



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, May 20, 2021

COMMITTEE MEETING NOTICE

AD 13

ENNIS, Mary T, Agent
FRONTIER MOTOR CARS, INC
5150 S 27TH St
MILWAUKEE, WI 53221

You are requested to attend a virtual hearing to be held on:

Wednesday, June 02, 2021 at 01:35 PM

Regarding: Your Secondhand Motor Vehicle Dealer's License Renewal Application as agent for "FRONTIER MOTOR CARS, INC" for "FRONTIER MOTOR CARS" at 5150 S 27TH St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/851985373>. If you wish to call in, please call +1 (408) 650-3123 and use Access Code: 851-985-373.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which has an adverse impact on the public health, safety and welfare of the community. Failure of the applicant to meet the statutory and municipal license 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 activity, on behalf of the licensee, his or her employes, or patrons, other than those specified in s. 218.0116, Wis. Stats., as amended. The licensed premises is operated in such a manner that it constitutes a public or private nuisance or that the conduct on the licensed premises has had an adverse effect on the neighborhood, including but not limited to failure to maintain property in accordance with the board of zoning appeals and department of neighborhood services guidelines. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

Roman, Carmen

From: Celella, Jessica
Sent: Thursday, October 22, 2020 11:38 AM
To: Roman, Carmen
Cc: Byrd, Yashica; Becker, Keren; Cooney, Jim
Subject: FW: Do you know if a permit was recently pulled for 5150 S 27th St

Follow Up Flag: Follow up
Flag Status: Flagged

Can you please add as possible objection?

Thanks,

Jessica Celella
Deputy City Clerk
200 E Wells St Room 205, Milwaukee, WI 53202
(414) 286-2362



REDACTED RECORD

From: Peterson, Todd <T.Peterson@milwaukee.gov>
Sent: Wednesday, October 21, 2020 9:53 AM
To: Celella, Jessica <Jessica.Celella@milwaukee.gov>
Subject: Re: Do you know if a permit was recently pulled for 5150 S 27th St

This was an unpermitted car show. Sorry I was not clearer

Todd Peterson
Legislative Assistant to Alderman Scott Spiker
13th District
200 East Wells Street – 2nd Floor | Milwaukee, WI 53202
414.286.8537
t.peterson@milwaukee.gov

From: Celella, Jessica <Jessica.Celella@milwaukee.gov>
Sent: Wednesday, October 21, 2020 9:50 AM
To: Peterson, Todd <T.Peterson@milwaukee.gov>; Byrd, Yashica <Yashica.Byrd@milwaukee.gov>
Subject: Re: Do you know if a permit was recently pulled for 5150 S 27th St

A license is not required for businesses selling used vehicles for a period of under 30 days and we do not license businesses that sell new cars.

I'm not sure if there is some way that DNS is notified of these events?

Jessica Celella
Deputy City Clerk
200 E Wells St Room 105, Milwaukee, WI 53202
(414) 286-2362



From: Peterson, Todd <T.Peterson@milwaukee.gov>
Sent: Tuesday, October 20, 2020 4:24 PM
To: Celella, Jessica <Jessica.Celella@milwaukee.gov>; Byrd, Yashica <Yashica.Byrd@milwaukee.gov>
Subject: Fw: Do you know if a permit was recently pulled for 5150 S 27th St

Please add this to the record for this location.

Thanks

Todd Peterson
Legislative Assistant to Alderman Scott Spiker
13th District
200 East Wells Street – 2nd Floor | Milwaukee, WI 53202
414.286.8537
t.peterson@milwaukee.gov

REDACTED RECORD

From: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Sent: Tuesday, October 20, 2020 4:22 PM
To: Peterson, Todd <T.Peterson@milwaukee.gov>
Subject: Re: Do you know if a permit was recently pulled for 5150 S 27th St

If they did it again without pulling a special events permit, then report to the License Division for their file. They really need to pull one to alert the police, as I thought we stressed to them last time.

Alderman Scott Spiker
City of Milwaukee
District 13, The Garden District
Desk: 414.286.8537
Cell: 414.708.1884
Scott.Spiker@milwaukee.gov

From: Peterson, Todd <T.Peterson@milwaukee.gov>
Sent: Tuesday, October 20, 2020 4:01 PM
To: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Subject: Re: Do you know if a permit was recently pulled for 5150 S 27th St

Mary says over by 9pm. No traffic, no congestion less than 1/2 of the previous event

Todd Peterson
Legislative Assistant to Alderman Scott Spiker
13th District
200 East Wells Street – 2nd Floor | Milwaukee, WI 53202
414.286.8537
t.peterson@milwaukee.gov

REDACTED RECORD

From: Peterson, Todd <T.Peterson@milwaukee.gov>
Sent: Tuesday, October 20, 2020 3:55 PM
To: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Subject: Fw: Do you know if a permit was recently pulled for 5150 S 27th St

The emailer is out of the district. This is my entry from 9/18. Because I recalled problems here I would have instructed the requester to work thru the permit desk, which she apparently did not do. She is calling me back because she thinks the event ended earlier than 9pm

Edward and Mary Ennis	5150 S 27th St	931-1425 282-7100 761-4521	mary@frontiermotorcars.net
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Todd Peterson
Legislative Assistant to Alderman Scott Spiker
13th District
200 East Wells Street – 2nd Floor | Milwaukee, WI 53202
414.286.8537
t.peterson@milwaukee.gov

From: Speth, Germaine <gspeth@milwaukee.gov>
Sent: Tuesday, October 20, 2020 3:32 PM
To: Peterson, Todd <T.Peterson@milwaukee.gov>
Subject: RE: Do you know if a permit was recently pulled for 5150 S 27th St

Good Afternoon Todd,

The "auto show" must have been on private property because a Special Event Permit was not issued for the public right-of-way.

Sincerely,



Germaine Speth
Department of Public Works
Special Event Permit Office
(414) 286-3915

From: Peterson, Todd
Sent: Tuesday, October 20, 2020 1:05 PM
To: Speth, Germaine
Subject: Do you know if a permit was recently pulled for 5150 S 27th St

This would have been an auto show

Thanks

Todd Peterson
Legislative Assistant to Alderman Scott Spiker
13th District

200 East Wells Street – 2nd Floor | Milwaukee, WI 53202
414.286.8537
t.peterson@milwaukee.gov

REDACTED RECORD

From: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Sent: Tuesday, October 20, 2020 1:03 PM
To: Peterson, Todd <T.Peterson@milwaukee.gov>
Subject: Fw: Concerned Citizen

Check with Germaine to see if Frontier ever went ahead with seeking a special event permit for an October auto show. I know that I never signed off on one.

Alderman Scott Spiker
City of Milwaukee
District 13, The Garden District
Desk: 414.286.8537
Cell: 414.708.1884
Scott.Spiker@milwaukee.gov

From: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Sent: Tuesday, October 20, 2020 1:02 PM
To: Peterson, Todd <T.Peterson@milwaukee.gov>
Subject: Fw: Concerned Citizen

Frontier held an auto show over the summer that caused congestion and with which MPD had to intervene to aid traffic flow. After I learned of this, we contacted them and reminded them that any scheduled shows would require them to go through the permit process so that both our office and MPD would be alerted.

I signed off on no permit for an auto show this weekend. If one took place, please let me know and we will follow up with the License Division.

I did speak to the Captain about this fatal accident (I'm not sure what others you are referencing) and was given no indication that it had anything to do with traffic congestion. It sounds like a classic case of reckless driving, given the speed the offender was travelling at, a speed that would be very difficult to obtain were there traffic congestion.

We will follow up, however, just to be sure. But again, if you know of an unpermitted auto show by Frontier, please share this information with me.

Lastly, could we get your address? Thank you.

Alderman Scott Spiker
City of Milwaukee
District 13, The Garden District
Desk: 414.286.8537

REDACTED RECORD

Cell: 414.708.1884
Scott.Spiker@milwaukee.gov

Sent: Sunday, October 18, 2020 3:59 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject:

Greetings Ms. Dimitrijevic!

I understand that there has been fatal accidents during the past several months and happening during car shows held there on weekends by Frontier Auto. It seems like their event is blocking the flow of traffic and that this has actually caused some traffic deaths and/or injuries. Is there something that can be done to stop and or move these auto shows? Any help regarding this would be greatly appreciated.

Sincerely,

Roman, Carmen

From: Celella, Jessica
Sent: Monday, August 3, 2020 8:20 AM
To: Roman, Carmen
Cc: Byrd, Yashica; Becker, Keren; Cooney, Jim
Subject: Fw: Frontier Auto Traffic Hazard

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Hi Carmen,

Can you add this objection to the file?

Thanks,

Jessica Celella
Deputy City Clerk
200 E Wells St Room 105, Milwaukee, WI 53202
(414) 286-2362



From: Spiker, Scott <Scott.Spiker@milwaukee.gov>
Sent: Sunday, August 2, 2020 10:23 AM
To: Celella, Jessica <Jessica.Celella@milwaukee.gov>; Byrd, Yashica <Yashica.Byrd@milwaukee.gov>
Cc: Peterson, Todd <T.Peterson@milwaukee.gov>
Subject: Fwd: Frontier Auto Traffic Hazard

This complaint is for the record for Frontier Auto at the address below. Please place on their file for review at their hearing.

Thank you.
-Scott

Get [Outlook for iOS](#)

From:
Sent: Saturday, August 1, 2020 7:26 PM
To: Spiker, Scott
Subject: Frontier Auto Traffic Hazard

Hi Scott,

I called on Saturday and left a message regarding an out of control event that was being held On Saturday at Frontier Auto 5150 S 27th St.

The event caused northbound & southbound traffic on S 27th St to be blocked by vehicles and pedestrians in addition to large number of cars racing through my normally quite neighborhood

I don't know what type of event it was but it was not typical of an auto sales venue. If it wasn't permitted it should have required one due to the problems that it caused

I reported the problem to the police but someone needs to follow up with the ownership so that this type of problem doesn't occur again

[...]

Thank You

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/23/2021

LICENSE TYPE: USED CAR

NEW:

RENEWAL:

No. 322817

Application Date: 04/22/2021

License Location: 5150 S 27th St

Business Name: Frontier Motor Cars

Licensee/Applicant: ENNIS, Mary T
(Last Name, First Name, MI)

Date of Birth: 09/04/1949

Home Address: 445 S Elmridge Av

City: Brookfield

State: WI **Zip Code:** 53005

Home Phone:

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

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

1. On 12/23/2020 officers were dispatched to an Auto Theft at Frontier Motors, 5150 S 27th St. The officers filed a report regarding a vehicle that was taken without the consent of the owner.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:203590077

OtherEvent #: 20-LP-1557

Incident

5150 S 27TH ST MILWAUKEE, WISCONSIN 53221

Incident Date/Time:: 12/23/2020 17:30:00
CAD Number:: 203591025
District:: 6
Beat:: 650
Reporting Area:: 7379

Business Agent (1)

ENNIS, MARY THERESA

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 09/04/1949
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (262)-784-6479
Phone 1 Type:: Phone
Address:: 5150 S 27TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53221

Licensed Premise Data (1)

FRONTIER MOTORS

Address:: 5150 S 27TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53221
License Type:: Direct Seller
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Mielcarek, Mark J 017105

12/28/2020

On the above date and time I (sqd 6152) responded to a vehicle theft at the above location. Unknown suspects took a dealership vehicle without the consent of the owner.

Vehicle theft report was generated and filed regarding theft. See vehicle theft report for further details

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:203590077

OtherEvent #: 20-LP-1557

at the location.

Officer (2)		
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Reporting Officer:	Mielcarek, Mark J (017105)	12/28/2020 14:58:00
Section: (Work Location):	61	
Approving Officer:	Torres, Misty M (016642)	12/28/2020 15:31:55
Section: (Work Location):	61	



Thursday, May 20, 2021



Notice of Public Hearing

blank
notice

ENNIS, Mary T, Agent
FRONTIER MOTOR CARS at 5150 S 27TH St
Secondhand Motor Vehicle Dealer's License Renewal Application

Wednesday, June 02, 2021 at 1:35 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 6/2/2021 at 1:35 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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 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 willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2500 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2500 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2501 W EDGERTON AVE	MILWAUKEE, WI 53221-3435
CURRENT OCCUPANT	2501 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2510 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2510 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2511 W EDGERTON AVE	MILWAUKEE, WI 53221-3435
CURRENT OCCUPANT	2511 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2518 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2519 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2520 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2522 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2524 W EDGERTON AVE	MILWAUKEE, WI 53221-3436
CURRENT OCCUPANT	2524 W MANCHESTER AVE	MILWAUKEE, WI 53221-3416
CURRENT OCCUPANT	2524A W EDGERTON AVE	MILWAUKEE, WI 53221-3436
CURRENT OCCUPANT	2525 W ABBOTT AVE	MILWAUKEE, WI 53221-3400
CURRENT OCCUPANT	2525 W EDGERTON AVE	MILWAUKEE, WI 53221-3435
CURRENT OCCUPANT	2526 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2528 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2534 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2535 W ABBOTT AVE	MILWAUKEE, WI 53221-3400
CURRENT OCCUPANT	2536 W ABBOTT AVE	MILWAUKEE, WI 53221-3426
CURRENT OCCUPANT	2600 W EDGERTON AVE	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2602 W ABBOTT AVE	MILWAUKEE, WI 53221-3427
CURRENT OCCUPANT	2604 W ABBOTT AVE	MILWAUKEE, WI 53221-3427
CURRENT OCCUPANT	2606 W EDGERTON AVE	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2610 W ABBOTT AVE	MILWAUKEE, WI 53221-3427
CURRENT OCCUPANT	2612 W ABBOTT AVE	MILWAUKEE, WI 53221-3427
CURRENT OCCUPANT	2612 W EDGERTON AVE	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2618 W EDGERTON AVE, 1	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2618 W EDGERTON AVE, 2	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2618 W EDGERTON AVE, 3	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	2618 W EDGERTON AVE, 4	MILWAUKEE, WI 53221-3437
CURRENT OCCUPANT	5205 S 25TH ST	MILWAUKEE, WI 53221-3711
CURRENT OCCUPANT	5208 S 27TH ST	MILWAUKEE, WI 53221-3722
CURRENT OCCUPANT	5217 S 26TH ST	MILWAUKEE, WI 53221-3717
CURRENT OCCUPANT	5219 S 26TH ST	MILWAUKEE, WI 53221-3717
CURRENT OCCUPANT	5220 S 26TH ST	MILWAUKEE, WI 53221-3718
CURRENT OCCUPANT	5229 S 26TH ST	MILWAUKEE, WI 53221-3717
CURRENT OCCUPANT	5231 S 26TH ST	MILWAUKEE, WI 53221-3717
blank	notice	

Total Records: 40

Radius: 250.0 feet and Center of Circle: 5150 S 27th St



**SECONDHAND MOTOR VEHICLE DEALER LICENSE
RENEWAL APPLICATION**

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202

Legal Entity Name: **FRONTIER MOTOR CARS, INC**
Premises Address: **5150 S 27TH ST**
Type of License: **Secondhand Motor Vehicle Dealer's License**

HOURS OF OPERATION

Are there any changes to the current hours of operation?

No Yes If Yes, describe: _____

STORAGE, MAINTENANCE & REPAIR

- Do you understand that all vehicles associated with the business must be stored on the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Fenced Lot Keys Kept in Locked Box
 Other: _____
- Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Designated Repair Area
 Other: _____

LITTER & NOISE

Are there any changes to your litter and noise plans since your last application?

No Yes If yes, describe: _____

DISCLOSURE

Has the applicant ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? No Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant:

RETAIL DEALERS ONLY

Total Number of Parking Spaces (including customer/employee parking) 21
Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 296

SIGNATURE

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