



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, June 14, 2022


COMMITTEE MEETING NOTICE

AD 12

REAL PEREZ, Rosa isela, Agent
Fiesta 1407 LLC
3621 S Cherokee WA
Milwaukee, WI 53221

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

Tuesday, June 28, 2022 at 10:50 AM

Regarding: Your Class B Tavern and Food Dealer License Renewal Applications as agent  "Fiesta 1407 LLC" for "Fiesta Cafe/Fiesta Cafe Food Truck" at 1407 S 1ST St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/834390325>. If you wish to call in, please call [+1 \(408\) 650-3123](tel:+14086503123) and use Access Code: 834-390-325.

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: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

REDACTED RECORD

Jackson-2, Annette

From: Cooney, Jim
Sent: Monday, May 16, 2022 8:21 AM
To: Jackson-2, Annette
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Noise concern

Please add.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license



From: Perez, Jose <JoseG.Perez@milwaukee.gov>
Sent: Saturday, May 14, 2022 10:45 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Fwd: Noise concern

Please add to their file and advise _____ of their renewal hearing notice when applicable. Thank you.

Sent from my iPad

Begin forwarded message:

From: !
Date: May 14, 2022 at 12:01:42 AM CDT
To: "Perez, Jose" <JoseG.Perez@milwaukee.gov>
Subject: Noise concern
Reply-To:

Hello Jose Perez: I am writing to complain about the outside music event(s) from Fiesta Cafe at 1407 S. 1st. They have been blasting music since I got home from work at 9 pm and it is almost midnight. The noise drowns out my television in my living room and sounds like a live event in my bedroom. I live _____ from the parking lot full of trucks hosting this music and light show. This was a problem last summer with police responses after 1:30 am despite multiple calls throughout these weekend events. How are these events approved? I appreciate your follow-up. Thank you.

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/13/22

LICENSE TYPE:

NEW:

RENEWAL:

No. 337776

Application Date:

License Location: 1407 S. 1st

Business Name: Fiesta 1407

Licensee/Applicant: Real Perez, Rosa I
(Last Name, First Name, MI)

Date of Birth: 02/10/69

Home Address: 3621 S. Cherokee Way

City: Milwaukee

State: WI **Zip Code:** 53221

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 07/18/21, officers were dispatched to 1407 S. 1st., for a Fight. Officers were advised a fight broke out in the parking lot, however, staff were able to separate the two groups. There were a few subjects remaining in the lot, who denied being involved in the fight, however, were asked to leave. Employees were cooperative throughout the investigation.
2. On 07/20/21, officers were dispatched to 1407 S. 1st., for a Battery. Officers were advised by the victim that on 07/18/21, a bunch of friends were in the bar watching a game together, when one of the friends became aggressive with the victim. A fight broke out and the victim was struck with a closed fist, a chair, and a beer bottle to the back of the head. Video surveillance was retrieved of the incident and employees stated they did not call the police, due to the fact they knew they were all friends and believed they would work it out themselves.
3. On 08/08/21, officers were dispatched to 1407 S. 1st St., for a Shooting, that was later determined to be a Fight. Squads were advised a male was laying on the ground outside of the restaurant and appeared to be shot, however, on arrival officers could not locate a victim. Multiple subjects advised officers a fight broke out inside the bar, however, employees in the bar were very uncooperative with the investigation refusing to answer officers questions, interrupting and yelling over officers.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 211990253

OtherEvent #: 21-LP-1508

Incident

1407 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 07/18/2021 23:31:00
CAD Number:: 211992339
District:: 2
Beat:: 228
Reporting Area:: 5418

Business Agent (1)

ESCOBAR, VALDEMAR R

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 12/09/1967
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-349-0200
Phone 1 Type:: Phone
Address:: 3621 S CHEROKEE WA
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53221

Licensed Persons Involved (1)

CRUZ-CRISPIN, DANIEL

Person Involvement:: Manager
DOB:: 05/17/1992
Sex:: MALE
Race:: WHITE
Address:: 2463 S 15TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:211990253

OtherEvent #: 21-LP-1508

Victim (1)

FIESTA CAFE

Phone 1 Number:: (414)-914-9569
Phone 1 Type:: Work
Address:: 1407 S 1ST ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
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)

LICENSE PREMISE REPORT

Gutierrez, Adrian 028462

07/19/2021

This report is written by P.O. Adrian GUTIERREZ assigned to Squad 2482 with P.O. Carissa SANCHEZ at District Two, Late Power Shift.

On Sunday, July 18, 2021 at approximately 11:33 PM, we were dispatched to Fiesta Cafe (1407 S. 1st St.) regarding a fight complaint.

Upon arrival, Daniel CRUZ-CRISPIN (W/M, 5-17-92) stated there were two group of males (one group of approximately two males and a group of approximately five males) that were fighting in their parking lot. CRUZ-CRISPIN stated they called 911 for police assistance. CRUZ-CRISPIN stated they were able to separate the two groups of males that were physically fighting. CRUZ-CRISPIN stated they told both groups to leave the premise.

Upon arrival, we spoke with a group of five unknown males in the parking lot which stated they were not involved in any physical altercation. CRUZ-CRISPIN stated if we could ask the group of males to also leave the premises. The group of approximately five males left the premises.

CRUZ-CRISPIN was advised that a licensed premise report would be filed.

CRUZ-CRISPIN was cooperative throughout our investigation.

Officer (2)

Reporting Officer: Gutierrez, Adrian (028462) 06/18/2021 23:24:00
Section: (Work Location): 25
Approving Officer: Ramirez, Guadalupe A (018945) 07/19/2021 23:30:42
Section: (Work Location): 24

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:211990253

OtherEvent #: 21-LP-1508

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212010022

OtherEvent #: 21-LP-1650

Incident

1407 S 1ST ST Milwaukee, WISCONSIN 53204

Incident Date/Time:: 08/08/2021 02:19:00
CAD Number:: 212002200
District:: 2
Beat:: 228
Reporting Area:: 5418

Business Agent (1)

REAL-PEREZ, ROSA ISELA

Person Involvement: (Must choose Agent
AGENT from drop down): Agent
DOB:: 02/10/1969
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-469-5728
Phone 1 Type:: Phone
Address:: 2242 W FOREST HOME AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Licensed Persons Involved (1)

ESCOBAR, MELISSA G

Person Involvement:: Manager
DOB:: 06/16/1993
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: 414-364-5442
Phone 1 Type:: CELL
Address:: 2242 W FOREST HOME AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

FIESTA CAFE

Phone 1 Number:: (414)-914-9569
Phone 1 Type:: Phone
Address:: 1407 S 1ST ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 212010022

OtherEvent #: 21-LP-1650

Licensee was cooperative: (if not explain in narrative): No

Licensee or Manager was on premises at time of violation/incident: Yes

Narrative (1)

INITIAL INVESTIGATION

Vasquez, Misael 031976

08/08/2021

This report is typed by P.O. Misael VASQUEZ, Assigned to District Two, Squad 2323, Late shift.

On Tuesday, July 20, 2021 P.O. Kevin FREY and I Were dispatched to 1719 S. 36th St to a battery compliant, that was determined to be a sub battery.

Upon arrival, I spoke to the victim who identified himself as Oscar M. CAMPA (M/W 05-15-74) who provided me the following statement verbally. CAMPA stated that on 07-18-21 at approximately 11:00 pm and 1:00 AM on 07-19-21 he had gone to 1407 S 1st ST. to (Cafe Fiesta) who watch the soccer game with some friends. CAMPA stated while at Fiesta Cafe, some friends of his Miguel.V, Adrian.V, Mario.V, and an unknown fourth male arrived to the location as well. CAMPA stated while there Adrian.V kept coming up to him and putting his hands around his neck and squeezing it. CAMPA stated after the third time he told Adrian.V to stop and get away from him. CAMPA stated Adrian.V became aggressive with him and Miguel.V then came to see what the problem was. CAMPA stated he did not want any issues and wanted to end the altercation. CAMPA stated he shock Adrian's hand when he was hit but was not sure by who. CAMPA stated he began to get beat up by all four suspects. CAMPA stated they hit him with a closed fist, a chair, and a beer bottle to the back of his head. CAMPA stated he left the location and went home.

Follow up was not completed right away, because I was off the following two days and a buck slip was completed for follow up to be done by another shift. It was not done till days later after the incident occurred.

Squad 2425 P.O. PICENO and P.O. GUSTAVO went an conducted follow up by retrieving video from inside of the restaurant, which captured the incident. When they asked the employee why police were not called. the employee stated they knew the victim and the suspects were friends and believed it was just a disagreement and they would work it out. Employee had nothing further to say

Officer (2)

Reporting Officer:	Vasquez, Misael (031976)	08/08/2021 08:22:00
Section: (Work Location):	23	
Approving Officer:	Raden, Chad M (010032)	08/13/2021 12:24:31
Section: (Work Location):	27	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212010022

OtherEvent #: 21-LP-1650

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212200022

OtherEvent #: 21-LP-1635

Incident

1407 S 1ST ST Milwaukee, WISCONSIN 53204

Incident Date/Time:: 08/08/2021 02:19:00
CAD Number:: 212200284
District:: 2
Beat:: 228
Reporting Area:: 5418

Business Agent (1)

REAL-PEREZ, ROSA ISELA

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 02/10/1969
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-469-5728
Phone 1 Type:: Phone
Address:: 2242 W FOREST HOME AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Licensed Persons Involved (1)

ESCOBAR, MELISSA G

Person Involvement:: Manager
DOB:: 06/16/1993
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: 414-364-5442
Phone 1 Type:: CELL
Address:: 2242 W FOREST HOME AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

FIESTA CAFE

Phone 1 Number:: (414)-914-9569
Phone 1 Type:: Phone
Address:: 1407 S 1ST ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212200022

OtherEvent #: 21-LP-1635

Licensee was cooperative: (if not explain in narrative): No

Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

INITIAL INVESTIGATION

Tomaszewski, Jacob 030930

08/08/2021

This report is being written by PO Jacob TOMASZEWSKI assigned to District Two, Late Shift, Squad 2320. On August 8, 2021 at approximately 2:19 AM, my partner PO SOSA JR and I, were dispatched to 1407 S 1ST ST (Fiesta Cafe), which is located in the City and County of Milwaukee, WI to investigate a Shooting that was later determined to be a fight that originated inside of Fiesta Cafe, which no individuals were injured. No Shooting occurred.

Responding squads were advised that a male subject was lying on the ground outside of the restaurant and appeared to have been shot. Upon arrival, we observed dozens of intoxicated customers running in the middle of the street, on the sidewalk, and still inside the restaurant. Multiple subject outside the bar stated that a bar fight had broken out inside the restaurant. Responding Squads could not locate any subject that was said to have been lying on the ground shot. I then entered the restaurant, which was in disarray, where I attempted to speak with management. I identified the manager as, Melissa G. ESCOBAR (W/F 06-16-1993). ESCOBAR stated that her mother-in-law, ROSA I. REAL PEREZ (W/F 02-10-1969), was the licensee holder for the establishment.

I asked ESCOBAR what had happened prior to our arrival, however she was hesitant to answer any questions. ESCOBAR then stated that nothing had happened inside the restaurant and wanted to know why POLICE were at the restaurant. I attempted several times to explain why we were at the restaurant, however I was constantly interrupted by the highly uncooperative restaurant employees, who were yelling at me. I then stated that I needed to see the restaurant's Tavern License which angered the restaurant staff. After several minutes an employee showed me an active, up-to-date, Class B Tavern License (License# 020313) with an expiration date of 07-18-2022.

ESCOBAR was provided with my Community Contact Card.

END OF REPORT

Officer (3)

Reporting Officer:	Tomaszewski, Jacob (030930)	08/08/2021 03:21:00
Section: (Work Location):	23	
Approving Officer:	Raden, Chad M (010032)	08/10/2021 10:26:02
Section: (Work Location):	27	
Assisting Officer:	Sosa Jr., Hector M (029824)	08/08/2021 03:39:00

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:21220022

OtherEvent #: 21-LP-1635

Section: (Work Location): 23



Tuesday, June 14, 2022



Notice of Public Hearing

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REAL PEREZ, Rosa Isela
Fiesta Cafe/Fiesta Cafe Food Truck at 1407 S 1ST St.
Your Class B Tavern and Food Dealer License Renewal Applications

Tuesday, June 28, 2022 at 10:50 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 06/28/2022 at 10:50 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, 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 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.

CURRENT OCCUPANT	1320 S 1ST ST, 321	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 322	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 323	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 324	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 325	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 326	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 327	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST, 404	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 405	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 406	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 407	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 408	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 409	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST, 410	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 411	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 412	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 413	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 414	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 415	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 416	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 417	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 418	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 419	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST, 420	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 421	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 422	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 423	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 424	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 425	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 426	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST, 427	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1429 S 2ND ST	MILWAUKEE, WI 53204-2927
CURRENT OCCUPANT	1431 S 2ND ST	MILWAUKEE, WI 53204-2927

Blank Notice

Total Records: 79

Radius 250.0 feet and Center of Circle: 1407 S 1st St

2022-2023 Plan of Operation for 1407 S 1ST 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 9 Locations: Bathrooms, Kitchen, bar, front counter, prep
 Outside 5 Locations: dumpster, patio, front door, back door, truck

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

Number of restrooms: 2 Name of solid waste contractor: Waste Magnet

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: 25 and describe security plans: Security cameras on parking lot

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: parking lot, dining room

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

2. Percentage of Sales (must total 100%)

Alcohol 15 % Food Sales 85 % 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: 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 16100 Fee: \$1,250.00

Your current food license includes the following food operations:
 DHS - MODERATE, 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 Fiesta Cafe/Fiesta Cafe Food Truck 1407 S 1ST ST

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

Jukebox, Karaoke, Instrumental Musicians, 2 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.

- | | | | |
|---|--|--|--|
| <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
How many? _____
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:

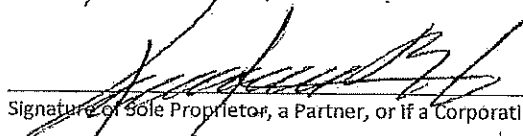
5. SIGNATURE

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