



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, April 30, 2020

COMMITTEE MEETING NOTICE

AD 01

BEVERLY M NELSON

7654 N Seneca Rd

Fox Point, WI 53217

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



Tuesday, May 12, 2020 at 04:00 PM

Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications for "The Cheetah Club" at 5048 N 35TH St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/280125085>. If you wish to call in, please call +1 (312) 757-3121 and use Access Code: 280-125-085.

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. See attached police report or correspondence.

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: _____

Jessica Celella
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.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/01/2020
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 306060
Application Date: 01/31/2020

License Location: 5048 N. 35th Street
Business Name: The Cheetah Club

Licensee/Applicant: Nelson, Beverly M.
(Last Name, First Name, MI)
Date of Birth: 10/26/1972

Home Address: 5048 N. 35th Street
City: Milwaukee **State:** WI **Zip Code:** 53209
Home Phone: 414-527-1166

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 01/05/2017 Milwaukee police conducted follow up at 5048 N. 35th Street (The Cheetah Club) in regards to a change of agent application filed in August 2016. The applicant told officers that Allan Nelson (the applicant's spouse) had passed away in July 2016. The applicant further stated a change of agent had been filed, but the application process was not complete. The applicant also told officers she was selling the building and business, that she had not reopened and has no desire to operate the business. The applicant also stated she had advised City Hall of this.

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2. On 05/03/2019 officers conducted a licensed premise check The Cheetah Club, 5048 N. 35th St. The officer spoke with security, who stated there will be armed security every day, with a male and female at the door conducting pat downs with a portable metal detector. The officer also spoke with the owner, Michael RAY, who stated there were 12 cameras inside and 4 cameras outside.

3. On 06/23/2019 an officer took a complaint of a firearm theft that occurred on 06/16/2019 while the victim was at Exotica's, 5048 N. 35th St. The victim stated he parked his car around the corner and his pistol was inside while he went to Exotica's. The victim stated when he returned to his car his window was broken and his firearm missing.

4. On 01/26/2020 Michael RAY walked in to District 7 police station to report that an unknown male exchanged \$900.00 in fake movie money for \$600.00 in real money at The Cheetah Club. The subject was in the business for several hours without purchasing anything, when he asked an employee to exchange money so he could pay the dancers. The subject did the exchange and fled the scene.
5. On 03/08/2020 at 1:48am officers were dispatched to The Cheetah Club for a shooting. The investigation revealed there was an argument by the stage. The suspect produced a pistol and shot the victim. The suspect then went outside. Armed security followed the subject and fired several rounds at the subject. The officers located one victim inside, another victim lying outside and a third suspect arrived at the hospital with gunshot wounds. The manager, Michael RAY, stated the armed security officers were provided by the promoter for the DJ he hired. RAY was cooperative and allowed the officers to view the video. On the video the officers observed one of the suspects enter the bar and was patted down by security. This subject was found to be 20 years old and was observed drinking alcohol. The applicant was issued citations for Allow Underage on Premise and Allow Consumption of Alcohol by Underage.

Charge 1: Allow Underage on Premise
2: Allow Consumption of Alcohol by Underage

Finding:

Sentence:

Date:

Citation: M5817RB00Z
M5817RB010

6. On 03/20/2020 a meeting was held at District 7 regarding the shooting on 03/08/2020. The officer asked about ownership of the business and the applicant stated she owns the building and Michael RAY runs the business. RAY was advised he needs a manager's license to run the day to day operations of the business. The applicant stated they are working on a land contract to sell the land and business to RAY but it is on hold due to emergency order. The applicant was advised that they were operating as an Occlusive Agreement and RAY needs to get the license in his name. The officers then asked about security measures in place at the club. RAY stated he has contracted security, has pat downs at the door and visually checks ID's. RAY stated he was not aware there was an underage person in the club that night and stated security was to check ID's at the door. RAY also admitted security must have poorly searched customers, due to the number of firearms that made it into the business that night. The applicant stated she did not watch the video of the incident and did not know what occurred until it was on the news. RAY stated he told the applicant an incident occurred at the business but not the details. RAY stated that he is planning on buying metal detectors and an ID scanner. The applicant was advised that she is the licensed agent and is responsible for what happens at the business.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444



Case #: 191230139

OtherEvent #: 19-LP-0413

Incident

5048 N 35TH ST Milwaukee, WISCONSIN 53209

Incident Date/Time:: 05/03/2019 20:24:00
CAD Number:: 191232551
District:: 7
Beat:: 730
Reporting Area:: 1003

Business Agent (1)

NELSON, BEVERLY MADRIGAL

Person Involvement: (Must choose Agent
AGENT from drop down): Agent
DOB:: 10/26/1972
Sex:: FEMALE
Race:: ASIAN
Phone 1 Number:: (414)-527-1166
Address:: 5048 N 35TH ST
City:: MILWAUKEE
State:: WISCONSIN

Licensed Premise Data (1)

THE CHEETAH CLUB

Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: No
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)

INITIAL INVESTIGATION

Wilkiewicz, Andrew J 024625

05/08/2019

This report is written by Police Officer Andrew WILKIEWICZ, assigned to District 7, Late Power Shift.

On Friday, May 3, 2019, Squad 7468, Police Officer Rebecca RODRIGUEZ and I, conducted a tavern check at The Cheetah Club, 5048 N. 35th St. This was the opening night for the re-open of The Cheetah Club.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444



Case #:191230139

OtherEvent #: 19-LP-0413

I spoke to an armed security guard, Brandon, who stated that his company has been hired by the owners and that his team will be present 7 days a week. Brandon stated that on weekdays he will have 6-7 armed guards working and on the weekends, he anticipated having 12-13 armed guards. Brandon stated that he will have a male and a female at the door where all patrons will be patted down and a portable metal detector will be used as well.

The owner, Michael RAY, allowed me to see the security camera system that consists of 16 HD cameras. There are 4 exterior cameras and 12 interior cameras.

Officer (2)

Reporting Officer:	Wilkiewicz, Andrew J (024625)	05/08/2019 19:05:00
Section: (Work Location):	74	
Approving Officer:	Wilson III, William W (015334)	05/09/2019 01:09:52
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:191740136

OtherEvent #: 20-LP-0248

Incident

5048 N 35TH ST Milwaukee, WISCONSIN 53209

Incident Date/Time:: 06/16/2019 23:00:00
CAD Number:: 191741932
District:: 7
Beat:: 730
Reporting Area:: 1003

Business Agent (1)

NELSON, BEVERLY MADRIGAL

Person Involvement: (Must choose Agent
AGENT from drop down): Agent
DOB:: 10/26/1972
Sex:: FEMALE
Race:: ASIAN
Phone 1 Number:: (414)-527-1166
Phone 1 Type:: Cell
Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209

Licensed Premise Data (1)

THE CHEETAH CLUB

Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: No
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:: No

Narrative (1)

INITIAL INVESTIGATION

Galloway, Brittany M 029798

03/11/2020

This report is written by P.O Brittany GALLOWAY, assigned to District 4, Late power shift.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:191740136

OtherEvent #: 20-LP-0248

On Sunday, June 23rd, 2019, WHILE IN FULL DUTY UNIFORM, EQUIPPED WITH AN AXON BODY WORN CAMERA ACTIVATED, and ASSIGNED TO DESK P.O took a walk in firearms theft complaint that took place at 5048 N 35th St. (which is located in the City and the County of Milwaukee) at approximately 011:00PM.

I was unable to observe the venue of this crime to due to taking this report while being Desk P.O.

Report:

On Sunday, June 23rd, 2019, WHILE IN FULL DUTY UNIFORM, EQUIPPED WITH AN AXON BODY WORN CAMERA NOT ACTIVATED, and ASSIGNED TO DESK P.O took a walk in firearms theft complaint that took place at 5048 N 35th St. (which is located in the City and the County of Milwaukee) at approximately 011:00PM.

Interview of Victim, WILLIAMSON, Dan (B/M 06/29/1978 414-699-5550):

WILLIAMSON stated that on 06/16/2019 he went to EXOTICA'S located at 5048 N 35th St. WILLIAMSON stated that he parked his 2009 Ford Flex (lp# 269ZXJ) around the corner at 11:00PM. WILLIAMS stated that he came back to his car at 2:00AM and noticed the driver's side window was broken open, and his firearm was missing from inside his vehicle. WILLIAMSON sated that his fire arm was placed inside the cubby of the driver's side door. WILLIAM stated that the firearm taken was a .40 cal, Smith and Wesson pistol, MODEL#S040VE, SKU# 03519161, ID#3433611, SERIAL# HE53672, that he purchased from Cabella's.

WILLIAMSON was issued (PV-17) Information.

This case is pending

Officer (2)

Approving Officer:	Panfil, Kevin M (015123)	06/26/2019 18:37:49
Section: (Work Location):	42	
Reporting Officer:	Galloway, Brittany M (029798)	06/23/2019 18:00:00
Section: (Work Location):	42	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200260030

OtherEvent #: 20-LP-0254

Incident

5048 N 35TH ST Milwaukee, WISCONSIN 53209

Incident Date/Time:: 01/25/2020 21:00:00
CAD Number:: 2000260200
District:: 7
Beat:: 730
Reporting Area:: 1003

Business Agent (1)

NELSON, BEVERLY MADRIGAL

Person Involvement: (Must choose Agent
AGENT from drop down): Agent
DOB:: 10/26/1972
Sex:: FEMALE
Race:: ASIAN
Phone 1 Number:: (414)-248-9281
Address:: 7654 N Seneca Rd
City:: Fox Point
State:: WISCONSIN
Zip Code:: 53217

Licensed Persons Involved (1)

LYONS, MICHAEL NMN

DOB:: 04/27/1978
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 4512 W KEEFE AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53216

Victim (1)

cheetah club

Phone 1 Number:: (414)-519-8182
Phone 1 Type:: Cell
Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: Yes
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200260030

OtherEvent #: 20-LP-0254

Narrative (1)

INITIAL INVESTIGATION

Zens, Nikolas B 029236

03/13/2020

This report is written by P.O. Nikolas B. ZENS, assigned to District 7, Late Shift.

On Sunday, January 26th 2020, at approximately 4:00 AM, Michael RAY (b/m 4-27-78) walked into District 7 Police Station lobby to report that an unknown suspect had used fake money at his establishment. (The Cheetah Club)

RAY stated that the unknown black male walked into The Cheetah Club at approximately 9:00 PM on Saturday, January 25th 2020, and sat in the establishment for multiple hours without purchasing anything, only talking to the waitresses. RAY stated that at one point, the unknown black male asked if he could exchange the money he had on him for single dollar bills so he could pay the dancers. The unknown black male then gave the employee \$900 of fake movie money, in return, the employee gave the black male \$600 of real currency. The unknown black male then left the establishment in a silver Cadillac Escalade with dark tint.

The unknown black male is described as 5'8-5'9, black male, medium build with long dreads. He was last seen wearing an orange sweatshirt with blue jeans and red/black/white shoes on.

I inventoried the movie money under #2003010, items 1, 2 and 3. The movie money used was 2- \$100 bills, 10- \$50 dollar bills and 10-\$20 dollar bills.

End of report.

Officer (2)

Reporting Officer:	Zens, Nikolas B (029236)	01/26/2020 04:21:00
Section: (Work Location):	73	
Approving Officer:	Wilson III, William W (015334)	01/29/2020 00:54:09
Section: (Work Location):	73	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200680016

OtherEvent #: 20-LP-0231

Incident

5048 N 35TH ST Milwaukee, WISCONSIN 53209

Incident Date/Time:: 03/08/2020 01:47:00
CAD Number:: 200680204
District:: 7
Beat:: 730
Reporting Area:: 1003

Business Agent (1)

NELSON, BEVERLY MADRIGAL

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/26/1972
Sex:: FEMALE
Race:: ASIAN
Phone 1 Number:: (414)-527-1166
Address:: 7654 N SENECA RD
City:: FOX POINT
State:: WISCONSIN
Zip Code:: 52317

Licensed Persons Involved (2)

RAY, MICHAEL

Person Involvement:: Manager
DOB:: 04/27/1978
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 414-629-1985
Address:: 4750 N HOPKINS ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209

CLAYTON, KEVIN M

Person Involvement:: Manager
DOB:: 11/22/1974
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 5295 N MOHAWK AV
Apartment or Suite:: 3
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53217

Licensed Premise Data (1)

THE CHEETAH CLUB

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200680016

OtherEvent #: 20-LP-0231

Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 03/08/2020 22:00:00
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List In Narrative): M5817RB00Z
Violation/Ordinance Number:: 90-19-2-a-1
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

Tavern Report

Wilkievicz, Andrew J 024625

03/08/2020

This report is written by Police Officer Andrew WILKIEWICZ, assigned to District 7, Late Power Shift.

On Sunday, March 08, 2020, Squad 7468 (Police Officer Rebecca WALLICH and I) responded to 5048 N. 35th St (The Cheetah Club) for a shooting complaint.

Upon arrival, I entered the tavern and observed one black male victim lying on the floor on the west side of the front stage suffering from multiple gunshot wounds and unresponsive. This victim, who was identified as Derick D. MURRY (B/M, 6/11/88) was deceased. A second black male victim, identified as Marlene A. MABRY (B/M, 7/22/88) was on the sidewalk in front of the tavern suffering from a gunshot wound to the abdomen. A third victim, Steven D. DAVIS (B/M, 2/20/86), who was an armed security guard at the tavern, suffered a graze gunshot wound to the left forearm. The suspect of the shooting, who was identified as Joseph C. HALLIO (B/M, 4/8/93), arrived at St. Joseph's Hospital with multiple gunshot wounds to his hand/fingers and both hips.

I spoke to DAVIS immediately following the shooting who stated that he heard and observed the shooting inside the tavern and came into contact with the shooter at the front door of the tavern. DAVIS stated that the shooter was still armed with his handgun and engaged the suspect and discharged his firearm multiple times at the suspect, who was standing along the west wall of the tavern. DAVIS stated that the shooter discharged his firearm towards him striking him in the left forearm. DAVIS stated that he was unsure if he struck the shooter. DAVIS later stated that the shooter had dropped his firearm near the southwest corner of the tavern on the sidewalk and that he recovered the shooters firearm and placed it inside his left cargo pant pocket. DAVIS was cooperative with the investigation and turned over both his firearm as well as the shooters firearm.

I was able to review the surveillance video of the entire incident. Two managers of the tavern, Michael RAY (B/M, 4/27/78) and Kevin M. CLAYTON (B/M, 11/22/74), were on scene and immediately provided us access to the surveillance video. The following is a brief description of the events leading to the shooting:

Joseph HALLIO and his brother, who was identified as Johnnie HALLIO (B/M, 9/29/99), arrive to the tavern at 12:15 A.M. in a silver Ford Edge that was parked on the south side of the tavern towards the rear and enter the front door of the tavern at 12:18 A.M. The video shows an armed security guard who was identified as Willie L. THOMAS (B/M, 7/18/94), stationed at the front door who performs a pat down search of the Joseph and Johnnie. At approximately 12:30 A.M., exit the tavern from the front door and walk to the back of the tavern and met another male and female, who was identified as Stephanie M. SYKES (B/F, 12/3/89), who just arrived in a white Infiniti. At 12:32 A.M., all four subjects, including the Joseph, enter the front door of the tavern where they were again patted down by THOMAS. A metal detecting wand was observed at the front entrance; however, I

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200680016

OtherEvent #: 20-LP-0231

did not see it used.

Joseph, Johnnie, SYKES, and the unknown male friend remained inside the tavern until the shooting occurred and primarily stayed in the rear of the tavern, which appeared to be a "private" area. Joseph was seen carrying around a full liter bottle of Hennessy and drinking directly out of the bottle. The video shows that the Joseph purchased a second bottle of Hennessy while in the "private" area.

At approximately 1:45 A.M., Joseph, Johnnie, and SYKES had moved to the front of the tavern. Joseph was engaged with a dancer as Johnnie and SYKES moved closer to the bar area. A short time later, Johnnie and SYKES begin to walk back towards Joseph when Johnnie and MURRAY engage in a verbal altercation that turned into a physical altercation. Johnnie and MURRAY are seen pushing each other and then MURRAY appears to punch Johnnie one time in the face, at which time Joseph is seen placing his left hand in his left jacket pocket and retrieving a firearm. Once Joseph pulls out his firearm, he immediately discharged his firearm multiple times at MURRAY who was directly in front of him and one or two times to his left where MABRY was stuck in his abdomen. Joseph, Johnnie, and SYKES are then seen walking towards the front door.

The video shows that after Joseph leaves the tavern, at least 2 other unknown patrons, not security guards, have handguns drawn inside the tavern. I did not observe any video of anyone other than Joseph discharging their firearm inside the tavern.

I transitioned to viewing the exterior cameras which depict Joseph and the SYKES exiting the front door of the tavern and walking southbound, then stop, and walk back towards the front door. Joseph is still holding his handgun and a bottle of Hennessy. Joseph opens the front door when Johnnie walks out of the tavern and is met by DAVIS. Joseph begins to walk backwards as he and DAVIS begin to shoot at each other. Joseph falls to the ground and appears to be struck by gunfire. Joseph is able to get up and run south where he is seen dropping his firearm, then running east towards his Ford Edge. Joseph is seen getting into his Ford Edge and attempting to exit the parking lot in his vehicle, but is unable to do so do to traffic congestion. Joseph is seen exiting his Ford Edge and walking to the white Infiniti that is being driven by SYKES, which Joseph enters. The SYKES drives the Infiniti around a blue pickup truck, which is being operated by the parking lot attendant, over the grass and curb and flee southbound on N. 35th St. The blue pickup truck was then seen following the white Infiniti while a security guard was hanging off of the back of the truck. The cameras do not capture what happened, however, the audio of the cameras capture several more gunshots.

As the incident south of the tavern is taking place, one of the unknown armed patrons is seen walking in front of the tavern on the sidewalk with a handgun in each of his hands pointing his firearms southbound. A short time later, after that unknown patron re-entered the tavern, he is seen opening the front door to the tavern and firing multiple shots southbound on N. 35th St. It is unknown who/what this patron was shooting at.

The video then shows Johnnie return to the scene in an unknown white Nissan, walk to the side of the tavern and enter the Ford Edge that was abandoned by Joseph. Johnnie then flees westbound in the alley towards N. 35th St. nearly striking P.O. WALLICH and myself as we responded to the scene.

Johnnie HALLIO is only 20 years old and was allowed entrance to the tavern and was observed consuming alcohol. The licensee, Beverly M. NELSON (A/F, 10/26/72), was contacted via telephone and advised of the violations and issued two citations (Citation # M5817RB00Z [Allow Underage on Premise] and Citation # M5817RB010 [Allow Consumption of Alcohol by Underage]). NELSON stated that her Class B Tavern Licence expires on April 12, 2020 and that she is considering not renewing the license and allow Micheal RAY to apply for his own liquor license. NELSON was also advised that P.O. WALLICH and I are requesting a meeting regarding the incident, implementing a better security plan, generate a plan to prevent future incidents and violations, and to assess the future licensing of The Cheetah Club. Follow up will be conducted regarding this.

RAY stated that the 2 armed security guard were provided by the promoter of the DJ. RAY stated he employee 2 additional unarmed security guards as well as himself assisting with security.

All staff of the tavern was cooperative with the entirety of the investigation.

Officer (3)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200680016

OtherEvent #: 20-LP-0231

Reporting Officer:	Wilkiewicz, Andrew J (024625)	03/08/2020 08:28:00
Section: (Work Location):	74	
Approving Officer:	Dunkley, Remero M (017780)	03/09/2020 02:31:38
Section: (Work Location):	74	
Reviewing Officer:	Rodriguez, Rebecca J (022637)	03/08/2020 22:55:00
Section: (Work Location):	74	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200800051

OtherEvent #: 20-LP-0312

Incident

5048 N 35TH ST Milwaukee, WISCONSIN 53209

Incident Date/Time:: 03/20/2020 12:04:00
CAD Number:: 200800952
District:: 7
Beat:: 730
Reporting Area:: 1003

Business Agent (2)

NELSON, BEVERLY MADRIGAL

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/26/1972
Sex:: FEMALE
Race:: ASIAN
Phone 1 Number:: (414)-248-9281
Address:: 7654 N Seneca Rd
City:: Fox Point
State:: WISCONSIN
Zip Code:: 53217

RAY, MICHAEL

Person Involvement: (Must choose Manager
AGENT from drop down):
DOB:: 04/27/1978
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-519-8182
Address:: 4750 N HOPKINS ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209

Licensed Premise Data (1)

CHEETAH CLUB

Address:: 5048 N 35TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53209
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

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200800051

OtherEvent #: 20-LP-0312

Narrative (1)

LICENSE PREMISE REPORT

Buchner, Bowie W 018929

03/20/2020

This report was written by P.O. Bowie BUCHNER, assigned to district seven, early power shift.

On Friday March 20, 2020 I met with the owner(s) of Cheetah Club, Beverly M NELSON and Michael RAY. Also, at the meeting was Capt. Willie MURPHY, Sgt. Chad RADEN, P.O. Lawson MURELL, P.O. Paige CARLONI, Ald. Ashanti HAMILTON, Jason Luczak, and Nathan Nelson. ACA Heather HOUGH also participated in the meeting via phone.

The meeting started with P.O. MURRELL asking about clarification about who owned the club. NELSON stated that she owned the building and RAY answered that he was the overseer of the business. Sgt. RADEN then advised RAY that he needed a manager license in order to operate the business in the capacity described. LUCZAK, who is the lawyer for the cheetah club, advised that RAY is in the process of purchasing the building and the business from NELSON. LUCZAK went on to say that there was a land contract between NELSON and RAY. Also, RAY was making payments on that land contract and when that was completed the property would be transferred to RAY. When asked if they had a time frame to get the license transferred RAY answered that at this time they couldn't say due to everything being on hold due to COVID19.

P.O. MURRELL then asked about security at the premise and RAY responded that he contracted out with a private company. RAY stated that the company he contracted with was Midwest Private Police Agency Inc. Capt. MURPHY also requested that the district be notified when they are going to have a special event so that we can have an increased presence at the location.

Sgt. RADEN then asked if everyone has seen the video. RAY responded that he had seen bits and pieces of the video, but not the entire thing. NELSON stated that she had not seen any of the video. Sgt. RADEN then asked NELSON why she had not seen the video since she was still the listed agent on the license and she still owned the building. When asked RAY stated that he believed that the video had been erased by the time of the meeting. Sgt. RADEN then advised NELSON that she is still the agent and that she is still responsible for anything that happens at the premise. NELSON was also advised that she should have viewed the film so that she knew what happened in her business.

When asked RAY then gave a synopsis of what happened the night of the incident and admitted that security must have poorly patted people down. RAY stated that the club's security was at the back of the club at the time of the incident. RAY advised that it was closing time and security was trying to push people to the front of the club and out the front door. RAY also stated that he had three security guards working the night of the incident and that the act that was brought in that night brought two armed security guards with him. When Sgt. RADEN asked RAY stated that this was the first time that he brought an outside act into the club to perform. RAY also stated that he normally has two security guards working at anytime. However, he increased security tonight because of the act he brought in. When asked what security procedures where RAY stated that security conducted pat downs at the door and visually

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checked ID's. Sgt. RADEN then mentioned the number of people that were armed in the video. It was then pointed out that security must have poorly patted down numerous people, because on the video numerous people had guns. When asked RAY stated that when a fight breaks out in the club security is supposed to break up the fight and escort the parties that were fighting out of the club. RAY stated, in response to a question, that his security did call 911, but that he did not. RAY stated that when the incident happened he froze and didn't know what to do. RAY was then advised that he might want to look into contracting with a new security company.

Ald. HAMILTON then asked if RAY or NELSON had spoke with the staff since about the incident. RAY answered that he had not. RAY went on to say that he closed the club, due to regulations regarding COVID19, and he wasn't sure if he was allowed to open the building even to just his employees.

When Sgt. RADEN asked NELSON if she was informed of the incident she advised that she was not. NELSON went on to say that she found out about the incident when friends started texting her to make sure she was ok because they saw there was a shooting at the bar on the news. NELSON stated that she then called RAY to find out what happened, but that he did not answer. RAY then stated that he advised NELSON that there was a major incident at the club, and that he was taking care of it. RAY stated that he didn't tell NELSON exactly what happened, because he didn't what to concern her.

RAY then stated that his plan was to buy metal detectors and baskets to have people empty their pockets into before they can enter. He also stated that he was going to get a new security company to contract with and purchase an ID scanner.

When asked RAY stated that the club reopened in may of 2019 and that he was operating the club since it reopened. Sgt. RADEN then asked NELSON what her role in the club was and RAY answered that he was doing everything. When asked why he didn't get a new license in his name RAY stated that he was advised by his lawyer to wait. LUCZAK then clarified that it was the lawyer that handled the land contract that gave that advice not him. Sgt. RADEN then advised that RAY should have immediately applied for licenses in his name if he was going to be the one operating the business or that he would need a manager's license if NELSON was still going to own the business. NELSON and RAY were advised that the situation they have is a collusive agreement and that the club has been operating illegally since it opened. RAY stated that now that he is aware he will take care of getting his license(s) as soon as possible. RAY was then advised that since he has run a business, Gold Diggers, for a number of years it's hard to believe that he would not be aware that he had to get a license in his name.

Capt. MURPHY then asked if RAY was aware that there was a 20 year old in the club and that he was the person that started this entire incident? RAY responded that he was not aware that there was someone underage in the club at the time. RAY then stated again, when asked, that security it supposed to check ID's at the door. RAY also stated that he planned to purchase an ID scanner.

LUCZAK then stated that he was going to speak with the lawyer that handled the land contract and see if that process can be changed.

ACA HOUGH then advised that she was concerned that RAY had been the one who answered all the questions this entire meeting when NELSON was the licensed agent for the business. She also advised

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RAY that when an act brings in their own security that security isn't going to be concerned about the license premise. RAY stated that he didn't know the act was bringing their own security and then didn't know that they were armed.

Sgt. RADEN then advised that one of the people involved in the act was also at another location that resulted in an incident. RAY stated that he was not aware of that. RAY was advised that if he is going to have acts at his business he should do some research on who is coming. RAY was also advised that he should have a clear contract with the acts that have stipulations regarding security, weapons, and getting out of the contract if the act violates. RAY replied that after this he doesn't plan to have anymore acts.

RAY was advised that he may need more security at the location. NELSON was advised that she was still responsible for anything that happens at the location.

LUCZAK stated that he was taking notes and that he would speak with NELSON and RAY and put together a plan for moving forward. LUCZAK stated that he would get said plan to Ald. Hamilton

Officer (2)

Reporting Officer:	Buchner, Bowie W (018929)	03/20/2020 13:28:00
Section: (Work Location):	72	
Approving Officer:	Sunn, Jeffrey A (010996)	03/20/2020 16:52:11
Section: (Work Location):	72	



Thursday, April 30, 2020



Notice of Public Hearing

NELSON, Beverly M
The Cheetah Club at 5048 N 35TH St
Class B Tavern and Public Entertainment Premises License Renewal Applications

Tuesday, May 12, 2020 at 4:00 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 virtually on 5/12/2020 at 4:00 PM. 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	5050 N 35TH ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	4976A N 36TH ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	4972 N 36TH ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	5044 N 33RD ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	4976 N 36TH ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	5024 N 33RD ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	5048A N 35TH ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	5049 N 33RD ST	MILWAUKEE, WI 53209
CURRENT OCCUPANT	4972A N 36TH ST	MILWAUKEE, WI 53209

Total Records: 9

Radius: 500.0 feet and Center of Circle: 5048 N 35th St

2020-2021 Plan of Operation for 5048 N 35TH ST

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 4 Locations: BEHIND BAR / ONE EACH BATHROOM + DRESSING ROOM
Outside 1 Locations: BY FRONT DOOR

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

Number of restrooms: 2 / MEN'S / WOMEN'S Name of solid waste contractor: WASTE MANAGEMENT

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: _____ and describe security plans:

PARKING FOR THE FAMILY ONLY

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? _____

AND What are their responsibilities? _____

What security equipment do they use? _____

List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: OUTSIDE + INSIDE

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

BAR TENDERS & VIDEO TAPE ID'S ANYONE UNDER 50

2. Percentage of Sales (must total 100%)

Alcohol 72 % Food Sales 2 % Entertainment 20 % Other SODA + JUICE

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.

REMAIN 99 PERSONS

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: 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: Fee:

Your current food license includes the following food operations: 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

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

Disc Jockey, Dancing by Performer(s), Erotic Dancers/Strippers/Adult Entertainment, Jukebox, 5 Amusement Machines, 2 Pool Tables

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.**

- | | | | |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------|
| <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: <u>REMAIN THE SAME</u> | | | |

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:

NONE

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:

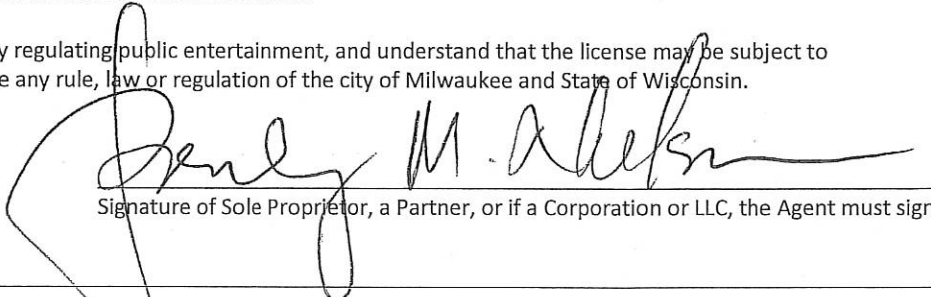
5. SIGNATURE

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