

Melendez, Yadira

From: Cooney, Jim
Sent: Tuesday, November 1, 2022 10:26 AM
To: Melendez, Yadira
Cc: Martin, Faviola
Subject: FW: Licensing

Yadira,

Can you add this to the 10:35 item on the 9th please?

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2365
www.milwaukee.gov/license



From: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>
Sent: Friday, October 21, 2022 7:05 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>
Subject: FW: Licensing

Can you please add to the file.

Thank you,

Maribel Murillo

Legislative Assistant | Common Council President José G. Pérez
City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202
Office: 414-286-2861
Cell: 414-708-3621
Maribel.Murillo@Milwaukee.gov

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From: Amelia Loera <tr3seventplanning@gmail.com>
Sent: Tuesday, October 18, 2022 8:20 PM
To: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>

Cc: Perez, Jose <JoseG.Perez@milwaukee.gov>; Williamson2, Latasha <Latasha.Williamson2@milwaukee.gov>

Subject: Re: Licensing

Good Evening:

I canvassed the neighborhood again last night.

I visited 1578 S 2nd, and got no answer. The lights were on and 2 cars were in the driveway. I then moved onto 1614 S 2nd st and spoke to the retired gentleman that owns the house. He had no concerns and was very pleasant and glad new business is coming to the neighborhood. I gave him my card and asked him to call should he ever have questions about the property or any concerns. I then went to 1618 S 2nd st, lights were on, but no answer. I then went to 1634 S 2nd st but again had no luck. I went back to Lapham and visited the woman I spoke to on my last visit at 128 W Lapham, spoke to the woman again. She was at first pleasant and agreed that she had in the past said she was good and no concerns. Then she pointed out again the damage to her house from whatever past incident. I acknowledged her concern and told her that I wanted to make sure neighbors knew who I was and that I was trying to assure them that the business I wanted to bring to the space was different. She stated that her daughter and the neighbor next door were not thrilled about another business coming to the neighborhood. I told her I had just been over to the neighbors house to hopefully speak to them and they weren't home. I even pointed out that the lights were on and cars in the driveway and her only response was a smirk and a shrug. She then went on to say that the neighborhood gets filled with black people and they start destroying it like they do their own neighborhoods. She said that is what she feared would happen. She whispered "son los morenos" which translates to "its the black people". She said if I can open it and not have them good, but if not she doesn't know what might happen. I ended the conversation because I refused to engage in that type of rhetoric. I told her I couldn't open regardless because I was relying on neighbor approval, she smirked again and shrugged. I was very upset. I could not believe what I witnessed. I walked back to my car and as I was ready to leave I noticed another neighbor behind the Vieux property. I approached him and introduced myself. He is the owner of the home on 1618 S 2nd st. He mentioned he saw me knock but that he was working in the garage. I spoke to him about my plans for the property and he was very pleasant. He gave me feedback on what he wants as a neighbor of this business and I agreed. We talked about keeping the neighborhood clean, noise down and a controlled crowd through security and an overall consciousness for safety. He gladly took my card and said he would reach out with any questions or concerns. This helped me shake off the very upsetting experience of the previous neighbor.

I believe this fulfills the request of the committee and therefore would warrant that I am given an opportunity at holding the license for Vieux. I have done what I possibly can to mediate the concerns of the neighbors but I frankly REFUSE to engage in a racist rhetoric as part of this process. I believe my voice is just as important as the neighbors and that I have done my due diligence in fulfilling the committee's request. I have been met with a burden that is not mine to carry and it has impacted me financially and honestly has taken a toll on me emotionally.

I would ask the committee and its members to take my efforts seriously and to further grant my license.

I look forward to hearing from you on the next steps as soon as possible.

Thank you,

Amelia Loera
Owner & Executive Planner
414-748-4074
[Find Us on Instagram](#)

****All inquiries will be answered within 24 hours, if you are an existing client and require a faster response, please call or text the number below. Thank you for your continued support.*

On Fri, Oct 14, 2022 at 2:09 PM Amelia Loera <tr3seventplanning@gmail.com> wrote:

Good afternoon!

I have yet to hear from anyone in your office or the Common Council regarding next steps. I have expressed interest in working with your office on next steps for this process and have had zero response. I have also expressed my personal frustration and financial impact this has had and have had no acknowledgement. I understand that the next hearing is next Tuesday and I don't know if I will be on the docket but would expect to be given the amount of time that has passed. Just as the neighbors have been given the courtesy of time and having their voices heard, I would like to request the same.

Please let me know what I need to do to move forward in this process.

Thank you,

Amelia Loera
Owner & Executive Planner
414-748-4074
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On Tue, Sep 27, 2022 at 3:29 PM Amelia Loera <tr3seventplanning@gmail.com> wrote:

Good afternoon:

I just logged off the hearing for my application. It was held again. This time the motion was made to give neighbors a chance to come and speak at the hearing. It is my understanding that I did my due diligence and the City did as well by providing notice to the neighbors, giving them the opportunity to be at the meeting today. I blocked off my client's schedule today to be at the meeting and planned ahead to do my part, thus I find it unfair that the same opportunity was given to the neighbors and they neglected the opportunity to show up. I have been on hold with this process since April and the amount of setbacks is discouraging and not to mention financially taking a toll on me.

Is there an expected date for this to be heard again? If so, how are we going to guarantee that the neighbors will show? Must I do another canvas? Write them each certified letter? Hold a meeting? Please advise. Like I mentioned, as a small business owner with few resources, I am running out of time and funds to continue to fight what seems to be an uphill battle in this process.

Respectfully,

Amelia Loera
Owner & Executive Planner

414-748-4074

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On Tue, Sep 20, 2022 at 1:34 PM Murillo, Maribel <Maribel.Murillo@milwaukee.gov> wrote:

You will be receiving notice in the mail.

From: Amelia Loera <tr3seventplanning@gmail.com>

Sent: Tuesday, September 20, 2022 1:33 PM

To: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>

Cc: Perez, Jose <JoseG.Perez@milwaukee.gov>; Williamson2, Latasha <Latasha.Williamson2@milwaukee.gov>

Subject: Re: Licensing

You don't often get email from tr3seventplanning@gmail.com. [Learn why this is important](#)

Thank you for the information. Will I be receiving a formal mailing or should I consider this the notice?

Thank you again for your help,

Amelia Loera

Owner & Executive Planner

414-748-4074

[Find Us on Instagram](#)

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On Tue, Sep 20, 2022 at 1:30 PM Murillo, Maribel <Maribel.Murillo@milwaukee.gov> wrote:

Good afternoon Ms. Loera,

You are scheduled for 2:45PM on September 27th.

Should you have further questions or concerns, please feel free to contact the office of Alderman Pérez.

Thank you,

Maribel Murillo

Legislative Assistant | Common Council President José G. Pérez

City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202

Office: 414-286-2861

Cell: 414-708-3621

Maribel.Murillo@Milwaukee.gov

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From: Amelia Loera <tr3seventplanning@gmail.com>

Sent: Monday, September 19, 2022 3:38 PM

To: Perez, Jose <JoseG.Perez@milwaukee.gov>

Cc: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>

Subject: Re: Licensing

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Good Afternoon Alderman Perez:

Can you confirm receipt of my previous emails?

Additionally, can you confirm if I will be on the list for the next hearing? I would assume all on my end is taken care of for the approval unless I hear otherwise from you.

Thank you.

Amelia Loera

Owner & Executive Planner

414-748-4074

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On Wed, Aug 31, 2022 at 6:43 PM Amelia Loera <tr3seventplanning@gmail.com> wrote:

Good Evening Alderman Perez:

I wanted to follow up regarding the last Common Council meeting. My application was put on hold until an effort was made to meet the neighbors and address their concerns.

I made an effort to and have yet to hear back from them. On July 26th I was able to canvas the neighborhood and drop off flyers to those who did not answer the door. The flyer contained my picture, an invitation to call me personally regarding Vieux. I was only able to meet with the neighbor at 128 W Lapham. She was very pleasant and we were able to have a fruitful conversation regarding her conversations.

I also dropped off a flyer to Captain Pajot at the MPD District 2.

I hope this suffices to move forward with my application. Please let me know if you have any questions or concerns.

Thank you,

Amelia Loera

Owner & Executive Planner

414-748-4074

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On Tue, Apr 12, 2022 at 12:08 PM Perez, Jose <JoseG.Perez@milwaukee.gov> wrote:

Good afternoon,

Thank you for letting me know. I will look into this and update you as soon as possible.

Respectfully,

Alderman Perez

Sent from my iPad

On Apr 12, 2022, at 10:00 AM, Amelia Loera <tr3seventplanning@gmail.com> wrote:

Hello:

My name is Amelia Loera. I am applying for a tavern license. My appointment on 3/30/2022 resulted in a reschedule. While at the appointment, I had my application completed to the best of my knowledge and ability. I met with a licensing lead and we reviewed the application together, correcting some minor errors including the discussion about having checked the coffee shop or not as part of the application process. She was very thorough and efficient in helping me understand the process as a first time applicant and I appreciated her time in this process. However, at the beginning of my meeting with her, before we went back for the interview, I let her know that a copy of the floor plan was already filed for the property and I intended in submitting a copy of it with my application. She indicated she would look into getting the copy while I waited for the formal interview portion of the process. Once I was called back for the interview/review portion, she indicated she had obtained the copy and we would review my application. Once we did, she stated she would have to reschedule me due to not having submitted the floor plan with the application, even though it was already on file and I indicated no changes were to be made to the original floor plan. She stated she had to follow protocol and because I didn't physically turn it in to her with the application, that I would need to be rescheduled for a second review. Due to availability, I was scheduled for April 25th, 2022.

Although I am understanding and respecting of processes and procedures, especially when it comes to anything in relation to my business, I find it unfair and frankly a waste of time and resources for both my business and for the City. This setback is going to incur additional expenses on my end, mostly because I will be paying on a lease for an additional month that I am not in business. Furthermore, it is delaying the open date and potential event bookings for the space. Again, I am respectful and understanding of the staff, their time, and their diligence to process things according to guidelines, however, there was a simple fix to this that could have expedited things and saved us all time.

I am hopeful that you can look into how this can be resolved. I have every intention to move forward with my application and hope to do so sooner than April 25th.

Thank you,

Amelia Loera

Owner & Executive Planner

414-748-4074

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