



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, June 05, 2020

COMMITTEE MEETING NOTICE

AD 09

BRODERSEN, John R, Agent
Brodersen Enterprises of Wisconsin Inc
101 W Capitol DR

Milwaukee, WI 53212

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

Thursday, June 18, 2020 at 10:30 AM

Regarding: Your Extended Hours Establishment and Food Dealer License Renewal Applications as agent for "Brodersen Enterprises of Wisconsin Inc" for "Popeyes" at 7525 W Good Hope Rd.

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/336436661>. If you wish to call in, please call +1 (571) 317-3122 and use Access Code: 336-436-661.

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 Ceella
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: 02/17/20
LICENSE TYPE: EXTENDED HOURS
NEW:
RENEWAL:

No. 306895
Application Date: 02/14/20

License Location: 7525 West Good Hope Road
Business Name: Popeye's Chicken

Licensee/Applicant: Brodersen, John R.
(Last Name, First Name, MI)

Date of Birth: 09/02/1962

Home Address: 4646 N. Lake Drive
City: Whitefish Bay State: WI Zip Code: 53211
Home Phone: 414-807-8080

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

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

1. On 09/12/2012 the applicant was cited at 2920 North 4th Street in the city of Milwaukee for Disorderly Conduct.

Charge: Disorderly Conduct
Finding: Guilty
Sentence: \$185.00 fine
Date: 11/01/2012
Case: 12110623

2. On 06/17/2014 the Wisconsin Department of Transportation revoked the applicant's driver's license for 6 months for Operating While Intoxicated.

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3. On 11/13/19 at 9:38pm, Milwaukee Police were dispatched to 7525 W. Good Hope Road for a fight complaint. Upon arrival, no fight was observed and the manager requested that police clear the lobby. The lobby was cleared and the manager was cooperative.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 193230130

OtherEvent #: 19-LP-1283

Incident

7525 W GOOD HOPE RD Milwaukee, WISCONSIN 53223

Incident Date/Time:: 11/13/2019 21:38:00
CAD Number:: 193172551
District:: 4
Beat:: 440
Reporting Area:: 217

Business Agent (1)

BRODERSEN, John r

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 09/02/1962
Sex:: MALE
Race:: WHITE
Address:: 4646 N LAKE DR
Apartment or Suite:: 1810
City:: WHITEFISH BAY
State:: WISCONSIN
Zip Code:: 53211

Licensed Persons Involved (1)

ECKFORD, BRANDON LAMAR

Person Involvement:: Manager
DOB:: 09/21/1996
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 4143466708
Phone 1 Type:: CELL
Address:: 4968 N 47TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53218

Licensed Premise Data (1)

POPEYES

Phone 1 Number:: (414)-353-9925
Address:: 7525 W GOOD HOPE RD
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53223
Licensee Type:: Food Dealer
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:193230130

OtherEvent #: 19-LP-1283

Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Marshman, Benjamin 030911

11/19/2019

This report is written by Police Officer MARSHMAN assigned to District 4, Early shift.

On Wednesday, November 13, 2019, at 9:38 pm Police Officer FUERTE and I in squad 4290 were dispatched to a fight complaint at the address 7525 W Good Hope Rd. The call got upgraded to a subject with a weapon were we were en route to the location. Also responding was 4232 with Police Officers FULLER and GONZALEZ. Upon arrival I observed a group of people in the lobby of the Popeye's. I did not observe anybody fighting. I walk into the Popeye's and the manager Brandon L ECKFORD (B/M 09/21/1996) stated that he wanted everybody out of the restaurant. There were two females dressed in Popeye's uniforms that were yelling at someone behind the cash registers. Officers then cleared all of the people that were in the restaurant out. Officers identified that there were no weapons on the scene.

POPEYE's food dealer license number is 289628 and it expires on 04/30/2020, the establishment and the manger was cooperative with the investigation.

End of my report

Officer (2)

Reporting Officer:	Marshman, Benjamin (030911)	11/19/2019 15:27:00
Section: (Work Location):	42	
Approving Officer:	Raden, Chad M (010032)	11/26/2019 09:52:11
Section: (Work Location):	27	



Friday, June 05 2020



Notice of Public Hearing

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notice

BRODERSEN, John R, Agent
Popeyes at 7525 W Good Hope Rd
Extended Hours Establishments and Food Dealer License Renewal Applications

Thursday, June 18, 2020 at 10:30 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 6/18/2020 at 10:30 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	7125 N 76TH ST	MILWAUKEE, WI 53223
CURRENT OCCUPANT	7111 N 76TH ST	MILWAUKEE, WI 53223
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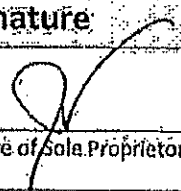
Total Records: 2

Radius: 1000.0 feet and Center of Circle: 7525 W Good Hope Rd



BUSINESS LICENSE RENEWAL PLAN OF OPERATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202

Licenses to be Renewed	Renewal Fee(s)		
Food Dealer - FREST 12578	\$1,250.00	Expiration Date: 4/30/2020 File By Date: 2/13/2020 Date Late Fee Begins: 2/14/2020 Late Fee Amount: \$75.00	
Extended Hours - 24HRS 198952	\$225.00		
Filling Station -			
Cigarette & Tobacco -			
Weights & Measures -			
Sidewalk Dining -			
TOTAL DUE	\$1,475.00		
Legal Entity Name: Brodersen Enterprises of Wisconsin Inc			
Premises Address: 7525 W GOOD HOPE RD			
Changes Since Last Application?			
Are there any changes in your plans to address litter, noise, and/or security? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____			
Are there any changes to the hours of operation (as listed on your current license)? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____			
Are there any changes to your current plan of operation or floor plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____			
*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Weights & Measures Licensees Only		Sidewalk Dining:	
Number/Type of Devices:		Are there any changes to the sidewalk dining site plan?	
Are there any changes to the number or types of devices? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.	
Food Dealer Licensees Only			
Your current food license includes the following business operations: DHS - MODERATE, Restaurant, Sales \$200,001 - \$2,000,000			
Are there any changes to your plan of operation (for example, adding processing, changing sales amount or complexity, etc.)? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, you must complete a "Request to Modify Food Establishment/Food Operation Plan" which can be obtained at www.milwaukee.gov/licenses under "Forms and Related Information" or by contacting our office.			
All Applicants: Signature			
 _____ Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign			



To: Alderwoman Chantia Lewis, 9th Aldermanic District

From: Popeye's (operated by HZ OPS Holdings, Inc.)
By: Almir Velagic, Director of Operations

cc: Attorney Brian C. Randall (Davis & Kuelthau, s.c.)

Date: June 17, 2020

Re: Supplemental Plan of Operation for 7525 W. Good Hope Road (Popeye's #906)

As a supplement to the Extended Hours Establishments and Food Dealer License Renewal Applications on file, Popeye's hereby submits the following:

1. **Restaurant Contacts:** Popeye's #906 is in the process of training a permanent General Manager for the restaurant but the preferred method to contact the licensee are through the Director of Operations and District Managers:

Preferred Contact: Almir Velagic
Director of Operations
avelagic@HZFoodsLLC.com
770.309.6286 (mobile)

Secondary Contacts: Diana Ward District Manager Dward@HZFoodsLLC.com 414-739-7374
Sonya Hughes District Manager shughes@HZFoodsLLC.com 414.491.9276

2. **Customer Service:** Through the leadership of the District Managers, Popeye's has increased its emphasis on customer service and training program by adding new personnel and assigning staff to training shifts at select training location restaurants.
3. **Site Maintenance:** Popeye's is committed to maintaining the site with scheduled regular lawn care service to maintain the landscaping and seasonal snow and ice removal. Popeye's #906 staff inspects the parking lot, trash cans, and adjacent areas each day before opening and staff sweeps/picks-up any litter. Staff also returns any shopping carts on its property or the bus stop to the neighboring grocery store property.
4. **Community Building & Engagement:** Popeye's #906 will participate in community building and engagement in the 76th & Good Hope neighborhood as well as the "New 9th." Community building and engagement opportunities should be presented to the Director of Operations and District Managers referenced above.