



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

Wednesday, October 05, 2016

**COMMITTEE MEETING NOTICE**

AD 12

CASERES, Carlos E, Agent  
JALISCO RESTAURANT, LLC  
1035 S CESAR E CHAVEZ DR

MILWAUKEE, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, October 18, 2016 at 10:30 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "JALISCO RESTAURANT, LLC" for "JALISCO RESTAURANT" at 1035 S CESAR E CHAVEZ DR.

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.

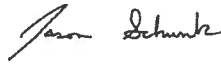
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:   
\_\_\_\_\_  
Jason Schunk  
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)

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 09/01/2016

**LICENSE TYPE:** BTAVN

**NEW:**

**RENEWAL:**

**No. 236785**

**Application Date:** 09/01/2016

**License Location:** 1035 South Cesar E Chavez Drive

**Business Name:** Jalisco Restaurant

**Licensee/Applicant:** Caseres, Carlos E.  
(Last Name, First Name, MI)

**Date of Birth:** 03/18/1975

**Home Address:** 2904 West Thorncrest Drive

**City:** Franklin

**State:** WI **Zip Code:** 53132

**Home Phone:** 414-303-2648

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 03/01/2015 Milwaukee police were flagged down at South Cesar E Chavez Drive and West Mineral Street regarding a shots fired complaint. The victim told officers that while she was eating inside Jalisco Restaurant (1035 South Cesar E Chavez Drive), her vehicle was struck multiple times by gun fire. Milwaukee police incident report #150600016 filed.
2. On 03/13/2015 Milwaukee police, while on patrol, observed two subjects arguing while outside Jalisco's Restaurant. These subjects told officers they had been at local taverns and planned on going into Jalisco's to get food. These subjects left the area without incident.

=====

3. On 11/04/15, Milwaukee police were dispatched to 1035 S Cesar Chavez, Jalisco's Restaurant, for a Subject with Weapon complaint. Police spoke with the manager Fidel Morales-Maccdo who stated he has a verbal argument with a patron over her take out order and that the patron was asked to leave. The patron pulled out a hand gun from her waist band and climbed through the take out window into the restaurant area and threatened him. The suspect took a food order that was not hers and that she did not pay for it and then exited the business. Security on scene then detained her until police arrived. A black BB gun was recovered from the area where the suspect was detained.

4. On 05/15/2016 Milwaukee police responded to a trouble with the subject complaint at 1035 South Cesar E. Chavez Drive. Investigation revealed an employee of the security company used by Jaliscos, pepper sprayed a group of patrons that had become offensive and disorderly.

MILWAUKEE POLICE DEPARTMENT 16-063  
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Heather WURTH

Business Name: Jalisco Restaurant, LLC  
Address of Licensed Premises: 1035 S. Cesar E. Chavez Dr. District: 2  
Business Phone: 414-672-7070 Type of License: Class B & Extended Hours

Violation /  Incident # 16-136-0428 CAD Date of Incident: 5/15/16

Licensee or Manager on premises at time of violation / incident?  Yes  No

Licensee cooperative?  Yes  No (if no, explain in narrative section)

Licensee Notified by Officer: P.O. Lisa Purcelli Date: 5/15/16 Time: 4:45 am

Licensee or Agent's Name: Antanacio MAZABA-SERRANO Date of Birth: 7/17/88  
Home Address: 1741 S. 17<sup>th</sup> St., Milwaukee, WI 53215 Home Phone: 414-672-7070

Co-Licensee Name: Date of Birth:  
Home Address: Home Phone:  
Class S License Number:

Bartender Name: Date of Birth:  
Home Address: Home Phone:  
Class D License Number:

Licensed Person / Public Pass. Vehicle, etc.: Date of Birth:  
Home Address: Home Phone:  
Class D License Number:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Date:

Investigating Officer: P.O. Lisa Purcelli District / Bureau: 23 Date: 5/15/16

*[Signature]* Commanding Officer *[Signature]* Date: 5.15.16

DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date
			LICENSE INVESTIGATION UNIT	
			Received <i>[Signature]</i>	
			Referred	
			By <i>[Signature]</i>	

PA-33E Narrative

This report was written by P.O. Lisa PURCELLI assigned to Squad 2321 with P.O. Jeremy GONZALEZ at District Two, Late shift.

On Sunday, May 15, 2016 at 3:55 a.m., we responded to a Trouble With Subject complaint at Jaliscos Restaurant, located at 1035 S. Cesar E. Chavez Dr. The investigation revealed that a security officer (Jose L. ROSADO-ROSARIO, w/m, 10/4/84) had pepper sprayed a patron (GOMEZ, Mario A., w/m, 1/19/92) who was suspected to be intoxicated by alcohol and was being offensive and threatening towards employees. The security officer was employed by JC Public Safety and was assigned to work at Jaliscos during the their extended hours. ROSADO-ROSARIO had to call for back-up security officers from his company to respond and assist as the patron who he had sprayed, along with that patron's friends, were all being disorderly and offensive towards them, which disrupted the normal flow of business.

The manager on duty, Atanacio MAZABA-SERRANO (w/m, 7/17/88), stated he did not have access to the video surveillance system in the business, and no one would be available to assist with it until Monday, May 16, 2016 at 11:00 a.m. when the owner was due to arrive.

This investigation was pended awaiting the viewing of the video surveillance.



Wednesday, October 05, 2016



# Notice of Public Hearing

---

CASERES, Carlos E, Agent  
JALISCO RESTAURANT at 1035 S CESAR E CHAVEZ DR  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Tuesday, October 18, 2016 at 10:30 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 10/18/2016 at 10:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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 AND ZIP CODE
CURRENT OCCUPANT	1020 S 17TH ST	MILWAUKEE, WI 53204-2001
CURRENT OCCUPANT	1022 S 17TH ST	MILWAUKEE, WI 53204-2001
CURRENT OCCUPANT	1028 S 17TH ST	MILWAUKEE, WI 53204-2001
CURRENT OCCUPANT	1629 W MINERAL ST	MILWAUKEE, WI 53204-2005
CURRENT OCCUPANT	1016A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2203
CURRENT OCCUPANT	1700 W WASHINGTON ST	MILWAUKEE, WI 53204-2066
CURRENT OCCUPANT	1110 S 17TH ST	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1021 S 17TH ST	MILWAUKEE, WI 53204-2002
CURRENT OCCUPANT	1027 S 17TH ST	MILWAUKEE, WI 53204-2002
CURRENT OCCUPANT	1632 W WASHINGTON ST	MILWAUKEE, WI 53204-2064
CURRENT OCCUPANT	1633 W MINERAL ST	MILWAUKEE, WI 53204-2005
CURRENT OCCUPANT	1622 W WASHINGTON ST	MILWAUKEE, WI 53204-2064
CURRENT OCCUPANT	1025 S 17TH ST	MILWAUKEE, WI 53204-2002
CURRENT OCCUPANT	1110 S 17TH ST A	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1114A S 17TH ST	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1114 S 17TH ST	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1118 S 17TH ST	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1120 S 17TH ST	MILWAUKEE, WI 53204-2012
CURRENT OCCUPANT	1624 W WASHINGTON ST	MILWAUKEE, WI 53204-2064
CURRENT OCCUPANT	1624A W WASHINGTON ST	MILWAUKEE, WI 53204-2064
CURRENT OCCUPANT	1029 S 17TH ST	MILWAUKEE, WI 53204-2002
CURRENT OCCUPANT	1101 S 17TH ST	MILWAUKEE, WI 53204-2013
CURRENT OCCUPANT	1103 S 17TH ST	MILWAUKEE, WI 53204-2013
CURRENT OCCUPANT	1635 W WASHINGTON ST	MILWAUKEE, WI 53204-2065
CURRENT OCCUPANT	1628 W WASHINGTON ST	MILWAUKEE, WI 53204-2064

**Total Records: 26**

**Radius: 250.0 feet and Center of Circle: 1035 S Cesar E Chavez DR**





# PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

## 1. CURRENT APPROVED ENTERTAINMENT

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

Jukebox

## 2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to ADD:

- |   |   |  |  |
|---|---|--|--|
| <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 checked="" 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       | <input type="checkbox"/> Pool Tables             |
| <input type="checkbox"/> Motion Pictures                                | <input type="checkbox"/> Amusement Machines – | How many? _____                              | How many? _____                                  |
| How many screens? _____   | How many? _____                               | <input type="checkbox"/> Concerts            | <input type="checkbox"/> Theatrical Performances |
|   |   | Approx. # per year? _____                    | 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. NOTARIZED SIGNATURES

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.

### SUBSCRIBED AND SWORN TO BEFORE ME

This 31 day of August, 2016  
Mercedes Fernandez  
(Clerk/Notary Public)

[Signature]  
Agent/20% or More Shareholder/Partner

My Commission Expires 5-19-2017  
\*Notary Seal must be affixed.

Additional 20% or More Shareholder/Partner



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

Wednesday, October 05, 2016

**COMMITTEE MEETING NOTICE**

AD 12

GUSTAVO GUIZAR, JR

1460 S MUSKEGO Av

MILWAUKEE, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, October 18, 2016 at 10:30 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License renewal Applications for "TEQUILA NIGHT CLUB" at 1460 S MUSKEGO 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: \_\_\_\_\_

Jason Schunk  
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)

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 09/20/2016  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 237428  
Application Date: 09/20/2016  
Expiration Date:

License Location: 1460 S Muskego Av  
Business Name: Tequila Night Club

Aldermanic District: 12

Licensee/Applicant: GUIZAR, Gustavo Jr  
(Last Name, First Name, MI)  
Date of Birth: 08/08/1957

Home Address: 1501 S 12<sup>th</sup> St  
City: Milwaukee State: WI Zip Code: 53204  
Home Phone: 414-383-5955

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 01/24/2005 at 21:30 officers made a lawful inspection of the licensed premises at 1460 s Muskego. Officers found a exit door locked. The applicant told officers the building inspector and his alderman told him the door could be locked.

Charge : Safe Egress from all doors  
Finding : Guilty, Municipal Court  
Sentence: Fined \$100.00  
Date : 04/18/2005  
Case : 05019048

- 
2. On 12/16/06 at 1:50 am, Milwaukee Police conduct a tavern check at 1460 W Muskego along with officers from the Intelligence Division and the Warrant Squad. Officers found the licensee, Gustavo Guizar, highly intoxicated and when advised the officers were there to conduct a tavern check, Guizar became argumentative with police. Guizar demanded that the police leave. While conducting the tavern check, officers located a loaded semi-auto pistol in a drawer under the cash register. Guizar stated to the police that the gun was his. Officers confiscated the firearm and placed it on inventory for safekeeping due to Guizar intoxication.
-

3. On 08/27/07 at 1:52 am, Milwaukee police were dispatched to 1460 S Muskego for a Fight complaint. Officers spoke to Gustavo Guizar who stated that at about 1:00 am, he observed 5 subjects fighting inside the tavern and that it continued outside. Guizar stated the reason why he didn't call police right away because a patron who was hurt stated he was ok and Guizar believed police weren't needed. Officers issued Guizar a citation for Disorderly Premises Prohibited.

Charge: Disorderly Premises Prohibited  
Finding: Dismissed  
Date: 11/20/07  
Case: 07103211

4. On 11/12/07 at 1:27 pm, Milwaukee police were dispatched to 1460 W Muskego for an Entry complaint. Investigation found that someone forced the front door open and removed \$500.00 dollars from two registers. A report was filed.

- 
5. On 02/18/12 at 2:15 am, an altercation happened inside The Tequilla Club between two groups of people. An officer spoke to Gustavo Guizar who stated he and his security escorted one group out the side door of the bar and then escorted the second group out the front door. A short time later a physical fight between the two groups occurred on the sidewalk in front of the club resulting in two battery victims. One victim was struck in the head with a bottle and needed 5 stitches to close the wound. The other victim was struck with a stick in the head and also required 5 stitches to close the wound. A charge of battery was issued to one suspect, which was no processed by the District Attorney.

- 
6. On 11/03/12 at 3:38 am, Milwaukee police were dispatched to 1557 S 15<sup>th</sup> Street for a Property Damage complaint. Investigation found a patron entered the bar at 1460 S Muskego but was refused service due to his intoxication and was asked to leave. The patron then threatened to mess up one of the employee's car and upon leaving, broke the window to the employee's auto by throwing a brick at it.

- 
7. On 10/21/2013 the applicant was cited at 1912 West Rogers Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: \$230.00 fine  
Date: 09/11/2014  
Case: 14053848

---

Item #7 previously reported, disposition added 08/31/2015.

8. On 12/05/2014 Milwaukee police conducted a licensed premise check at 1460 South Muskego Avenue. No violations were observed.
-

9. On 01/05/2016 the applicant was cited at 1456 South Muskego Avenue in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Due for further proceedings 10/04/2016 8:30am branch 3  
Sentence:  
Date:  
Case: 16031391

10. On 04/30/2016 Milwaukee police were dispatched to a battery/cutting at 1517 South Pearl Street. Investigation revealed the victim and suspect had been patrons of The Tequila Night Club (1460 South Muskego Avenue). The victim was approached by several people outside the business when a fight ensued, resulting in the death of the victim. Milwaukee police incident report #161210035 filed.

MILWAUKEE POLICE DEPARTMENT  
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

16-074

TO: Captain Heather WURTH

Business Name: Tequila Night Club  
Address of Licensed Premises: 1460 S. Muskego Av.  
Business Phone: 414-737-0272

Type of License: Alcohol Beverage License

District: 2

Violation /  Incident # 16-121-0035 Date of Incident: 04-30-2016

CAD 16-121-0269

Licensee or Manager on premises at time of violation / incident?  Yes  No

Licensee cooperative?  Yes  No (if no, explain in narrative section)

Licensee Notified by Officer: PO Taylor D. BAAS

Date: 06-26-2016

Time: 7:30PM

Licensee or Agent's Name: Gustavo Guizar, Jr.  
Home Address: 1501 S. 12<sup>th</sup> St.

Date of Birth: 08-08-1957  
Home Phone: 414-210-2612

Co-Licensee Name:  
Home Address:  
Class S License Number:

Date of Birth:  
Home Phone:

Bartender Name:  
Home Address:  
Class D License Number:

Date of Birth:  
Home Phone:

Licensed Person / Public Pass. Vehicle, etc.:  
Home Address:  
Class D License Number:

Date of Birth:  
Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Investigating Officer: PO Taylor D. BAAS

District / Bureau: 22

Date: 06-27-2016

Commanding Officer  
Captain Heather Wurth

Date

DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

LICENSE INVESTIGATION UNIT

Received 6/16/16

Referred

By [Signature]

PA-33E Narrative

This report is written by PO Taylor D. BAAS, assigned to District Two, Early Shift, squad 2430 with PO Adam J. LUEBBE. On Saturday, April 30<sup>th</sup>, 2016, at approximately 1:36AM, I was dispatched to the address of 1517 S. Pearl St. for a Battery Cutting Complaint, which occurred at approximately 1:31AM in the City and County of Milwaukee. Further investigation determined the incident to be a Homicide.

On scene, I secured the scene and conducted multiple interviews. PO Oscar A. ESPITIA (Squad 2450), conducted interviews inside of The Tequila Night Club located at 1460 S. Muskego Av., where the victim had been prior to the incident.

Further investigation determined that the victim and suspect had been inside The Tequila Night Club prior to the incident. The victim had been outside The Tequila Night Club when the suspect and multiple people approached him. The victim then spit at the suspect causing a physical fight outside of The Tequila Night Club that resulted in the homicide of the victim. The victim was previously accused of touching a girl, prior to the incident, possibly causing the fight to begin.

I attempted to do a License Premise check multiple times at The Tequila Night Club, however they were closed when I did so. On Monday, June 28<sup>th</sup>, 2016 I located a copy of the businesses license in my mail box. I reviewed the License which revealed no violations.



Wednesday, October 05, 2016



# Notice of Public Hearing

---

GUIZAR, JR, Gustavo  
TEQUILA NIGHT CLUB at 1460 S MUSKEGO Av  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Tuesday, October 18, 2016 at 10:30 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 10/18/2016 at 10:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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 AND ZIP CODE
CURRENT OCCUPANT	1503 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1505 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1515 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1545A S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1535 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1454 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1630 W BOW ST	MILWAUKEE, WI 53204-2720
CURRENT OCCUPANT	1507 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1517 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1523 S MUSKEGO AVE	MILWAUKEE, WI 53204-2725
CURRENT OCCUPANT	1725 W BOW ST	MILWAUKEE, WI 53204-2634
CURRENT OCCUPANT	1442 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1440 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1539 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1450 S UNION ST	MILWAUKEE, WI 53204-2644
CURRENT OCCUPANT	1450 S UNION ST A	MILWAUKEE, WI 53204-2644
CURRENT OCCUPANT	1529 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1511 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1537A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1449A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2714
CURRENT OCCUPANT	1542A S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1539 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1460 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1434 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1547 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1542 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1458 S MUSKEGO AVE 3	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1537 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1501 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1543 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1545 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1454 S UNION ST	MILWAUKEE, WI 53204-2644
CURRENT OCCUPANT	1457 S MUSKEGO AVE	MILWAUKEE, WI 53204-2723
CURRENT OCCUPANT	1446 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1449 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2714
CURRENT OCCUPANT	1547A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1458 S MUSKEGO AVE 2	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1458 S MUSKEGO AVE 1	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1630A W BOW ST	MILWAUKEE, WI 53204-2720
CURRENT OCCUPANT	1436 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1553 S PEARL ST	MILWAUKEE, WI 53204-2730

**Total Records: 42**

**Radius: 250.0 feet and Center of Circle: 1460 S Muskego AV**

# 2016-2017 Plan of Operation for 1460 S MUSKEGO AV

1. Litter & Security Plans			
How are the grounds kept clean? <input 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 checked="" type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input checked="" type="checkbox"/> Other: <u>MANAGER CHECK NOISE LEVEL</u>			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input type="checkbox"/> Yes    If Yes, Describe:			
Number of garbage cans:    Inside <u>14</u> Locations: <u>BATHROOMS, BAR, HAL ETC.</u> Outside <u>1</u> Locations: <u>ON BOW ST.</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If Yes, Describe:			
Number of restrooms: <u>5</u>			
Name of solid waste contractor: <u>WASTE MANAGER</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 security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes    If Yes, how many? <u>2</u> AND    What are their responsibilities? <u>SEARCH CUSTOMERS AT MAIN DOOR, CHECK IDS ETC.</u> What security equipment do they use? <u>HAND HELD SCANNER, PEPPER SPRAY</u> List their licensing, certification or training credentials: <u>OWNER/MANAGER TRAIN PERSONAL</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes    If Yes, list all locations:			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes    If Yes, describe: <u>SEARCH MANUALY AND WITH SCANNER (HAND), CHECK IDS</u>			
2. Percentage of Sales (must total 100%)			
Alcohol <u>95</u> %	Food Sales _____ %	Entertainment _____ %	Other <u>5</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store <input type="checkbox"/> Other:
<input checked="" type="checkbox"/> Night Club	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Hotel	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
4. Hours of Operation and Age Restriction			
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.			
5. Floor Plan and Capacity			
Are you requesting any changes to the floor plan or capacity? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If Yes, Describe:			
If requesting changes to the floor plan, submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.			
6. Sidewalk Dining (if renewing a current license)			
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.			

# PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

## 1. CURRENT APPROVED ENTERTAINMENT

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

Disc Jockey, Dancing by Performer(s), Patron Contests, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands, 6 Amusement Machines  
Pool Tables

## 2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to ADD:

- |   |  |  |   |
|---|--|--|---|
| <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                         | <input type="checkbox"/> Pool Tables  |
| <input type="checkbox"/> Motion Pictures<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"/> 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:

*SPEAKERS ON DANCE HALLS AND BAR*

## 5. NOTARIZED SIGNATURES

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.

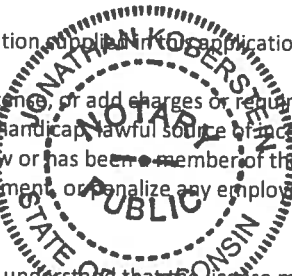
I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, 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.

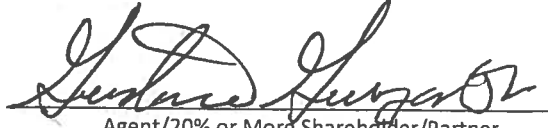
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

### SUBSCRIBED AND SWORN TO BEFORE ME

This 19<sup>th</sup> day of SEPTEMBER, 20 16

  
\_\_\_\_\_  
(Clerk/Notary Public)



  
\_\_\_\_\_  
Agent/20% or More Shareholder/Partner

My Commission Expires MARCH 27, 2019

\*Notary Seal must be affixed.

Additional 20% or More Shareholder/Partner



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

Wednesday, October 05, 2016

**COMMITTEE MEETING NOTICE**

AD 12

Alberto Morales

2000 S 8th St

Milwaukee, WI 53204

---

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, October 18, 2016 at 10:30 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications for  "Carnitas Machetes" at 2000 S 8th St.

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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:   
\_\_\_\_\_  
Jason Schunk  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**



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

Wednesday, October 05, 2016

**COMMITTEE MEETING NOTICE**

AD 12

Alberto Morales

1934 W ROGERS St

Milwaukee, WI 53204

---

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, October 18, 2016 at 10:30 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications for "Carnitas Machetes" at 2000 S 8th St.

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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: \_\_\_\_\_

**Jason Schunk**  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**

Date:09/24/16  
Officer: Efrain Cornejo

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Tavern Inspection

Name of Premise: Carnitas Machetes  
Address: 2000 S 8<sup>th</sup> St  
Phone: (414) 555-5555

Owner: Alberto Morales  
Owner address: 1934 W Rogers St  
City State Zip: Milwaukee, WI 53204  
Owner Phone: (414) 339-1077  
Owner email: cmorales228@yahoo.com

Licensee/Agent: Alberto Morales  
Home Address: 1934 W Rogers St  
City State Zip: Milwaukee, WI 53204  
Phone: (414) 339-1077  
Email: cmorales228@yahoo.com

Preferred contact: Alberto Morales

Location currently open:  YES  NO

Projected open date: October 2016

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 6AM-5PM 24 hours Y N  
Mon: Closed  
Tue: Closed  
Wed: Closed  
Thu: Closed  
Fri: Closed  
Sat: 6AM-5PM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:



Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Other:  Yes  No Type: #:  
Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many 3
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Street parking  Yes  No
7. Is there a parking lot  Yes  No
8. Is the parking lot clean?  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: 4
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: 3 months
21. Are there exterior cameras  Yes  No How many: 4
22. Are there interior cameras  Yes  No How many: 4

23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

25. What is the planned/posted capacity 50  
 26. What is the minimum number of employees that will be on premise 5  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

32. How many security personnel are going to be employed: 0  
 33. How will they be deployed: Interior Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other  
 38. When at capacity, how will the overflow crowd be managed? Applicant stated he would have customers wait outside until he has room for capacity. He does not expect to get to capacity because most of his business is carryout.  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Applicant stated he has been working at the business for three years and will be getting the licenses in his name. The business is currently open and the current agent Francisco Lopez was not on the premise. The business has a current Class B license and I observed beer and alcohol. I asked Applicant if he or any of the employees had a valid Bartender's license, which he replied no. I explained to him that he cannot sell alcohol unless a licensed bartender or the agent was present. I did not observe anyone consuming alcohol. I advised applicant he needed Lopez to respond and monitor the sale of alcohol or he needed to obtain a manager's/bartender's license.



**MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS**

**DATE:** 10/02/2015

**LICENSE TYPE:** CLASS B TAVERN

**NEW:**

**RENEWAL:** X

**No. 218403**

**Application Date:** 10/01/2015

**Expiration Date:**

**License Location:** 2000 South 8<sup>th</sup> Street

**Aldermanic District:** 12

**Business Name:** CARNITAS MACHETES

**Licensee/Applicant:** Lopez, Francisco H.

(Last Name, First Name, MI)

**Date of Birth:** 06/15/47

**Male:** X

**Female:**

**Home Address:** 3021 So 12<sup>th</sup> Street

**City:** Milwaukee

**State:** Wi.

**Zip Code:** 53204

**Home Phone:** 383-2337

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

- 1) On 06/16/95 Officers conducted a check of the La Calle Dos at 627 S. 2<sup>nd</sup> St. (Licensee: Francisco Lopez). Upon entry into the tavern Officers Patted down a patron who had a paper bag containing a bottle of beer in his pocket. Also inside this bag were several corner cuts containing cocaine. In his other pocket was a larger bag containing cocaine. Total weight 6.17 grams. This patron was arrested for Possession of cocaine. The bartender, and manager were not licensed, and were not supervised by a licensed person. The person who identified himself as the manager was in possession of a 3 ½" folding lock-blade knife, and a corner cut ten dollar bill containing cocaine. In going behind the bar the Officers found a .357 cal. Revolver next to the cash register. The manager stated that he took the gun from a disorderly patron earlier in the night but did not call the police. This subject was arrested for possession of cocaine, and Carrying a concealed weapon (Knife).

As to Francisco Lopez:

<b>Charge:</b>	Responsible Person upon Licensed Premises
<b>Finding:</b>	Guilty
<b>Sentence:</b>	Fined \$330.00
<b>Date:</b>	07/25/95
<b>Case #</b>	95065341

- 2) On 09/23/95 the applicant was tending bar in the tavern La Calle Dos located at 627 S. 2<sup>nd</sup> St. He knowingly allowed a 17 year old Female to loiter in his tavern, and admitted that the juvenile was underage when questioned by Police Officers.

Charge: Presence of Minor prohibited  
Finding: Guilty  
Sentence: Fined \$332.50  
Date: 11/14/95  
Case # 95092472

- 3) On 10/17/95 Officers were dispatched to a call for Police at 627 S. 2<sup>nd</sup> St. (La Calle Dos). Upon their arrival a Female victim informed Officers that she was in the tavern when a known subject slapped her in the face. The victim attempted to call the Police from the bar, and the bartender Genaro Rodriguez hung the phone up, and told her to go somewhere else to call the police. The Officers were informed that the suspect lived in the basement of the tavern. At this time officers informed the bartender that they were going to check the basement which was included on the license. The bartender began to yell at officers telling them that they were not looking anywhere without a search warrant. The bartender was very intoxicated. A patron also joined in swearing at Officers. Upon checking the basement Officers did find the suspect. No licensed person was on the scene at this time. The bartender, and one patron was arrested for obstructing an Officer, and a citation was issued to the suspect in the battery. Both the licensee and bartender were issued citations for Responsible person upon licensed Premises. One was not issued, and the other dismissed.
- 4) On 01/01/97 Officers were dispatched to the La Malaguena Tavern located at 636 S. 6<sup>th</sup> St. regarding a fight occurring inside the bar. Upon their arrival a patron stated that while inside the tavern Francisco Mata became upset that she backed out of a deal to open a new tavern. She stated that Mata punched her in the face, and threw bottles from the bar at her. The licensee was not on the scene, and was interviewed on 01/02/97. He stated that he left the bar at 4:00PM, and he bartendere Cruz Guevarra was in charge. This person did not have a Class D Bartender License. Mr. Mata was issued a citation for assault & Battery.

As to Bartender (Cruz Guevarra)

Charge: Ct. 1 Class D Bartender License required  
Ct. 2 Disorderly Premises  
Finding: Ct. 1 Guilty  
Ct. 2 Guilty  
Sentence: Ct. 1 \$100.00  
Ct. 2 \$250.00  
Date: Ct. 1 02/18/97  
Ct. 2 02/18/97  
Case # Ct. 1 97013238  
Ct. 2 97013240

As to Licensee (Francisco Lopez)

Charge: Ct. 1 Disorderly Premises (Licensee Responsibility)  
Ct. 2 Responsible Person upon licensed premises  
Finding: Ct. 1 Dismissed without prejudice  
Ct. 2 Guilty  
Sentence: Ct. 1 Dismissed  
Ct. 2 Fined \$332.50  
Date: Ct. 1 05/22/97  
Ct. 2 05/22/97  
Case # Ct. 1 97013259  
Ct. 2 97013260

NOTE: On 03/10/98 the Utilities and Licenses Committee voted to recommend granting of this License, and sent a warning.

- 5) On 09/24/99 at 4:50PM undercover Officers went to the La Malaguena tavern located at 636 S. 6<sup>th</sup> St. While inside the tavern Paul Hernandez sold ½ oz. Of cocaine to the Officers. The cocaine was passed on to Paul Hernandez, by Bernardo Perez-Mendez who would get the cocaine from above the ceiling tiles inside the tavern. On 10/01/99 a search warrant was executed at the La Malaguena tavern located at 636 S. 6<sup>th</sup> St. (Licensee: Francisco H. Lopez). The Officers recovered Cocaine in individually wrapped packages (13.56 grams, and 19.29 grams) with 51 plastic corner cuts above the ceiling tiles. In a window air conditioner inside the tavern the Officers recovered individually wrapped baggies containing cocaine (21.49 grams) with 62 corner cuts. In the Southwest corner of the bar a plastic baggie containing 4.48 grams of cocaine with 13 corner cuts was recovered. Also on 10/01/99 Officers conducted a buy/bust outside of 631 S. 6<sup>th</sup> St. in which Paul Hernandez, and Alfredo Hernandez sold & delivered to the Officers 2,209.63 grams of Marijuana, and 52.85 grams of cocaine. Paul Hernandez was charged with three counts of Delivery of Cocaine, and one count of Delivery of Marijuana. Bernardo Perez-Mendez was charged with one count of Delivery of Cocaine.
- 6) On 02/17/00 Francisco Lopez filed an Auxiliary Questionnaire Alcohol Beverage License Application for a New Class B Tavern license for Machete's Place located at 1566 S. Muskego Av. On this application he answered No to question #2 which asks in part if he as ever been convicted of any Municipal ordinances of any municipality? This is a false statement due to three municipal ordinance violations.

Charge: Truth of Statements & Affidavits – Falsifying  
Finding: Guilty  
Sentence: \$645.00  
Date: 3-27-2001  
Case # 00043549

7. On 09/01/08 at 3:50 pm, Milwaukee police were dispatched to 2000 S 8<sup>th</sup> Street for an Entry complaint. Investigation revealed unknown actor(s) gained entry through a door from the attic that led into the business. Numerous items were taken along with cash from two registers. The owner was on scene and stated he has no video cameras or alarms on the business. A report was filed.

8. On 10/17/12 at 3:37 pm, Milwaukee police conducted an investigation at 2000 S 8<sup>th</sup> Street regarding a complaint from Alderman Perez's office of possible drug sales taking place at this location. Police spoke to Francisco Lopez who was surprise to hear about the allegations and allowed police to search the business. No signs of drug dealing or drug use were present. Lopez further stated that he often observes drug dealing on Rogers in front of his business but does not call police for fear of retaliation. Police advised Lopez on how to report complaints anonymously.
  
9. On 10/26/12 at 7:10 pm, Milwaukee police were dispatched to 2000 S 8<sup>th</sup> Street for an Armed Robbery complaint. Police spoke with Francisca Lopez who stated two unknown subjects armed with guns and who wore masks, attempted to rob her but were not successful due to the fact she could not open the cash register. Both subjects fled the area. No injuries were reported. On 10/29/12, officers conducted follow up and spoke with Francisco Lopez. Officers advised Lopez to invest in a quality video recording system for the protection of them and their business. Police also recommended as to where the cameras should be placed.

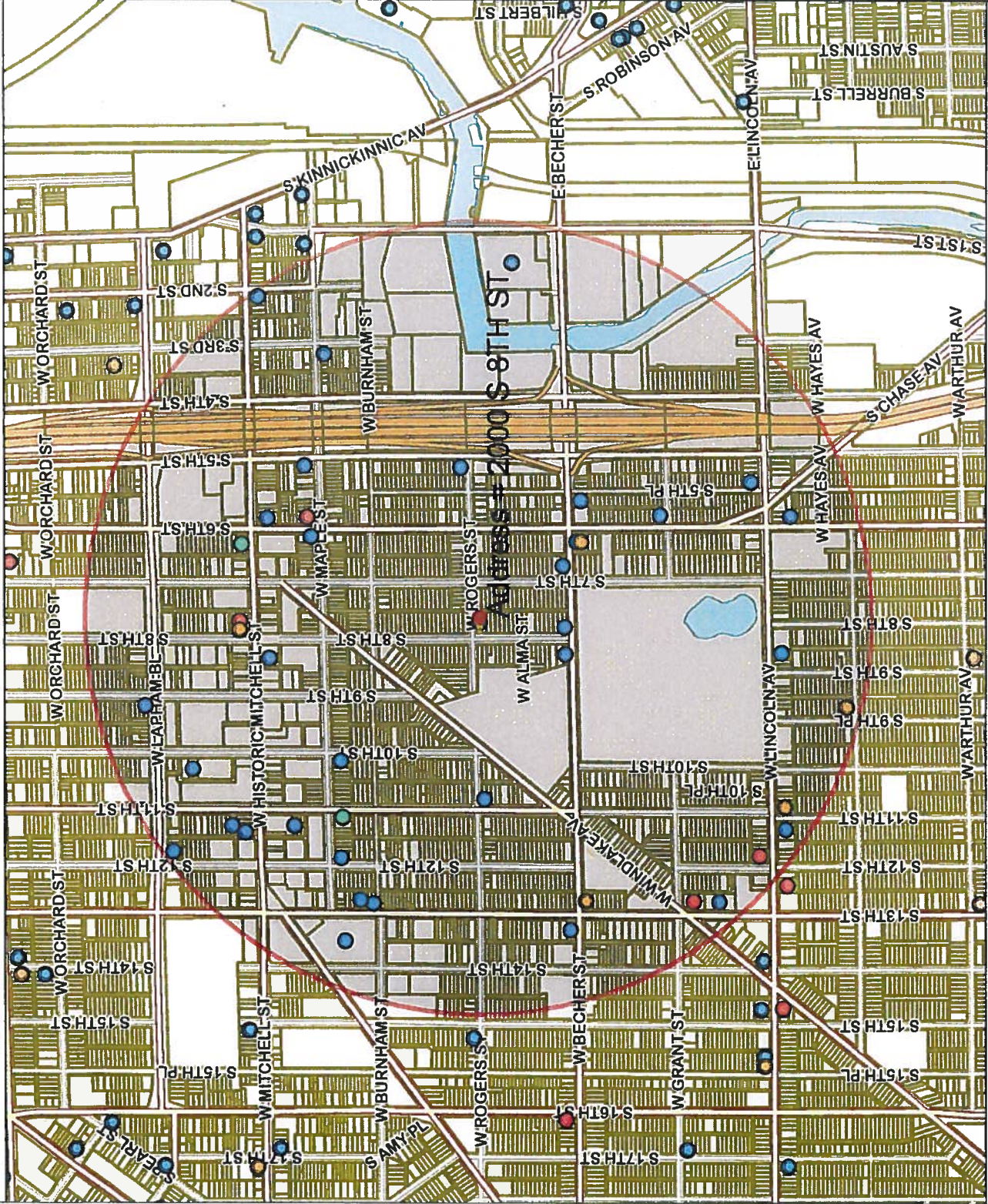
=====

Previous premise



# Alcohol License Concentration for 2000 S 8th St

City of Milwaukee, Wisconsin



## - Legend -

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses**
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer

## - Notes -

Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 2000 S 8th St on 08/01/2016



Department of Administration - ITMD



Map Scale: 1: 11,386

Disclaimer  
8/17/2016

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information







Wednesday, October 05, 2016

## Licenses Committee Notice of Hearing

Alberto Morales  
Alma Alba  
1934 W ROGERS St  
Milwaukee, WI 53204

Date: 10/18/2016  
Time: 10:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
Alberto Morales  
Carnitas Machetes at 2000 S 8th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Wednesday, October 05, 2016

## Licenses Committee Notice of Hearing

Alberto Morales  
Alma Alba Sanchez  
2000 S 8th St  
Milwaukee, WI 53204

Date: 10/18/2016  
Time: 10:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
Alberto Morales  
Carnitas Machetes at 2000 S 8th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.







Wednesday, October 05, 2016



# Notice of Public Hearing

---

MORALES, Alberto  
Carnitas Machetes at 2000 S 8th St  
Class B Tavern and Food Dealer License Applications

**Tuesday, October 18, 2016 at 10:30 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 10/18/2016 at 10:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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 AND ZIP CODE
CURRENT OCCUPANT	712 W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	1968A S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1966B S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1966 S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	2027 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2027A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2011 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2005A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2019B S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	822 W ROGERS ST	MILWAUKEE, WI 53204-3857
CURRENT OCCUPANT	1957 S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	716 W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	700 W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	1959 S 7TH ST	MILWAUKEE, WI 53204-3919
CURRENT OCCUPANT	2031 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2023 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2016A S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2010 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2005B S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2001 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2035 S 8TH ST A	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	704 W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	1966A S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1956 S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1959B S 7TH ST	MILWAUKEE, WI 53204-3919
CURRENT OCCUPANT	2038 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2035A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2022 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2019 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2018 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	2015 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2004A S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2006 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	1976A S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	2025 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	2001 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	1975 S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	1967A S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	1974A S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1960 S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	2032 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2018A S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	2000 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	2035 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	2013 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	2005 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	820 W ROGERS ST	MILWAUKEE, WI 53204-3857
CURRENT OCCUPANT	708A W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	1974 S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	1955 S 7TH ST	MILWAUKEE, WI 53204-3919
CURRENT OCCUPANT	2037 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2028 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2005 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2002 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	1976 S 8TH ST	MILWAUKEE, WI 53204-3850

CURRENT OCCUPANT	2031 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	1971 S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	1959A S 7TH ST	MILWAUKEE, WI 53204-3919
CURRENT OCCUPANT	2035 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2014 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2004 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2019A S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	1963 S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	716A W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	1968 S 8TH ST	MILWAUKEE, WI 53204-3850
CURRENT OCCUPANT	2019A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT OCCUPANT	2023 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	1967 S 8TH ST	MILWAUKEE, WI 53204-3851
CURRENT OCCUPANT	708 W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	704A W ROGERS ST	MILWAUKEE, WI 53204-3933
CURRENT OCCUPANT	2034 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2016 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2010 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	2004B S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT OCCUPANT	2004 S 7TH ST	MILWAUKEE, WI 53204-3920
CURRENT OCCUPANT	2019 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	2009 S 8TH ST	MILWAUKEE, WI 53204-3853
CURRENT OCCUPANT	814 W ROGERS ST	MILWAUKEE, WI 53204-3857

**Total Records: 79**

**Radius: 250.0 feet and Center of Circle: 2000 S 8th ST**



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/24/16

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 www.milwaukee.gov/license e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

## 1. Type of Business

Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Rooming House  Hotel/Motel  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Taco Restaurant with carryout service

Do you have any experience operating this type of business?  No  Yes If yes, explain: Manager of <sup>current</sup> (same) establishment

## 2. Business Operations

- a. Proposed Opening Date: 9/1/16
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: Restaurant
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 5 Locations: 2 Kitchen, 1 Bar, 2 Dining  
Outside: 2 Locations: rear, side
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, indicate how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe Cameras  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, where? 3 dining, 1 bar, 3 outside exterior
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food <u>80</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant  Cafe/Coffee Shop  Deli or Fast Food Restaurant  Private/Fraternal/Veterans Club
- Night Club  Tavern  Cocktail Lounge  Teen Club
- Banquet Hall  Sports Facility  Bowling Alley
- Hotel/Motel : Number of Floors: 2  Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: 12 Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store  Corner Store  Supermarket  Convenience Store
- Gas Station  Amusement/Phonograph Distributor  Recycling, Salvage or Towing
- Used Car Dealer  Personal Service Establishment  
(such as tattoo business, hair salon, tailor, etc.)  Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit  Cigarette & Tobacco  Gas Station  Extended Hours  Class "B" Tavern  Weights & Measures
- Secondhand Dealer  Precious Metal & Gem  Other: \_\_\_\_\_

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 50 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: \_\_\_\_\_

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: 6th street

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: ALBERTO MORALES, ALMA ALBA ACBA Phone Number: (414) 339-1077

Business Owner Address: 1934 West Rogers St

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6 AM	5 PM	50	30	None
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday	6 AM	5 PM	50	30	None

Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12 a.m. and 5 a.m.

Entertainment Indoor Closing Hours : If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours : 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday,  
unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

X Alberto Morales  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a complete list of all required application forms.



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: <u>ALBERTO MORALES</u>
Premise Address: <u>2000 South 8th St. Milw. WI. 53204</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is there at least 300 feet between the building and any church, school, daycare center or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.
<b>Business Information</b>
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
<b>Proof of Ownership, Lease, or Offer to Purchase (new &amp; transfer applicants only)</b>
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer
<b>Property Information (new &amp; transfer applicants only)</b>
a) Do you own or lease the building? <input checked="" type="checkbox"/> Own <input type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>myself</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>0</u>
e) Total amount paid for goodwill of the business \$ <u>0</u>
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
f) Have you made arrangements with the seller for payment of personal property taxes? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

See Application Information for a list of all required application forms.

**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins 7/22/16 Ends 7/22/21
- b) Monthly rental \$ 800
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5 yrs
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**Change of Agent Applicants Only**

Have there been any changes to the floor plan since the last application was submitted?  No  Yes

If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): \_\_\_\_\_

**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

This 22<sup>nd</sup> day of July, 20 16

[Signature]

(Clerk/Notary Public)

My Commission Expires March 22, 2017

\*Notary Seal must be affixed.

Alberta Murrells

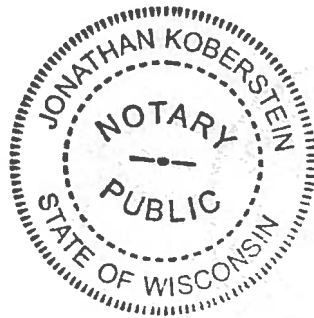
Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

\_\_\_\_\_  
Additional partner or 20% or more shareholder

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

**New and transfer of premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu







**SECTION 4**

Where will food be prepared and/or sold?

At a single site

At multiple sites (for example, a hotel with several dining rooms or bars) How many? \_\_\_\_\_

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 5**

Are you planning any construction, remodeling or equipment changes?

No If No, SKIP to Section 6

Yes If Yes, check all that apply:

- New construction of a building
- Construction changes to an existing building
- Renovation or remodeling
- Equipment changes only (installation or replacement)

Provide a brief description of the changes: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address & Phone Number of Architect: \_\_\_\_\_

Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 6**

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 7

Yes If YES, if your food license is approved prior to the alcohol beverage license, when do you want the food license issued?  Immediately  At the same time as the alcohol license

**SECTION 7**

You must initial each item confirming your understanding:

*A. M.* I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

*A. M.* I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

*A. M.* I understand the district alderperson will review and either approve or deny my application. If denied, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

*A. M.* I understand proof of payment for all license fees must be on file in the License Division before the license may be issued.

*A. M.* I understand the license must be issued and posted in my establishment prior to opening for business.

*A. M.* I will not operate my food business until the license has been issued and posted in the establishment.

Signature of sole proprietor, partner, agent or 20% shareholder: *X Alberta Morales*

Signature of additional partner(s): \_\_\_\_\_

# Bebidas

Jarritos	.....	\$1.50
Tamarindo, Pina, Mandarina, Limon	.....	
Sidral	.....	\$1.50
Coca Cola	.....	\$1.50
Sangria	.....	\$1.50
Sprite	.....	\$1.50
Diet Coke	.....	\$1.50
Agua	.....	\$1.00



# Cerveza

Victoria.....	\$3.00	Miller Lite.....	\$2.00
Pacifico.....	\$3.00	Budweiser.....	\$2.00
Corona.....	\$3.00	Budlite .....	\$2.00
Modelo.....	\$3.00		
Tecate .....	\$3.00		
Michelada.....	\$4.50		





# CARNITAS



Orden de CARNITAS \$ 8.00

Orden de BIRRIA \$ 9.00

Orden de BARBACOA \$ 9.00

## CONSOME

mediano \$ 7.00

grande \$ 8.00

## MENUDO

mediano \$ 8.00

grande \$ 9.00

## TAGOS

CARNITAS, BIRRIA, BARBACOA ASADA, CHORIZO, CHICHARRON \$ 2.00

TAGOS DORADOS DE SESOS \$ 1.00

CONSOME Para llevar \$ 10.00

mediano \$ 20.00  
grande

Orden de FLAUTAS \$ 7.00

Orden de CHILAQUILES TAMALES

docena \$ 10.00

1/2 docena \$ 5.00

## TORTAS

CARNITAS, BIRRIA, BARBACOA ASADA, CHORIZO, CHICHARRON \$ 5.00

## QUESADILLAS

MAIZ \$ 2.50

HARINA \$ 3.50

MENUDO PARA LLEVAR \$ 12.00

mediano \$ 24.00  
grande



Recuerde que tambien  
Preparamos la comida para sus eventos

414-339-1077

Los Precios no incluyen Taxes

Roger St

EXIT

GARBAGE

STAIRS

Emergency exit

SHELVING

GARBAGE

TABLE

kitchen

COOLER

GARBAGE

BURNERS

STOVE

KITCHEN

GARBAGE

bar area

SINK

BAR

ALCOHOL COOLER 2'X4'

ALCOHOL STORAGE 3'X3'

COUNTER

EXIT

GARBAGE

Alcohol cooler 2'x2'

Main entrance

cooler

GARBAGE

S E R V I C E S T A T I O N

seating area

STAIRS

WM

restrooms

MEN

BAR

84'

DINING ROOM

North

S 8<sup>th</sup> St

25'

2100 sq ft CARNITAS MACHETES 2000 S. 8<sup>TH</sup> ST MILW. WI 53204 ALBERTO MORALES (414)339-1077