

STATE OF WISCONSIN)
) ss.
MILWAUKEE COUNTY)

SUMMONS

The Licenses Committee of the Common Council of the City of Milwaukee

TO: Jimmy Simms
2221 N Humboldt Ave
Milwaukee, WI 53212

Supplemental Notice

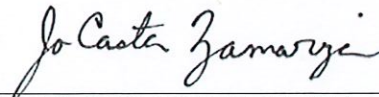
On May 6, 2025, the Milwaukee Police Department served a summons and complaint pursuant to sections 90-12, 108-11 and 85-3 to 85-5, of the Code of Ordinances of the City of Milwaukee because of the City of Milwaukee's receipt of a signed and sworn complaint filed by Jenny Englert. The complainant submitted additional materials that were not included in that packet.

Enclosed are an email dated February 27, 2025, with an image attachment titled image010.wmz and an email dated April 28, 2025, with image attachments titled IMG_7743.PNG and IMG_7747.PNG, as well as a video titled ScreenRecording_04-27-2025 21-59-00_1. Mov. These supplemental items and the packet served on May 6 will be considered when you appear before the Licenses Committee of the Common Council of the City of Milwaukee at its meeting in Room 301-B, City Hall, 200 East Wells Street, in the City and County of Milwaukee, State of Wisconsin at 11:00 AM on Friday May 16, 2025 or virtually at <https://meet.goto.com/797082037>.

On May 16, 2025 at 11:00 AM, you will be given an opportunity to speak on your own behalf, and to respond to and challenge any charges or reasons given by witnesses at the aforementioned hearing in support of a revocation or suspension of your licenses. You may present your own supporting witnesses, under oath, at this hearing, and you may also confront and cross-examine opposing witnesses. If you wish to do so, and at your own expense, you may be accompanied by an attorney or interpreter of your own choosing to represent you at this hearing.

If you, Jimmy Simms, fail to appear in person or virtually before the Committee on May 16, 2025 at 11:00 AM, as required by the summons, the Committee will proceed to consider the allegations of the complaint which shall be taken as true. If the Committee determines that the allegations are sufficient and the circumstances warrant, the law permits your licenses be revoked or suspended.

Dated as of the 7th day of May 2025



ALDERWOMAN JOCASTA ZAMARRIPA
CHAIR, LICENSES COMMITTEE



JAMES R. OWCZARSKI
CITY CLERK

Lopez, Faviola

From: Cooney, Jim
Sent: Thursday, February 27, 2025 9:39 AM
To: Lopez, Faviola
Subject: Fw: Tavern License Review & Revocation 2221 N Humbolt
Attachments: image010.wmz

Follow Up Flag: Follow up
Flag Status: Flagged

Jim Cooney
License Division Manager
200 E Wells St Room 105, Milwaukee, WI 53202
(414) 286-2238



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Monday, February 24, 2025 11:32 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you had a good weekend. I was able to get into the licensing office on Friday to turn a copy of the complaint and request to review the license for 2221 N Humboldt. It was notarized and added to Mr. Simms' file.

Please let me know if there is any further action I need to take. Thank you again for your assistance.

Thanks,
Jenny Englert

From: Englert, Jenny
Sent: Friday, February 14, 2025 3:09 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you've had a good week. I am aiming to get over to get the complaint officially notarized on Monday. In the meantime, please find video and photo examples of some of the issues our neighbors are incurring via the link below. The setting should be set so that anyone with the link can view, but please let me know if there are issues with accessing.

<https://app.box.com/s/q0z9h0pl4adnt45b7zbguswyzwv533s0>

Thank you,
Jenny

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, February 11, 2025 12:54 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

ATTENTION : Ce courriel provient de l'extérieur de l'organisation. Ne cliquez pas sur des liens ou n'ouvrez pas des pièces jointes à moins de reconnaître l'expéditeur et de savoir que le contenu est sécuritaire.

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Thank you for the update. Just wanted to make sure we didn't miss anything.

-Jim

From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, February 11, 2025 12:45 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thanks for following up. I have been swamped with work and wasn't able to get out during business hours last week to get the complaint notarized. I'm going to try to get it done this week, pending my meeting schedule allows and will prioritize getting this to the committee asap.

I'll get the videos uploaded this evening when I'm at my home computer.

Thank you – appreciate your attention and assistance.

Jenny Englert

Jenny Englert
Director, Marketing
Strategy, Marketing and Category Management

Saputo
USA

Saputo Cheese USA Inc.

10700 W Research Dr. Suite 400 Milwaukee, WI, 53226

Phone: 715.570.8278 | Email: jennifer.englert@saputo.com | saputo.com



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CORPORATE VIDEO

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, February 11, 2025 12:00 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

Just following up to see if you had the complaint notarized and were able to provide the videos.

Thanks

From: Cooney, Jim
Sent: Wednesday, February 5, 2025 12:34 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Good afternoon,

We need two corrections to move forward with a revocation hearing.

1. The complaint must be notarized. We can provide that service here at City Hall room 105 or you can find a notary and provide a copy
2. As you mentioned, the links do not work. We need to provide those to the applicant with the complaint. If you choose to have us notarize the complaint you can provide them on a flash drive or you can share them an online platform.

After the complaint is to form we refer it to the police for a report. We can share that with you when it is received.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license
[Take our Survey!](#)



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, February 4, 2025 6:29 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thank you for confirming receipt. In reviewing the email I sent last week, it appears the links may not be working. Please let me know if you are having issues opening and what sharing platform (Dropbox, iCloud) would work for me to send through.

We had a neighborhood meeting Alderwoman Coggs hosted this evening in which several of these issues were discussed. Mr. Simms unfortunately continues to deny the issues altogether. I've asked Alderwoman Coggs and Akuwa to please submit the recording from the meeting, if possible, as it gives a firsthand account to how Mr. Simms is responding when we are trying to find a solution to the issues we are experiencing.

I know several of us have resorted to the 414 non-emergency number. Is there any way to see if MPD taken any action? Myself and the other neighbors are happy to answer any questions, provide any backup evidence as needed.

Thank you, again, for taking the time to review these materials. I hope by the length and time put into them you've concluded that I've reached a point where I don't know what else to do in order to be able to enjoy peace and sleep at night.

Thank you,
Jenny Englert

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Wednesday, January 29, 2025 10:38 AM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

This email is to confirm receipt. We will review the complaint very soon and reach out if any additional info is needed. I will also follow up shortly regarding logistics for the hearing.

-Jim

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2365
www.milwaukee.gov/license
[Take our survey!](#)



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, January 28, 2025 10:22 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Below and attached, please find a formal complaint against the bar and tavern license holiday, Jimmy Simms, for 2221 N Humbolt Ave. (previously Old Times Sake, recently changed to Vision Bar & Grille).

Mr. Simms has violated several of the terms that were included as part of his license. I am writing to request the license be reviewed and either suspended (at the very least) or revoked. My neighbors and I have tried working with Mr. Simms directly, working with Alderwoman Coggs, working with the local police department, and Mr. Simms lack of regard for the neighborhood continues to persist and disrupt our community on a regular basis.

Please let me know if you need additional information or if it makes sense to set up time to discuss live.

Thank you,
Jenny Englert
1012 E Garfield Ave. Milwaukee, WI 53212

+++++

On behalf of the residents of the Humboldt Ridge Condo association, I am writing to file an official complaint against Jimmy Simms, the owner of Old Times Sake, located at 2221 N Humbolt Ave. I would like to request that Mr. Simms's license be reviewed and considered for revocation.

On July 8, 2024 Alderwoman Coggs held a neighborhood meeting prior to Mr. Simms being granted his tavern and entertainment license following multiple years of struggles with previous bar operators at the 2221 N Humboldt location. The goal of the meeting was to get Mr. Simms to agree to terms that would ensure the respect of noise nuisance, parking and reckless driving through the residential streets, loitering and excessive noise outside resident's homes and an abundance of trash in the streets and on the residential properties of the neighbors who surround the bar. I'm attaching a recap I wrote up from the terms Mr. Simms agreed to during this meeting that I sent as a follow up to Alderwoman Coggs. My neighbor, Rich Steenwyck (of Weil Street), also attended the hearing for Mr. Simms license review and ensured the agreed-upon terms were written into the license prior to it being issued. Attached, please find the full recap of terms from this neighborhood meeting as well as the follow up email we received from the office of the Alderwoman following the license hearing to confirm what Mr. Simms was told at the time of being granted a license.

Shortly after the official opening of Old Times Sake, our neighborhood began to encounter repeated issues with Old Times Sake (chronicled below). As a courtesy to Mr. Simms, my neighbors and I attempted to contact Mr. Simms via the email address he provided at the neighborhood meeting. It proved to not be a valid address, so we reached out to the Alderwoman and confirmed a phone number. We began texting Mr. Simms, asking him to turn the volume down, asking him to encourage his patrons to be respectful of the neighborhood and asking for the security he promised to conduct regular rounds outside the bar to clean up trash, ensure his patrons weren't creating disturbances, etc. (as he agreed to). We didn't receive any satisfactory response and were forced to call the non-emergency police number several times. We sent Alderwoman Coggs numerous messages and finally got another neighborhood call on the books in October. During this time, I personally had to call the police 6-8 times and asked to be a complainant against Mr. Simms. These calls were placed after 10pm on weeknights when the noise from the bar and his patrons outside it was unbearable.

Please find below the list of issues and violations to Mr. Simms' agreed upon license and terms that were violated through October:

- **Repeat issues with noise coming directly from bar (music, karaoke, live performances)**
 - **Mr. Simms agreed to not have any speakers amplifying the volume.** In addition to the speakers that were in the bar at the time Mr. Simms was granted his license, there have been multiple posts on his social media showing DJ's or live acts on stage that have additional speakers included (all of which are located in the back of his bar which is closest to the residential area).
 - On September 11th, Mr. Simms had a large party in the parking lot of OTS. People were spilling out into the parking lot and the music was already extremely bothersome at 5pm.
 - The music and noise only increased throughout the night due to a live performance that included a DJ that had brought three additional speakers into the space.
 - **Please find linked here videos** from the evening of September 11th showing what was going on at the bar and how loud the volume was well past the quiet hours.
 - On this night, three separate calls had to be made to the MPD. I texted Mr. Simms after the fact (when the following weekend he had two nights of extremely loud music.) I told him the noise level was unacceptable, both on September 11th and over the weekend and only got a text saying "ok."
 - **Here's an example of what the bar regularly sounds like from the inside** on weeknight and weekends. You can imagine how much of the noise is carrying across the alley on a regular basis.
- **Food truck that is open most days of the week, encouraging patrons to linger outside, litter and have open containers outside on city sidewalks. Additionally, the food truck has a large generator that puts out a fair amount of its own noise.**
 - **When Mr. Simms was granted his license he agreed to not use the patio.** In it's place, he now has a food truck out front and he's using it as a loophole to still have patrons gathering outside where they are smoking (cigarettes (and by the smell of it, marijuana)). The food truck is open at all hours, on the weekend running at times to at least 1am. While his patrons are
 - Additionally, Mr. Simms is frequently serving food inside of OTS on Sundays. Does his license allow for this?
- **Patrons loitering in back parking lot (and parking lot of dialysis center) playing loud music and drinking alcohol out of open containers.**

- As part of the terms of his license, Mr. Simms agreed to have three security guards working on the weekends and we discussed his security guards helping to manage inside the bar, but also the outer premise. When there are noise disturbances outside, I have never once seen a security guard around helping to manage nuisances in the parking lot.
 - Almost every night of the week, we are dealing with the people leaving OTS being disrespectful of the neighbors. They are playing music, arguing with each other, dancing, screaming as they're pulling into the alley, etc. This happens at all hours, but is particularly bad between 11:30pm and 1am (well after when most folks who have to work the next day are already in bed). I've lost count of the number of times I've been woken up only to look out my window and see large gatherings of people in the parking lot.
 - Here are a couple videos of what we are experiencing: Example #1 and Example #2
 - On the days when I've texted Mr. Simms to request the music be turned down, it seems his patrons cars are extra loud when they are leaving. Music is blaring and they're yelling. At times, it feels like it's retaliation.
- **Trash on residential lawns and city streets surrounding bar + trash left all over the OTS and dialysis parking lot that gets blown onto residential properties.**
 - John frequently goes around the neighborhood and picks up the trash after nights when OTS seemed to have a particular high enumber of customers. Attached are a few photos of examples of the trash that was collected and returned to OTS:
 - 9/29 – includes several alcohol bottles and beer cans (attached photos)
 - 9/15 – Photos of food containers littering our streets from the food cart that's in the parking lot of OTS, bags of trash that cars parked on the residential streets have discarded and bag of trash that was left outside the bar (when things like this happen, the contents typically wind up on the back of my condo unit) (attached photos)
 - **Dangerous driving as patrons are leaving the parking lot and extremely loud engine revving/peeling out.**
 - Here's an example of what we frequently experience with cars peeling out. In this example, I believe it is Mr. Simms' car that was doing the reckless driving as it's always parked outside the bar and has been posted on his social media accounts.
 - Photo of skid marks that are fresh leaving the parking of OTS from Mr. Simms' patrons (attached photo)
 - **Regularly parking on residential streets, gathering outside of cars and drinking/playing music until the morning hours. Driving dangerously when peeling out of neighborhood and blocking the residential street.**
 - September 7th – Patrons from Mr. Simms bar had E Garfield blocked for 15-20 minutes, causing other cars in the area to have to turn around or go through the alley to exit the street.
 - September 20th – A group of men from Mr. Simms' bar sat outside my house for an hour and a half playing music and drinking until 11:45pm. When they left, they discarded their beer and liquor bottles and cups on our front lawn.

At the October 9th, 2024 meeting, Mr. Simms was combative and denied that any of these complaints were valid. He refused to take accountability, but after two hours of talking in circles agreed to have our neighbor, Mr. Steenwyck, come into his bar and determine an audio level that would enable Jimmy's patrons to still have a good time without disturbing the neighborhood. After Mr. Steenwyck was generous enough to spend his time helping Jimmy to determine a suitable noise level, the disturbance was significantly improved for a span of two months. There would still be instances of some disturbance on weekends, but they were fewer and further between. The onset of the winter months has likely also contributed to some of the decrease in traffic, loitering and noise as well.

Then came the evening of Wednesday, January 22nd. I returned home late from work only to be met with a huge uptick in noise including a booming bass that went well past 11pm and cars and people shouting outside. I was extremely disappointed to hear this as I was extremely grateful to Mr. Simms for taking our concerns from October seriously. Curious what had changed, I visited his social media pages only to see he had changed the name of his bar to "Vision Bar & Grill," had added additional speakers and televisions in the back of his bar (which is closest to the residencies), potentially altered the windows and doors in the back of the bar (which would make them less sound proof) and was now serving food regularly and featuring DJs (who are bringing in additional speakers to amplify the noise). He's completely altered the layout and function of the back portion of his bar from what was originally submitted in his license for the business. I grabbed several photos of the new layout as well as the incremental speakers that were added.

On Monday, January 27th, Mr. Simms hosted a large birthday party with a DJ. Both Mr. Steenwyck and I gave Mr. Simms a courtesy text asking him to turn the volume down. I received a text back saying "ok," but nothing changed with the volume. Mr. Steenwyck received a text back that was rude and condescending. He once again called the neighbors liars and refused to validate our concerns or attempt to rectify the situation.

The way Mr. Simms is operating his business no longer matches the name of the bar in which he took the license under and the model of business for which he stated he would conduct at the bar. He is serving food (for which I don't see he has a license to cover) and he often keeps the business open past the hours that were approved as part of his license. He does not appear to have the security he promised to have.

The lack of respect and gaslighting of neighborhood concerns is extremely frustrating and we as neighbors feel powerless. I've personally lost hours of sleep on nights when I cannot afford to as I need to be up early to make my own livelihood. Mr. Simm's lack of adherence to the terms of his license are now threatening my livelihood. I pay hefty taxes to live in this neighborhood, I respect my neighbors, we look out for one another and Mr. Simms has come in and entirely disrupted the entire neighborhood that surrounds his business.

2221 N Humboldt is sat directly in the center of a residential neighborhood. There are several other businesses on Humboldt within the neighborhood that can operate efficiently without impacting the neighbors. Mr. Simms should not get a pass on following the rules. If an owner can't follow through on the terms of a license, they should no longer have the license. Again, I ask that the committee review Mr. Simms's license, consider suspending it (at the very least) or revoking it.

Please let me know what additional information is required to start this process and what next steps will be.

Thank you,

Jenny Englert

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Lopez, Faviola

From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Monday, April 28, 2025 3:27 PM
To: Lopez, Faviola
Cc: Cooney, Jim; Coggs, Milele
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt
Attachments: IMG_7743.PNG; ScreenRecording_04-27-2025 21-59-00_1.mov; IMG_7747.PNG

Hi Faviola,

Thank you for confirming the time. Will neighbors be allowed to participate in the session and if so, is there an option to attend virtually? I am scheduled to be traveling for work on that day, but given the daily disturbance from Mr. Simms bar, need to prioritize attendance

I previously filed a notarized complaint against Mr. Simms and since filing that complaint, my concerns and level of disturbance have only increased. Can you please confirm if the below grievances can be added to what was previously filed? If something needs to be provided in writing, I will find a way to provide it. It's quite clear Mr. Simms has no regard for what he agreed to upon being granted the license.

- As part of Mr. Simms grant of a license, he agreed to not run the outdoor patio behind his establishment as this has led to repeated disturbances of the neighborhood previously. Yesterday, he posted on his Instagram promoting that he will be opening the back patio this summer.
- At our last neighborhood meeting on February 4th (which should have been recorded and provided to the committee), Mr. Simms claimed he doesn't bring in live DJ's (that's "just a nickname for the jukebox") and there aren't any additional speakers he's added to amplify the noise.
 - Mr. Simms posted evidence to his social media that contradicts these claims. In the attached, you will find a photo of two additional speakers that have been brought into his establishment as well as the promotion of a live DJ he recently brought in for a week night.

Thank you for your assistance and advisement. Greatly appreciate it.

Jenny Englert

From: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Sent: Monday, April 28, 2025 10:19 AM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Coggs, Milele <mcoggs@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning Jenny,

The revocation for Vision Bar and Grille is set for Friday May 16th at 11 AM. Notices will be going out by the end of this week with more information regarding the hearing.

Have a good day,

Faviola Lopez

Faviola Lopez
License Division Assistant Manager
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office 414-286-2238
www.milwaukee.gov/license
[Take Our Survey Here](#)



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Saturday, April 26, 2025 12:17 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Coggs, Milele <mcoggs@milwaukee.gov>
Cc: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Re: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

I wanted to check in on the scheduling for the review of Vision Bar and Grille (2221 N Humboldt). Every single night this week the music has been extremely loud and there have been horns being played intermittently. I finally had to call the non-emergency MPD line last night - and still not action is being taken. Tonight is the 6th night in a row where sleep is impossible due to Mr. Simms' bar.

I've had an extremely important week at work and instead of getting the sleep I needed, I was up until at least 1am listening to the music blaring out of the bar. And it's worth noting I've had a sound machine running at max volume and the bass and lyrics of the music are still audible.

I am really hoping the committee can be of some assistance. It's been extremely frustrating for there to be zero recourse to hold Mr. Simms accountable.

Thank you,
Jenny Englert

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, April 8, 2025 10:08 AM
To: Englert, Jenny <Jennifer.Englert@saputo.com>; Coggs, Milele <mcoggs@milwaukee.gov>
Cc: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

This will be scheduled for a special meeting of the licenses committee on May 16th. Ms. Lopez, will send you notice when the time is confirmed.

-Jim

From: Englert, Jenny <Jennifer.Englert@saputo.com>

Sent: Sunday, April 6, 2025 12:12 AM

To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Coggs, Milele <mcoggs@milwaukee.gov>

Subject: Re: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

I want to check on the status of the complaint I filed weeks ago for 2221 N Humboldt. For the past three weeks, I've had to text Mr. Simms 2-3 times a week asking him to turn down the music or to monitor what his customers are doing outside his bar due to them disturbing our neighborhood. Tonight, his patrons got into a verbal altercation with one of my neighbors after it sounded like someone asked them to be quiet. Then there was banging and what sounded to be like things being thrown at our residencies.

I am writing to ask that Mr. Simms' business be reviewed immediately. His license doesn't renew until August, and the problem continues to persist and now get worse.

Can you please let me know if there's any further action that can be taken? I've placed another call to MPD tonight.

Thank you,
Jenny Englert

From: Englert, Jenny <Jennifer.Englert@saputo.com>

Sent: Monday, February 24, 2025 11:32 PM

To: Cooney, Jim <Jim.Cooney@milwaukee.gov>

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you had a good weekend. I was able to get into the licensing office on Friday to turn a copy of the complaint and request to review the license for 2221 N Humboldt. It was notarized and added to Mr. Simms' file.

Please let me know if there is any further action I need to take. Thank you again for your assistance.

Thanks,
Jenny Englert

From: Englert, Jenny

Sent: Friday, February 14, 2025 3:09 PM

To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you've had a good week. I am aiming to get over to get the complaint officially notarized on Monday. In the meantime, please find video and photo examples of some of the issues our neighbors are incurring via the link below. The setting should be set so that anyone with the link can view, but please let me know if there are issues with accessing.

<https://app.box.com/s/q0z9h0pl4adnt45b7zbguswyzwv533s0>

Thank you,
Jenny

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, February 11, 2025 12:54 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Thank you for the update. Just wanted to make sure we didn't miss anything.

-Jim

From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, February 11, 2025 12:45 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thanks for following up. I have been swamped with work and wasn't able to get out during business hours last week to get the complaint notarized. I'm going to try to get it done this week, pending my meeting schedule allows and will prioritize getting this to the committee asap.

I'll get the videos uploaded this evening when I'm at my home computer.

Thank you – appreciate your attention and assistance.

Jenny Englert

Jenny Englert
Director, Marketing
Strategy, Marketing and Category Management



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CORPORATE VIDEO

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, February 11, 2025 12:00 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

Just following up to see if you had the complaint notarized and were able to provide the videos.

Thanks

From: Cooney, Jim
Sent: Wednesday, February 5, 2025 12:34 PM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Good afternoon,

We need two corrections to move forward with a revocation hearing.

The complaint must be notarized. We can provide that service here at City Hall room 105 or you can find a notary and provide a copy
As you mentioned, the links do not work. We need to provide those to the applicant with the complaint. If you choose to have us notarize the complaint you can provide them on a flash drive or you can share them an online platform.

After the complaint is to form we refer it to the police for a report. We can share that with you when it is received.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license
[Take our Survey!](#)



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, February 4, 2025 6:29 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thank you for confirming receipt. In reviewing the email I sent last week, it appears the links may not be working. Please let me know if you are having issues opening and what sharing platform (Dropbox, iCloud) would work for me to send through.

We had a neighborhood meeting Alderwoman Coggs hosted this evening in which several of these issues were discussed. Mr. Simms unfortunately continues to deny the issues altogether. I've asked Alderwoman Coggs and Akuwa to please submit the recording from the meeting, if possible, as it gives a firsthand account to how Mr. Simms is responding when we are trying to find a solution to the issues we are experiencing.

I know several of us have resorted to the 414 non-emergency number. Is there any way to see if MPD taken any action? Myself and the other neighbors are happy to answer any questions, provide any backup evidence as needed.

Thank you, again, for taking the time to review these materials. I hope by the length and time put into them you've concluded that I've reached a point where I don't know what else to do in order to be able to enjoy peace and sleep at night.

Thank you,
Jenny Englert

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Wednesday, January 29, 2025 10:38 AM
To: Englert, Jenny <Jennifer.Englert@saputo.com>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

ATTENTION : Ce courriel provient de l'extérieur de l'organisation. Ne cliquez pas sur des liens ou n'ouvrez pas des pièces jointes à moins de reconnaître l'expéditeur et de savoir que le contenu est sécuritaire.

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Good morning,

This email is to confirm receipt. We will review the complaint very soon and reach out if any additional info is needed. I will also follow up shortly regarding logistics for the hearing.

-Jim

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2365
www.milwaukee.gov/license
[Take our survey!](#)



From: Englert, Jenny <Jennifer.Englert@saputo.com>
Sent: Tuesday, January 28, 2025 10:22 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>
Subject: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Below and attached, please find a formal complaint against the bar and tavern license holiday, Jimmy Simms, for 2221 N Humbolt Ave. (previously Old Times Sake, recently changed to Vision Bar & Grille).

Mr. Simms has violated several of the terms that were included as part of his license. I am writing to request the license be reviewed and either suspended (at the very least) or revoked. My neighbors and I have tried working with Mr. Simms directly, working with Alderwoman Coggs, working with the local police department, and Mr. Simms lack of regard for the neighborhood continues to persist and disrupt our community on a regular basis.

Please let me know if you need additional information or if it makes sense to set up time to discuss live.

Thank you,
Jenny Englert
1012 E Garfield Ave. Milwaukee, WI 53212

+++++

On behalf of the residents of the Humboldt Ridge Condo association, I am writing to file an official complaint against Jimmy Simms, the owner of Old Times Sake, located at 2221 N Humboldt Ave. I would like to request that Mr. Simms's license be reviewed and considered for revocation.

On July 8, 2024 Alderwoman Coggs held a neighborhood meeting prior to Mr. Simms being granted his tavern and entertainment license following multiple years of struggles with previous bar operators at the 2221 N Humboldt location. The goal of the meeting was to get Mr. Simms to agree to terms that would ensure the respect of noise nuisance, parking and reckless driving through the residential streets, loitering and excessive noise outside resident's homes and an abundance of trash in the streets and on the residential properties of the neighbors who surround the bar. I'm attaching a recap I wrote up from the terms Mr. Simms agreed to during this meeting that I sent as a follow up to Alderwoman Coggs. My neighbor, Rich Steenwyck (of Weil Street), also attended the hearing for Mr. Simms license review and ensured the agreed-upon terms were written into the license prior to it being issued. Attached, please find the full recap of terms from this neighborhood meeting as well as the follow up email we received from the office of the Alderwoman following the license hearing to confirm what Mr. Simms was told at the time of being granted a license.

Shortly after the official opening of Old Times Sake, our neighborhood began to encounter repeated issues with Old Times Sake (chronicled below). As a courtesy to Mr. Simms, my neighbors and I attempted to contact Mr. Simms via the email address he provided at the neighborhood meeting. It proved to not be a valid address, so we reached out to the Alderwoman and confirmed a phone number. We began texting Mr. Simms, asking him to turn the volume down, asking him to encourage his patrons to be respectful of the neighborhood and asking for the security he promised to conduct regular rounds outside the bar to clean up trash, ensure his patrons weren't creating disturbances, etc. (as he agreed to). We didn't receive any satisfactory response and were forced to call the non-emergency police number several times. We sent Alderwoman Coggs numerous messages and finally got another neighborhood call on the books in October. During this time, I personally had to call the police 6-8 times and asked to be a complainant against Mr. Simms. These calls were placed after 10pm on weeknights when the noise from the bar and his patrons outside it was unbearable.

Please find below the list of issues and violations to Mr. Simms' agreed upon license and terms that were violated through October:

- **Repeat issues with noise coming directly from bar (music, karaoke, live performances)**
 - **Mr. Simms agreed to not have any speakers amplifying the volume.** In addition to the speakers that were in the bar at the time Mr. Simms was granted his license, there have been multiple posts on his social media showing DJ's or live acts on stage that have additional speakers included (all of which are located in the back of his bar which is closest to the residential area).
 - On September 11th, Mr. Simms had a large party in the parking lot of OTS. People were spilling out into the parking lot and the music was already extremely bothersome at 5pm.
 - The music and noise only increased throughout the night due to a live performance that included a DJ that had brought three additional speakers into the space.
 - **Please find linked here videos** from the evening of September 11th showing what was going on at the bar and how loud the volume was well past the quiet hours.
 - On this night, three separate calls had to be made to the MPD. I texted Mr. Simms after the fact (when the following weekend he had two nights of extremely loud music.) I told him the noise level was unacceptable, both on September 11th and over the weekend and only got a text saying "ok."
 - **Here's an example of what the bar regularly sounds like from the inside** on weeknight and weekends. You can imagine how much of the noise is carrying across the alley on a regular basis.

- **Food truck that is open most days of the week, encouraging patrons to linger outside, litter and have open containers outside on city sidewalks. Additionally, the food truck has a large generator that puts out a fair amount of its own noise.**
 - When Mr. Simms was granted his license he agreed to not use the patio. In it's place, he now has a food truck out front and he's using it as a loophole to still have patrons gathering outside where they are smoking (cigarettes (and by the smell of it, marijuana)). The food truck is open at all hours, on the weekend running at times to at least 1am. While his patrons are
 - Additionally, Mr. Simms is frequently serving food inside of OTS on Sundays. Does his license allow for this?
- **Patrons loitering in back parking lot (and parking lot of dialysis center) playing loud music and drinking alcohol out of open containers.**
 - As part of the terms of his license, Mr. Simms agreed to have three security guards working on the weekends and we discussed his security guards helping to manage inside the bar, but also the outer premise. When there are noise disturbances outside, I have never once seen a security guard around helping to manage nuisances in the parking lot.
 - Almost every night of the week, we are dealing with the people leaving OTS being disrespectful of the neighbors. They are playing music, arguing with each other, dancing, screaming as they're pulling into the alley, etc. This happens at all hours, but is particularly bad between 11:30pm and 1am (well after when most folks who have to work the next day are already in bed). I've lost count of the number of times I've been woken up only to look out my window and see large gatherings of people in the parking lot.
 - Here are a couple videos of what we are experiencing: Example #1 and Example #2
 - On the days when I've texted Mr. Simms to request the music be turned down, it seems his patrons cars are extra loud when they are leaving. Music is blaring and they're yelling. At times, it feels like it's retaliation.
- **Trash on residential lawns and city streets surrounding bar + trash left all over the OTS and dialysis parking lot that gets blown onto residential properties.**
 - John frequently goes around the neighborhood and picks up the trash after nights when OTS seemed to have a particular high enumber of customers. Attached are a few photos of examples of the trash that was collected and returned to OTS:
 - 9/29 – includes several alcohol bottles and beer cans (attached photos)
 - 9/15 – Photos of food containers littering our streets from the food cart that's in the parking lot of OTS, bags of trash that cars parked on the residential streets have discarded and bag of trash that was left outside the bar (when things like this happen, the contents typically wind up on the back of my condo unit) (attached photos)
- **Dangerous driving as patrons are leaving the parking lot and extremely loud engine revving/peeling out.**
 - Here's an example of what we frequently experience with cars peeling out. In this example, I believe it is Mr. Simms' car that was doing the reckless driving as it's always parked outside the bar and has been posted on his social media accounts.
 - Photo of skid marks that are fresh leaving the parking of OTS from Mr. Simms' patrons (attached photo)
- **Regularly parking on residential streets, gathering outside of cars and drinking/playing music until the morning hours. Driving dangerously when peeling out of neighborhood and blocking the residential street.**
 - September 7th – Patrons from Mr. Simms bar had E Garfield blocked for 15-20 minutes, causing other cars in the area to have to turn around or go through the alley to exit the street.
 - September 20th – A group of men from Mr. Simms' bar sat outside my house for an hour and a half playing music and drinking until 11:45pm. When they left, they discarded their beer and liquor bottles and cups on our front lawn.

At the October 9th, 2024 meeting, Mr. Simms was combative and denied that any of these complaints were valid. He refused to take accountability, but after two hours of talking in circles agreed to have our neighbor, Mr. Steenwyck, come into his bar and determine and audio level that would enable Jimmy's patrons to still have a good time without disturbing the neighborhood. After Mr. Steenwyck was generous enough to spend his time helping Jimmy to determine a suitable noise level, the disturbance was significantly improved for a span of two months. There would still be instances of some

disturbance on weekends, but they were fewer and further between. The onset of the winter months has likely also contributed to some of the decrease in traffic, loitering and noise as well.

Then came the evening of Wednesday, January 22nd. I returned home late from work only to be met with a huge uptick in noise including a booming bass that went well past 11pm and cars and people shouting outside. I was extremely disappointed to hear this as I was extremely grateful to Mr. Simms for taking our concerns from October seriously. Curious what had changed, I visited his social media pages only to see he had changed the name of his bar to "Vision Bar & Grill," had added additional speakers and televisions in the back of his bar (which is closest to the residencies), potentially altered the windows and doors in the back of the bar (which would make them less sound proof) and was now serving food regularly and featuring DJs (who are bringing in additional speakers to amplify the noise). He's completely altered the layout and function of the back portion of his bar from what was originally submitted in his license for the business. I grabbed several photos of the new layout as well as the incremental speakers that were added.

On Monday, January 27th, Mr. Simms hosted a large birthday party with a DJ. Both Mr. Steenwyck and I gave Mr. Simms a courtesy text asking him to turn the volume down. I received a text back saying "ok," but nothing changed with the volume. Mr. Steenwyck received a text back that was rude and condescending. He once again called the neighbors liars and refused to validate our concerns or attempt to rectify the situation.

The way Mr. Simms is operating his business no longer matches the name of the bar in which he took the license under and the model of business for which he stated he would conduct at the bar. He is serving food (for which I don't see he has a license to cover) and he often keeps the business open past the hours that were approved as part of his license. He does not appear to have the security he promised to have.

The lack of respect and gaslighting of neighborhood concerns is extremely frustrating and we as neighbors feel powerless. I've personally lost hours of sleep on nights when I cannot afford to as I need to be up early to make my own livelihood. Mr. Simm's lack of adherence to the terms of his license are now threatening my livelihood. I pay hefty taxes to live in this neighborhood, I respect my neighbors, we look out for one another and Mr. Simms has come in and entirely disrupted the entire neighborhood that surrounds his business.

2221 N Humboldt is sat directly in the center of a residential neighborhood. There are several other businesses on Humboldt within the neighborhood that can operate efficiently without impacting the neighbors. Mr. Simms should not get a pass on following the rules. If an owner can't follow through on the terms of a license, they should no longer have the license. Again, I ask that the committee review Mr. Simms's license, consider suspending it (at the very least) or revoking it.

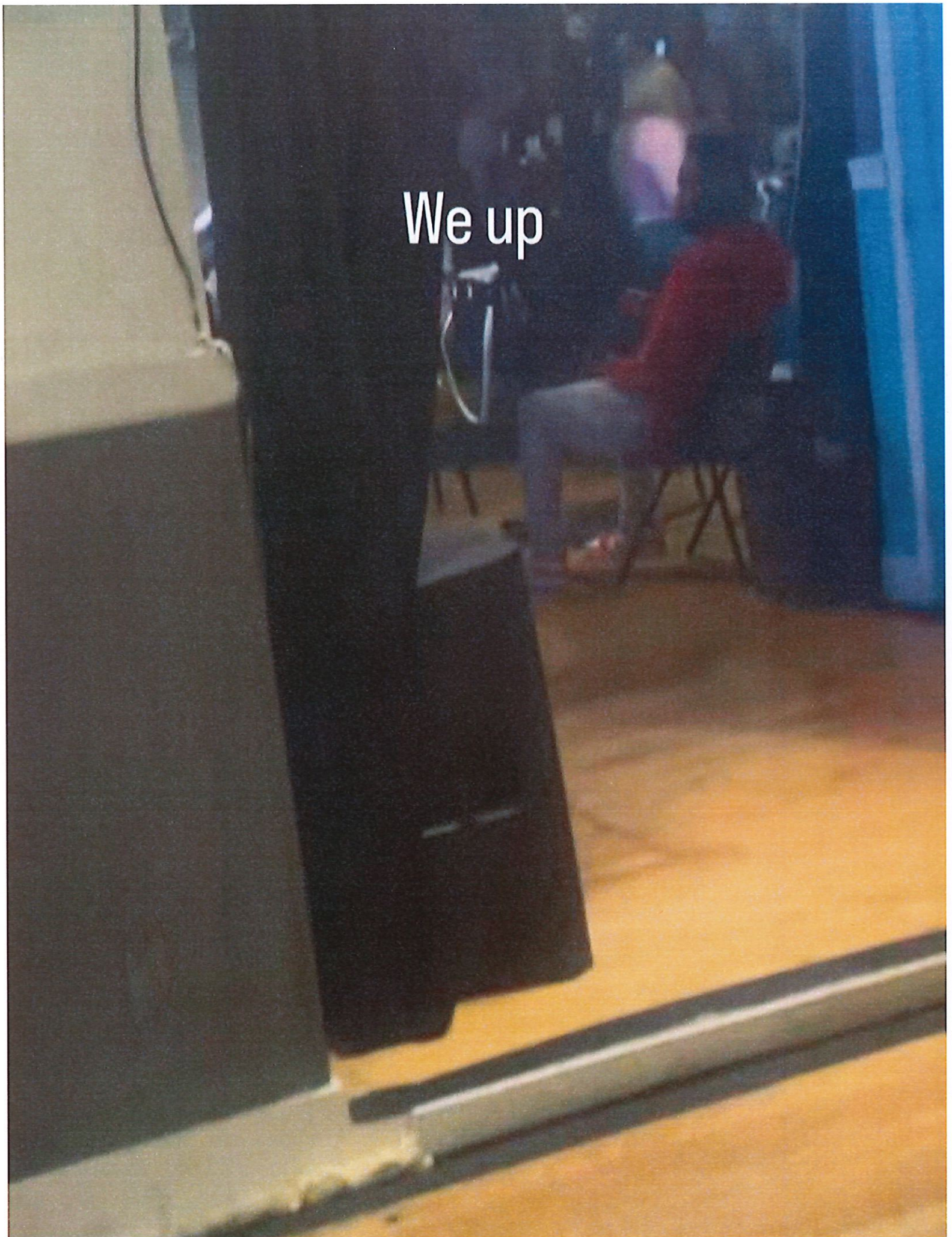
Please let me know what additional information is required to start this process and what next steps will be.

Thank you,

Jenny Englert

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We up





Jimmy Simms



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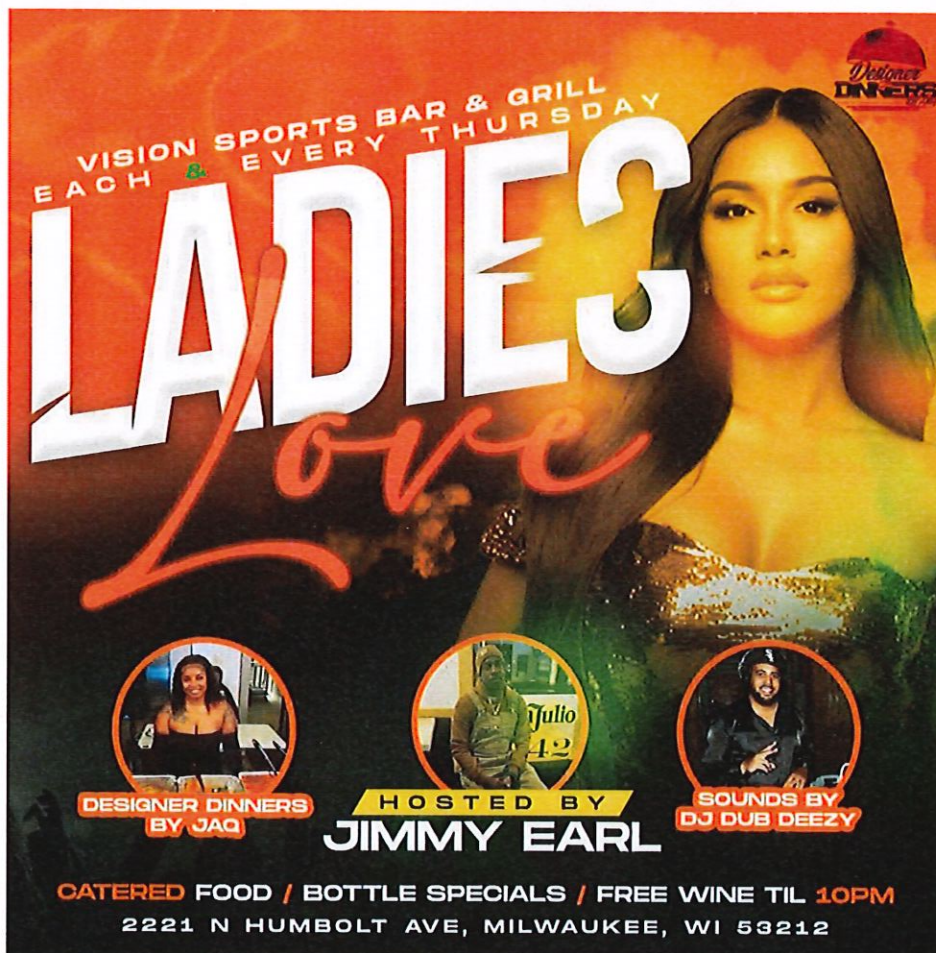


Jimmy Simms



Apr 17 • 🌐

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