

## Melendez, Yadira

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**From:** Tasha Sorenson <sorenson.tasha@yahoo.com>  
**Sent:** Monday, November 28, 2022 4:05 PM  
**To:** Melendez, Yadira  
**Subject:** Re: Brady Street Liquor Licensing - objection

You don't often get email from sorenson.tasha@yahoo.com. [Learn why this is important](#)

Hello,

My apologies for the late response but I just now read the email from Cassandra Zumstein. As a home owner living off Brady and Humboldt, I object to Concoctions request for to go alcohol sales. The reasons being:

1. There is no monitoring or enforcement of alcohol consumption once leaving the facility. How can Concoctions guarantee there won't be under age drinking, over served guests, or other harmful uses of alcohol? In comparison to Fat Tuesdays in deer district, there are restrictions on leaving deer district with the drink, with clear signage, gates and security posted.
2. There is already an increase of violence on Brady St, and offering to go beverages will only increase that violence. There are studies that show higher violence rates due to high density of places that sell alcohol. I mean, there are constant community meetings to discuss the violence on Brady. We're trying to solve this issue, not create instances that will increase violence.

Concoctions was aware of the limitations of their permit, and chose to continue their original business model and open on Brady. This was a choice and they shouldn't be granted any special permissions because their business model isn't working. There are a lot of businesses that didn't make it on Brady who didn't ask that rules be bent for them so they could survive. They closed their doors with grace.

Again, I object to the sales of to go liquor.

Thank you for your time and attention.

Tasha Sorenson  
414/758-6078

Sent from Yahoo Mail on Android

On Sun, Nov 27, 2022 at 9:45 PM, Cassandra Zumstein <czumstein@sbcglobal.net> wrote:

Hi Neighbors,

On Tuesday, November 29, the City Licenses Committee is to review an application by Concoctions, LLC, located at 1316 East Brady Street, to remove restrictions for sales of "To Go" alcoholic beverages in addition to extending service to sidewalk dining. I have been told that Concoctions is having difficulty getting their business plan work. Their current license permits the sale of alcohol, but amid concerns about alcohol being consumed on the street, they were prohibited from being able to sell alcohol To Go. They agreed specifically to no To Go service as a condition of their liquor license. They are now coming back and saying that they are having trouble making ends meet, and that they must have the ability to sell alcohol To Go.

So, dear neighbors, if you have any thoughts on how we can help these neighbors expand their business without needing to send alcoholic treats out into the street, the licensing committee would like to have your input. And if you have thoughts on why you think sending alcoholic treats out into the street might be a bad idea, they'd like to hear that, too. In either case, granting the To Go license to Concoctions immediately opens a precedent for other businesses holding liquor licenses along Brady Street to request the ability to offer To Go as well.

You can either attend the meeting (details below), or you can send your comments to the Licenses Committee Staff Assistant, Yadira Melendez (email [Y.Melendez-Hagedorn@milwaukee.gov](mailto:Y.Melendez-Hagedorn@milwaukee.gov)). I believe they need time to register the comments, so ideally they would need to be in by noon Monday. My apologies for the late notice. I hope you are able to take a moment to let the committee know how this business license approval can affect the flavor of our neighborhood.

To attend:

Tuesday, November 29, City Hall, Room 301-B (third floor), scheduled (always an approximation) 10:30 am.

Thanks!

Cassandra Zumstein

Sent from my iPad

## Melendez, Yadira

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**From:** William Keeler <william.keeler@gmail.com>  
**Sent:** Monday, November 28, 2022 2:51 PM  
**To:** Melendez, Yadira  
**Subject:** Concoctions LLC Request for "To Go" Alcoholic Beverages

You don't often get email from william.keeler@gmail.com. [Learn why this is important](#)

Just lodging my opposition to any "to go" alcoholic beverages on Brady Street that could be readily used as open-intoxicants for social drinking walking the street or going from bar to bar.

Sincerely,  
Bill Keeler

Brady Street Neighborhood Resident

## Melendez, Yadira

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**From:** Kent Heberling <kent.heberling@gmail.com>  
**Sent:** Monday, November 28, 2022 8:45 AM  
**To:** Melendez, Yadira  
**Subject:** To Go Alcohol Application for Concoctions, LLC

You don't often get email from kent.heberling@gmail.com. [Learn why this is important](#)

Hello there, I'm a Brady Street neighbor who won't be able to attend tomorrow's hearing but would like to voice my opinion on the "To Go" alcohol consideration for Concoctions, LLC. At a time when neighbors are continually meeting to discuss crime, safety, litter, and the downward trajectory of the neighborhood, asking to serve alcohol openly on the streets is an incredibly tone deaf and disastrous idea for the following reasons:

- 1) Litter** - Currently, I pick up dozens of plastic cups from nearby bars every week, even though these drinks are not supposed to leave the establishments. I can't even imagine how much worse the situation will be with drinks that are designed to be brought into the streets.
- 2) Neighborhood Safety** - We were up from 2-4 am on Thanksgiving morning due to a shooting on our block. This has been at least the 5th bar-time shooting on our block in the last two years, and there have been other very high-profile shooting and deadly accidents on Brady in the last year. At least traditional bars can keep an eye on rowdy customers in their establishment, hire security, and work with police to control the chaos. It seems that the To Go proposal will outsource that security and oversight work into the neighborhood, letting the business ply customers with alcohol and then send them out in front of our homes where we will have to break up fights and call police.
- 3) Precedent** - Selling To Go alcohol is an obvious way to make more money without taking on additional responsibility, so much so that once one business does this others will need to do it too to be competitive. I have enormous concerns with even one To Go alcohol business on Brady, and those concerns multiply with every other business that would adopt the model.

I think there's a reason Bourbon Street in New Orleans is the only well-known street in the country that sells To Go alcohol. It requires an immense amount of additional infrastructure and security, but we've already been told that Brady Street is not a policing priority and we have not been able to establish even a single pair of dedicated officers. To Go alcohol is a cheap shortcut that's not fair to other businesses and the community, and should not be allowed on Brady Street.

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Kent Heberling  
[kent.heberling@gmail.com](mailto:kent.heberling@gmail.com)  
<http://kentheberling.com>

## Melendez, Yadira

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**From:** kurt bauer <boltonk@sbcglobal.net>  
**Sent:** Monday, November 28, 2022 9:01 AM  
**To:** Melendez, Yadira  
**Subject:** Concoctions liquor license

[You don't often get email from boltonk@sbcglobal.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hello,  
My name is Kurt Bauer I have a business at 1200 E. Brady Street.  
Brady Street Futons.  
In my opinion, liquor licenses on the street have been handed out a little bit too frequently. And now we are seeing the results of this action. There is a lot more trouble on the street, And now we are struggling to keep it contained. I think a business that has liquor to go would be a foolish idea.  
We already have issues with people partying on the street and causing trouble that we didn't have in the past. I think it would set a precedent that would be repeated by other potential businesses.  
Brady Street is not Las Vegas and I don't want it to be.  
Please consider this plea!  
Sincerely,  
Kurt Bauer

Sent from my iPad

## Melendez, Yadira

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**From:** Elizabeth Jerow <elizabeth@elizjerow.com>  
**Sent:** Monday, November 28, 2022 11:02 AM  
**To:** Melendez, Yadira  
**Subject:** Concoctions, LLC and to-go alcohol -- neighbor concerns

Hello,

I am writing to express concerns about Concoctions, LLC, located at 1316 East Brady Street, and their proposal to serve to-go alcohol.

Last summer I attended a neighborhood meeting with residents and business owners to address the trending violence and crime on Brady Street. Business owners at that meeting expressed frustration that they were required to follow the rules (no excessive noise, no to-go alcohol, etc.) but that people were out drinking their own beverages in the street, and causing their own chaos anyway, without adequate police intervention.

There isn't enough of a police presence on Brady St to manage people drinking outside of bars. Allowing this business to begin serving to-go alcohol will only amplify the existing problems. Nearby business owners will also be frustrated, and will start requesting the same exemptions; this will not be a one-off exception for long. This would only be the start. And residents have been wanting less of a focus on alcohol consumption in the neighborhood for a long time. There are already too many incidents, too much shouting and conflict, too much discarded garbage lying in the street/sidewalk.

Please don't allow this business to serve to-go alcohol. It is the opposite direction we need Brady St to be heading. Residents are already struggling enough. We don't have the police presence in place to manage the trouble this change would bring.

Thanks,  
Elizabeth Jerow  
1627 N Van Buren St  
414-813-5543

## Melendez, Yadira

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**From:** Cassandra Zumstein <czumstein@sbcglobal.net>  
**Sent:** Monday, November 28, 2022 6:04 PM  
**To:** Melendez, Yadira  
**Subject:** Fwd: Liquor licensing for sale on Brady Street

You don't often get email from czumstein@sbcglobal.net. [Learn why this is important](#)

Ms Melendez-Hagedorn,

I'm not sure why Eldeen Carpenter sent a reply to me (as a response to a neighborhood notification about the Licensing Committee review of application for Concoctions). I am forwarding her response to you below. -  
Cassandra Zumstein

Begin forwarded message:

**From:** eldeen carpenter <eldeencarpenter111@hotmail.com>  
**Date:** November 28, 2022 at 3:38:22 PM CST  
**Subject:** Liquor licensing for sale on Brady Street

Hello M.s Zumstein and Ms. Melendez,

I live very near the east end of Brady Street.

**I do NOT want more liquor in the neighborhood, especially on the Street.**

People drinking, possibly to excess harms the image of the street, and attracts trouble -makers from all over. Mugging can increase also.

This harms the property values in the area as people do not like to live a this kind of thing going on. .... and do not want to raise their children here !

Events of the past have shown that drunks become rowdy and vulgar and abusive and muggers see real opportunity here. The Street is a mess when the day is over.

Panhandling will increase substantially and the street will be littered with refuse like cans bottles, and garbage, etc. This always happens.

Just walking there now attracts pan-handling that sometimes becomes threatening. Muggers will love it.

Why is Brady Street the destination for this kind of business ?

Take this proposal to Whitefish Bay and Shorewood and see how far it gets !!!

If this proposal goes further, I will contact my alderman.

Thank you for your time and efforts.

Eldeen and Jim Carpenter