



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, December 17, 2025

COMMITTEE MEETING NOTICE

AD 08

GUTIERREZ VERA, Rogelio, Agent
VIOLETA AND MAYLIN LLC
2000 W LINCOLN AV
MILWAUKEE, WI 53215

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 06, 2026 at 09:55 AM

The access code is https://meet.goto.com/880736941. Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Malt & Class A Liquor and Food Dealer Licenses Renewal Application as agent for "VIOLETA AND MAYLIN LLC" for "SUPER MERCADO JALISCOS" at 2000 W LINCOLN v.

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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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

[Handwritten signature of Jim Cooney]

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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 11/17/25  
LICENSE TYPE: AMALT  
NEW:   
RENEWAL:

No. 387686  
Application Date:

License Location: 2000 W Lincoln  
Business Name: Supermercado Jalisco

Licensee/Applicant: Gutierrez Vera, Rogelio  
(Last Name, First Name, MI)

Date of Birth: 12/05/88

Home Address: 2026 W Lincoln  
City: Milwaukee State: WI Zip Code: 53215  
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 09/27/25, Milwaukee Police were conducting Alcohol Sales Compliance checks utilizing an under age Public Safety Cadet. At approximately 4:10p.m., the 19-year-old cadet entered 2000 W. Lincoln and purchased a can of Bud Light from the clerk, who did not check ID. The officer attempted to advise the clerk of the violation, however, due to a language barrier was unable to relay the violation to them. At the time of this report there was no citation in the system for the violation.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509270102

OtherEvent #: 25-LP-4485

## Incident

### 2000 W LINCOLN AV MILWAUKEE, WI 53215

Incident Date/Time:: 09/27/2025 16:10:00  
CAD Number:: P2509270986  
District:: 2  
Beat:: 250  
Reporting Area:: 5831

## Business Agent (1)

### GUTIERREZ VERA, ROGELIO

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 12/05/1988  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-252-9017  
Phone 1 Type:: Phone  
Address:: 1235 W WASHINGTON ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204

## Licensed Premise Data (1)

### SUPER MERCADO JALISCOS

Phone 1 Number:: (414)-385-0996  
Phone 1 Type:: Home  
Address:: 2000 W LINCOLN AV  
City:: Milwaukee  
State:: WISCONSIN  
Zip Code:: 53215  
License Type:: Alcohol  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509270102

OtherEvent #: 25-LP-4485

## LICENSED PREMISE REPORT

Walker, Alicia D 028496

10/09/2025

THIS REPORT IS WRITTEN BY P.O. ALICIA WALKER, ASSIGNED TO POLICE ACADEMY, DAY SHIFT, SQUAD 285.

ON SATURDAY, SEPTEMBER 27, 2025, AT 4:09 PM, I WAS CONDUCTING ALCOHOL COMPLIANCE CHECKS WITH COMMUNITY ADVOCATE PROGRAM WITH A MILWAUKEE PUBLIC SAFETY CADET AND A MILWAUKEE POLICE AIDE. WE WENT TO SUPER MERCADO JALISCOS AT 2000 W LINCOLN AV. IN THE CITY AND COUNTY OF MILWAUKEE.

AT 4:10 PM, AYLANNI MUNZO (7/17/06) AND MARCEL GRIFFIN (10/26/06) WENT INTO SUPER MERCADO JALISCOS. THE HISPANIC FEMALE CLERK SOLD AYLANNI A CAN OF BUDLIGHT LIMITED EDITION 25 OZ. THE FEMALE CLERK DID NOT CHECK AYLANNI ID. AYLANNI STATED THE CLERK IS HISPANIC FEMALE AND SHE IS IN HER 30'S – 40'S, MEDIUM BUILD, HER HEIGHT IS 5'2, LONG BROWN HAIR, BLUE SHIRT AND BLACK PANTS.

I WENT INTO THE STORE, AND I OBSERVED A HISPANIC FEMALE IN HER 30'S – 40'S, MEDIUM BUILD, MEDIUM BUILD, HER HEIGHT IS 5'2, LONG BROWN HAIR, BLUE SHIRT AND BLACK PANTS. I STATED TO THE CLERK THAT HE JUST SOLD ALCOHOL TO A MINOR. THE CLERK DID NOT UNDERSTAND ENGLISH. I TRIED MULTIPLE TIMES AND SHE DID NOT UNDERSTAND. I GAVE HER A COMMUNITY CONTACT CARD AND LEFT THE STORE. THE BUSINESS LICENSES ARE UP TO DATE, AND THE OWNER WILL RECEIVE A CITATION.

### Officer (2)

Reporting Officer:	Walker, Alicia D (028496)	10/09/2025 19:09:00
Section: (Work Location):	02	
Approving Officer:	Edwards, Ronald A (017995)	10/12/2025 14:48:01
Section: (Work Location):	02	



Wednesday, December 17, 2025



# Notice of Public Hearing

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GUTIERREZ VERA, Rogelio, Agent  
Super Mercado Jaliscos at 2000 W LINCOLN Av  
Class A Malt & Class A Liquor and Food Dealer Licenses Renewal Application

**Tuesday, January 06, 2026 at 9:55 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 1/6/2026 at 9:55 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 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.**

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1913 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1915 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1918 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918B W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918C W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1919 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1919 W LINCOLN AVE# A	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1919 W LINCOLN AVE# B	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1922 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1923 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1926 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1927 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1928 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1928A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1930 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1932 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1933 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1933 W LINCOLN AVE# A	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1934 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1934A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1938 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	2000 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2003 W LINCOLN AVE	MILWAUKEE, WI 53215-2570
CURRENT OCCUPANT	2004 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2006 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2008 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2009 W LINCOLN AVE	MILWAUKEE, WI 53215-2570
CURRENT OCCUPANT	2010 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2011 W LINCOLN AVE	MILWAUKEE, WI 53215-2570
CURRENT OCCUPANT	2012 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2013 W LINCOLN AVE	MILWAUKEE, WI 53215-2570
CURRENT OCCUPANT	2013A W LINCOLN AVE	MILWAUKEE, WI 53215-2570
CURRENT OCCUPANT	2014 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2016 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2018 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2022 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2022A W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2024 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2026 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2028 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2030 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2032 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2034 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2036 W LINCOLN AVE	MILWAUKEE, WI 53215-2571
CURRENT OCCUPANT	2038 W LINCOLN AVE	MILWAUKEE, WI 53215-2571

CURRENT OCCUPANT	2229 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2231 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2232 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2232A S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2232B S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2232C S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2235 S 20TH ST# 1	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2235 S 20TH ST# 2	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2235 S 20TH ST# 3	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2235 S 20TH ST# 4	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2236 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2236A S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2237 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2237A S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2238 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2240 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2240 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2241 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2243 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2244 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2244 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2245 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2246 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2247 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2247 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2247A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2248 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2248 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2248 S 21ST ST# A	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2250 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2251 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2252 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2252A S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2253 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2253 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2253A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2254 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2256 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2257 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2257 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2257A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2258 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2258 S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2258A S 21ST ST	MILWAUKEE, WI 53215-2554
CURRENT OCCUPANT	2259 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2260 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2260 S 21ST ST	MILWAUKEE, WI 53215-2554

CURRENT OCCUPANT	2261 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2263 S 20TH ST	MILWAUKEE, WI 53215-2644
CURRENT OCCUPANT	2304 S 20TH ST	MILWAUKEE, WI 53215-3012
CURRENT OCCUPANT	2304 S 20TH ST# A	MILWAUKEE, WI 53215-3012
CURRENT OCCUPANT	2318 S 20TH ST	MILWAUKEE, WI 53215-3012
CURRENT OCCUPANT	2322 S 20TH ST	MILWAUKEE, WI 53215-3012
CURRENT OCCUPANT	2324 S 20TH ST	MILWAUKEE, WI 53215-3012

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Total Records: 100

Radius 250 feet and Center of the Circle: 2000 W Lincoln Av

## 2025-2026 Plan of Operation for 2000 W LINCOLN 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 checked="" 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 type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input 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 checked="" type="checkbox"/> Call Police <input 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>2</u> Locations: <u>Bathroom &amp; by Cash register</u> Outside <u>1</u> Locations: <u>Rear of Building</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>1</u>		Name of solid waste contractor: <u>City of Milwaukee</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have licensed 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 licenses number(s): _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>8-(2) outside (6) inside</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>30</u> %	Food Sales <u>70</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 checked="" type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
<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:			
<p>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.</p>			
<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: FOOD 15689 Fee: \$300.00</b>		<b>8. Weights and Measures: W&amp;M 8236 Fee: \$110.00</b>	
Your current food license includes the following food operations: No Processing, Hazardous Foods, Sales \$20,001 - \$200,000, Convenience.		Number/Type of Devices: Scales = 2	
Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, If Yes, explain _____		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 Super Mercado Jallscos 2000 W LINCOLN AV**

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

**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 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<br>How many? _____      | <input type="checkbox"/> Pool Tables<br>How many? _____                       |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Hookah Service   | <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.

Rogelio Gu.  
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign