

JAMES N. WITKOWIAK
ALDERMAN, 12TH DISTRICT

October 19, 2006

To the Honorable, the Common Council

Dear Members:

Re: Common Council File 060580

Attached are written objections to the recommendation of renewal of the Class "B" Tavern license with a 60-day suspension and non-renewal of the Tavern Amusement (Cabaret/Nite Club) license, based on the police report, of the partnership licenses of Leonie and Ricardo McKenzie for the premises at 2035 W. Fond du Lac Ave. ("Leoric Sport Club Bar & Grill") in the 15th aldermanic district.

This matter will be heard by the full Council at its October 24, 2006 meeting. Pursuant to City Ordinances, a roll call vote will be taken to confirm that all members have read the attached objections.

Respectfully,



JAMES N. WITKOWIAK

James N. Witkowiak, Chair
Licenses Committee

cc: All Council Members
City Attorney's Office
Common Council/City Clerk – License Division
CCF 060580

HALL LEGAL, S.C.

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Attorneys at Law

Gregory C. Burce
James H. Hall, Jr.
F. Thomas Olson

October 19, 2006

VIA HAND DELIVERY

Mr. Willie L. Hines, Jr., Chairman
City of Milwaukee Common Council
City Hall
200 E. Wells St
Milwaukee WI 53202

RE: Renewal Application of Leonie A. McKenzie and Ricardo D. McKenzie
Leoric's Sports Club Bar and Grill
2035 W. Fond du Lac Ave.
Milwaukee WI

CITY OF MILWAUKEE
2006 OCT 19 PM 2:10
RONALD D. LEONHARDT
CITY CLERK

Dear Alderman Hines:

This letter is submitted on behalf of Leonie and Ricardo McKenzie, owners of Leoric's Sports Club Bar and Grill in response and objection to the Report of the Utilities and Licenses Committee pertaining to their Renewal Application for a Class "B" Tavern and Tavern Amusement Partnership License for the premises located at 2035 W. Fond du Lac Avenue in the City of Milwaukee. We request permission to appear at the hearing scheduled for October 24, 2006, at 9:00 a.m., to address the Common Council in this matter. Mr. and Mrs. McKenzie have owned the property at 2035 W. Fond du Lac for approximately nine years, during which they have done substantial improvements and renovations to the property. They have operated a tavern and night club at the location for the past four years and they have invested in excess of \$500,000.00 in buildings and improvements in the immediate area resulting in substantial enhancement of the neighborhood and surrounding area. The area surrounding the business is mostly commercial, and few residents live in the immediate area. Mr. and Mrs. McKenzie have purchased additional property adjacent to the subject property, where they own and operate additional businesses, including a radio station and a recording studio. The owners are prepared to work cooperatively with the neighbors and surrounding business (which include Columbia Savings and Loan and Legacy Bank) to make the business and operations at 2035 West Fond du Lac compatible with planned development in the area.

The Utilities and Licenses Committee has recommended renewal of the Tavern license with a sixty (60) day suspension and non-renewal of the Tavern Amusement license. Several matters were

referred to in the October 6, 2006, Committee Report as providing the basis for the recommended action. We submit the following as a brief response to those matters.

1. The report refers, in paragraph 3, to neighborhood objections concerning a host of activities. We are not aware of any neighborhood objections as indicated in the report. No individuals from the neighborhood appeared at the hearing, no such objections were stated on the record and we have no knowledge of any document submitted at the hearing or otherwise conveying any neighborhood objections. Moreover, most of the items listed as "objected to" by neighbors are not matters that the owners have been found guilty of, although some have been the subject of citations given to the owners, most of which were dismissed.

2. As indicated in the report, at paragraph 5. P, the licenses were renewed in 2005 (with a 15 day suspension) and all of the items through paragraph O existed and were considered at that time.

3. Since the 2005 renewal, the new items appearing on the report are those listed at paragraphs Q through BB. Of all of the items listed in Q through BB, none has ultimately resulted in a guilty finding or conviction against the owners. (One matter, listed at Y, which involved an over-capacity citation, resulted in a guilty finding in Municipal Court and is on appeal to Milwaukee County Circuit Court). All other matters either did not involve charges against the owners and the subject property, or the item was dismissed.

4. Ricardo and Leonie McKenzie invested in this building in 1996. Since then, they acquired an additional building in the same block, 2025-27 West Fond du Lac, where they operate a satellite radio station and a recording studio, and another building at 2210 North 21st Street. They are not at Leoric's to "make a fast buck" at the expense of the community and to move on to their next venture. All of their assets and resources are invested at that location and they are there for the duration. They are aware of proposed development for the surrounding area and they plan to modify their operations to create an entertainment "destination" venue that appeals to and which will be compatible with proposed development in that area. In that regard, they are prepared to work with neighbors, including Columbia Savings and Loan and Legacy Bank, as well as the City and Milwaukee Police Department and Alderman Hines, to achieve a desirable and acceptable outcome.

5. Due to the fact that there have been a number of police calls to that location, the Milwaukee Police Department initiated nuisance proceedings. The owners have met regularly and worked cooperatively with Third District Captain Harpole to provide a "plan of operation" to address the concerns, including issues relating to the adjacent City-owned parking lot. At the most recent meeting on August 31, 2006, Captain Harpole provided a report that reflects a precipitous decrease in police calls and activities relative to the location since January 2006 to the present time. Copies of the report provided by Captain Harpole at the August 31st meeting and October 2, 2006 correspondence to Captain Harpole concerning the plan of operation are attached as Exhibits A and B, respectively.

6. Although the owners have not been found guilty pursuant to the items listed between

paragraphs P through BB, they take very seriously their responsibilities as business owners. However, it will take them some time to fully implement the transition referred to in paragraph 4, above. As an affirmative step in that direction, the owners have implemented a revision of their schedule of nightly events for the business effective October 16, 2006, to reflect a move away from activity that primarily attracts a large "dance" crowd. This modification, along with the recently revised plan of operation, both of which are attached as Exhibit C, is intended to have the effect of changing the types of activities occurring at the club and commencing a shift in terms of club offerings, atmosphere and clientele.

Mr. and Mrs. McKenzie have dialogued with Alderman Hines, who represents the district, and are prepared to work in the future with Alderman Hines, City of Milwaukee Police Department and others to operate a quality business consistent with protecting the health, safety and welfare of the citizens of the City of Milwaukee. On the basis of the foregoing, we respectfully request the renewal of both licenses pertaining to this location.

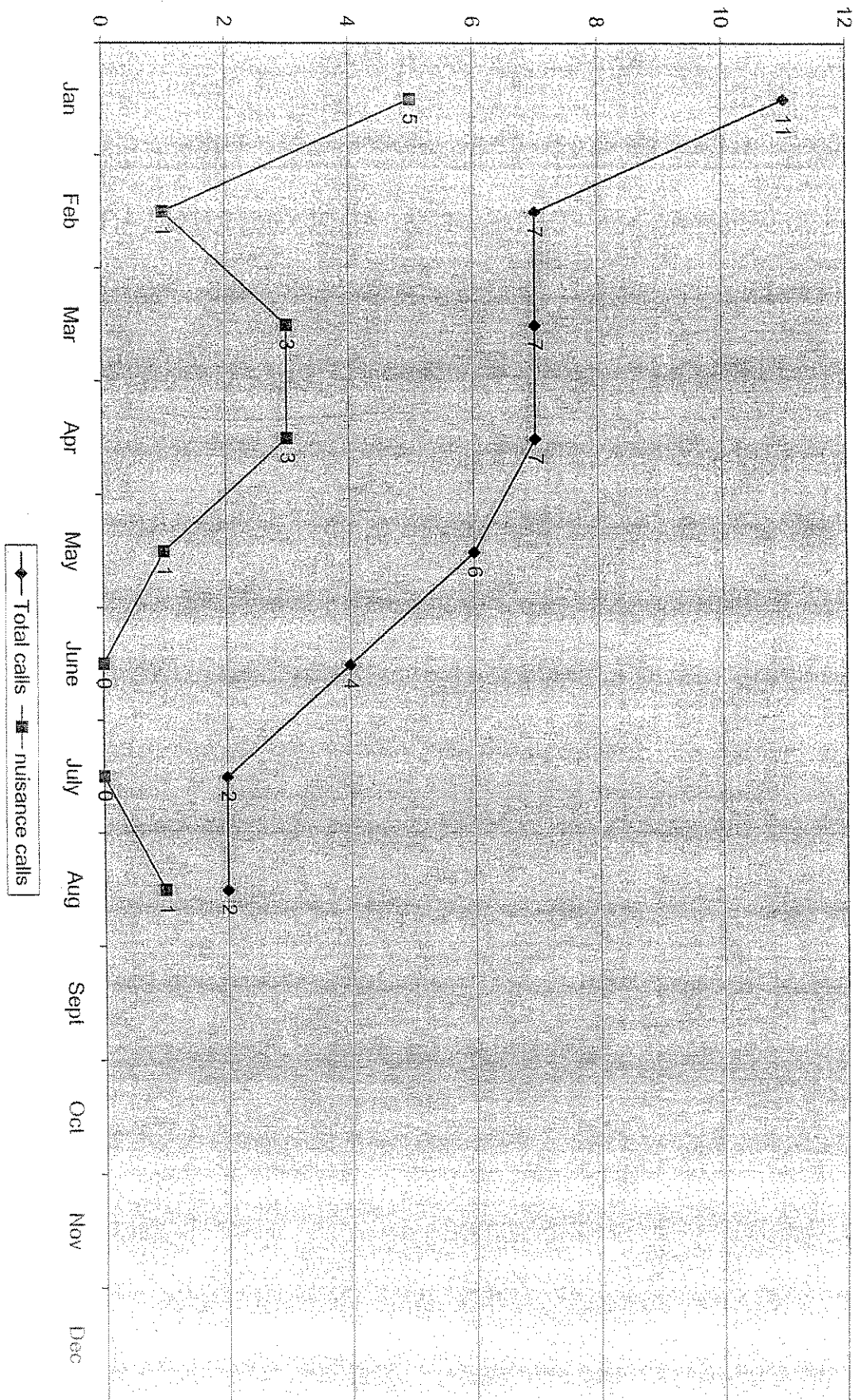
Very truly yours,



James H. Hall, Jr.

cc: Mr. Ronald D. Leonhardt, City Clerk
Alderman James N. Witkowiak, Chair
Licenses Committee
Mr. Ricardo D. McKenzie

Calls for service as of 08/24/2006



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October 2, 2006

Captain James C. Harpole
Milwaukee Police Department
District Three
2333 N. 49th Street
Milwaukee, WI 53208

RE: Leroic's Sports Bar and Grill

Dear Captain Harpole:

I am writing on behalf of the owners of Leroic's Sports Bar and Grill, Ricardo and Leonie McKenzie, to thank you and your staff for meeting on August 31, 2006 to discuss matters relating to the operation of their business. They continue to appreciate the fact that you and your staff, (like Captain Oliva who preceded you), have been open and accessible to meet with them.

This is also to confirm that Mr. and Mrs. McKenzie plan to follow through on the discussions they have had with you and with Alderman Hines about organizing a group of "club owners" committed to working collectively and collaboratively to take preventive measures aimed at enhancing safety and security. They plan to build upon the meetings and discussions that were recently held involving North Avenue Community Development Corporation and to attempt to involve the Great Lakes Beverage Association and as many club owners willing to participate. The support and involvement of your staff and in particular the Third District's Community Liaison person will be appreciated.

We note that you and your staff have meet with the McKenzies on October 7, 2005, October 21, 2005, February 3, 2006 and most recently on August 31, 2006. At each of those meetings, we have discussed a range of issues with a view toward identifying steps that the owners could take to enhance safety and security of patrons and others and, generally, to reduce the number of incidents that require some type of involvement or intervention on the part of the Milwaukee Police Department. In this regard, we were pleased at the most recent meeting to receive your data (chart and "rundown sheet") indicating that the number of calls for police service has precipitously declined during the most recent period (since January 2006). Of course, as Mr. and Mrs. McKenzie discussed with you at the meeting, although that data is encouraging, it is not a basis for anything other than a continued and diligent commitment to making improvements.

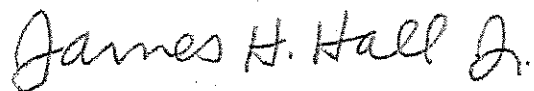
According to our records, the last version of the Plan of Operation provided to you by the

Exhibit B

owners was dated March 14, 2005. Pursuant to our recent meeting, we have prepared a revised Plan of Operation which reflects the items most recently discussed with you and your staff, a copy of which is enclosed. We would appreciate any comments, suggestions or other feedback that you might have pertaining to the Plan of Operation.

Again, thank you and your staff for your time and attention in this matter

Very truly yours,



James H. Hall, Jr.

enclosure

cc: Alderman Willie Hines, Jr.
Ricardo and Leonie McKenzie

LEORIC SPORTS CLUB EVENTS OF THE WEEK

- MONDAYS** **\$1.00 MONDAYS- DRINK TOP SHELF DRINKS FOR \$1.00 B/4 11:00, LADIES GET IN FREE B/4 11:00 GUYS FREE B/4 10:30 - DJ DON**
- TUESDAYS** **CLOSED**
- WEDNESDAYS** **LADIES NIGHT, LADIES FREE B/4 11:00 COVER CHARGE \$5.00 R&B, REGGAE, CLEAN HIP HOP MUSIC (NO GANGSTER MUSIC)**
- THURSDAYS** **POET/KARAOKE/OPEN MIKE DOORS OPEN @9:00PM \$3.00 DRINKS SPECIAL ADMISSION FREE ALL NIGHT**
- FRIDAYS** **AFTER WORK JAM/STEPPING, FREE CHICKEN WINGS & FRIES FOR THE 1ST 50 PEOPLE FROM 5:00PM-9:00PM OLD SCHOOL R&B. \$3.00 DRINKS SPECIAL B/4 12:00. COVER CHARGE \$5.00 .**
- SATURDAYS** **R&B, REGGAE, CLEAN HIP HOP MUSIC DOORS OPEN @ 9:00PM COVER CHARGE \$5.00 B/4 12:00 \$10:00 AFTER DJ DON**
- SUNDAYS** **GAMES EVENING - DRINKS SPECIAL WATCH ALL GAMES, PLAY POOL GAMES ETC. DOORS OPEN @ CHICKEN WINGS & FRIES**

Revised Plan of Operation for
Leoric Sports Club Bar and Grill
2035 W. Fond Du Lac Avenue Milwaukee, WI 53205
October 2, 2006

A. Comply with All Ordinances

- (1) License
- (2) Noise
- (3) Capacity
- (4) Entry
- (5) Age
- (6) Removal of intoxicants
- (7) Drugs
- (8) Other

B. Adequate Security Details

Minimum of 8 uniformed security personal on busy nights.

- C. Revised Dress Code Effective 9/1/06 (See Attached)
Intended to attract a more responsible clientele (See Attached)

- D. Continue Age Limit at the raised level of 23 rather than 21 (previous age limit)
Intended to attract a more responsible clientele

E. Enforce all Rules

- F. Obtain Permit to place barricades on 21st Street for weekend hours (pursuant to discussions with Alderman Hines and 3rd District). Go through process with DPW.

- G. Added a security car to patrol adjacent City parking lot

- H. Attempt to continue closing slightly before "bar time" in order to reduce the number of persons disbursing from various clubs in the area at the same time

- I. Attempting to implement a move toward alternative entertainment including the concept of Karaoke or jazz (on Tuesdays or Thursdays)

- J. Follow up on implementing a metal detection policy (currently patrons are searched)

LEORIC SPORTS CLUB
DRESS CODE
09.01.06

EFFECTIVE IMMEDIATELY LEORIC
SPORTS CLUB DRESS CODE WILL BE
ENFORCED.

1. YOU MUST BE 23 AND UP WITH A
VALID ID TO ENTER
2. NO BAGGY PANTS
3. NO WHITE TEE SHIRTS
4. NO CAPS OR OTHER HEAD GEAR
5. NO HOODIES
6. NO ATHLETIC GEAR OR SPORTS
GEAR WITH NUMBERS
7. NO SLEEVELESS SHIRTS AND NO
FLIP FLOPS

8. LADIES THONGS MUST NOT BE DISGRACFULLY EXPOSED
9. ALL PERSONS ARE SUBJECT TO BEING SEARCHED
10. SECURITY HAS THE RIGHT TO REFUSE ADMISSION
11. PERSONS WHO ENGAGED IN A FIGHT OR DISRESPECT SECURITY IN AND OUTSIDE OF THE CLUB WILL BE BANNED FROM THE CLUB PERMANENTLY
12. SECURITY WILL CONFISCATE ANY FAKE, ALTERED OR BORROWED ID CARDS! VIOLATORS WILL BE PROSECUTED!
13. FAILURE TO DISPERSE WILL RESULT IN DETAINMENT AND M.P.D. WILL BE CALLED

14. NO RE-ADMISSION ONCE YOU
LEAVE THE CLUB. AT THE END OF
THE NIGHT WE ASK THAT YOU
LEAVE IN A PEACEFUL MANNER

WE ASK THAT EACH AND EVERY ONE
COMPLY WITH OUR DRESS CODE AND
OUR SECURITY SYSTEM.

THANK YOU
LEORIC SPORTS CLUB
09.01.06