



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, March 16, 2023

COMMITTEE MEETING NOTICE

AD 13

PETERSON, Bradley J, Agent
Sasas Hospitality LLC
5105 S Howell Av
Milwaukee, WI 53207

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Wednesday, March 29, 2023 at 11:00 AM

The access code is https://meet.goto.com/415147613. If you wish to call in: +1 (408) 650-3123 and use Access Code: 415-147-613
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications with Change of Hours From Opening at 11:30AM Sun - Sat and Closing at 12AM Sun - Thu; To Open at 11AM Sun - Sat and Close at 2AM Sun - Thu and Hotel/Motel License Renewal Application as agent for "Sasas Hospitality LLC" for "Best Western Plus Milwaukee Airport" at 5105 S Howell 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing. You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below. Limited parking for persons attending meetings 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: [Signature]
Jim Cooney
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS

SYNOPSIS:

DATE: 01/25/23
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 347427
Application Date: 01/24/23

License Location: 5105 S. Howell Avenue
Business Name: Best Western Plus

Licensee/Applicant: PETERSON, Bradley
(Last Name, First Name, MI)
Date of Birth: 06/03/1987

Home Address: 15265 W. Mark Drive
City: New Berlin State: WI Zip Code: 53151
Home Phone: 262-408-3440

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

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

1. On 01/08/22 at 10:04pm, Milwaukee Police were dispatched to 5105 S. Howell Avenue for a trouble with subject compliant. Investigation revealed that there were complaints of marijuana use coming from one of the rooms. When police entered the room, it was unoccupied.
- =====
2. On 04/15/22 at 10:27pm., officers were dispatched to 5105 S. Howell Av., for a Battery. On arrival management advised officers some guests were causing a disturbance. The officers contacted the guests and they left the premise with no further incident.
 3. On 01/21/23, officers were dispatched to 5105 S. Howell Av., for Trouble with Subject. Investigation revealed 4 subjects were physically fighting in the lobby and management requested the officers to remove the subjects. All the subjects left upon officers request.

2022-2023 Plan of Operation for 5105 S HOWELL AV

1. Litter & Security Plans

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other:

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? Licensee Building Owner Employees Hired Maintenance Other:

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police Signs Posted Other:

Are there designated outdoor smoking areas? No Yes If Yes, Describe: outside all doors

Number of garbage cans: Inside 8 Locations: 3 in bar 5 in lounge
 Outside 15 Locations: outside all exits

Is a crowd control barrier used? No Yes If Yes, Describe:

Number of restrooms: 2 Name of solid waste contractor: Eagle

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: 100 and describe security plans:

Are there designated loading areas? No Yes If Yes, describe security plans:

Do you have security personnel on the premise? No Yes If Yes, how many? _____

AND What are their responsibilities? _____
 What security equipment do they use? _____
 List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: Inside entrance and in bar/lounge

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe:

2. Percentage of Sales (must total 100%)

Alcohol 10 % Food Sales 30 % Entertainment _____ % Other 60 %

3. Businesses On The Premises (choose all that apply):

Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Night Club Liquor Store Tavern Sports Facility
 Hotel Banquet Hall Supermarket Private/Fraternal/Veterans' Club Other:

4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No Yes If Yes, Describe: open 11 AM - 2 AM daily

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 your capacity or floor plan? No Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application.

7. Food License: FREST 17189 Fee: \$1,250.00

Your current food license includes the following food operations: DHS - COMPLEX, Sales \$200,001 - \$2,000,000, Tavern Restaurant.
 Are there any changes to your food operations as listed above? No Yes, If Yes, explain _____

8. Weights and Measures: Fee:

Number/Type of Devices:
 Are there any changes to the number or types of devices? No Yes If yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for Best Western Plus Milwaukee Airport 5105 S HOWELL AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Disc Jockey, Magic Shows, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands, 1 Pool Table

2. ADDING ENTERTAINMENT:

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- | | | | |
|---|--|--|--|
| <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/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? <u> </u> | <input type="checkbox"/> Amusement Machines
How many? <u> </u> | <input type="checkbox"/> Concerts
Approx. # per year? <u> </u> | <input type="checkbox"/> Theatrical Performances
How many? <u> </u>
Approx. # per year? <u> </u> |
| <input type="checkbox"/> Other: <u> N/A </u> | | | |

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:
 N/A

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not, and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

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



HOTEL & MOTEL LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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 www.milwaukee.gov/license

Legal Entity Name: Sasas Hospitality LLC

Premises Address: 5105 S HOWELL AV

MILWAUKEE COUNTY REPRESENTATIVE

Is the applicant (sole proprietor, partners, or agent of Corp/LLC) a resident of Milwaukee County? Yes No
 If NO, a local representative (natural person) residing in Milwaukee County must be appointed.
 Provide the person's name and street address. P.O. Boxes are not acceptable.

Name of Person: Bradley Peterson

Street Address (including city and zip code):
15265 W. Mark Dr. New Berlin WI 53151

PLAN OF OPERATION & FLOOR PLAN

Describe your plans to train employees to recognize and report guest or resident behaviors that are indicative of human trafficking at the premises.

Rooms = 140

Are there any changes to your current plan of operation or floor plan*? No Yes If yes, describe: _____

*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.


HOURS OF OPERATION

Are there any changes to the current hours of operation?

NO YES If Yes, describe changes: _____

Hours of operation are listed on your current license.

SIGNATURE


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