



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, January 11, 2024

COMMITTEE MEETING NOTICE


AD 12

SANCHEZ, Joseph A, Agent  
ABSOLUTE SYNERGY HOSPITALITY, LLC  
N55W20938 CARTERS CROSSING Cir  
Menomonee Falls, WI 53051

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

**Tuesday, January 23, 2024 at 10:55 AM**

The access code is <https://meet.goto.com/859644933>. If you wish to call in: [+1 \(224\) 501-3412](tel:+12245013412) and use Access Code: 859-644-933  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "ABSOLUTE SYNERGY HOSPITALITY, LLC" for "TOAST MILWAUKEE" at 231 S 2ND St. 

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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. 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 appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OW CZARSKI, CITY CLERK

BY: \_\_\_\_\_



Jim Cooney  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



Roman, Carmen

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**From:** License  
**Sent:** Tuesday, November 14, 2023 8:16 AM  
**To:** Roman, Carmen  
**Cc:** Cooney, Jim; Maffin, Faviola  
**Subject:** FW: Objection to Class B Tavern and Food Dealer (Restaurant) License Application  
**Attachments:** Toast Objection.pdf

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

**REDACTED RECORD**



**From:**  
**Sent:** Monday, November 13, 2023 5:54 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Objection to Class B Tavern and Food Dealer (Restaurant) License Application

November 13, 2023

City Clerk- License Division  
City Hall Room 105  
200 E. Wells Street  
Milwaukee, WI 53202

**Subject:** Objection to Class B Tavern and Food Dealer (Restaurant) License Application

Dear City Clerk- License Division,

I am writing to express my strong opposition to Joseph A. Sanchez's application for a Class B Tavern and Food Dealer (Restaurant) license for the establishment located at 231 S 2nd St.

My main criticism is centered on serious worries about the proposed establishment's traffic and parking issues:

1. Noise and Disturbance Concerns: The establishment's propensity to generate excessive noise and disturbances, particularly late at night, poses an immediate threat to the peace and tranquility of our area. This is not a hypothetical problem; it is a fundamental factor that could have a big impact on the quality of life for individuals in the immediate vicinity.

2. Traffic and Parking Issues (#3): The predicted increase in traffic, along with a lack of suitable parking facilities, is cause for concern. Our area currently has a restricted number of parking spaces, and the addition of patrons without enough parking would definitely exacerbate the problem, causing congestion, inconvenience, and violations of traffic restrictions.

3. Crime and Safety Concerns (#4): Because of the nature of a Class B Tavern, there is a greater risk for attracting a clientele that could jeopardize our community's safety. This creates a hazardous environment for inhabitants and visitors alike, posing a significant risk of higher crime rates.

4. Environmental Impact (#5): While environmental concerns are essential, we must prioritize traffic and parking in our objections. However, I remain concerned about potential negative environmental consequences, such as garbage disposal procedures that could harm our local ecology.

I strongly urge the Licensing Board to investigate these concerns, with a special focus on the major traffic and parking issues that could arise if this license is approved. The potential detrimental impact on the livability and safety of the community cannot be understated.

I am available to provide further information or to participate in hearings if necessary. Thank you for taking the time to evaluate my concerns. I am confident that the Licensing Board will make this decision with the well-being and harmony of our community in mind.

Sincerely,

**REDACTED RECORD**

--  
"Try not to become a man of success, but rather try to become a man of value."

Albert Einstein



**REDACTED RECORD**

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November 13, 2023

City Clerk- License Division  
City Hall Room 105  
200 E. Wells Street  
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Sincerely,

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 11/08/23

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 358572**

**Application Date:**

**License Location:** 231 S 2

**Business Name:** Absolute Synergy

**Licensee/Applicant:** Sanchez, Joseph A  
(Last Name, First Name, MI)

**Date of Birth:** 11/03/73

**Home Address:** N55 W20938 Carters Crossing Cr

**City:** Menomonee Falls

**State:** WI **Zip Code:** 53051

**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 10/23/19, the applicant was charged with OWI in Butler Village Municipal Court. On 03/05/20, he was convicted and license was revoked for 6 months.

Date: 12/1/2023  
Officer: PLUMLEY

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Tavern Inspection

Name of Premise: Toast Milwaukee  
Address: 231 S. 2<sup>nd</sup> St  
Phone: (414) 539-4179

Owner: Joseph Sanchez  
Owner address: N55 W20938 Carters Crossing Circle  
City State Zip: Menomonee Falls WI 53021  
Owner Phone: (336) 520-3127  
Owner email: [Joe.Sanchez@toastmilwaukee.com](mailto:Joe.Sanchez@toastmilwaukee.com)

Licensee/Agent: Joseph Sanchez  
Home Address: N55 W20938 Carters Crossing Circle  
City State Zip: Menomonee Falls WI 53021  
Phone: (336) 520-3127  
Email: Joe.Sanchez@toastmilwaukee.com

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: N/A

Day's open:  S  M  T  W  Th  F  SA  ALL

Hours of Operation: Sun: 8A-4P  24 hours  Y  N  
Mon: 8A-2P  
Tue: CLOSED  
Wed: CLOSED  
Thu: 8A-2P  
Fri: 8A-2P  
Sat: 8A-4P

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:  
Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:



Food:  Yes  No #:  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: #:  
 Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: 3
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 Days
21. Are there exterior cameras  Yes  No How many: 3
22. Are there interior cameras  Yes  No How many: 8
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No
24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

25. What is the planned capacity 98



26. What is the minimum number of employees That will be on premise 6
27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No
28. Is the interior of the location neat and clean?  Yes  No
29. Does an interior camera face the entrance/exit?  Yes  No
30. Is there a lockable area that separates employees from customers?  Yes  No
31. Are emergency and non-emergency numbers posted near the phone?  Yes  No
32. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

33. How many security personnel are going to be employed: 0
34. How ill they be deployed: Interior                      Exterior
35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun
36. Will the security be managed by business  or contracted
37. Will they be armed  Yes  No
38. What type of security measures to be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Joseph has been the manager of Toast for a number of years, and is in the process of purchasing the restaurant. Joseph plans to operate Toast in a very similar nature as the previous owner. This is a small restaurant that serves mostly Mimosas. Joseph would be willing to sign the Standing Complainant form if loitering should become an issue in the future. The current surveillance cameras are in working order and stores footage for 30-60 days.

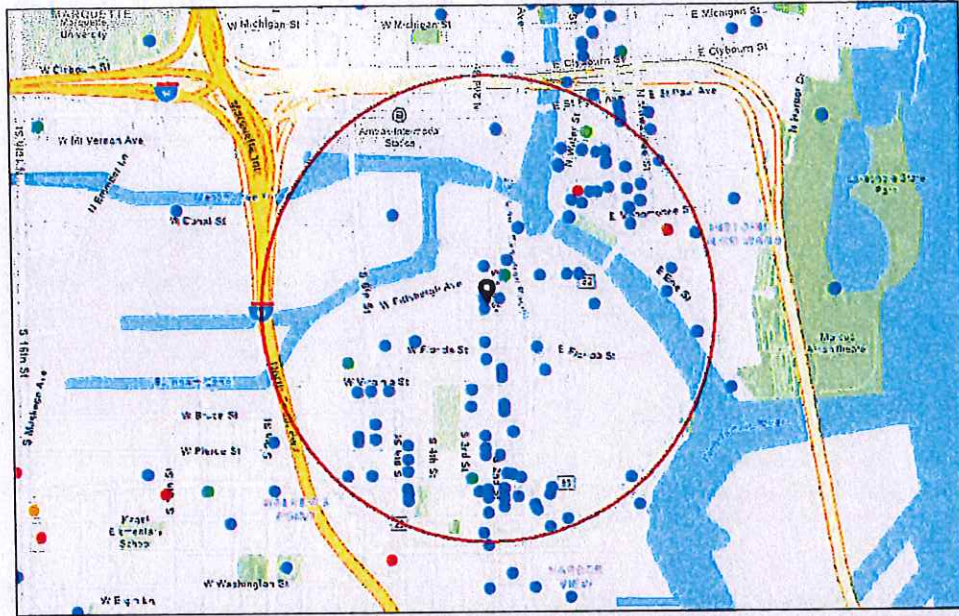


# Concentration Map for 231 S 2nd St

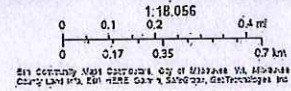
## Area of Interest (AOI) Information

Area : 21,862,585.51 ft<sup>2</sup>

Nov 8 2023 10:01:07 Central Standard Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
  - Class A Liquor and Malt
  - Class B Tavern
  - Class B Fermented Malt Beverage
  - Class C Wine Retailer



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	118		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2023, 6:00 PM	1
2	JD Commercial LLC	Fixture Pizza Pub	Joshua D Taylor, Agt	623 S 2nd ST	Class B Tavern License		11/20/2023, 6:00 PM	1
3	625S6THBAR LLC	Last Rites	James Rice, Agt	625 S 6TH ST	Class B Tavern License		11/21/2023, 6:00 PM	1
4	VINO THIRD WARD, LLC	VINO THIRD WARD	Julie L Peck, Agt	102C N WATER ST	Class B Tavern License	41	11/22/2023, 6:00 PM	1
5	El Bodegon LLC	Movida at Hotel Madrid	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/28/2023, 6:00 PM	1
6	Clock Shadow Creamery LLC	Clock Shadow Creamery	Robert F Wills, Agt	138 W Bruce ST	Class B Tavern License		12/4/2023, 6:00 PM	1
7	CIRCLE K LLC	CIRCLE K PANTRY	ZIAD W KAID, Agt	130 N WATER ST	Class A Malt & Class A Liquor License		12/9/2023, 6:00 PM	1
8	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2023, 6:00 PM	1
9	Brew Fitness LLC	Brew Fitness	Ryan P Mleziva, Agt	408 W FLORIDA ST B100	Class B Fermented Malt Beverage Retailer's License		12/12/2023, 6:00 PM	1
10	ALRBAR LLC	The Copper Turtle Brewery & Taverne	Jonathon A Stanley, Agt	153 N MILWAUKEE ST	Class B Tavern License		12/13/2023, 6:00 PM	1
11	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2023, 6:00 PM	1
12	NACAR LLC	Riverfront Pizzeria Bar & Grill	ARTURO NAPOLES CARRERA, Agt	509 E ERIE ST	Class B Tavern License	300	12/15/2023, 6:00 PM	1
13	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2023, 6:00 PM	1
14	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2023, 6:00 PM	1
15	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2023, 6:00 PM	1
16	The Xenia Group, LLC	Tied House	Ralph A Weber, Agt	124 N Water ST	Class B Tavern License		12/17/2023, 6:00 PM	1
17	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2023, 6:00 PM	1
18	Restaurant Jerez, LLC	Restaurant Jerez	Platon Pena Delgado, Agt	828 S 1st ST	Class B Tavern License		12/19/2023, 6:00 PM	1

19	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2024, 6:00 PM	1
20	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		1/16/2024, 6:00 PM	1
21	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		1/16/2024, 6:00 PM	1
22	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/16/2024, 6:00 PM	1
23	Dream Lab LLC	Dream Lab	Shawn A Kazubowski, Agt	738 S 3RD ST	Class B Fermented Malt Beverage Retailer's License		1/17/2024, 6:00 PM	1
24	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2024, 6:00 PM	1
25	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2024, 6:00 PM	1
26	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2024, 6:00 PM	1
27	Var Gallery & Studios LLC	Var Gallery & Studios	Josh Hintz, Agt	643 S 2nd ST	Class B Tavern License		2/5/2024, 6:00 PM	1
28	Clutch Corp	Anodyne Coffee Roasting Co.	Erica C Karls, Agt	224 W Bruce ST	Class B Tavern License		2/6/2024, 6:00 PM	1
29	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2024, 6:00 PM	1
30	Onesto MKE, LLC	Onesto	David J Marcus, Agt	221-223 N Broadway	Class B Tavern License	288	2/6/2024, 6:00 PM	1
31	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2024, 6:00 PM	1
32	FREIGHT38 LLC	FREIGHT 38	ADAM L SMITH, Agt	838 S 1ST ST	Class B Tavern License	80	2/7/2024, 6:00 PM	1
33	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2024, 6:00 PM	1
34	TwoBirds, LLC	Fernweh/Ivy House	Tyler T Curran, Agt	906 S BARCLAY ST	Class B Tavern License	355	2/12/2024, 6:00 PM	1
35	District 4 Social LLC	District 4 Social	George S Prassas, Agt	233 E CHICAGO ST	Class B Tavern License		2/21/2024, 6:00 PM	1
36	Gordo's Water Street, LLC	Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License	99	2/29/2024, 6:00 PM	1
37	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2024, 6:00 PM	1

38	La Dama, LLC	La Dama	Emmanuel Corona Melendez, Agt	839 S 2ND ST	Class B Tavern License		3/8/2024, 6:00 PM	1
39	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2024, 7:00 PM	1
40	NORTHERN LIGHTS PHOTO STUDIO AND EVENTS LLC	NORTHERN LIGHTS PHOTO STUDIO AND EVENTS	Anthony J Ralston, Agt	106 W SEEBOTH ST 103 & 103A	Class B Tavern License		3/19/2024, 7:00 PM	1
41	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eltel, Agt	630 S 5th ST	Class B Tavern License	49	3/21/2024, 7:00 PM	1
42	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2024, 7:00 PM	1
43	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2024, 7:00 PM	1
44	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/4/2024, 7:00 PM	1
45	Saz's Catering, INC	The National Block -The George and Mad Cap Lounge	Stephanie L Sazama-Schneck, Agt	429 W NATIONAL AV	Class B Tavern License		4/4/2024, 7:00 PM	1
46	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2024, 7:00 PM	1
47	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2024, 7:00 PM	1
48	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2024, 7:00 PM	1
49	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	4/16/2024, 7:00 PM	1
50	Valentine Coffee Roasters Third Ward LLC	Valentine Coffee	ROBBIN V KASHEVARO F, Agt	189 N Milwaukee ST	Class B Tavern License		4/16/2024, 7:00 PM	1
51	WALL ST. STOCK BAR LLC	Wall Street Stock Bar	Charese A Gardner, Agt	219 S 2ND ST	Class B Tavern License		4/25/2024, 7:00 PM	1
52	Memento LLC	Bavette La Boucherie	Karen E Bell, Agt	217 N BROADWAY	Class B Tavern License		4/25/2024, 7:00 PM	1
53	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2024, 7:00 PM	1
54	KARAMPELA S INVESTMENT S INC	GYRO PALACE	NICK A KARAMPELA S, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2024, 7:00 PM	1



55	goRI Food Entertainment Inc	Char'd	Jongsoo Kim, Agt	222 E Erie ST 100	Class B Tavern License		5/9/2024, 7:00 PM	1
56	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2024, 7:00 PM	1
57	Milwaukee Artist Resource Network Inc	Milwaukee Artist Resource Network	Malaquias E Montoya, Agt	191 N Broadway 102	Class B Tavern License	150	5/15/2024, 7:00 PM	1
58	RCW LLC	Lost Valley Cider Co	Stuart E Rudolph, Agt	408 W FLORIDA ST 102	Class B Tavern License	49	5/15/2024, 7:00 PM	1
59	Stone and Brick LLC	Saffron	Fatima K Kumar, Agt	223 N Water ST 100	Class B Tavern License		5/16/2024, 7:00 PM	1
60	NOBLE HOLDINGS MKE, LLC	Skylight Theatre Bistro	Kaelyn M Cervero, Agt	158 N BROADWAY	Class B Tavern License		5/24/2024, 7:00 PM	1
61	Indeed Brewing Company WI, LLC	Indeed Brewing Company	Cullen Voss, Agt	530 S 2ND ST	Class B Tavern License		5/24/2024, 7:00 PM	1
62	The Chef's Table LLC	The Chef's Table	David P Magnasco, Agt	500 S 3rd ST	Class B Tavern License		5/25/2024, 7:00 PM	1
63	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	5/30/2024, 7:00 PM	1
64	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2024, 7:00 PM	1
65	LaCage, LLC	LaCage Nite Club	DAVID G WOLZ, Agt	801 S 2ND ST	Class B Tavern License		6/8/2024, 7:00 PM	1
66	ROCK OF GIBRALTAR LLC	GIBRALTAR MKE	Evan C Burgess, Agt	131 N JACKSON ST	Class B Tavern License	129	6/10/2024, 7:00 PM	1
67	SCREAMING TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2024, 7:00 PM	1
68	Kimpton Hotel & Restaurant Group LLC	Journeyman Hotel	Kathleen M Neufeld, Agt	310 E Chicago ST	Class B Tavern License		6/15/2024, 7:00 PM	1
69	Pritzlaff Events LLC	Pritzlaff / Aperitivo	Kendall G Breunig, Agt	311-315 N Plankinton AV	Class B Tavern License	915	6/18/2024, 7:00 PM	1
70	RILEY'S SANDWICH COMPANY LLC	Riley's Social House	John M Ludwig, Agt	411 E MENOMONEE ST	Class B Tavern License		6/19/2024, 7:00 PM	1
71	MobCraft Beer Inc	MobCraft Beer	Henry W Schwartz, Agt	505 S 5th ST	Class B Tavern License	265	6/24/2024, 7:00 PM	1
72	Thelma Carol Wine Merchants LLC	Thelma Carol Wine Merchants	Jerel W Hall, Agt	605 W Virginia ST	Class B Tavern License		6/26/2024, 7:00 PM	1

73	Radio Milwaukee Inc	88 Nine Radio Milwaukee	Cheryl M Bennett, Agt	220 E Pittsburgh AV	Class B Tavern License	198	6/26/2024, 7:00 PM	1
74	LOLA'S, LLC	Walker's Plnt	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2024, 7:00 PM	1
75	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2024, 7:00 PM	1
76	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2024, 7:00 PM	1
77	GRANDVIEW MANAGEMENT, INC.	Zilli Hospitality Group	ROBERT J ZILLI, Agt	325-333 N PLANKINTON AV	Class B Tavern License		7/5/2024, 7:00 PM	1
78	Levy Restaurants at Harley Davidson	Levy Restaurants at Harley Davidson	Cari C Mansfield, Agt	401 W CANAL ST	Class B Tavern License	690	7/5/2024, 7:00 PM	1
79	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2024, 7:00 PM	1
80	Promises Milwaukee LLC	Promises	James C Hughes, Agt	538 W NATIONAL AV	Class B Tavern License		7/10/2024, 7:00 PM	1
81	Greige, LLC	Greige	Jessica A Reinhardtsen, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2024, 7:00 PM	1
82	TUPELO HONEY HOSPITALITY CORPORATION	Tupelo Honey Cafe	Matthew J Rhoads, Agt	511 N BROADWAY 100	Class B Tavern License		7/11/2024, 7:00 PM	1
83	Toro MKE, LLC	2A Wine Merchants	Robert M Levin, Agt	577 E Erie ST	Class B Tavern License		7/11/2024, 7:00 PM	1
84	Revival Four One Four LLC	Revival	Julio C Maldonado, Agt	814 S 2nd ST	Class B Tavern License	99	7/12/2024, 7:00 PM	1
85	The Loft on Broadway, LLC	The Loft on Broadway	MEI LYN NELSON, Agt	177 N BROADWAY 3rd Floor	Class B Tavern License		7/13/2024, 7:00 PM	1
86	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2024, 7:00 PM	1
87	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/19/2024, 7:00 PM	1
88	Fivebirds LLC	The Starling	Tyler T Curran, Agt	102 N WATER ST	Class B Tavern License		7/26/2024, 7:00 PM	1
89	HTWA - Catalano Square	HTWA - Catalano Square	JAMES K PLAISTED, Agt	138 N Broadway	Class B Tavern License		7/28/2024, 7:00 PM	1
90	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2024, 7:00 PM	1

91	Vendetta Coffee Bar LLC	Vendetta Coffee Bar	William J Haley, Agt	524 S 2ND ST	Class B Tavern License	49	7/29/2024, 7:00 PM	1
92	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2024, 7:00 PM	1
93	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/3/2024, 7:00 PM	1
94	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		8/7/2024, 7:00 PM	1
95	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2024, 7:00 PM	1
96	POP MKE, LLC	POP	Marcus L Wise, Agt	124 W NATIONAL AV	Class B Tavern License		8/29/2024, 7:00 PM	1
97	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2024, 7:00 PM	1
98	Woori Corp	Kanpai	Jongsoo Kim, Agt	408 E Chicago ST	Class B Tavern License	99	9/3/2024, 7:00 PM	1
99	KRUZ, LLC	KRUZ	SERGE PELLICELLI, Agt	354 E NATIONAL AV	Class B Tavern License	160	9/4/2024, 7:00 PM	1
100	Next Act Theatre, Inc.	Next Act Theatre	Elizabeth F Amato, Agt	255 S Water ST	Class B Tavern License	417	9/18/2024, 7:00 PM	1
101	GO GROCER MKE, INC.	GO GROCER MKE	Edgar Rivera, Agt	415 E MENOMONEE ST	Class A Malt & Class A Liquor License		9/18/2024, 7:00 PM	1
102	Reign LLC	Reign	Shamia Washington, Agt	231 E BUFFALO ST	Class B Tavern License	250	9/19/2024, 7:00 PM	1
103	Picture Dis LLC	The Lower Level Lounge	STERLING O ODOM, Agt	207 E BUFFALO ST LL10	Class B Tavern License		9/19/2024, 7:00 PM	1
104	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2024, 7:00 PM	1
105	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2024, 7:00 PM	1
106	Canni LLC	Canni	Collin J Gazinski, Agt	810 S 5TH ST	Class B Tavern License		10/1/2024, 7:00 PM	1
107	RAP US Corp.	Cafe India	RAKESH REHAN, Agt	605 S 1ST ST	Class B Tavern License		10/2/2024, 7:00 PM	1
108	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		10/8/2024, 7:00 PM	1
109	The Explorium Brewpub Third Ward LLC	The Explorium Brewpub	Michael P Doble, Agt	143 W ST PAUL AV	Class B Tavern License	399	10/8/2024, 7:00 PM	1



110	Sweet Diner LLC	Sweet Diner	George S Prassas, Agt	239 E Chicago ST 103	Class B Tavern License		10/10/2024, 6:11 AM	1
111	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		10/10/2024, 7:00 PM	1
112	Shakersmilwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2024, 7:00 PM	1
113	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2024, 7:00 PM	1
114	WANTABLE, INC.	Wantable Cafe	Vincent P Vogelsang, Agt	123 E WALKER ST	Class B Tavern License		10/24/2024, 7:00 PM	1
115	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/29/2024, 7:00 PM	1
116	L.L. Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2024, 6:00 PM	1
117	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2024, 6:00 PM	1
118	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2024, 6:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Thursday, January 11, 2024



# Notice of Public Hearing

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SANCHEZ, Joseph A, Agent  
TOAST MILWAUKEE at 231 S 2ND St  
Class B Tavern and Food Dealer License Applications

**Tuesday, January 23, 2024 at 10:55 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 on 1/23/2024 at 10:55 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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## **Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:**

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**



















CURRENT OCCUPANT	222 S 3RD ST# 806	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 807	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 808	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 809	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 810	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 905	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 906	MILWAUKEE, WI 53204-1485
CURRENT OCCUPANT	222 S 3RD ST# 907	MILWAUKEE, WI 53204-1557
CURRENT OCCUPANT	222 S 3RD ST# 908	MILWAUKEE, WI 53204-1557
CURRENT OCCUPANT	222 S 3RD ST# 909	MILWAUKEE, WI 53204-1557
CURRENT OCCUPANT	222 S 3RD ST# 910	MILWAUKEE, WI 53204-1557
CURRENT OCCUPANT	237 S 2ND ST	MILWAUKEE, WI 53204-1412

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Total Records: 340

Radius 250.0 feet and Center of the Circle: 231 S 2nd St





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

## 1. Type of Business

Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

*Full-Service Restaurant*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *5 years in the industry, 3 years by the current manager of this location*

## 2. Business Operations

- a. Proposed Opening Date: *Aug 3rd Dec 1, 2023*
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: *Food Dealer, Class B Tavern*
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: *12* Locations: *Bar, Kitchens, office*  
Outside: *3* Locations: *Server station, parking lot dumpster*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *2*
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: *Eagle Disposal, Inc.*

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 5 and describe the parking security plan: posted signs
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 6 and list locations: Front, Back, Bar, kitchen
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>24</u> %	Food <u>76</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>0</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)		

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant     Cafe/Coffee Shop     Deli or Fast Food Restaurant     Private/Fraternal/Veterans Club
- Night Club     Tavern     Cocktail Lounge     Teen Club
- Banquet Hall     Sports Facility     Bowling Alley
- Hotel/Motel: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store     Corner Store     Supermarket     Convenience Store
- Gas Station     Amusement/Phonograph Distributor     Recycling, Salvage or Towing
- Used Car Dealer     Personal Service Establishment  
(such as tattoo business, hair salon, tailor, etc.)     Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit     Cigarette & Tobacco     Gas Station     Extended Hours     Class "B" Tavern     Weights & Measures
- Secondhand Dealer     Precious Metal & Gem     Other: \_\_\_\_\_

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: E Pittsburgh Ave & S 1st Street
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 3  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Lori A. Grzesch Phone Number: 414-510-8943  
 Building Owner Address: 231 S 2nd street, Milwaukee WI 53204

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

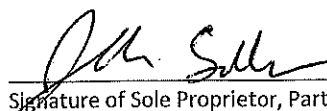
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8 am	4 pm	400 - 700	0 - 100	None
Monday	8 am	2 pm	200 - 300	0 - 100	None
Tuesday	closed	closed	0	<del>0 - 100</del>	None
Wednesday	closed	closed	0	0 - 100	None
Thursday	8 am	2 pm	200 - 300	0 - 100	None
Friday	8 am	2 pm	300 - 400	0 - 100	None
Saturday	8 am	4 pm	400 - 600	0 - 100	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

  
 Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
 (If there are no 20% or more shareholders,  
 Corporate Officer-print name/title and sign)

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: license@milwaukee.gov [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Absolute Synergy Hospitality LLC  
 Premise Address: 231 S 2nd Street, Milwaukee, WI 53224  
**Proximity of Premises to Church, School, Daycare Center or Hospital**

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

**"Service Bar Only" Designation**

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes  
 Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

**Business Information**

a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
 If yes, list their name and address: \_\_\_\_\_  
 b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
 If no, list the name and address of the person(s) who will: \_\_\_\_\_  
 Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.  
 c) Does anyone else have money invested or any other interest in this business?  No  Yes  
 If yes, explain: \_\_\_\_\_  
 d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  
 No  Yes If yes, list name and address: Associated Bank 111 E Kilbourn Ave Milwaukee WI 53222

**Property Information (New & Transfer Applicants Only)**

a) Do you own or lease the building?  Own  Lease  
 b) Who owns the fixtures (for example, coolers, etc.)? Lease  
 c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 169,000.00  
 d) Total amount paid for business \$ 400,000  
 e) Total amount paid for goodwill of the business \$ ~~123,000~~ 189,000.00  
 Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.  
 f) Have you made arrangements with the seller for payment of personal property taxes?  No  Yes

**Lease Information (New & Transfer Applicants who are leasing the premises only)**

a) Date lease begins 12/1/23 Ends 12/1/24  
 b) Monthly rental \$ 2,635.00  
 c) Do you have an option to renew the lease?  No  Yes  
 d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes  
 e) For what length of time have you been guaranteed occupancy (number of years)? 10



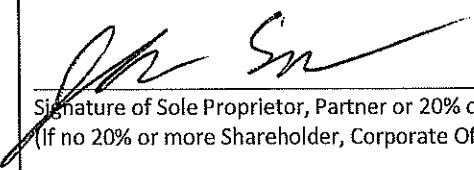
## Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupant object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

## Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

## Signature

  
\_\_\_\_\_  
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

### New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name:	<i>Absolute Synergy Hospitality</i>
Premises Address:	<i>231 S 2nd street, Milwaukee WI 53204</i>
<b>SECTION 1 TYPE OF BUSINESS</b>	
What will be the majority of your food sales? (check one)	
<input checked="" type="checkbox"/>	<b>Restaurant Items (meals):</b> MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.
<input type="checkbox"/>	<b>Retail Items (snacks and beverages):</b> RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.
Will it be a convenience store? <input type="checkbox"/> Yes <input type="checkbox"/> No A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.	
<input type="checkbox"/>	Bed & Breakfast
<input type="checkbox"/>	Micro Market
All Applicants: Submit a menu or a list of food items that will be sold.	
Will any wholesale business be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, what percentage of food sales will be wholesale?	
<input type="checkbox"/>	Less than 25%
<input type="checkbox"/>	25% or More AND: <input type="checkbox"/> Restaurant items (meals) will be sold – Complete this application and also contact DATCP. <input type="checkbox"/> NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.
<b>SECTION 2 FOOD PROCESSING</b>	
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.	
<b>SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL</b>	
Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)	
If yes, list the types of food items: <i>Milk, cheese, fish, meat, poultry, Eggs</i>	

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 7  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_  
 Start date: \_\_\_\_\_  
 Name, Address & Phone Number of Architect: \_\_\_\_\_  
 Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

JAS I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

JAS I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

JAS I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

JAS I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

JAS I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: \_\_\_\_\_

Signature of Additional Partner: \_\_\_\_\_

2nd Street

1st Floor

2,600 sq ft

15 ft

231 S 2nd Street

5 ft

4 ft

Front Door

Check in Area

Stairs to Second floor

Stairs to basement

Bathroom

Bathroom

Stairs to basement

Back door

Total sq ft  
 5,200 main  
 + 920  
 -----  
 6,120

fire exit door

fire escape

25 ft

21 ft

21 ft

19 ft

Table

Table

Table

Table

trash

Liquor Storage

2 ft

Sink

table display

Bar

2 ft

Table

Table

Table

Table

Table

Table

North

Abasche Sunan Hospital/15 above Tomb

11/1/21



2nd floor

231 S 2nd Street

600 square feet

15 ft

Stairs

21 ft



19 ft  
~~19 ft~~

↑  
Fire extinguisher

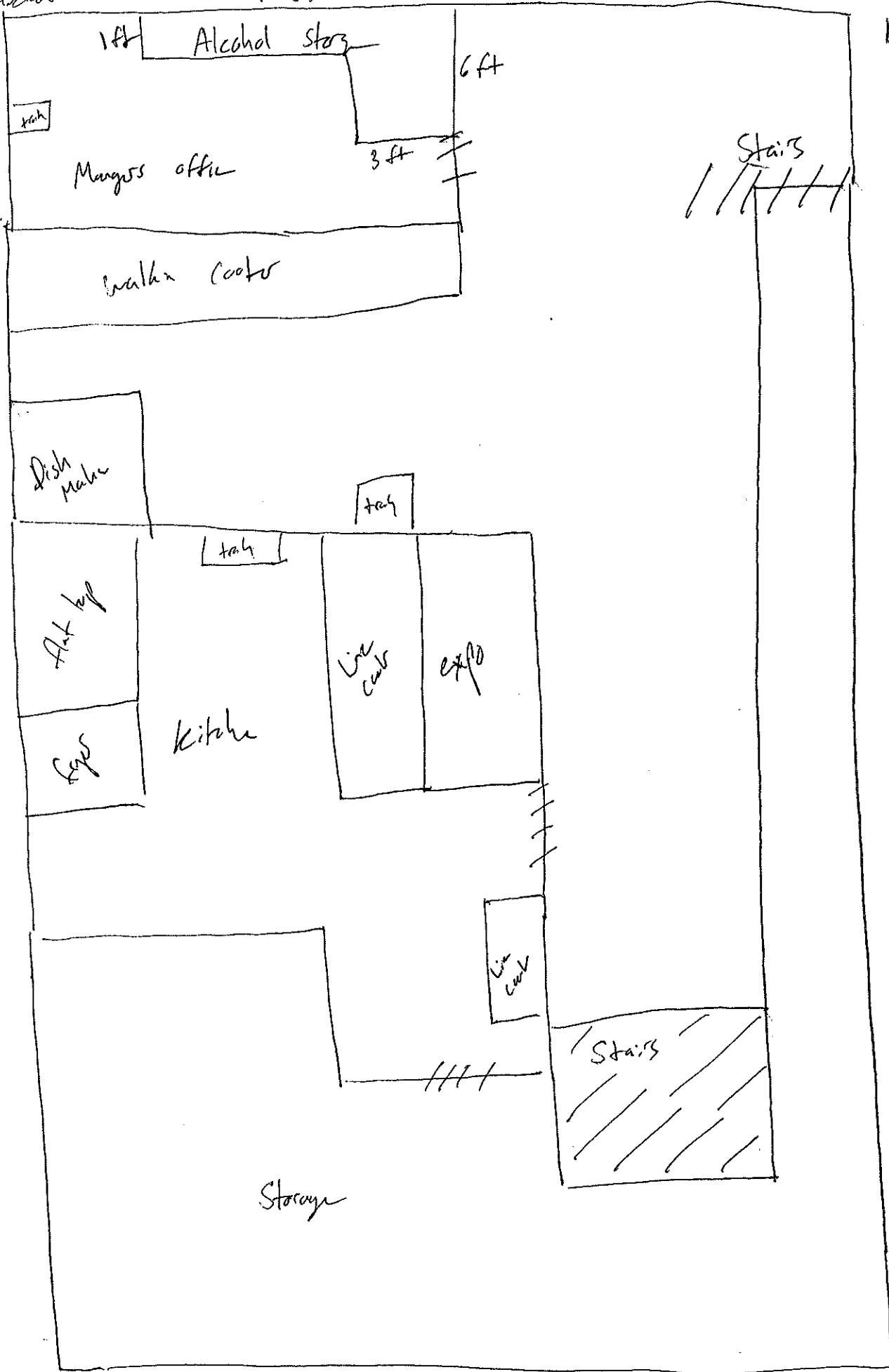
← North

Absoluta Syrup Hepatitis Don't touch

11/1/09

Basement

1. ft



Bar mit

2,000 sq ft  
Footage

231 S 2nd  
Street

63 ft

Joseph Sacke  
Absolute Syrry  
Hospitality  
dian tash

↖ N

14 ft

11/1/22

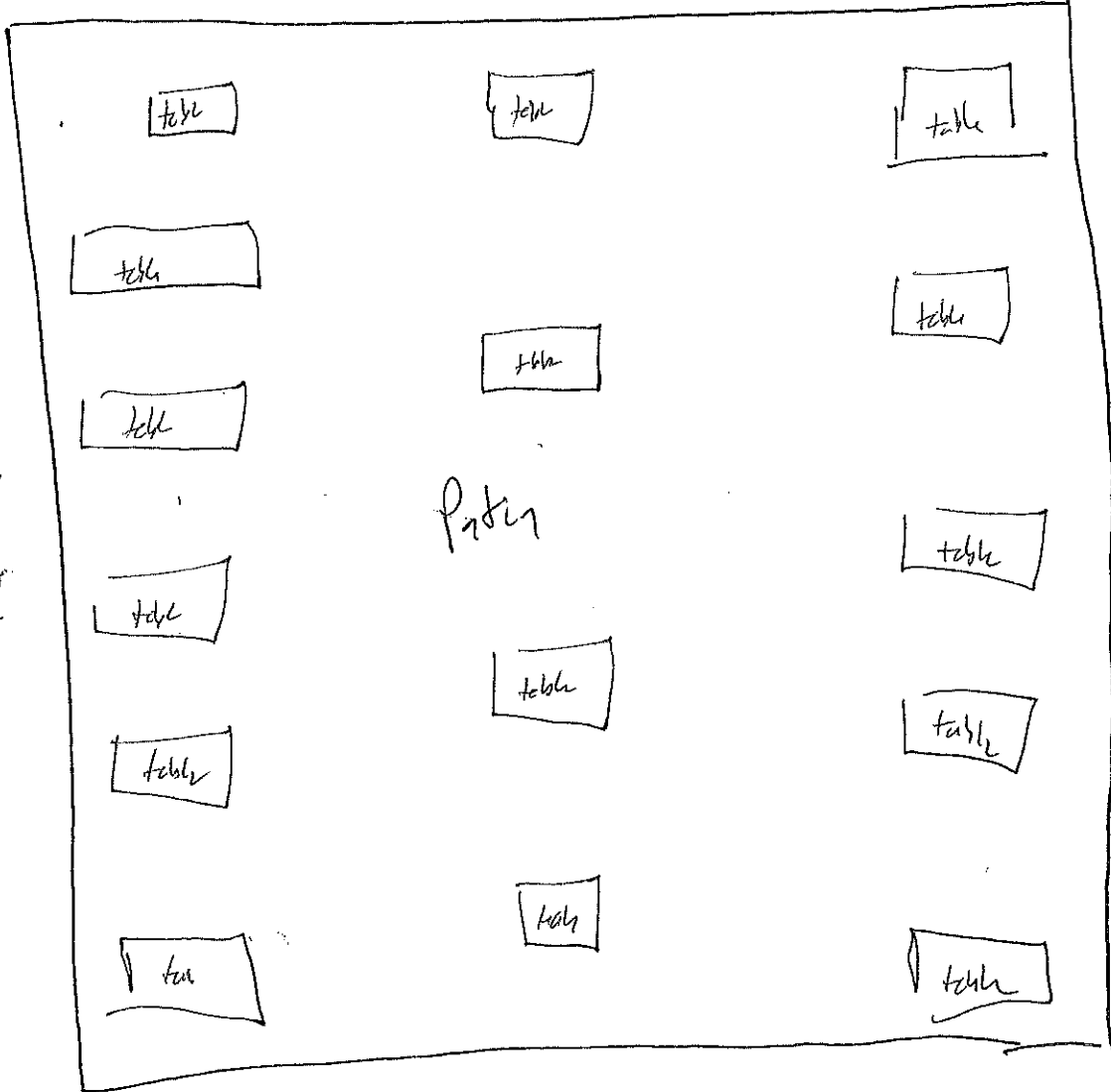
Patio

2<sup>nd</sup> Street

231 S 2<sup>nd</sup> Street

20 ft

46 ft



46 ft

Joseph Sanchez

Absolut <sup>Syns</sup> Hospitality dba Task

N

11/1/22

# DAY DRINKIN'?

**HAZE 9.00**

USED TEQUILA • TRIPLE SEC  
AGAVE NECTAR

**WHAKEY, OLD FASHIONED 9.00**

SYRUP • MAPLE SYRUP • CHERRY BITTERS

**OT 9.00**

HONEY VODKA • HONEY LAVENDER SIMPLE SYRUP • HOUSE MADE LEMONADE

**CK PALOMA 9.00**

BLOOD ORANGE SIMPLE SYRUP • FRESH LIME JUICE

**L APPLE HULE 9.00**

RRUP • CARAMEL • BROWN SUGAR CUBE  
LE JUICE • GINGER BEER • CINNAMON STICK

# MARYS, OH MY!

**Y 10.00**

DE BLOODY MIX • WISCONSIN CHEESE  
OLIVE • PICKLE • BACON

**SISTER 11.00**

ODKA • HOUSE MADE BLOODY MIX • WISCONSIN CHEESE  
OLIVE • PICKLE • BACON • SPICY SALT RIM

**ER 10.00**

MADE BLOODY MIX • WISCONSIN CHEESE  
SCALLION • OLIVE • PICKLE • SPICY SALT RIM

**60Z CHASER CAN 3.00**





# GOOD VIBRATIONS

**KONA COFFEE 3.50**

CUP O' JOE (BOTTOMLESS)

COLD BREW

## LATTES

PEANUT BUTTER CUP LATTE 5.50

DULCE DE LECHE LATTE 5.50

HONEY LAVENDER LATTE 5.50

MATCHA LATTE 5.00

LATTE 5.00

**RISHI TEA 3.50**

ENGLISH BREAKFAST • EARL GREY SUPREME • JADE CLOUD

TUMERIC GINGER • PEACH BLOSSOM

FLAVOR SHOT .75

MILK ALTERNATIVES .99

**ASK YOUR SERVER ABOUT  
FLAVOR & MILK OPTIONS!**

# BELINIS & MIMOSAS

TOAST'S THREE STEP PROGRAM TO GET YOUR DAY STARTED RIGHT!

**STEP 1: PICK YOUR FLAVOR**

BLUEBERRY & LEMON

MAUI MOWI

CARAMEL APPLE

BLAZIN' BLOOD ORANGE

**STEP 2: PICK YOUR BUBBLY**

CAVA SPARKLING WINE OR PROSECCO

**STEP 3: PICK YOUR SIZE**

GLASS 9.00 OR PICK A FLIGHT OF FOUR FOR 28.00

**CHILL  
OUT  
GET IT ICED!**

**BOSTON  
LESS  
MIMOSAS,  
BABY!  
\$20**

EVERY  
SATURDAY & SUNDAY  
2-4 PM  
ANY FLAVOR!

**KONA  
IS KING**

SIT BACK, RELAX, AND  
FEEL THE GOOD VIBRATIONS.

**HAPPY SIPPING**

IT IS ONLY GROWN (AND LEGALIZED) IN HAWAII  
THERE IS NO OTHER PLACE THAT CAN GROW  
THIS TYPE OF BEAN!  
VULCANIC ASH COMBINED WITH THE  
HAWAIIAN CLIMATE PROVIDES THIS SMOOOTH  
DARK BEAN THAT IS EASY TO ENJOY.

# PEACE, LOVE & DAY DRINKIN'

**PURPLE MAZE 9.00**

BUTTERFLY PEA INFUSED TEQUILA • TRIPLE SEC

FRESH LIME JUICE • AGAVE NECTAR

**WAKY, WAKY, OLD FASHIONED 9.00**

BOURBON • COFFEE SYRUP • MAPLE SYRUP • CHERRY BITTERS

**HONEY POT 9.00**

REHORSIT CITRUS & HONEY VODKA • HONEY LAVENDER SIMPLE SYRUP • HOUSE MADE LEM

**PET ROCK PALOMA 9.00**

BLANCO TEQUILA • BLOOD ORANGE SIMPLE SYRUP • FRESH LIME JUICE

**CARAMEL APPLE MULE 9.00**

VODKA • SIMPLE SYRUP • CARAMEL • BROWN SUGAR CUBE

LIME WEDGE • APPLE JUICE • GINGER BEER • CINNAMON STICK

**ANDY HARRYS DRINK**



## MUNCHIES

- BOWL OF MINIS (8) 7.99\***  
WARM MINI DOUGITS • CINNAMON SUGAR • CARAMEL APPLE CIDER SAUCE
- APPLE CRUMBLE 7.99**  
SPICED APPLE FILLING • LEMON CREAM CHEESE • CRUMBLE TOPPING  
BOURBON MAPLE SAUCE • WHIPPED CREAM
- BRUNCH CORN DOGGIES (3) 8.99**  
CHICKEN SAUSAGE • SWEET CORN BATTER  
JALAPENO HONEY MUSTARD • MAPLE SYRUP
- CRISPY CROQUETTES (3) 10.99**  
BACON • PORK SAUSAGE • GOURDA CHEESE • SMOKEY PEPPER AIOLI  
PETITE ARBUCHA SALAD • CITRUS VINAIGRETTE
- AVOCADO TOAST\* 11.99\***  
9-GRAIN TOAST • WHITE BEAN GOAT CHEESE SPREAD  
ROASTED BEETS • SLICED AVOCADO • ARBUCHA SALAD • RADISH  
CITRUS VINAIGRETTE • SUNNY SIDE UP EGG (1)

## KILLER CLASSICS

- CORNED BEEF HASH SKILLET\* 16.99**  
SLOW ROASTED CORNED BEEF AND POTATO HASH • RED ONIONS  
ROSEMARY • EGGS • HOLLANDAISE • CHOICE OF TOAST
- ARROZ CON POLLO\* 13.99**  
SHREDDED CHICKEN • SOFRITO RICE • CORN RELISH • ROASTED POBLANOS  
SALSA ROJA • EGGS • TORTILLA STRIPS • CHOICE OF TOAST
- CHORIZO HASH SKILLET\* 15.99**  
CHORIZO & POTATO HASH • RED & GREEN BELL PEPPERS • EGGS  
QUESO FRESCO • ANCHO HOLLANDAISE • CHOICE OF TOAST
- BARBACOA HASH SKILLET\* 15.99**  
PULLED BARBACOA BEEF • PAPAS RIJAS • ROASTED POBLANOS • ONIONS  
CHEESE SAUCE • EGGS • FRIED JALAPENOS • CHOICE OF TOAST
- KIPPIE HASH SKILLET\* 14.99\***  
QUINOA • BROWN RICE • ROASTED CARROT • RED CABBAGE  
GOAT CHEESE • AVOCADO CREMA • EGGS • CHOICE OF TOAST
- SOUTHWEST STEAK**  
MARINATED GRASS-FED SIRLOIN  
EGGS • CHOICE OF POTATO • CHOICE OF TOAST
- HUEVOS RANCI**  
CHOICE OF SALSA • CORN TORTILLA  
EGGS • QUESO FRESCO • CILANTH
- CHILAQUILES\***  
TORTILLA CHIPS • SALSA VERDE
- DANK BISCUITS\***  
BUTTERMILK BISCUITS • HOUSE
- CRISPY CHICKEN**  
GOLDEN MALTED WAFFLE • HORS  
SPICY HONEY • JALAPENO BUTTE
- GORDO'S CLASS**  
EGGS • CHOICE OF MEAT • CHOICE

## FAR OUT OMELETS

- SERVED WITH A CHOICE OF POTATO AND TOAST**  
SUBSTITUTE EGG WHITES FOR 1.50
- LOADED OMELET\* 14.99**  
HAM • BACON • MUSHROOMS • BELL PEPPERS • CHEDDAR CHEESE
- SKROOMED OUT OMELET\* 13.99\***  
ROASTED WILD MUSHROOMS • SALSA ROJA • CHEDDAR CHEESE • AVOCADO CREMA
- GREEN GOAT OMELET\* 12.99\***  
GOAT CHEESE • TOMATOES • SPINACH • BASIL

## SWEET

- SERVED WITH A CHOICE OF MEAT**
- CINNAMON ROLL PANCAKES 13.99\***  
BUTTERMILK PANCAKES • BAKED-IN CINNAMON SWIRL • VANILLA ICING
- CHALLAH FRENCH TOAST\* 12.99\***  
CHALLAH FRENCH TOAST • CINNAMON DUSTING • MAPLE SYRUP • WHIPPED BUTTER
- LEMON BERRY CROISSANT FRENCH TOAST\* 15.99\***  
CROISSANT FRENCH TOAST • LEMON CREME ANGLAISE • FRESH BLUEBERRIES & STEWBERRIES
- PUMPKIN SPICE FRENCH TOAST\* 14.99\***  
CHALLAH FRENCH TOAST • PUMPKIN CREAM CHEESE • MAPLE GOURBON SAUCE • CRUMBLE TOPPING
- BANANA WALNUT WAFFLE 13.99\***  
GOLDEN MALTED WAFFLE • SLICED BANANAS • TOASTED WALNUTS • MAPLE CINNAMON BUTTER

BOOGIE DOWN

Fruit

Bowl of Mixis

Apple Crumble

Crispy Croquettes

Avocado toast

Leaden Omelet

Shroomed out Omelet

Green Goat Omelet

Corned Beef Hash

Aroz con Pollo

Hippe Hash

Charico Hash Skillet

Berbeco Herb Skillet

Saltbush steak & Eggs

Amor Peaches

Chilgaites

Perk Biscuits

Crispy chick waffle

Cinnamon Roll Pancakes

Chella French Toast

Low Berry Crisscut French Toast

Pumpkin Spa French toast

Breakfast Burrito

Berbeco Burrito