The nature and severity of the offense will be considered in determining the Performance Coaching. Performance Coaching, up to and including immediate termination, will be taken when addressing these violations. Examples of performance or behavior issues that will not be permitted and may be grounds for immediate termination include, but are not limited to:

- Excessive absences and/or tardiness or failure to come to work, including mandatory meetings, without sufficient notice and explanation.
- Neglecting to meet expected performance standards or performing unsatisfactorily.
- Interfering with another Team Member's job performance.
- Neglecting to observe work hours, such as scheduled starting times, quitting times, breaks and meal periods or walking off the job.
- Unnecessary or unauthorized use of Company supplies and/or equipment, particularly for personal purposes.
- Intentional refusal to obey a manager's direction or authority.
- Dishonesty.
- Failure to participate in a Company investigation, including providing false and/or omitting information.
- Using profanity, abusive or threatening language.
- Mistreatment of guests or coworkers. This includes confirmed reports of rude and/or inappropriate behavior, negative gossip and/or rumors.
- Failure to properly ring up any transaction at the time of purchase.
- Eating food that has not been paid for or giving out free food or drinks to family and/or friends.

- Failure to comply with Company Cash Register and/or Manager's Cash Handling & Deposit Policies.
- Mishandling of Company funds or guest credit cards; altering a guest check or manipulation of the point-of-sale system.
- Any infraction of Company rules or policies/procedures.
- Violence or threats of violence on Company premises.
- Any act which might endanger the safety of others.
- Bringing dangerous or concealed weapons of any kind, with or without a permit, onto Company premises.
- Any violation of the Company's Drug and Alcohol-Free Workplace Policy.
- Stealing, abusing, or damaging Company property, tools, or equipment or the property of another Team Member or guest.
- Breaching confidentiality policies.
- Falsifying employment or any other Company records, including cash/credit records, payroll records, any records related to reporting accurate labor and/or food costs, or falsely reporting any incident of discrimination, harassment, Team Member injury, guest incident, restaurant incident or any violation of company policy and/or federal, State, or local law.
- Neglecting to immediately report any incident involving Team Member injury, guest incident or property damage.
- Neglecting to comply with restaurant safety procedures that result in an injury to the Team Member or another Team Member **and** results in a major safety violation chargeback.
- Unauthorized resale of Company products and/or property.
- Violating the Company's Non-Discrimination and Harassment Policy or failure to report violations.
- Soliciting or accepting gratuities, donations or loans from Team Members, vendors, or guests.
- Closing the restaurant, either the dining room or drive-thru, without explicit authorization from the Director of Operations.
- Knowingly hiring any Team Member who has not reached their sixteenth birthday, unless explicit written authorization is received from the Vice President of Human Resources.

Any performance, behavioral or conduct situation that may cause embarrassment to you, another Team Member, a customer and/or the Company must be avoided. Such behavior is prohibited; any Team Member involved will be subject to Performance Coaching up to and including immediate termination. Any questions in connection with this policy should be directed to your Manager or Human Resource Business Partner.