



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

Tuesday, July 07, 2026

COMMITTEE MEETING NOTICE

AD 12

PELLICELLI, Serge, Agent
KRUZ, LLC
354 E NATIONAL Av
MILWAUKEE, WI 53204

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.

Tuesday, July 21, 2026 at 01:00 PM

Go to <https://meet.goto.com/966196741>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Renewal Application with Change of Floor Plan Adding 2nd Floor as agent for "KRUZ, LLC" for "KRUZ" at 354 E NATIONAL 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 MCC 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 MCC 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 during normal business hours is available at reduced rates (5 hour limit) at the Associated Bank River Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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 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
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 06/04/26
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 394435

License Location: 354 E National Avenue
Business Name: Kruz

Licensee/Applicant: Pellicelli, Serge
(Last Name, First Name, MI)
Date of Birth: 04/05/1956

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 02/01/09 at 1:00 am, Milwaukee police were dispatched to 354 E National Avenue for a Battery complaint. Officers spoke to the victim who stated he was at the Kruz tavern when a patron who had pushed him and he fell separating his shoulder. The victim also sustained small cuts to his hand, one that required stitches. The suspect was later arrested and charged with substantial battery.
2. On 09/11/09 at 5:39 pm, Milwaukee police conducted a License Premise Check at 354 E National Avenue. No violations were found and both bartenders had valid licenses.

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3. On 02/26/2011 at 12:37AM, a Trouble with Subject call was initiated for Kruz Tavern at 354 E National Avenue. The caller stated there were subjects inside the bar causing a disturbance, and he didn't want anyone getting hurt since there were about 70 people inside. Upon arrival at 12:49AM, the owner, Serge PELLICELLI, met Milwaukee Police Department outside the front door. He stated there were two male subjects inside the tavern that he did not recognize as regular customers. He stated they were not purchasing drinks, and began being loud and profane so he asked them to leave. He stated they refused to leave at first, so he called the police in order to prevent the disturbance from escalating. He stated the two subjects left shortly after he called the police and no longer needed police assistance. No violations were observed in the tavern.
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4. On 01/01/12 at 10:41 am, Milwaukee police were dispatched to 354 E National Avenue for an Entry complaint. Investigation revealed that an entry did occur with \$8,000 being stolen from the business by an ex-employee. This incident was captured on video surveillance.
5. On 02/01/12 at 1:56 am, Milwaukee police were dispatched to 354 E National Avenue for an Entry complaint. Police spoke to Jerry Breiling who stated that his audible alarm was sounding when he arrived. An ex-employee is suspected in this incident.

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6. On 11/11/2015 Milwaukee police investigated an armed robbery complaint in the area of South 2nd Street and West National Avenue. Investigation revealed the victim of this offense had been at 354 East Nation Avenue (Kruz). Staff from the business was co-operative during the investigation and no violations were observed.

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7. On 10/16/2016 Milwaukee police responded to a battery complaint at 354 East National Avenue (Kruz). An employee of the business told the officer that the caller had left and would call the next day. On 10/17/2016 the officer responded to 1635 North Farwell Avenue to speak to the victim of the battery from the previous day. The victim, Serge Pellicelli, told the officer that he had attempted to prevent a female from dancing while inside the bar. This female, and another patron, then attacked the victim causing a laceration to his nose and a broken rib. The two subjects then fled. Milwaukee police incident report # 162910226 filed.

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8. On 02/10/2019 officers were dispatched to a Vehicle theft at Kruz bar, 354 E. National Av. The victim stated at about 10:10pm he hung his jacket up in the back hallway and inside his jacket was his car keys. Later when he found his keys missing and his car gone from the parking lot. The officers observed the video which did show a subject getting into the victim's car and it driving off. The bartender stated the suspect was in the bar but he does not know who he is. There was no video showing the suspect taking the keys.
9. On 03/10/2019 officers were dispatched to a Trouble with Subject at Kruz bar, 354 E. National Av. The bartender stated there was an intoxicated patron inside that was refusing to leave and would not pay his bill. The Bartender stated he just wanted the subject to leave and not return. The officers conveyed the subject home and advised him to not return.

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10. On 10/01/2019 at 12:40am officers were dispatched to a Robbery complaint at 354 E. National Av. The officers interviewed the bartender, who stated three unknown subjects came in the bar and argued with him about a glass of water. One of the subjects came behind the counter and grabbed a bottle of liquor and left the building. The bartender chased the subject into the parking lot and confronted him. The subject punched him and fled the scene. The incident was captured on video and no tavern violations were observed.

11. On 10/14/2019 at 10:30pm officers investigated a Sexual Assault at 354 E. National Av. The officers spoke with the bartender who stated patrons told him another patron had touched them inappropriately without consent. The bartender asked the suspect to leave but he refused and caused a disturbance. The officers did not locate any victims of sexual assault but issued the suspect a citation for Disorderly Conduct for the disturbance in the bar.

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12. On 11/27/20 at 11:57P. officers were dispatched to a Battery at Kruz, 354 E. National Av. Officers spoke to the victim who stated he had been pushed down by an unknown subject, but was not injured and did not want to file a report.

13. On 01/24/21 at 9:55P, officers conducted a License Premise Check at Kruz, 354 E. National Av. Officers spoke to the bartender on scene that did not have his Class D Operator License with him nor was it posted at the bar. Officers advised the employee to locate the license and keep it with him. The employee was cooperative.

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14. On 04/03/24 at 1:40a.m., Milwaukee Police were dispatched to a Battery at 354 E. National Ave. Officers were advised two patrons got in a physical altercation outside of the bar. The employee was the caller and was cooperative.

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15. On 06/16/24 at 12:21a.m., Milwaukee Police were dispatched to a Battery. Officers were advised a subject was physically fighting in the business and began to pepper spray others. During the altercation the bartender got bit and pepper sprayed. The suspect was gone on police arrival. The employee stated they did not know the password in order to allow officers to view video surveillance.

16. On 01/22/25 at 9:10a.m., Milwaukee Police were dispatched to Follow Up. Officers were advised the incident occurred on 01/18/25 at 10:46p.m., in which a suspect threw several eggs into the establishment, striking one patron in the face. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.

17. On 03/16/25 at 1:42a.m., Milwaukee Police on patrol observed a large fight on E. National Ave., and S. Water St. Officers called for more squads to assist in breaking up the fight and dispersing the crowd. An officer interviewed an employee who stated they were not aware people were fighting outside, however, two parties had been arguing earlier and were told to take it outside.

18. On 04/14/25 at 8:10p.m., Milwaukee Police were dispatched to a Battery. Officers were advised an intoxicated subject requested service, however, was denied due to the level of intoxication. The subject became upset and attempted to confront the bartender at which time they called police. The subject was gone on police arrival.

19. On 05/04/25 at 2:10a.m., Milwaukee Police were dispatched to a Trouble with Subject. Officers were advised a subject was kicked out of the bar for failing to render payment for a drink they ordered. When they attempted to regain entry, they were pepper sprayed by security. There is video surveillance, however, only the manager had access.

20. On 05/25/25 at 2:42a.m., Milwaukee Police were dispatched to a DUI Investigation. On arrival the business was closed, and officers were unable to locate the vehicle that was described in the call.

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The following items pertain to 354 E National Ave

21. On 06/15/25 at 1:36a.m., Milwaukee Police were dispatched to a Trouble with Subject. The caller stated there was sexual activity in the parking lot. The officers did not observe anyone in the lot and the business stated they did not observe any sexual activity in the lot.
22. On 06/15/25 at 8:11p.m., Milwaukee Police were dispatched to a Suspicious Person. The caller stated there was sexual activity in the woods behind the business. The officer did not find anyone or evidence of the activity taking place.
23. On 07/06/25 at 1:42a.m., Milwaukee Police were dispatched to a Subject with Weapon. The employee stated a fight transpired between patrons; however, they quickly dispersed when they became aware police were on the way.
24. On 07/16/25 at 11:02p.m., Milwaukee Police conducted a License Premise Check. No violations were found.
25. On 07/27/25 at 1:13a.m., Milwaukee Police were dispatched to a battery. The business called regarding a subject who threw a candle holder and hit the bartender over the head with a bottle of liquor, causing the employee to receive stitches. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.
26. ON 08/31/25 at 2:40a.m., Milwaukee Police were dispatched to a Call for Police. The caller stated a jeep was trying to run people over in the parking lot. There was no jeep in the area and multiple people in the area stated they did not see or hear anyone fighting in the area.
27. On 10/04/25 at 3:38a.m., Milwaukee Police were dispatched to a Threat. The business called regarding a subject who battered a bartender in the past was arguing with security, however, fled prior to officer's arrival.
28. On 10/13/25 at 1:40a.m., Milwaukee Police were dispatched to a Battery. The victim stated another patron threw a glass at them causing a small laceration. The suspect left prior to officer's arrival and the victim refused medical attention or prosecution.
29. On 10/31/25 at 9:27p.m., Milwaukee Police were dispatched to a Trouble with Subject. The business called regarding subjects using drugs and having sex in the woods. The business called to request police assist them in removing the subjects.
30. On 11/15/25 at 2:36a.m., Milwaukee Police were dispatched to a Subject with Weapon. The business called regarding subjects arguing and making threats to each other with glass bottles across the street. All subjects were gone on officer's arrival.
31. On 12/13/25 at 2:00a.m., Milwaukee Police were dispatched to a Property Damage. The business called regarding a subject who struck their parked vehicle, then fled.

32. On 12/29/25 at 1:55a.m., Milwaukee Police were dispatched to a Subject with Weapon. The business called regarding a subject who attempted to punch the bartender regarding their bar tab.
33. On 01/01/26 at 1:04a.m., Milwaukee Police were dispatched to a Check the Welfare call. The business called regarding an intoxicated subject laying on the ground outside the business. The subject was conveyed to a local hospital.
34. On 01/06/26 at 8:03p.m., Milwaukee Police were dispatched to a Call for Police. The business called regarding a subject causing a disturbance over a game of bar dice. The subject was no longer on scene.
35. On 02/08/26 at 1:55p.m., Milwaukee Police were dispatched to a Threat. The business called regarding a subject who threatened to shoot up the bar. The intoxicated subject stated they were not going to shoot up the bar. The business wanted the subject banned from the bar.
36. On 03/30/26 at 2:02a.m., Milwaukee Police were dispatched to a Trouble with Subject. An anonymous caller stated they observed subjects having sex in bushes behind the business. On arrival the business was closed and no subjects were observed in the bushes.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506150157

OtherEvent #: 25-LP-2805

Incident

354 E NATIONAL AVE MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 06/15/2025 01:15:00

CAD Number:: P2506150090

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):

DOB:: 04/05/1956

Sex:: MALE

Race:: WHITE

Phone 1 Number:: (310)-739-7711

Phone 1 Type:: Phone

Address:: 1635 N FARWELL AV

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Phone 1 Number:: (414)-272-5789

Phone 1 Type:: Main

Address:: 354 E NATIONAL AV

City:: Milwaukee

State:: WISCONSIN

Zip Code:: 53204

License Type:: Alcohol

Licensee Notification Was Made:: No

Business Was Cited For Violation:: No

Licensee was cooperative: (If not
explain in narrative): Yes

Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carlton, Jack J 031433

06/16/2025

This report is written by PO Jack CARLTON assigned to District Two, Late Power Shift.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506150157

OtherEvent #: 25-LP-2805

On Sunday June 15, 2025, assigned to Squad 2442 (Myself and PO Daniel FINN) responded at approximately 1:36 AM to a "Trouble with Subject" complaint at the location of 354 E National Ave, which is in the City and County of Milwaukee.

CAD Information: P2506150090 - TROUBLE - SUBJECT - Trouble - With Subject

354 E NATIONAL AVE MKE: @KRUZ

06/15/25 01:15:18 (pct-1514) : CLLR STS THAT THERE IS SEXUAL ACTIVITY GOING ON IN THE PARKING LOT AT THE BAR / AND ALSO IN THE BACK

06/15/25 01:15:41 (pct-1514) : CLLR DECLINES TO GIVE HIS NAME AND PHONE NUMBER

06/15/25 01:15:42 (pct-1514) : NFI

Upon arrival at approximately 1:41 am PO FINN and I saturated the parking lot of the business for any "Sexual Activity". PO FINN and I did not observe any subjects in the parking conducting any public fornication or Lewd/lascivious behavior. PO FINN and then made contact with the security guard identified as Donnesha R. MAHOMES (B/F 09/07/1982). MAHOMES stated that she was just outside in the parking lot prior to our arrival and did not observe any "sexual activity" in the parking lot of the location. MAHOMES stated that she had not received any information/reports from the employees or patrons of any "sexual Activity" in the parking lot. MAHOMES did not have any further information at the time and was cooperative with our investigation.

PO FINN and I were unable to make contact with the caller due to the caller not providing a phone number or name. PO FINN and I were not flagged down on scene by anyone trying to report the complaint.

PO FINN and I did not observe any violations at the location at the time.

Call disposition C15, 10.

End of report.

Officer (2)

Reporting Officer:	Carlton, Jack J (031433)	06/16/2025 00:54:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	06/16/2025 18:31:59
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506150156

OtherEvent #: 25-LP-2804

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 06/15/2025 20:11:00
CAD Number:: P2506151370
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Address:: 1635 N Farwell

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
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)

LICENSED PREMISE REPORT

Finn, Daniel W 036915

06/16/2025

This report is written by P.O. Daniel FINN, assigned to District Two, Late Power.

On Sunday, June 15th, 2025 at 8:11pm P.O. Jack CARLONI and I were dispatched to the location of 354 E National Ave, for a report a suspicious person.

The following is our dispatched assignment:

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2506150156

OtherEvent #: 25-LP-2804

"Kruz Bar, 354 National\r\nSex going on in woods \r\nGo to end of parking lot\r\nRight side fence is open\r\nPaths for sex set up by staff In the woods\r\nStaff participates\r\nSomeone was sent out who did not even walk in the back of the woods to see what was going on\r\nDrugs and prostitution also occur\r\nUse sniffles app "Kruz woods" "

P.O. CARLONI and I went into the woods to check the area to see if we could locate any individuals doing sexual activities in the woods. We did not locate anyone in the woods.

We then went into the location and spoke to the manager, Robert NOLLENBERG (w/m 09-19-1958). NOLLENBERG stated that he had no idea that these events were going on in the rear of the location. NOLLENBERG stated that often times after the location closes people tend to loiter the surrounding area. NOLLENBERG stated that the business has no affiliation with these activities. NOLLENBERG was advised that we will be in the area checking if people are doing sexual activities in the woods frequently.

Officer (2)

Reporting Officer:	Finn, Daniel W (036915)	06/16/2025 00:56:00
Section: (Work Location):	24	
Approving Officer:	Stachovlak, Daniel W (017600)	06/16/2025 18:32:34
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507060010

OtherEvent #: 25-LP-3287

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 07/06/2025 01:41:00
CAD Number:: P2507060122
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down);
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
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:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Munoz, Hector A 036939

07/06/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2507060010

OtherEvent #: 25-LP-3287

This report is written by PO Hector A. MUNOZ assigned to District Two Late Power Shift Squad 2471 along with PO KRANZ. We were in full duty Milwaukee Police Department issued uniform with our Milwaukee Police Department Badge on our outer most garment and equipped with audio and visual recording body worn cameras.

On Sunday, July 6, 2025, at approximately 1:42AM, PO KRANZ and I (PO MUNOZ) responded to a Subject a Weapon complaint at the address of 354 E National Ave, "Kruz" bar, which is located in the City and County of Milwaukee. Upon arrival I spoke to the bar security identified as Adam M. PORTER (W/M, 12/23/88), who stated that bar staff did not call for police, but there was a fight outside the business.

PORTER stated a fight broke out between a few bar patrons which quickly dispersed once they knew police were on the way and shortly arrived, but did not observe any weapons during this incident. The business was cooperative with the investigation, and it shall be noted that we did not review camera footage regarding this incident due to the camera system requiring a password which the owner only knew and was not on scene during this investigation.

During my investigation, I observed the licenses posted which were up to date and I did not observe any violations in the licensed premise.

End of Report.

Officer (2)

Reporting Officer:	Munoz, Hector A (036939)	07/06/2025 02:07:00
Section: (Work Location):	24	
Approving Officer:	Stachovlak, Daniel W (017600)	07/19/2025 18:53:00
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507170001

OtherEvent #: 25-LP-3313

Incident

354 E NATIONAL AV Milwaukee, WI 53204

Incident Date/Time:: 07/16/2025 23:02:00
CAD Number:: P2507161739
District:: 2
Beat:: 240
Reporting Area:: 5230

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Persons Involved (1)

BUERGER, EVAN LOYAL

Person Involvement:: Bartender
DOB:: 03/06/1995
Sex:: MALE
Race:: WHITE
Address:: 222 S 3RD ST
Apartment or Suite:: 708
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204

Licensed Premise Data (1)

KRUZ

Phone 1 Number:: (414)-272-5789
Phone 1 Type:: Main
Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WI
Zip Code:: 53204
License Type:: Alcohol

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507170001

OtherEvent #: 25-LP-3313

Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carloni, Jack J 031433

07/18/2025

This report is written by PO Jack CARLONI assigned to District Two, Late Power Shift.

On Wednesday, July 16th, 2025, assigned to Squad 2474 (myself and PO Oscar PICENO) conducted a "Tavern Check" at 354 E National Ave (Kruz), which is in the City and county of Milwaukee.

Squad 2471 PO Justin MERRITT and PO Jesus RODRIGUEZ, Squad 2472 PO Roberto GAMINO and PO Hector MUNOZ, Squad 2416 Sgt Daniel STACHOVIAK, responded to assist with the tavern check.

Special Agent Ashley SCHNERING with the Division of Alcohol Bureau of Enforcement responded on scene and conducted a tavern check and assisted with the investigation

Upon arrival at approximately 11:02 pm we made contact with the Licensed Bartender identified as Evan L. BUERGER (W/M 03/06/1995). BUERGER provided all licensing for the establishment that was displayed at the bar. BUERGER also contact the Business Agent identified as Serge PELLICELLI (W/M 04/05/1956) to come to the location to provide all of the invoices for their liquor and beer. BUERGER did not have any further information at the time.

While checking the location Business Agent PELLICELLI arrived on scene and allowed us access to all of the invoices for the liquor and beer. PELLICELLI had the invoices locked in his personal office, PELLICELLI was advised that the invoices have to be accessible to his bartenders. PELLICELLI did not have any further information at the time.

There was no security on the premise at the time. Surveillance cameras were operational and working at the time.

All licensing was valid and posted. The establishment was cooperative with our check and no violations were observed at the time.

End of report.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507170001

OtherEvent #: 25-LP-3313

Officer (2)		
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Reporting Officer:	Carlton, Jack J (031433)	07/18/2025 01:48:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	07/19/2025 18:51:57
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507270014

OtherEvent #: 25-LP-3479

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 07/27/2025 01:06:00
CAD Number:: P2507270090
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Persons Involved (4)

NOLLENBERG, ROBERT C

DOB:: 09/19/1958
Sex:: MALE
Race:: WHITE
Address:: 3246 S 14TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

DILILLO, RUSSELL JOSEPH

DOB:: 07/12/1988
Sex:: MALE
Race:: WHITE
Address:: 1742 N PROSPECT AVE # 106
State:: WISCONSIN

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507270014

OtherEvent #: 25-LP-3479

MAHOMES, DONNESHA R

DOB:: 09/07/1982
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 2215 N VEL R PHILLIPS AV
Apartment or Suite:: 10
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53212

BASSING, MATTHEW M

DOB:: 11/20/1996
Sex:: MALE
Race:: WHITE
Address:: 8239 W OKLAHOMA AV
Apartment or Suite:: 2
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53219

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carloni, Jack J 031433

07/27/2025

This report is written by PO Jack CARLONI assigned to District Two, Late Power Shift.

On Sunday July 27th, 2025, assigned to Squad 2474, at approximately 1:13 am I responded to a "battery"

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507270014

OtherEvent #: 25-LP-3479

at the location of 354 E National Ave (Kruz), which is in the City and County of Milwaukee.

Upon arrival at approximately 1:17 am I made contact with the victim later identified as Russell J. DILILLO (W/M 07/12/2025). I observed DILILLO inside of the location at the bar with a blood-stained shirt and multiple laceration on the top of his head and his right index finger and middle finger. I also observed a large amount of shattered glass scattered in front of bar, on the counter and behind bar.

Interview of Victim Identified as Russell J. DILILLO (W/M 07/12/2025): DILILLO stated that on today's date at approximately 1:07 am he was working at the location as a bartender when he was assaulted by customers at the location. DILILLO stated that suspect one was a black male approximately 5,8 ft, 180 LBS, short afro, wearing stone washed jeans, and white shoes. DILILLO stated that suspect two was a black female approximately 5,7, 160 LBS, long black hair, wearing black long sleeve shirt, black fingerless gloves and black/white converse tennis shoes.

DILILLO stated that he was working on the south end of the bar, and both suspects were seated there together. DILILLO stated that suspect one order a drink at the bar and he served his drink to him. DILILLO stated that suspect one did not like the quality of his drink and began to argue stating that he wanted to "fight". DILILLO stated that he advised suspect one that he is going to get security to escort him out of the location and that he is not going to serve him anymore. DILILLO stated that he grabbed suspect one's drink from the counter and suspect one then intentionally and without consent grabbed onto the glass and threw the liquid in his face. DILILLO stated that suspect one then grabbed a glass candle holder next that was located on the counter between them and struck him on the left side of head with the glass candle holder.

DILILLO stated that he then grabbed the candle holder and struck suspect one on the right of his head. DILILLO stated that he struck suspect one, suspect one ran to the north end of the bar grabbing a liquor bottle and trying to enter behind the bar. DILILLO stated suspect two followed behind suspect one. DILILLO stated that security and his co bartender stopped suspect one from getting behind the bar and escorted suspect one out of west exit of the location. DILILLO stated that suspect two left the location at the time but did not know from which exit. DILILLO stated that he then continued to work at the bar. DILILLO stated that suspect one and two then entered through the front of the location shortly after. DILILLO stated that suspect one then jumped over the counter of the bar and picked up a bottle of liquor that was located behind the bar and struck him with the bottle on top of his head. DILILLO stated that suspect one then began to strike him multiple times to the head and face area with a closed fist. DILILLO stated that suspect two stayed on the other side of the bar and began to strike him multiple times with a metal thermos water bottle to the head and body area. DILILLO stated that suspect one was then grabbed by security and escorted out the location through the west side exit. DILILLO stated that suspect two was also removed from the location but did not know by who or from what exit.

DILILLO stated that he does not know the two suspects. DILILLO stated that he has seen suspect one in the location before but does not know him by name. DILILLO stated he would like to press charges against the suspects. DILILLO did not have any further information at the time.

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414-933-4444

Case #:C2507270014

OtherEvent #: 25-LP-3479

DILILLO was treated by Bell Ambulance 445 on scene and was transported by Bell 445 to Ascension Columbia St. Mary's Hospital. DILILLO was admitted at approximately 2:09 am and treated Physician Brent VISSAT. DILILLO received () staples and sutures.

Interview of Witness Robert C. NOLLENBERG (W/M 09/19/1958): NOLLENBERG stated that he is a bartender at the location and was working at the same bar as DILILLO at the time of the incident. NOLLENBERG stated that he was covering the north side of the bar at the time of incident. NOLLENBERG stated that he observed the first altercation between DILILLO and suspect one.

NOLLENBERG stated he say observed the drink thrown at DILILLO and the candle holder. NOLLENBERG stated that he then observed suspect one run over to his end of the bar which has the opening to get behind the bar. NOLLENBERG stated that he observed suspect pick up a bottle of "Grey Goose" from the bar. NOLLENBERG stated that he grabbed the bottle from suspect one and did not allow him to enter the bar. NOLLENBERG stated that he called security over and they escorted suspect one out of the location. NOLLENBERG stated that he then observed suspect one re enter the location shortly after and jump behind the bar. NOLLENBERG stated that he saw suspect one hit DILILLO with a bottle of liquor and start striking him. NOLLENBERG stated that he then helped DILILLO by pulling suspect one off of him and escorting him out of the location with security and customers. NOLLENBERG stated that he did not know the suspects. NOLLENBERG did not have any further information regarding at the time.

Interview of witness Donnesha R. MAHOMES (B/F 09/07/1982): MAHOMES stated that she is security at the location and was working at the time of incident. MAHOMES stated that she only witnessed some parts of incident. MAHOMES stated that she had came from the outside patio after she heard the bartenders and customers yelling for security. MAHOMES stated that she then observed suspect one at the end of bar. MAHOMES stated that she escorted the suspect one out of the location with another security guard. MAHOMES stated that she was outside when the suspect one re entered through the front door. MAHOMES stated that she then came back into the location shortly after the suspect one was being escorted out of the location. MAHOMES did not have any further information regarding at the time.

Interview of witness Matthew BASSING (W/M 11/20/1996): BASSING stated that he security at the location and was working at the time of the incident. BASSING stated that he did not see incident and that he only helped escort suspect one out of the location the first time. BASSING did not have any further information at the time.

The business agent was not on scene at the time of the incident. I did not observe any violations at the time of the incident. The business was cooperative with the investigation and had working security. The business had working cameras and video footage was recovered from the location. The business had all valid licensing at the time and had it posted at the front bar of the location.

End of report.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2507270014

OtherEvent #: 25-LP-3479

Officer (2)

Reporting Officer:	Carlton, Jack J (031433)	07/27/2025 04:38:00
Section: (Work Location):	24	
Approving Officer:	Rebro, Dana M (022635)	07/29/2025 19:51:08
Section: (Work Location):	22	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509030169

OtherEvent #: 25-LP-3971

Incident

354 E NATIONAL AV Milwaukee, WI 53204

Incident Date/Time:: 08/31/2025 02:40:00
CAD Number:: P2508310231
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent
AGENT from drop down);
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Phone 1 Number:: (414)-272-5789
Phone 1 Type:: Work
Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WI
Zip Code:: 53204
License Type:: Alcohol
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)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2509030169

OtherEvent #: 25-LP-3971

LICENSED PREMISE REPORT

Merritt, Justin J 031959

09/03/2025

This report is written by P.O. Justin MERRITT, assigned to *District 2, Late Power Shift, Squad 2471*

On Sunday, *August 31st, 2025, at approximately 2:40 AM*, I was dispatched to 354 E. National Av for a 911 open line, call for service.

Upon *our arrival*, I observed multiple people exiting the establishment, making their way towards the parking lot. I observed patrons entering their vehicles and leaving the above listed location. I did not observe any signs of distress. According to the CAD, the caller stated that someone operating a Jeep Wrangler was attempting to run people over in the parking lot. I did not observe a Jeep, in or around the parking lot. Officers attempted to call back the caller, who did not answer. Officers spoke to multiple individuals in the parking lot who stated they did not see or hear anyone fighting in the area.

Officer (2)

Reporting Officer:	Merritt, Justin J (031959)	09/03/2025 23:33:00
Section: (Work Location):	24	
Approving Officer:	Stachovlak, Daniel W (017600)	09/06/2025 03:39:24
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510050028

OtherEvent #: 25-LP-4617

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 10/04/2025 23:38:00
CAD Number:: P2510041705
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

Pellicelli, Serge

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Address:: 1635 N Farwell

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carltoni, Jack J 031433

10/06/2025

This report is written by PO Jack CARLONI assigned to District Two, Late Power Shift.

On Sunday October 5th, 2025, assigned to Squad 2474 (Myself and PO Daniel FINN) responded at approximately 3:38 AM to a "Threat Other on Scene" at the location of 354 E National Ave (Kruz Bar), which is in the City and County of Milwaukee.

Call Information:

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510050028

OtherEvent #: 25-LP-4617

P2510041705 - THREAT - OTHER-OS - Threat - Other-Subject On Scene

354 E NATIONAL AVE MKE: @KRUZ

10/04/25 23:38:50 (pct-1518) : RapidSOS -87.9068968 43.0232948 XY(252815583,37998386)

10/04/25 23:38:50 (pct-1518) : CALLER LOC: LL(-87:54:24.8006,43:01:23.8332): EST 372 E NATIONAL AVE MKE

10/04/25 23:38:50 (pct-1518) : CLLR STATED THAT A SUBJECT THAT ASSAULTED A BARTENDER A FEW MONTHS AGO IS BACK AT BAR--CLLR STATED THAT WANT HIM REMOVED

10/04/25 23:39:25 (pct-1518) : REPORT WAS MADE PRIOR FOR BATTERY

10/04/25 23:40:10 (pct-1518) : NO WEAPONS--NO MEDICAL

10/04/25 23:41:49 (pct-1518) : NFI

10/05/25 00:00:12 (pct-1510) : Duplicate Event:Location = 354 E NATIONAL AVE MKE: @KRUZ, Cross Street 1 = S BARCLAY ST, Cross Street 2 = S WATER ST, Caller Ph Number = (414) 792-0498, Caller Address = LL(-87:54:24.7342,43:01:23.9451): EST 374 E NATIONAL AVE MKE, Call Source = RapidSOS, Alarm Level = 0

10/05/25 00:00:12 (pct-1510) : RapidSOS -87.9068706 43.0233181 XY(252816262,37999252)

10/05/25 00:00:12 (pct-1510) : CALLER LOC: LL(-87:54:24.5701,43:01:23.9088): EST 376 E NATIONAL AVE MKE

10/05/25 00:00:12 (pct-1510) : End of Duplicate Event data

10/05/25 00:00:38 (pct-1510) : ORIG CLR STS SUBJ IS STILL OS

10/05/25 00:00:49 (pct-1510) : NOTHING CHANGED SINCE PREVIOUS CALL

10/05/25 00:01:08 (pct-1510) : NO WEAPONS SEEN

10/05/25 00:01:13 (pct-1510) : NFI

10/05/25 01:54:33 (pct-1504) : Duplicate Event:Location = 354 E NATIONAL AVE MKE: @KRUZ, Cross Street 1 = S BARCLAY ST, Cross Street 2 = S WATER ST, Caller Ph Number = (414) 792-0498, Caller Address = LL(-87:54:24.9079,43:01:23.9167): EST 370 E NATIONAL AVE MKE, Call Source = RapidSOS, Alarm Level = 0

10/05/25 01:54:33 (pct-1504) : RapidSOS -87.9069188 43.0233102 XY(252814980,37998932)

10/05/25 01:54:34 (pct-1504) : CALLER LOC: LL(-87:54:24.8006,43:01:23.8332): EST 372 E NATIONAL AVE MKE

10/05/25 01:54:34 (pct-1504) : End of Duplicate Event data

10/05/25 01:55:59 (pct-1504) : CALLER IS CALLING BACK CHECKING THE STATUS OF A SQD STS MALE SUBJ OS HAS APPROX 15 SUBJS WITH HIM AT LOC.. STS SUBJS MAKING THREATS TO HARM STAFF AT LOC.. STS NO WEAPONS SEEN..

10/05/25 01:57:31 (pct-1504) : STS REQ SQD TO REMOVE MALE SUBJ IS B/M APPROX 30S YOA. APPROX 507 HEIGHT .. LSW BLK PANTS.. BLK SHIRT.. DARK SKIN COMPLEXION.. BLONDE SHORT AFRO HAIR..

10/05/25 01:57:47 (pct-1504) : NFI

10/05/25 04:09:42 (pd-2504) : 2474 - Location changed to: 3626 W FOND DU LAC AVE MKE: @D7

Upon arrival at approximately 3:44 AM I made contact with Russell J. DILILLO (W/M 07/12/1988). DILILLO identified himself as a bartender at the location and was on scene during the incident. DILILLO stated that the subject who had battered him months prior had arrived at the location again and was arguing with security. DILILLO stated that the subject had fled the scene prior to our arrival. DILILLO or staff was

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510050028

OtherEvent #: 25-LP-4617

unable to get the subjects name at time, and the subject is currently unidentified from the battery report. DILILLO was advised to call if the subject returns and was advised to provide any updated information he receives from staff. DILILLO did not have any further information at the time and was provided contact card regarding.

security staff was no longer on scene at the time of our arrival, and the location was closed at the time. I did not observe any violations at the location at the time and all licenses were valid. The business was cooperative with our investigation.

End of report.

Officer (2)

Reporting Officer:	Carlton, Jack J (031433)	10/06/2025 05:10:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	10/18/2025 05:44:07
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510130018

OtherEvent #: 25-LP-4741

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 10/13/2025 01:40:00
CAD Number:: P2510130087
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Munoz, Hector A 036939

10/13/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510130018

OtherEvent #: 25-LP-4741

This report is written by PO Hector A. MUNOZ assigned to District Two Late Power Shift Squad 2475 along with PO ESPINOSA. We were in full duty Milwaukee Police Department issued uniform with our Milwaukee Police Department Badge on our outer most garment and equipped with audio and visual recording body worn cameras.

On Monday, October 13, 2025, at approximately 1:40AM, PO ESPINOSA and I (PO MUNOZ) responded to Battery complaint at the address of 354 E National Ave (KRUZ bar), which is located in the City and County of Milwaukee. Upon arrival we spoke to the victim who stated a B/M, subject had thrown a glass cup at him.

The victim stated he and his friends were inside the bar sitting by the counter when a B/M subject who accused one of his friends being racist which led to a verbal altercation. The victim stated the subject then threw a glass cup at him which struck his right hand causing a small laceration approximately half an inch in length. The victim stated the subject was also with a B/F subject with a purse who did not get involved, but was with the subject. The victim stated both subjects left the bar after the altercation and did not know where they left. It shall be noted that the victim refused to go to the hospital after being asked multiple times by police and did not wish to file any report since he didn't call police. It shall be noted that the victim refused to go to the hospital after being asked multiple times by police, did not wish to give personal identifying information and did not wish to file a report.

It shall be noted that we were unable to observe the business' licenses, speak to the staff/owner, and or review camera footage due to the bar already being closed by the time we arrived.

End of Report.

Officer (2)

Reporting Officer:	Munoz, Hector A (036939)	10/13/2025 02:18:00
Section: (Work Location):	24	
Approving Officer:	Stachovlak, Daniel W (017600)	10/26/2025 18:32:56
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2510310129

OtherEvent #: 25-LP-4908

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 10/31/2025 21:23:00
CAD Number:: P2510311474
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
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)

LICENSED PREMISE REPORT

Munoz, Hector A 036939

10/31/2025

This report is written by PO Hector A. MUNOZ assigned to District Two Late Power Shift Squad 2475

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2510310129

OtherEvent #: 25-LP-4908

along with PO ESPINOSA. We were in full duty Milwaukee Police Department issued uniform with our Milwaukee Police Department Badge on our outer most garment and equipped with audio and visual recording body worn cameras.

On Friday, October 31, 2025, at approximately 9:27PM, PO ESPINOSA and I (PO MUNOZ) responded to a Trouble with Subject complaint at the address of 354 E National Ave (Kruz), which is located in the City and County of Milwaukee. Upon arrival I spoke to bar security identified as Justin C. GUY (W/M, /89), who stated there were multiple subjects in vehicles using drugs in the bar's parking lot and subjects having sex in the woods next to the bar.

GUY stated subjects having sex in the woods has been a recent issue the bar has been having which they've able to handle on their own previous night, but called police today to help assist them in removing them from the premise when they were refusing to leave. The business was cooperative with the investigation and I observed the licenses posted which were up to date and I did not observe any violations in the licensed premise.

End of Report.

Officer (2)

Reporting Officer:	Munoz, Hector A (036939)	10/31/2025 21:29:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	11/01/2025 04:54:46
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2511150027

OtherEvent #: 25-LP-5189

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 11/15/2025 02:30:00
CAD Number:: P2511150178
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

Pellicelli, Serge

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Address:: 1635 N Farwell

Licensed Premise Data (1)

KRUZ

Phone 1 Number:: (414)-272-5789
Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
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:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Vallejo, Luis 039573

11/15/2025

This report is written by P.O. Luis VALLEJO, assigned to District 2, Late Shift, squad 2390.

On November 15th, 2025 at approximately 2:36 a.m. P.O. KIBLER and I were dispatched a Subject with a weapon at the location of 354 E National Ave which is located in the City and County of Milwaukee, WI, 53204.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2511150027

OtherEvent #: 25-LP-5189

Upon arrival at approximately 2:40 a.m. at the location of 354 E National Ave, Milwaukee, WI 53204 noticed squad 2330 at scene speaking with the security/caller who was verbally identified as (Nathaniel D DACHOW, B/M, 03/06/1992). I noticed nobody outside arguing everyone was gone by the time P.O. KIBLER and I arrived on scene. Security and Bar employees were all cooperative with the investigation.

Spoke with the security/caller DACHOW who stated the argument started inside the Bar (KRUZ) but then bar had closed at 2:30a.m. and the argument proceeded south across the street from the bar were they started threatening each other. DACHOW stated that they were going to use glass bottles as weapons. DACHOW stated once Law Enforcement arrived everyone had left no subjects were at scene. Spoke with the Manager on scene which was Identified with a Wisconsin Drivers License as (Robert C NOLLENBERG, W/M, 09/19/1958) who stated he did not see anything he was only going based off of what security told him.

Business check was performed which they have a Class B Tavern License which expires on 09/05/2026. Owner of business is (PELLICELLI, Serge, Agent KRUZ, LLC).

End of Report.

Officer (2)

Reporting Officer:	Vallejo, Luis (039573)	11/15/2025 03:50:00
Section: (Work Location):	23	
Approving Officer:	Monigold, Christopher A (021486)	11/16/2025 23:12:01
Section: (Work Location):	23	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2512130014

OtherEvent #: 25-LP-5837

Incident

354 E NATIONAL AV MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 12/13/2025 02:00:00
CAD Number:: P2512130122

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ BAR LLC

Phone 1 Number:: (414)-333-9728
Phone 1 Type:: Phone
Address:: 354 E NATIONAL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Wilson, Matthew 031318

12/25/2025

On December 13, 2025 at approximately 2:00 AM, Squad 2340 (PO HERRIGES and I) were dispatched to a

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2512130014

OtherEvent #: 25-LP-5837

property damage complaint at Kruz Bar located at 354 E. National Ave., which is located in the City and County of Milwaukee.

Upon our arrival, we were met by the caller, who works security at the location, Nathaniel DUCHOW (B/M 03-06-1997) told officers that a patron had struck his parked vehicle and fled Westbound on E. National Ave. Security was able to access security footage to obtain a license plate on the striking vehicle.

This completes my report.

Officer (2)

Reporting Officer:	Wilson, Matthew (031318)	12/25/2025 23:55:00
Section: (Work Location):	23	
Approving Officer:	Albert, Joshua G (019226)	12/29/2025 03:18:12
Section: (Work Location):	23	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2512290013

OtherEvent #: 25-LP-5889

Incident

354 E NATIONAL AV MILWAUKEE, WI 53204

Incident Date/Time:: 12/29/2025 01:55:00
CAD Number:: P2512290101
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53204
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)

LICENSED PREMISE REPORT

Finn, Daniel W 036915

12/29/2025

This report is written by P.O. Daniel FINN, assigned to District Two, Late Power.

On Monday, December 29th, 2025 at 1:55am P.O. Jack CARLONI, P.O. Traves MARTIN, and P.O. Kevin FREY were dispatched to the location of 354 E National Ave for a report of a subject with weapon.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2512290013

OtherEvent #: 25-LP-5889

Upon our arrival we spoke to the bartender on scene who was identified as Robert NOLLENBERG (w/m 09-19-1958). NOLLENBERG stated that there was a subject that was inside the bar causing a disturbance regarding an unpaid bar tab. The total for this tab was approximately \$128, and the card regarding was declined. NOLLENBERG stated that when he confronted the subject about the tab, the subject became upset and tried to punch NOLLENBERG. NOLLENBERG stated that the subject then went into the patio area of the bar and began to throw chairs around before leaving.

The subject left prior to police arrival.

There were no license violations during this time.

P.O. FREY and P.O. MARTIN are handling the disorderly conduct portion of this investigation.

end of report.

Officer (2)

Reporting Officer:	Finn, Daniel W (036915)	12/29/2025 02:41:00
Section: (Work Location):	24	
Approving Officer:	Rebro, Dana M (022635)	12/29/2025 03:08:14
Section: (Work Location):	22	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2601010020

OtherEvent #: 26-LP-0005

Incident

354 E NATIONAL AV Milwaukee, WI 53204

Incident Date/Time:: 01/01/2026 01:03:00
CAD Number:: P2601010368
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Carlton, Jack J 031433

01/01/2026

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2601010020

OtherEvent #: 26-LP-0005

This report is written by PO Jack CARLONI assigned to District Two, Late Power Shift.

On Thursday January 1st, 2025, assigned to Squad 2474 (Myself and PO Daniel FINN) at approximately 1:04 AM for a "Welfare" at the location of 354 E National Ave, which is in the City and County of Milwaukee.

Squad 2341 PO Kevin Frey and Po Jeffery KIBLER responded on scene to assist with the investigation.

Upon arrival at approximately 1:06 AM PO FINN and I made contact with security and the Business Agent identified as Serge PELLICELLI (W/M 04/05/1956). PELLICELLI stated that his security had observed a male subject outside the location intoxicated and laying on the ground in the parking lot. PO FINN and I observed the subject later identified as James BRUCKLACHER (W/M 12/18/1962) laying on the ground in the parking with feces on his pant leg. PO FINN and I spoke with BRUCKLACHER who initially denied medical. BRUCKLACHER was extremely intoxicated and was slurring his speech and was not able to stand on his own feet. BRUCKLACHER stated that he had too much to drink and wanted to go home but did not have a way to get home. BRUCKLACHER was unable to safely take care of himself and was transported by Bell ambulance 441 to West Allis Memorial Hospital. BRUCKLACHER did not have any further information regarding at the time. PELLICELLI did not have any further information regarding at the time.

Milwaukee Fire Department Engine 23 accessed BRUCKLACHER on scene and Bell 441 transported BRUCKLACHER to the West Allis Memorial Hospital.

I did not observe any violation at the business.
The business was cooperative with our investigation.

End of report.

Officer (2)

Reporting Officer:	Carloni, Jack J (031433)	01/01/2026 20:13:00
Section: (Work Location):	24	
Approving Officer:	Rebro, Dana M (022635)	01/01/2026 22:27:15
Section: (Work Location):	22	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2601060150

OtherEvent #: 26-LP-0128

Incident

354 E NATIONAL AV Milwaukee, WI 53204

Incident Date/Time:: 01/06/2026 20:03:00
CAD Number:: P2601061254
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

Pellicelli, Serge

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Address:: 1635 N Farwell

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
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)

LICENSED PREMISE REPORT

Finn, Daniel W 036915

01/08/2026

This report is written by P.O. Daniel FINN, assigned to District Two, Late Power (Tavern Car).

On Tuesday, January 6th, 2026, P.O. Jack CARLONI, P.O. Alexander GREBE, and Julio CORNEJO and I responded to the location of 354 E National Ave for a 911 call.

Upon our arrival we were met by the bartender of the business, Russell DILILLO (W/M 07-12-1988), who stated that there were two subjects inside the business causing a disturbance because they were upset

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2601060150

OtherEvent #: 26-LP-0128

over a game of bar dice. DILILLO stated that this person became very aggravated and caused DILILLO to fear for his safety. DILILLO stated that from a previous substantial battery that he was a victim of, he called the police so he would not be battered again. DILILLO stated he last saw these two subjects leaving and walking westbound on National Ave. Officer searched the area and could not find these subjects.

We did not observe any violations at this time.

Officer (2)

Reporting Officer:	Finn, Daniel W (036915)	01/08/2026 23:49:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	01/09/2026 19:27:20
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2602080020

OtherEvent #: 26-LP-0781

Incident

354 E NATIONAL AV Milwaukee, WI 53204

Incident Date/Time:: 02/08/2026 01:55:00
CAD Number:: P2602080117
District:: 2
Beat:: 240
Reporting Area:: 5162

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WI
Zip Code:: 53204
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)

LICENSED PREMISE REPORT

Finn, Daniel W 036915

02/09/2026

This report is written by P.O. Daniel FINN, assigned to District Two, Late Power.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2602080020

OtherEvent #: 26-LP-0781

On Sunday, February 8th, 2026, P.O. Jack CARLONI and I responded to the location 354 E National Ave for a report of a threat. Upon our arrival we spoke to security, Dominique JOHNSON (B/M 04-03-1997), who stated there was a subject inside the bar who threatened to shoot the bar up. JOHNSON stated due to the subject saying he might shoot up the bar he called the police. We spoke to the subject who made these statement, in which they stated that they weren't going to shoot the bar up. This subject was extremely intoxicated, slurring their words and could barely walk. I asked JOHNSON if they wished to press charges on this subject, but they did not want to. JOHNSON stated that they only wished this subject to be banned from the location.

There were no violations.

Officer (2)

Reporting Officer:	Finn, Daniel W (036915)	02/09/2026 00:59:00
Section: (Work Location):	24	
Approving Officer:	Rebro, Dana M (022635)	02/12/2026 17:31:43
Section: (Work Location):	22	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2603300013

OtherEvent #: 26-LP-1607

Incident

354 E NATIONAL AV Milwaukee, WISCONSIN 53204

Incident Date/Time:: 03/30/2026 01:59:00
CAD Number:: P2603300086

Business Agent (1)

PELLICELLI, SERGE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 04/05/1956
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (310)-739-7711
Phone 1 Type:: Phone
Address:: 1635 N FARWELL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53202

Licensed Premise Data (1)

KRUZ

Phone 1 Number:: (414)-272-5789
Phone 1 Type:: Main
Address:: 354 E NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/Incident:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Munoz, Hector A 036939

03/30/2026

This report is written by PO Hector A. MUNOZ assigned to District Two Late Power Shift Squad 2442. I

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2603300013

OtherEvent #: 26-LP-1607

was in full duty Milwaukee Police Department issued uniform with my Milwaukee Police Department Badge on my outer most garment and equipped with audio and visual recording body worn cameras.

On Monday, March 30, 2026, at approximately 2:02AM, I (PO MUNOZ) along with Squad 2341 PO FREY and PO ISMAIL responded to a Trouble with Subject complaint at the address of 354 E National Ave (Kruz Bar), which is located in the City and County of Milwaukee. Upon arrival, the caller who wished to remain anonymous was no longer on scene.

From the information provided in our CAD system, the caller stated he/she observed two Black Male subjects and a Black female subject having intercourse by some bushes behind the bar near the train tracks. During the investigation Squad 2341 and I walked through a wooded area behind the bar close to the train tracks and we did not locate any subjects having intercourse. Caller did not answer callback due to wanting to remain anonymous.

The business was cooperative with the investigation and I observed the licenses posted which were up to date and I did not observe any violations in the licensed premise.

End of Report.

Officer (2)		
Reporting Officer:	Munoz, Hector A (036939)	10/13/2025 02:18:00
Section: (Work Location):	24	
Approving Officer:	Rebro, Dana M (022635)	04/05/2026 17:11:02
Section: (Work Location):	22	



Tuesday, July 07, 2026



Notice of Public Hearing

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PELLICELLI, Serge, Agent
KRUZ at 354 E NATIONAL Av

Class B Tavern and Public Entertainment Premises Licenses Renewal Application with Change of
Floor Plan Adding 2nd Floor

Tuesday, July 21, 2026 at 1:00 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 on 7/21/2026 at 1:00 PM in Room 301-B, Third Floor, City Hall. 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 via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@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 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.

[illegible]

CURRENT OCCUPANT	120 E NATIONAL AVE# 304	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 305	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 306	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 307	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 308	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 309	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 311	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 312	MILWAUKEE, WI 53204-1897
CURRENT OCCUPANT	120 E NATIONAL AVE# 313	MILWAUKEE, WI 53204-1897
CURRENT OCCUPANT	120 E NATIONAL AVE# 314	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 315	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 316	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 317	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 319	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 322	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 324	MILWAUKEE, WI 53204-1896
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CURRENT OCCUPANT	120 E NATIONAL AVE# 331	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 332	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 333	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 337	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 339	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 341	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	354 E NATIONAL AVE	MILWAUKEE, WI 53204-1852
CURRENT OCCUPANT	822 S WATER ST	MILWAUKEE, WI 53204-1652

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Total Records: 75

Radius 750 feet and Center of the Circle: 354 E National Av

2026-2027 Plan of Operation for 354 E NATIONAL 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 PATIO

Number of garbage cans: Inside 4 Locations: 2 BEHIND BAR, MEN ROOM, POOL TABLE AREA
Outside 5 Locations: 4 CORNER OF PATIO, NEXT TO OUTSIDE DOOR

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

Number of restrooms: 2 Name of solid waste contractor:

Are there parking spaces on the premises? ☐ No ☒ Yes If Yes, list number of spaces: 25 and describe security plans:
CAMERAS

Are there designated loading areas? ☐ No ☒ Yes If Yes, describe security plans:
CAMERA, EAST SIDE DOOR

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

AND What are their responsibilities? _____

What security equipment do they use? _____

List their licenses number(s): _____

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: 5 OUTSIDE, 2 INSIDE

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

WEEKEND DOORMAN, ON WEEK DAY by the BARTENDERS

2. Percentage of Sales (must total 100%)

Alcohol 100 % Food Sales 0 % Entertainment 0 % Other 0 %

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:

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: ADD SECOND FLOOR EMPLOYEE OFFICE 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: Fee:

Your current food license includes the following food operations:

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 KRUZ 354 E NATIONAL AV

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

Disc Jockey, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, 6 Amusement Machines, 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. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|---|
| ☐ Instrumental Musicians | ☐ Bands | ☐ Battle of the Bands | ☐ Comedy Acts |
| ☐ Disc Jockey | ☐ Magic Shows | ☐ Poetry Readings | ☐ Dancing by Performers |
| ☐ Jukebox | ☐ Wrestling | ☐ Patron Contests | ☐ Patrons Dancing |
| ☐ Adult Entertainment/
Strippers/Erotic Dance | ☐ Karaoke | ☐ Bowling Alley | ☐ Pool Tables |
| ☐ Motion Pictures (movies by admission)
How many screens? _____ | ☐ Amusement Machines
How many? _____ | ☐ Concerts
Approx. # per year? _____ | ☐ Theatrical Performances
Approx. # per year? _____ |
| ☐ Hookah Service | ☐ 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. 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 of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign