

## **Written comments from Thomas McNeal**

it is important that the council take a good look at the way the license committee handles situations regarding people leaving businesses after closing. it is argued that business owners should have the power to control the actions of anyone who enters or leaves their establishment. my position is that adults are uncontrollable unless they want to be controlled. jails, prisons and other types of controlled environments are unable to stop adults in their care from acting badly..we are in most cases unable to control our children which in some cases leads to abuse of our children in order to gain compliance.

this unreasonable expectation alone is the major cause of mainly black and other non white owned liquor establishments being closed by the common council. when we ask, what should we do to control the adults who enter our businesses? the Chairman will respond that, "if i tell my kids to keep the noise down they vary well better." how does one tell adults who has kids of their own to act like good kids? Kids don't drink or attend these establishments, what are we to do?

regarding the plans of operations and whether they should be followed to the letter . in my experience i've found that the goal of most small businesses, large corporations and even cities and states is to move the business forward. now, to move a business forward does not always mean straight ahead. in other words deviation from the original plan is sometimes necessary in order to advance and move forward. if businesses are held to the letter of their original plans and punished when they make changes or if they find that the plan is not cost effective and do not implement. should they close their business? it is unreasonable to expect the average small business owner to predict what the future holds when no one else can. sometimes we have to make quick changes based on what's best for our business. give us a chance and time. sometimes it takes longer than a year but of course we can't make five year plans for business in the city of milwaukee. doing business in milwaukee is like being a minority head coach of the milwaukee bucks or the green bay packers, one year and out, right or wrong.