



**CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK**

Wednesday, March 26, 2025

**COMMITTEE MEETING NOTICE**


AD 13

PETERSON, Carol J, Agent  
THREE BLONDES, INC  
2030 W HOWARD Av  
Milwaukee, WI 53221

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, April 08, 2025 at 01:05 PM**

The access code is <https://meet.goto.com/902734029>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Public Entertainment Premises License Transfer Application A  g Patron Contests as agent for "THREE BLONDES, INC" for "MAVERICKS" at 2030 W HOWARD Av.

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 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 OWCZARSKI, 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)



Wednesday, March 26, 2025



# Notice of Public Hearing

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PETERSON, Carol J, Agent  
MAVERICKS at 2030 W HOWARD Av  
Public Entertainment Premises License Transfer Application Adding Patron Contests

**Tuesday, April 08, 2025 at 1:05 PM**

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 4/8/2025 at 1:05 PM 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 internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@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.**

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2016 W HOWARD AVE	MILWAUKEE, WI 53221-1932
CURRENT OCCUPANT	2030 W HOWARD AVE	MILWAUKEE, WI 53221-1932
CURRENT OCCUPANT	2050 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2051 W HOWARD AVE	MILWAUKEE, WI 53221-1945
CURRENT OCCUPANT	2052 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2058 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2059 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2060 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2061 W HOWARD AVE	MILWAUKEE, WI 53221-1945
CURRENT OCCUPANT	2065 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2066 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2071 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2072 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2074 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2077 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2080 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2082 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2084 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2086 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2104 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2106 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2112 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2116 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2118 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2124 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2126 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2130 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2132 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2200 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2202 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2208 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2210 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2214 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2216 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2220 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2226 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2228 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2234 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2236 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2300 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2302 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2304 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2306 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2310 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2316 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2318 W HOWARD AVE	MILWAUKEE, WI 53221-1938

CURRENT OCCUPANT	2324 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2326 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2330 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2332 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	3821 S 20TH ST	MILWAUKEE, WI 53221-1514
CURRENT OCCUPANT	3822 S 20TH PL	MILWAUKEE, WI 53221-1522
CURRENT OCCUPANT	3827 S 20TH ST	MILWAUKEE, WI 53221-1514
CURRENT OCCUPANT	3828 S 20TH PL	MILWAUKEE, WI 53221-1522
CURRENT OCCUPANT	3829 S 20TH PL	MILWAUKEE, WI 53221-1521
CURRENT OCCUPANT	3840 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3841 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3847 S 20TH PL	MILWAUKEE, WI 53221-1558
CURRENT OCCUPANT	3847 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3848 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3852 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3853 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3854 S 20TH ST	MILWAUKEE, WI 53221-1515
CURRENT OCCUPANT	3909 S 20TH ST# 1	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 10	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 11	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 12	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 13	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 14	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 15	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 16	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 2	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 3	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 4	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 5	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 6	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 7	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 8	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 9	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3910 S 20TH ST	MILWAUKEE, WI 53221-1927

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Total Records: 80

Radius 250 feet and Center of the Circle: 2030 W Howard Av

## 2024-2025 Plan of Operation for 2030 W HOWARD AV

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input checked="" type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input checked="" type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>5</u> Locations: <u>Behind Bar BACK BAR Front of BAR</u> Outside <u>5</u> Locations: <u>BATHROOMS - PARKING LOT</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>3</u>		Name of solid waste contractor: <u>WASTE MANAGEMENT</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>18</u> and describe security plans: <u>PLUS service drive in front</u>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>IN BAR</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>by bartenders</u>			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>80</u> %	Food Sales <u>20</u> %	Entertainment _____ %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input type="checkbox"/> Liquor Store	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Sports Facility
<input checked="" type="checkbox"/> Other: <u>Grill</u>			
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> 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.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: FREST 19577 Fee: \$525.00</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: DHS - MODERATE, Sales < \$20,000, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, If Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT for MAVERICKS 2030 W HOWARD AV**

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

Disc Jockey, Karaoke, Patrons Dancing, Instrumental Musicians, 10 Amusement Machines, 1 Pool Table

**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. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- |                                                                                           |                                                                |                                                     |                                                                               |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------|
| <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 checked="" type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing                                      |
| <input type="checkbox"/> Adult Entertainment/<br>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)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | How many? _____                                     | How many? _____                                                               |
|                                                                                           | <input type="checkbox"/> Concerts                              | Approx. # per year? _____                           | <input type="checkbox"/> Theatrical Performances<br>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