



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, November 26, 2014

COMMITTEE MEETING NOTICE

AD 12

RIVAS, Sandra R, Agent
Cafe La Paloma, LLC
606 S 5th St

Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Wednesday, December 10, 2014 at 01:00 PM

Regarding: Your Class B Tavern, Public Entertainment Premises, and Food Dealer License Transfer - Change of Agent and Hours Requesting to Open at 11 AM Instead of 10 AM Sun, Close at 2 AM Instead of 11 PM Sun-Thurs, and Close at 2:30 AM Instead of 11 PM Fri-Sat as agent for "Cafe La Paloma, LLC" for "Tabu Lounge and Grill" at 606 S 5th St.

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OW CZARSKI, CITY CLERK

BY:

Jason Schunk
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: 04/29/12

LICENSE TYPE: BTAVN

NEW:

RENEWAL: X

No. 146440

Application Date: 04/26/12

Expiration Date:

License Location: 606 S 5th St

Aldermanic District:

Business Name: Texture

Licensee/Applicant: **Salvo, Salvatore**

(Last Name, First Name, MI)

Date of Birth: 08/14/1946

Home Address: 7454 S Logan Av

City: Oak Creek

State: WI

Zip Code: 53154

Home Phone: (414) 803 - 4080

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

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

☞ Background investigation of corporate officer, **SAFINA, Salvatore G (07/27/1973)** revealed the following incidents:

1. On 04/11/2007 at 12:00AM, the corporate officer (**SAFINA**), was cited by City Of Milwaukee for Building Code Violations at 3025 N Richards Street.

Charge: Building Code Violations
Finding: Further Proceedings – Milwaukee Municipal Court
Sentence: UNKNOWN
Date: 04/24/2008
Case#: 07114616

2. On 07/10/2007 at 12:00AM, the corporate officer (**SAFINA**), was cited by City Of Milwaukee for Building Code Violations at 114 W Center Street.

Charge: Building Code Violations
Finding: Guilty – Milwaukee Municipal Court
Sentence: \$320.00 penalty
Date: 03/27/2008
Case#: 08019345

- Background investigation of Corporate Officer, **HETZEL, Mark W. (09/12/1959)** revealed the following incidents:

1. On 09/11/2004, Hetzel was cited in the City of Milwaukee for Underage Class B Owner/Licensee Responsibility. No further information available.

Charge : Underage Class B Owner/Licensee Responsibility
Finding : Guilty, Municipal Court
Sentence : \$150.00 fine
Date : 01/20/2005
Case : 04110318

2. On 12/12/2004, Hetzel was cited in the City of Milwaukee for Disorderly Premises/Drunkenness/Gambling. No further information available.

Charge : Disorderly Premises/Drunkenness/Gambling
Finding : Guilty, Municipal Court
Sentence : \$250.00 fine
Date : 03/09/2005
Case : 05003735

3. On 01/20/2005, Hetzel was cited in the City of Milwaukee for A & A /Exceed Posted Occupancy Capacity. No further information available.

Charge : A & A /Exceed Posted Occupancy Capacity
Finding : **Dismissed Without Prejudice**
Date : 08-26-05
Case : 05018540

4. On 03/24/2005, Hetzel was cited in the City of Milwaukee for A & A/Exceed Posted Occupancy Capacity. No further information available.

Charge : A & A /Exceed Posted Occupancy Capacity
Finding : Guilty
Sentence : Fined \$3,275.32
Date : 08-26-05
Case : 05043167

5. On 03/24/2005, Hetzel was cited in the City of Milwaukee for Presence of Minors Prohibited. No further information available.

Charge : Presence of Minors Prohibited
Finding : **Dismissed Without Prejudice**
Date : 08-29-05
Case : 05043168

These incidents occurred under the current licensee Gaetano Salvo.

1. On 09/02/06 at 1:45 am, Milwaukee Police were dispatched to St Lukes for a Substantial Battery that occurred at Texture Night Club at 606 S 5th Street. Police spoke to two victims who stated they were battered by security at Textures. Investigation revealed a fight occurred inside the tavern with security escorting out the two patrons. One of these patrons began to fight security with security fighting back. Video was obtained but did not specifically show who struck whom, causing the injuries. It was also unclear if any weapons were used.
2. On 11/12/06 at 1:27 am, Milwaukee Police were dispatched to 6th and Bruce for a Battery Complaint. Investigation revealed a female patron struck a security guard as he tried to help patrons exit the tavern. The security guard, after being struck, pushed this patron away causing her to fall. Officers viewed a videotape of such incident but were unable to observe specific actions due to the security guards position during the incident.
3. On 01/08/07 at 12:53 am, Milwaukee police were dispatched to 606 S 5th Street for a Shooting complaint. Investigation revealed that a patron who was inside Textures club had been struck by a bullet to her left hip. Officers were advised that a patron had earlier approached the DJ booth asking the DJ to play his CD. Later on that night, this patron was removed by security because he became disorderly. This patron returned to the area as a passenger in an auto and was seen firing shots at the nightclub ultimately striking a patron inside. Witnesses were unable to positively identify the suspect.
4. On 06/03/07 at 1:48 am, Milwaukee police were dispatched to St Mary's Hospital for a Battery complaint. The victim stated to police that she was at Textures Nightclub when she got into a fight with several girls who punched and scratched her. Security broke up the fight and escorted all parties involved out of the tavern. On 06/09/07 at 11:30 pm, followed up was conduct and police spoke to Donato Salvo who stated he was aware that a fight had taken place with security escorting everyone out of the tavern.
5. On 11/24/07 at 12:55 am, Milwaukee police were dispatched to 606 S 5th Street for a Trouble With Subject. Officers spoke with a security officer, identified as Philip Stewart, who stated a subject was escorted out of the tavern after an altercation with the some of the bouncers. Stewart stated this patron had made threats to Stewart as he ran to his auto and Stewart thought he might be running to his car to get gun. Stewart signaled for more security officers who stopped the patron and detained him until police arrived. Police received consent from this patron to search his auto and officers found a 45 caliber semi automatic hand gun. Further investigation revealed this patron was also a convicted felon. The suspect was arrested and a search revealed marijuana being found on his person. Charges of CCW, Disorderly Conduct and Felon in Possession of Firearm and Possession of Marijuana were issued.

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6. On 08/09/08 at 3:45 am, Milwaukee police were dispatched to St Mary's Hospital for a Battery complaint. Officers were unable to talk to the victim that night due to being sedated on pain medication. On 08/15/08, officers spoke with the victim who stated he was at Textures with his girlfriend when an unknown patron came up to them and started harassing them. The suspect then began hitting and punching the victim when the bouncer came over and held the victim while the suspect kept punching the victim. The victim further stated he was escorted out of the tavern by the bouncer where again the bouncer held on to him while the suspect and another subject continued to punch him. A report was filed.
7. On 11/13/08 at 9:14 pm, Milwaukee police were dispatched to 606 S 5th Street for a Battery complaint. Investigation found the victim was at Textures on 11/08/08 and was leaving the bar with friends at closing time when he observed a fight taking place in front of the tavern. The victim stated next thing he knew he was being hit in the head with an expandable baton. The victim further stated his friends attempted to get help at the club and that security would not call for police or medical help. The victim was treated at a nearby hospital for bleeding on the brain, skull fracture, concussion and an inner ear injury. The victim could not provide officers with a description of the actor. Police viewed some video surveillance but the fights were never caught on tape. A report was filed.
8. On 12/29/08 at 1:28 am, Milwaukee police were dispatched to St Luke's Hospital for a Battery complaint. Officers spoke to the victim who stated she was at Textures with some friends when she saw an old acquaintance who she had an ongoing dispute with over money. Words were exchanged and a fight started with the acquaintance taking a glass and hitting the victim over the head causing several lacerations to her face and head. Security guards broke up the fight and the victim stated they put her out of the club with security telling her she "couldn't bleed in the club". The victim stated her friends came out from the tavern and gave her ride to the hospital. The victim required over 80 stitches to the right side of her head. Officers spoke to a security guard Lamarr Lindsey who stated he heard two females arguing in the back hallway and then observed one female hit the other over the head with a glass. Both were punching and pulling each other's hair. Lindsey stated he escorted the victim out of the tavern while another security guard called for an ambulance. A report was filed.
9. On 01/04/09 at 2:33 am, Milwaukee police were dispatched to 606 S 5th Street for a Battery complaint. Police spoke to the caller who stated he was beat up by security from Textures nightclub. The victim stated he was leaving in his auto as security was directing traffic. He attempted to make some turns but was told by security he couldn't. The victim stated he was not confrontational with security and the next thing he knew a uniform security guard opened his car door and punched him in the face. Officers spoke to manager Donato Salvo who stated he employs inside security for "intimidation". Salvo stated all of his security guards are paid in cash and that he does not have their names or personal information. Officers requested to see video surveillance that would show the outside of the club and Salvo stated his video surveillance was not working. Officers express concern to Salvo that this was the third battery complaint made where his employees were the suspects. It was also the second time police requested video surveillance and was not provided any stating the equipment was not working. An officer spoke with security guard Wynn Kitzman who stated he works only at the door and watches the crowd when he observed a fight break out in the street. Kitzman stated he ran over to where the fight was taking place when he was punched and scratched in the face by the alleged victim. A report was filed regarding this incident.

The following applies to Mark Hetzel who is listed as a corporate officer:

On 11/22/08, Hetzel received a citation for Harvest or Tag a Buck in an Earn A Buck Unit w/o First Tagging in Dodge County. On 01/06/09, he was found guilty and fined. 08FO001690.

The following applies to Salvatore G Safina who is listed as a corporate officer:

On 12/14/08 at 1:55 am, Safina received a citation for Assault & Battery at 236 N Water Street. There is a future court date on 05/29/09 at 1:30 pm set for Pre-Trial.

The following applies to Donato Salvo who is listed as a corporate officer:

On 12/14/08 at 1:55 am, Salvo received a citation for Vandalism at 236 N Water Street. There is a future court date of 05/29/09 at 1:30 pm set for Pre-Trial.

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The following incidents were previously reported, dispositions now added on 04/16/10.

The following applies to Salvatore Safina:

Charge:	Assault & Battery
Finding:	Dismissed w/o prejudice
Date:	08/31/09
Case:	09018989

The following applies to Donato Salvo:

Charge:	Vandalism
Finding:	Dismissed w/o prejudice
Date:	08/31/09
Case:	09018990

9. On 03/21/09, Milwaukee police were flagged down by Textures security regarding a Subject With Weapon complaint. Security stated a subject in a dark color Dodge Durango was seen waving a gun out of the window. Police located the auto and conducted a traffic stop. Officers recovered a gun and the suspect was arrested and charged.
10. On 10/31/09 at 1:35 am, Milwaukee police conducted a License Premise Check at 606 S 5th Street. As officers conducted the check, a patron who was highly intoxicated became disorderly and was interfering with the investigation. Security attempted to escort the patron out of the tavern but he began to argue with the guards. Officers arrested and cited the patron with Disorderly Conduct.

11. On 11/07/09 at 2:14 am, officers were monitoring the Textures Tavern for crowd and traffic control when officers responded to a Fight in the bar's parking lot. Officers observed security for the bar struggling with a patron. Security stated to officers that the subject started arguing with other patrons when he threatened violence. Security stated they feared it would turn physical so they attempted to remove the patron when he struck one of the guards in the face. The patron was issued citations for Disorderly Conduct and Assault & Battery.
12. On 11/09/09 at 1:04 am, Milwaukee police were dispatched to 606 S 5th Street for an Altered Currency complaint. Officers spoke to the manager Salvatore Taormina who stated a patron attempted to pass a counterfeit \$100 at the front door for the ten-dollar cover charge. Taormina stated the subject was no longer on scene but that he had video surveillance of the incident. A report was filed.
13. On 11/23/09 at 12:36 am, Milwaukee police were dispatched to 606 S 5th Street for a Subject With Gun complaint. Officers spoke with Donato Salvo who stated that a known patron was inside the club and was escorted out by security when he was observed flashing gang signs. Once the patron was outside, he threatened security that he was going to shoot them and the tavern up. The patron continued to make threats and refused to leave so security detained him until police arrived. The subject was issued a citation for disorderly conduct and told he was no longer welcomed at the club.
14. On 01/11/10 at 12:10 am, Milwaukee police were dispatched to 3rd and National for a Battery While Armed complaint. Officers spoke to the victim who stated he was in the Textures Night Club when he was intentionally struck in the face with a glass causing a laceration that required stitches. Police continued the investigation at Textures and found that management and security were untruthful in their involvement and knowledge of the incident.
15. On 02/14/10 at 1:57 am, Milwaukee police were dispatched to 5th and Bruce for a Battery complaint. Police spoke to the victim who stated he was sprayed with mace by security from Textures. Officers continued the investigation at Textures and spoke to a security guard identified as Eric Rivera. Rivera stated the patron was escorted out of the club for fighting. The patron attempted to re enter the club and was putting his hands on security when he was sprayed with mace. Security provided water and flushed his eyes out. Officers reviewed video surveillance that showed the incident. Call was advised.
16. On 02/15/10 at 12:33 am, Milwaukee police were flagged down for a Trouble With Subject complaint at 600 S 5th Street. Officers observed two subjects physically fighting with Textures security. Security stated the fight started when a patron was asked to put her shoes back on. The patrons boyfriend got angry and started arguing with security. Security escorted both parties out and that's when the argument turned physical. Both patrons were cited for Disorderly Conduct.
17. On 02/21/10 at 1:38 am, Milwaukee police met a Battery victim at the District 5. The victim stated she was at the Textures Club when her ex-boyfriend and father of her child approached her and punched her in the mouth. The victim stated they had a brief argument before he punched her. Security then escorted her ex boyfriend from the club and she left shortly after. The victim further stated she got into car when her ex boyfriend began kicking the vehicle, breaking her driver side mirror. The victim stated she then drove the police station. A report was filed.

18. On 02/28/10 at 2:00 am, Milwaukee police observed a fight at the intersection of 5th and Bruce. Investigation found a patron was fighting with Textures security and officers cited him for Disorderly Conduct and Resisting/Obstructing An Officer. Officers also were flagged down for a property damage that occurred instead of the club. A patron punched a hole in the wall and the subject was identified and found to be only twenty years of age. The subject stated to police that he just showed his ID and they let him in. The subject admitted to drinking and was cited for Possession/Consumption of Alcohol and Vandalism.
19. On 03/14/10 at 1:44 am, Milwaukee police were flagged down by security for Textures for a Trouble With Subject complaint. Security stated they escorted a patron out after he became disorderly and he became confrontational with security. The patron was cited for disorderly conduct.
20. On 03/20/10 at 11:57 pm, Milwaukee police conducted a License Premise Check at 606 S 5th Street. Officers observed several patrons paying cover charges but found no sign posted. Police spoke to Salvatore Salvatore who stated he was not aware he needed to post a sign for cover charges. Salvatore was shown the city ordinance and issued a citation.

Charge: Tavern Charges to be Posted
Finding: **Guilty**
Sentence: Fined \$200.00
Date: 07/15/10
Case: Citation # 6098148-0

The following applies to corporate officer Salvatore Safina:

- On 11/25/09, Safina received a citation for Place, Use, Hunt Wild Animals with Bait in Adams County.

Charge: Place, Use, Hunt Wild Animals With Bait
Finding: Guilty
Sentence: Fined
Date: 01/13/10
Case: 09FO001456

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Incident # 20 previously reported, disposition now added on 05/09/11.

21. On 09/06/10 at 1:58 am, Milwaukee police observed a large crowd gathering in the street in front of Textures Nightclub located at 606 S 5th Street. Security officers were flagging down police to report that the subjects were attempting to fight with security and making threat's to "shoot up the place". Officers called for additional squads to the scene. Police were advised that 2 security officers had deployed pepper spray at the three subjects who were disorderly. Police were told that the three subjects were inside the club refusing to leave and when verbal attempts failed to have the subjects leave, security attempted to physically remove them. Once they got the subjects to the door, threats were made to security and one subject was overheard stating he had a gun in his car. A fight occurred between the subjects and security and that is when a security guard utilized the pepper spray. Citations were issued to the subjects for disorderly conduct.

22. On 03/14/11 at 1:25 am, Milwaukee police were monitoring closing at Club Texture. Officers observed an auto playing excessively loud music and conducted a traffic stop. Investigation found that patron had just left Texture's Club. One passenger was arrested on an outstanding warrant.
23. On 03/06/11 at 1:58 am, Milwaukee police were monitoring the closing at Textures and observed 40-50 people fighting with security as they exited the club. More squads were called to the scene to gain control of the scene. The fights were broken up and three subjects were cited for disorderly conduct.
24. On 03/28/11 at 1:00 am, a squad car had to call for more squads in attempts to help with the large crowd of about 30 subjects outside the club. Investigation found the club was at capacity and was not letting any other patrons in the club for the rest of the night. Loitering citations were issued to two subjects.
25. On 04/02/11 at 12:10 am, a Battery complaint was taken at the 2nd Precinct that occurred in front of the Texture Nightclub. The victim stated she and her cousin had left the Texture Nightclub and were driving in front of the tavern when a car that was also parked in front of the tavern pulled out in front of her and she struck that car. She got out to look at her car and the driver the other car exited his auto and began yelling obscenities at her. The driver without provocation struck her four to five times in the face causing pain and bloody nose. The victim stated she attempted to get back into her car but the subject followed her and struck her several more times. The victim sought medical assistance and was treated for fracture nose. Follow up was conducted and officers located the driver of the other car. His statement was similar to the one given by the victim only the subject stated the driver of the other car was the one who got physical first and that he was just defending himself. On 04/12/11, officers conducted follow up with the security guards at Textures and requested a copy of the video surveillance from the club.

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26. On 10/16/11 at 1:09 am, Milwaukee police were dispatched to 606 S 5th Street for a Fight complaint. Upon arrival, police spoke to the victim who stated she was battered in and outside the club by a know subject. Police spoke with the suspect who admitted to hitting the victim. Officers spoke with security guard Brian Davis who stated the both subjects were kicked out for fighting in the club and continued to fight when outside. Police attempted to positively identify the victim and suspect but were told by security that the ID scanner wasn't working. Officers requested video surveillance regarding the incident.

27. On 03/12/12 at 1:39 am, Milwaukee police were dispatched to 606 S 5th Street for a Shots Fired complaint that was later upgraded to a shooting when a victim arrived a nearby hospital. Police arrived on scene at the bar and observed several security guards in the street directing people out of the area and also pointing police towards the area where there shots were fired. Security also pointed out a vehicle that was struck by gunfire. Investigation revealed the incident took place across the street from the bar in the parking lot that belonged to La Fuentes. The restaurant was closed at the time. Police spoke with Angel Acevedo regarding the incident who made contact with the owner Donato Salvo who was on scene at the time of the incident. Salvo produced a DVD from the video surveillance who then interviewed by a detective. Further investigation revealed a possible victim from a robbery attempt, which led to the shooting. Both the victim and suspect of the robbery admitted to being patrons of Texture Nightclub.

28. On 03/17/12 at 12:45 am, Milwaukee police investigated an injured person at 606 S 5th Street. Investigation found a patron of the club became intoxicated and fell approximately 5 feet off a ledge, onto the dance floor. The patron was unable to walk and was conveyed to an area hospital where he was treated for a fracture to his spine. Police obtained witness statements that the subject fell while standing on the ledge. On 03/24/12, police interviewed the victim who insisted he was pulled off a ledge by Textures security, even after having multiple witnesses stated the opposite to police. Police attempted to view the incident on video surveillance but the cameras did not capture the incident due to where they were positioned.
29. On 03/19/12 at 4:43 pm, Milwaukee police investigated a walk-in Battery complaint at District Two. A victim told police he was a battery victim and that is occurred outside the Texture bar. Police conducted follow up and spoke with Jose Acevedo. Acevedo provided police with video surveillance from that night which showed no fights or disturbances outside the club at the time the victim stated he was battered.
30. On 06/04/12 at 1:37am, Milwaukee Police investigated a subject with gun complaint at 606 South 5th Street (Texture). An individual was removed from the establishment by security for starting a fight. The subject returned to the establishment minutes later armed with a .357 magnum revolver and began to wave the firearm in the air demanding the subjects he had an altercation with earlier to exit the establishment. An armed security guard confronted the subject at which time the subject handed the gun to another individual who than ran from the location. The security chased the subject and apprehended both individuals and recovered the firearm. Both subjects were convicted felons. Security assisted the police in blocking off the street and the club staff was cooperative.

Previous premise



Wednesday, November 26, 2014



Notice of Public Hearing

RIVAS, Sandra R, Agent

Tabu Lounge and Grill at 606 S 5th St

Class B Tavern, Public Entertainment Premises, and Food Dealer License Transfer - Change of Agent and Hours Requesting to Open at 11 AM Instead of 10 AM Sun, Close at 2 AM Instead of 11 PM Sun-Thurs, and Close at 2:30 AM Instead of 11 PM Fri-Sat

Wednesday, December 10, 2014 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 12/10/2014 at 1:00 PM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	410 W PIERCE ST	MILWAUKEE, WI 53204-1703
CURRENT RESIDENT	416 W PIERCE ST	MILWAUKEE, WI 53204-1703
CURRENT RESIDENT	416 W PIERCE ST A	MILWAUKEE, WI 53204-1703
CURRENT RESIDENT	503 W BRUCE ST 1	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	503 W BRUCE ST 2	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	503 W BRUCE ST 3	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	503 W BRUCE ST 4	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	503 W BRUCE ST 5	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	509 W BRUCE ST 1	MILWAUKEE, WI 53204-1544
CURRENT RESIDENT	509 W BRUCE ST 2	MILWAUKEE, WI 53204-1544
CURRENT RESIDENT	509 W BRUCE ST 3	MILWAUKEE, WI 53204-1544
CURRENT RESIDENT	509 W BRUCE ST 4	MILWAUKEE, WI 53204-1544
CURRENT RESIDENT	517 W BRUCE ST 1	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	517 W BRUCE ST 2	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	517 W BRUCE ST 3	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	517 W BRUCE ST 4	MILWAUKEE, WI 53204-1529
CURRENT RESIDENT	600 S 6TH ST A	MILWAUKEE, WI 53204-1524
CURRENT RESIDENT	600 S 6TH ST B	MILWAUKEE, WI 53204-1524
CURRENT RESIDENT	603 S 5TH ST 1	MILWAUKEE, WI 53204-1520
CURRENT RESIDENT	603 S 5TH ST 2	MILWAUKEE, WI 53204-1520
CURRENT RESIDENT	603 S 5TH ST 3	MILWAUKEE, WI 53204-1520
CURRENT RESIDENT	608 S 5TH ST 1	MILWAUKEE, WI 53204-1541
CURRENT RESIDENT	608 S 5TH ST 2	MILWAUKEE, WI 53204-1541
CURRENT RESIDENT	614 S 6TH ST	MILWAUKEE, WI 53204-1524
CURRENT RESIDENT	618 S 6TH ST	MILWAUKEE, WI 53204-1524
CURRENT RESIDENT	618A S 6TH ST	MILWAUKEE, WI 53204-1524
CURRENT RESIDENT	626 S 5TH ST 1	MILWAUKEE, WI 53204-1519
CURRENT RESIDENT	626 S 5TH ST 2	MILWAUKEE, WI 53204-1519

Total Records: 29

Radius: 250.0 feet and Center of Circle: 606 S 5th ST



PLAN OF OPERATION

1. Premises Location

Free Standing Building Strip Mall Other _____

2. Describe Premises Structure

Single Story Multi-Story - # of Stories 2 Other _____

3. Describe Surrounding Area

Commercial Residential Industrial Other _____

4. Premises Location

a) Major Thoroughfare Secondary Street Other _____
 b) Nearest Cross Street _____

5. Proximity of Premises to Church, School, or Hospital

Is there at least 300 feet between the building and any church, school or hospital? Yes No

6. Miscellaneous Business Questions

a) Proposed Opening Date: 11-7-14
 b) Is this premise under construction? Yes No If yes, list estimated completion date: _____
 c) Is this a franchise? Yes No
 d) Is this premises currently licensed? Yes No If yes, list type of license: Class B, Food, Entertainment
 e) Is the current licensee operating? Yes No If no, list date closed: _____
 f) What other types of licenses/permits will you or do you hold at this location? (check all that apply)
 Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours
 Other: _____
 g) Do you have future plans for other businesses, licenses or permits at this location? Yes No
 If yes, explain: _____

7. Food

Will food be served on the premises? No Yes If yes, a Food Dealer license is required.
 Check all that apply: Prepackaged Food Snacks Appetizers Catered Events
 Full Meals – Hours of Food Service: From 11AM To 2AM
 A menu must be submitted with this Plan of Operation for all restaurants.

8. Type of Business

Briefly describe the type of business you plan to operate if granted a license (attached additional sheets as necessary.)
Mexican/American Restaurant sit-down full-meal service, Weekend Music, entertainment, Special Events.

9. Litter and Noise

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

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: 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: _____

10. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes
 If yes, describe the area(s) and provide location(s): _____

Number of Garbage Cans: Inside: 8 Locations: BAR, Kitchen, BATHROOMS
 Outside: 2 Locations: ACROSS STREET

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): 2 main floor - 2 Basement

Provide name of solid waste contractor: Waste Management + SANIMAR

11. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No Yes If yes, how many? 6

AND What are their responsibilities? Control Crowd, Check ID, Search upon entry.

What security equipment do they use? DIA

List their licensing, certification or training credentials: Armed Security

Are there security cameras? No Yes If yes, list all locations: Dining AREA

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

ONLY Request ID's from Patrons Ordering Alcohol Drinks.

12. Percentage of Sales (must total 100%)

Alcohol 25 % Food Sales 75 % Entertainment _____ % Other _____ %

13. Businesses On The Premise (choose all that apply):

Type 1

- Full Service Restaurant
- Night Club
- Bowling Alley
- Cafe/Coffee Shop
- Tavern
- Hotel
- Deli or Fast Food Restaurant
- Cocktail Lounge
- Banquet Hall
- Private/Fraternal/Veterans Club
- Teen Club
- Sports Facility

Type 2

- Liquor Store
- Gas Station
- Corner Store
- Other _____
- Supermarket
- Convenience Store

14. Legal Capacity of Premises (Only premises identified as Type I in Question #13)

3/5 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

15. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open	Close			
Sunday	11 AM	2:00 AM	50-100	21 + up	21 yrs
Monday	11 AM	2:00 AM	50-100	21 + up	21 yrs
Tuesday	11 AM	2:00 AM	50-100	21 + up	21 yrs
Wednesday	11 AM	2:00 AM	50-100	21 + up	21 yrs
Thursday	11 AM	2:00 AM	50-100	21 + up	21 yrs
Friday	11 AM	2:30 AM	100-200	21 + up	21 yrs
Saturday	11 AM	2:30 AM	100-200	21 + up	21 yrs

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
 If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee’s plan of operation.

16. This Section to be Completed by Alcohol Applicants Only

- a) Property Owners Name: JOSE A. CHAVEZ Phone Number: 414-704-0881
 Address: 2310 S. 4th STREET - MILWAUKEE WI 53207
- b) Are you taking out this application for anyone that may not be eligible for a license? No Yes
 If yes, list name and address: _____
- c) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
 If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

- d) Does anyone else have money invested or any other interest in this business? No Yes
 If yes, explain: _____
- e) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
 No Yes If yes, list name and address: _____
- f) Will any of the following types of businesses be conducted at this location? (check all that apply)
- Bed & Breakfast Billiard/Pool Hall Comedy Club Indoor Golf Facility
 Video Game Center(6 or more games) Brew Pub Volleyball Court Theater Wine Tasting Room
 Department Store Pharmacy Gift Shop Museum Center for the Visual & Performing Arts
- g) If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

17. Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lease/buyer

18. Property Information (new & transfer applicants only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? _____
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ _____
- e) Total amount paid for goodwill of the business \$ _____

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

19. Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins _____ Ends _____
- b) Monthly rental \$ _____
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? _____
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

20. Change of Agent Applicants Only

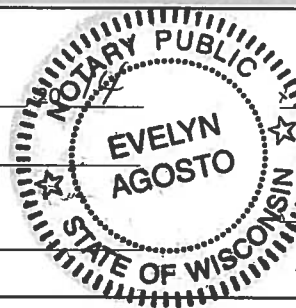
Have there been any changes to the floor plan since the last application was submitted? No Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): _____

21. Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 5th day of November

[Signature]
(Clerk/Notary Public)



[Signature]
Agent/Owner/Partner

[Signature]
Additional Owner/Partner

My Commission Expires 4-28-17
*Notary Seal must be affixed.

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

New and transfer of premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

If you do not provide all required information, your application will be returned to you.



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, November 24, 2014

COMMITTEE MEETING NOTICE

AD 12

FERRARO, Cherie, Agent
MKE Downtown Ventures LLC
11400 W SILVER SPRING Rd

Milwaukee, WI 53225

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Wednesday, December 10, 2014 at 01:00 PM

Regarding: Your Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises License Applications Requesting Disc Jockey, Dancing by Performers, Adult Entertainment/Strippers/Erotic Dance, Patron Contests, Patrons Dancing, and 5 Amusement Machines as agent for "MKE Downtown Ventures LLC" for "Silk Exotic" at 505 S 5th St.

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jason Schunk
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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

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There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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Jason Schunk
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

Date:10/24/14
Officer: PO Matt DIENER

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Silk Exotic
Address: 505 S 5th St
Phone: 262-253-1568

Owner: MKE Downtown Ventures LLC
Owner address: 11400 W Silver Spring Rd
City State Zip: Milwaukee, WI 53225
Owner Phone: 732-3731
Owner email: jon@silkexotic.com

Licensee/Agent: Cheryl A FERRARO
Home Address: 2654 S Fulton St
City State Zip: Milwaukee, WI 53207
Phone: 690-5093
Email: tferraro1@wi.rr.com

Preferred contact: cell phone

Location currently open: YES NO

Projected open date: 03/2015

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 4pm-2am
Mon: 11am-2am
Tue: 11am-2am
Wed: 11am-2am
Thu: 11am-2am
Fri: 11am-2:30am
Sat: 11am-2:30am
24 hours Y N

Premise Type: Tavern/Bar
Restaurant
Other: Gentlemen's Club

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many 5+
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: Not yet installed, plans on at least having 6 exterior
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: At least 7 days

21. Are there exterior cameras Yes No How many: Not yet installed, plans on at least having 6 exterior
22. Are there interior cameras Yes No How many: Not yet installed, plans on at least having 50+ inside
23. Do all employees know how to retrieve recorded digital images/footage? Yes No
24. Cameras located in parking lot Yes No How many Will have cameras in lot

Interior Survey:

25. What is the planned/posted capacity 400
26. What is the minimum number of employees that will be on premise 10
27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
28. Is the interior of the location neat and clean? Yes No
29. Does an interior camera face the entrance/exit? Yes No
30. Are emergency and non-emergency numbers posted near the phone? Yes No
31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

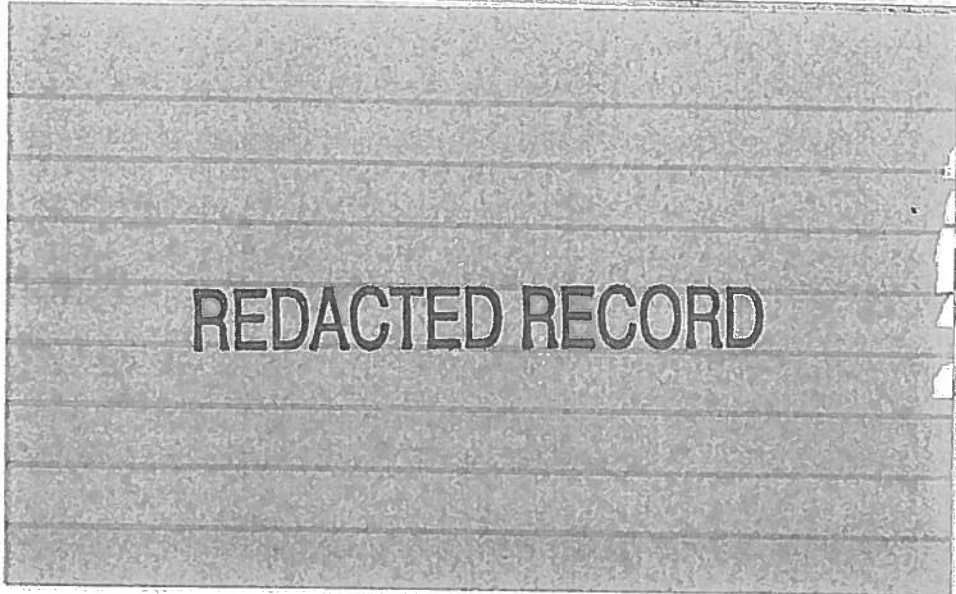
Security

32. How many security personnel are going to be employed: 12
33. How will they be deployed: Interior 7 Exterior 3
34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
35. Will the security be managed by business or contracted
36. Will they be armed Yes No
37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code No athletic attire, no hoodies, no necklace outside of shirt, no sleeveless shirt
 Cover Charge \$10-\$20
 Age restriction
 Other
38. When at capacity, how will the overflow crowd be managed? Security will manage outside, and set up ropes for people in line
39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The building is currently an indoor parking warehouse that is used by the Iron Horse Hotel for their employees to park. The agent also applied for 906 S Barclay Av and depending on which building gets approved first, the club will open at that location. The building will have to be completely remodeled from the ground up. The club will enforce a strict dress attire and will have appx. 60-70 security cameras set up throughout the interior and exterior of premise once completed.

From:
Sent:
To:
Cc:



Subject:

Alderman Jose-

Please add my name to this list as well of those constituents who are strongly opposed to Silk (or any strip club) opening in our neighborhood.

Thank you,

On Thu, Nov 6, 2014 at 3:06 PM,
Well stated

We have recently seen two steps forward in our community, the presence of a new strip club is (at least) one step back.

This is a neighborhood of families, schools, nonprofits. The last thing we need is a strip club.

Sent from my iPhone

On Nov 6, 2014, at 8:38 PM,

I agree with you

On Thu, Nov 6, 2014 at 1:34 PM,

Alderman José:

At Tuesday night's meeting, I had brought up the news that the strip club 'Silk' wants to move into our neighborhood, somewhere in the Walker's Point area. During our discussion, you had remarked that they have won "court cases" that would permit them to move into our area, that some businesses (I remember Harley Davidson mentioned) have written encouraging the city to accept the move on the

...that it would bring more jobs, and that a hearing on the move must be called (probably this month).

I am against a strip club moving into our neighborhood.

Our neighborhood already struggles with prostitution, especially on our main arterial streets but also near our schools. This move would only exacerbate the problem. I also find the argument that this would be a good way to increase employment in our community extremely depressing and a little insulting. I think it important that we encourage the young people in our community that you can get a good job and support yourself without taking off your clothes.

We do want employment opportunities in our community; I think that this is one of the few that we want to avoid.

Finally, worry about the effect cultural messages will have on them, as they grow up. I consider a strip club in my community a very bad cultural message, which will contribute to the coarsening of our culture, when many us in this community are trying to fight against that.

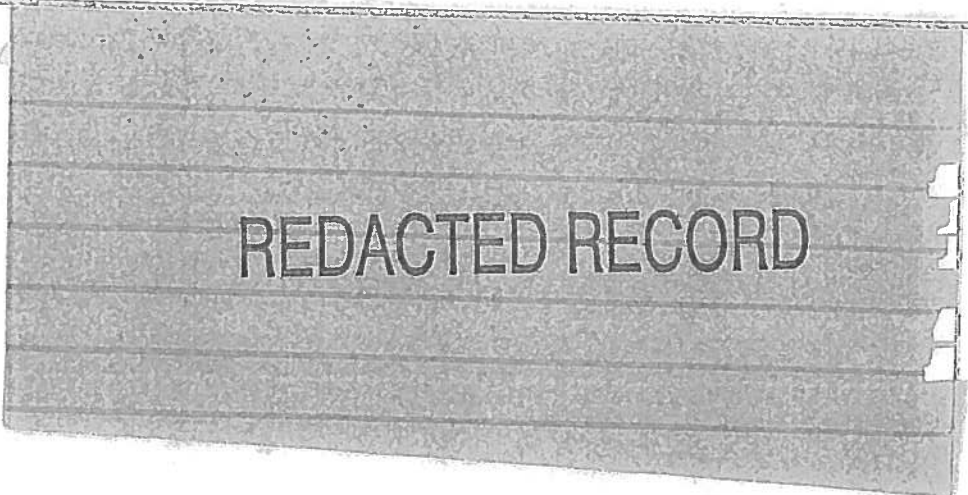
I have copied others in our community on this email, and I encourage them to respond to you as well to urge the city not to allow this strip club to move into our community. Please send me any updates about upcoming meetings concerning this issue.

This e-mail and any files transmitted with it are confidential and are intended solely for the use of the individual or entity to whom they are addressed. If you are NOT the intended recipient and receive this communication, please delete this message and any attachments. Thank you.

--

Kobersstein, Jonathan

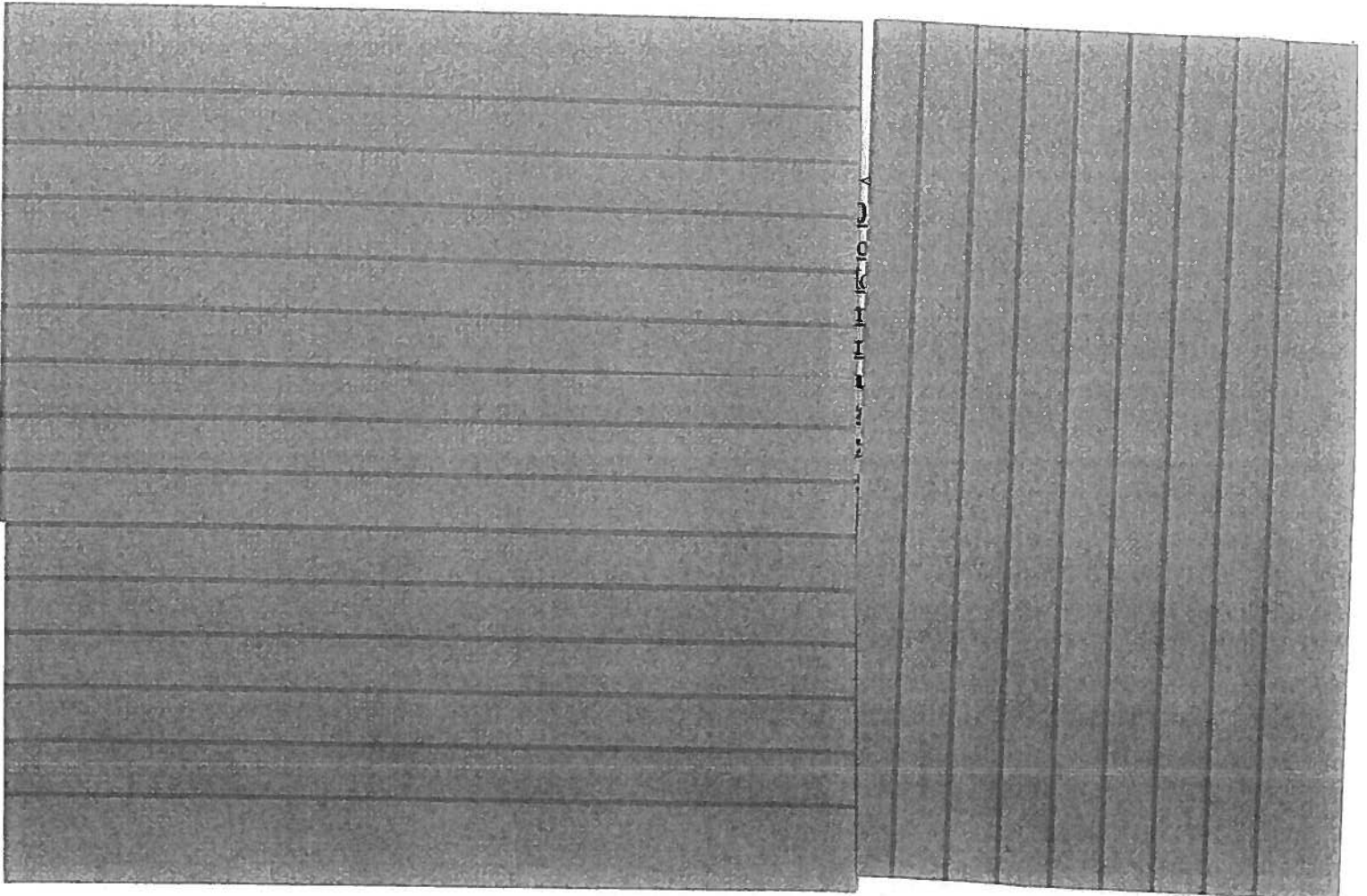
From:
Sent:
To:
Cc:



Subject:

I haven't heard from a single member of this community who wants Silk in Walker's Point. That establishn does not provide any necessary services, and won't do anything to help the people who reside here live the lives and build community.

There is already an issue with prostitution in certain areas of this community that the city's police department is not able to stop. The city would be negligent to allow an establishment that provides nudity for entertainment into a neighborhood where it's already struggling to control illegal sexual activity.



At Tuesday night's meeting, I had brought up the news that the strip club 'Silk' wants to move into our neighborhood, somewhere in the Walker's Point area. During our discussion, you had remarked that they have won "court cases" that would permit them to move into our area, that some businesses (I remember Harley Davidson mentioned) have written encouraging the city to accept the move on the basis that it would bring more jobs, and that a hearing on the move must be called (probably this month).

I am against a strip club moving into our neighborhood.

Our neighborhood already struggles with prostitution, especially on our main arterial streets but also near our schools. This move would only exacerbate the problem. I also find the argument that this would be a good way to increase employment in our community extremely depressing and a little insulting. I think it important that we encourage the young people in our community that you can get a good job and support yourself without taking off your clothes.

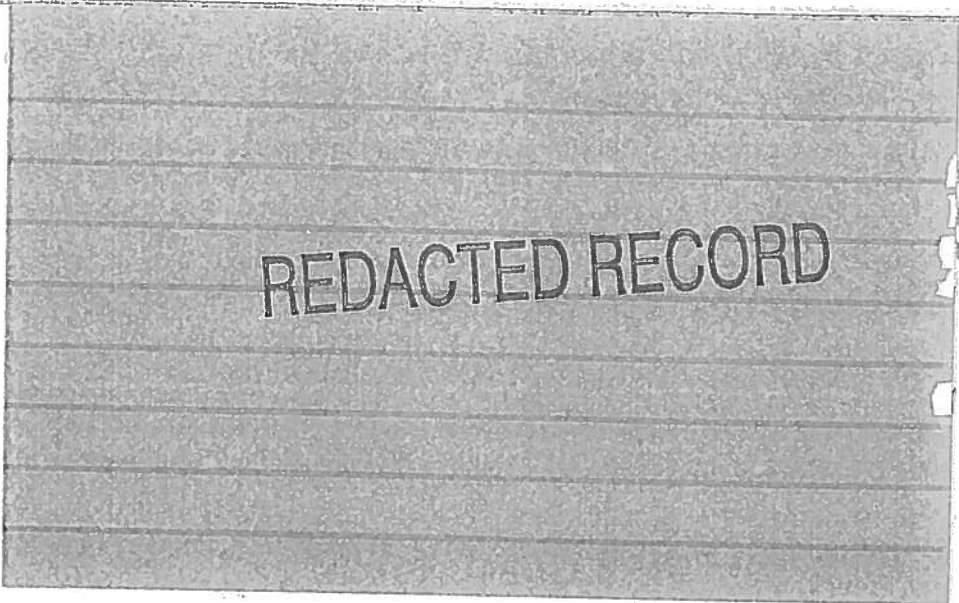
We do want employment opportunities in our community; I think that this is one of the few that we want to avoid.

Finally, I do worry about the effect cultural messages will have on them, as they grow up. I consider a strip club in my community a very bad cultural message, which will contribute to the coarsening of our culture, when many us in this community are trying to fight against that.

I have copied others in our community on this email, and I encourage them to respond to you as well to urge the city not to allow this strip club to move into our community. Please send me any updates about upcoming meetings concerning this issue.

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From:
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Cc:



Subject:

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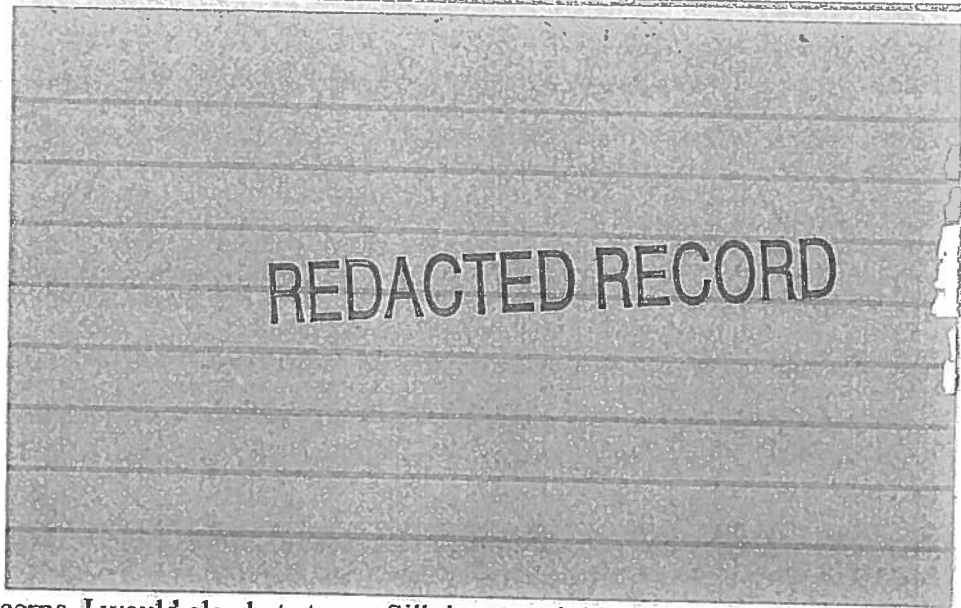
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--

Koberstein, Jonathan

From:
Sent:
To:
Cc:



Subject:

I appreciate voicing your concerns. I would also hate to see Silk in our neighborhood. The Walker's Point area in growing with popularity. We have great restaurants and bars and I am just not comfortable with the idea of having a strip club move in.

On Thu, Nov 6, 2014 at 2:05 PM
Agreed.

We don't need more in this area than we already have.

Is there a spot in the Valley they could consider? It's still close but wouldn't affect the residential areas as much. Walker's Point just doesn't seem like a very good fit.

On Thursday, November 6, 2014
I agree with you

On Thu, Nov 6, 2014 at 1:34 PM,

Alderman José:

At Tuesday night's meeting, I had brought up the news that the strip club 'Silk' wants to move into our neighborhood, somewhere in the Walker's Point area. During our discussion, you had remarked that they have won "court cases" that would permit them to move into our area, that some businesses (I remember Harley Davidson mentioned) have written encouraging the city to accept the move on the basis that it would bring more jobs, and that a hearing on the move must be called (probably this month).

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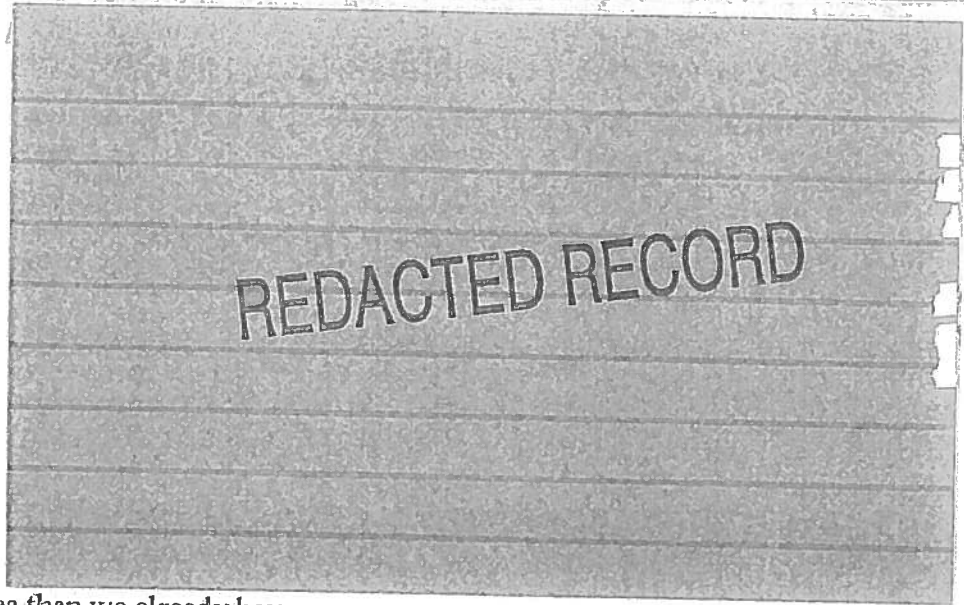
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This e-mail and any files transmitted with it are confidential and are intended solely for the use of the individual or entity to whom they are addressed. If you are NOT the intended recipient and receive this communication, please delete this message and any attachments. Thank you.

Kolferstein, Amanda

From:
Sent:
To:
Cc:



Subject:

Agreed.

We don't need more in this area than we already have.

Is there a spot in the Valley they could consider? It's still close but wouldn't affect the residential areas as much. Walker's Point just doesn't seem like a very good fit.

On Thursday, November 6, 2014,
I agree with you

On Thu, Nov 6, 2014 at 1:34 PM,

Alderman José:

At Tuesday night's meeting, I had brought up the news that the strip club 'Silk' wants to move into our neighborhood, somewhere in the Walker's Point area. During our discussion, you had remarked that they have won "court cases" that would permit them to move into our area, that some businesses (I remember Harley Davidson mentioned) have written encouraging the city to accept the move on the basis that it would bring more jobs, and that a hearing on the move must be called (probably this month).

I am against a strip club moving into our neighborhood.

Our neighborhood already struggles with prostitution, especially on our main arterial streets but also near our schools. This move would only exacerbate the problem. I also find the argument that this would be a good way to increase employment in our community extremely depressing and a little insulting. I think it important that we encourage the young people in our community that you can get a good job and support yourself without taking off your clothes.

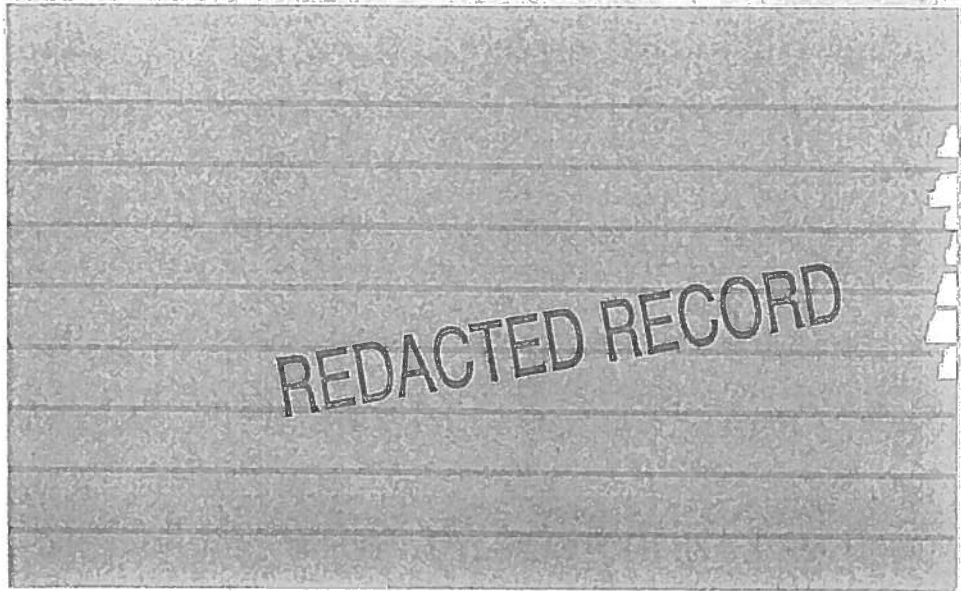
We do want employment opportunities in our community; I think that this is one of the few that we want to avoid.

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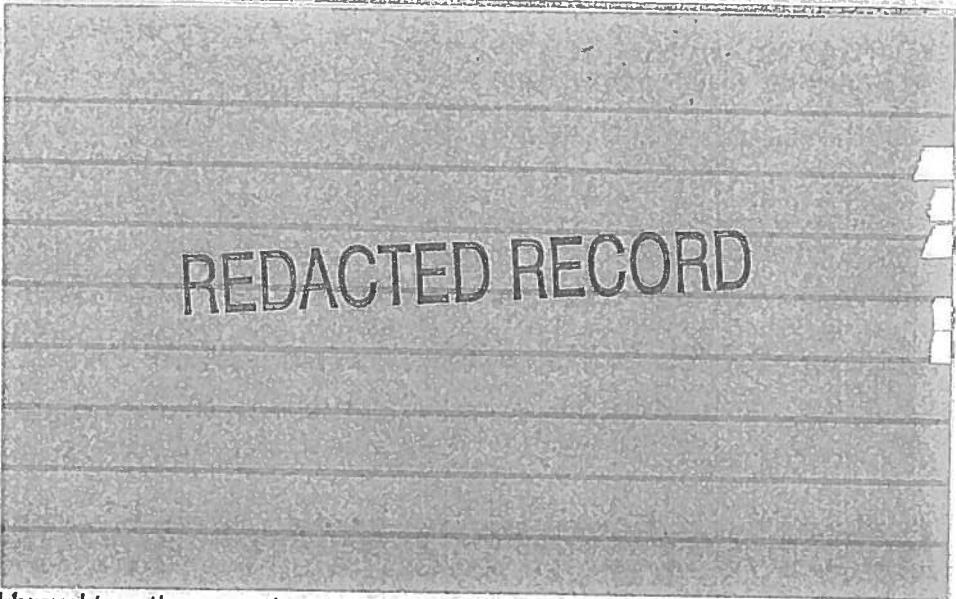
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--

Koberstein, Jonathan

From:
Sent:
To:
Cc:



Subject:

Alderman José:

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Koberstein, Jonathan

From: license
Sent: Monday, November 10, 2014 10:36 AM
To: Koberstein, Jonathan
Subject: FW: strip club

From: Murillo, Maribel
Sent: Monday, November 10, 2014 10:35 AM
To: license
Subject: FW: strip club

Can you please place this on file.

REDACTED RECORD

Thank you,

Maribel Murillo

Legislative Assistant to
12th District
Alderman José Pérez
Office of the City Clerk
200 E. Wells St, Room 205
Milwaukee, WI 53212
414-286-2861
Dist12aide@milwaukee.gov

From:
Sent: Saturday, November 08, 2014 1:13 PM
To: Perez, Jose
Subject: strip club

Alderman José:

I would like to express my opposition in having strip club in the Walker's Point area. 1)I feel that while this is a business opportunity for a few (who don't live in the area), it does more harm for the neighborhood. And 2) We all ready have a gentlemen's club in the area. A spot in the valley or the fifth ward might be better suited. I hope that you take this into account when the question of the strip club come up in your next meeting.

Thank you,

Koberstein, Jonathan

From: License
Sent: Monday, November 10, 2014 12:42 PM
To: Koberstein, Jonathan
Subject: FW: Input on the Strip Club 'Silk' coming into Walker's Point

From: Murillo, Maribel
Sent: Monday, November 10, 2014 12:38 PM
To: License
Subject: FW: Input on the Strip Club 'Silk' coming into Walker's Point

Thank you,

Maribel Murillo
Legislative Assistant to
12th District
Alderman José Pérez
Office of the City Clerk

REDACTED RECORD

Subject: RE: Input on the Strip Club 'Silk' coming into Walker's Point

Jose,
Please add my name to the list of those opposed to Silk coming to Walker's Point. In addition to all the problems already mentioned, we have enough troubled marriages and dysfunctional families without adding the temptations offered by a place like this.

Koberstein, Jonathan

From: License
Sent: Friday, November 07, 2014 4:49 PM
To: Koberstein, Jonathan
Subject: FW: Input on the Strip Club 'Silk' coming into

From: Perez, Jose
Sent: Friday, November 07, 2014 4:29 PM

REDACTED RECORD

Subject: Re: Input on the Strip Club 'Silk' coming into Walker's Point

Alderman Jose

Your can add my name as well to those opposed to **Silk coming to Walkers Point. Gracias.**

Sent from AOL Mobile Mail

Koberstein, Jonathan

From: License
Sent: Friday, September 26, 2014 3:38 PM
To: Koberstein, Jonathan
Subject: FW: Silk Exotic at 505 S 5th st

Objection

Jim Cooney
License Specialist III
City Clerk, License Division
Phone: 414-286-2238 Fax: 414-286-3057
milwaukee.gov/license

REDACTED RECORD

-----Original Message-----

From: J
Sent: Friday, September 26, 2014 3:21 PM
To: License
Subject: Silk Exotic at 505 S 5th st

My name is
email address is

I am objecting to a license for Silk Exotic at 505 south 5th street.
I've lived in this neighborhood for over 20 years.
After shutting down the club called Texture because of complaints of noise and rowdy behavior
I can only imagine that this would have a much larger and more negative impact. Also from the
size of the building I have no idea where all these patrons would park.

SO much care is being taken to make this a more viable neighborhood with family restaurants
and new businesses opening I just don't think this fits and can only see problems coming from
it.

--

REDACTED RECORD

Objection to issuance of a Class B Tavern license to Silk Exotic at 505 S. 5th Street:

1. The person objecting to this is
2. Contact information is
3. I object to this because _____ feels such an establishment as this would take away from the peace and calmness of the area. The area is finally making a comeback after many years of deterioration and this business would not help us along that path. We know this establishment will attract large late night and weekend traffic which would hinder Parking is already limited here and we know _____ would end up attracting additional unauthorized patrons. To ensure _____ isn't used by their customers, _____ at great cost to us, and limit the access to _____ The other option would be to have it patrolled. This would be an even greater cost. This type illegal parking is already occurring to some degree with a tavern _____ north, and adding another _____ south would be much worse. _____ We can't _____ and entertain respected customers with an establishment as this _____ Should this occur, and _____

10/7/14
Date

OCT -9 P 1:09

Objection to issuance of a Class B Tavern license to Silk Exotic at 505 S. 5th Street:

1. The person objecting to this is:

REDACTED RECORD

2. Contact information is:

3. As the

we collectively would not appreciate being exposed to the type of business that this club represents with exotic strippers nor the type of clientele that will be visiting the establishment.

we have been trying very hard to revitalize this neighborhood with pride and passion about supporting start-up businesses, restaurants and classy retail. By allowing an establishment such as an Adult Male Night Club the city is taking away our efforts and our rights as citizens to go to work in a safe and pleasant atmosphere.

I emphatically object to such an establishment being allowed to locate in our neighborhood.

10-7-2014

Date

Koberstein, Jonathan

From: License
Sent: Friday, November 07, 2014 2:23 PM
To: Koberstein, Jonathan
Subject: FW: Gentleman's Club

From: Perez, Jose
Sent: Thursday, November 06, 2014 5:20 PM
To: License
Subject: FW: Gentleman's Club

From: Rick Sackett [<mailto:olydias.milwaukee@gmail.com>]
Sent: Tuesday, November 04, 2014 5:30 PM
To: Perez, Jose
Subject: Gentleman's Club

Hello,

I just wanted to send you a short note showing my support of another gentleman's club in the Walker's Point neighborhood. As far as I'm concerned the more people in the neighborhood the better and his other locations have a solid reputation for being on the up and up and not having many issues. If I could choose it would be in the old "Social Live" space just because of its remoteness and location off of main drags.

Just wanted to offer my opinion as a resident and business manager in the neighborhood.

Thanks,

Rick Sackett
General Manager
O'Lydia's Bar and Grill
338 S 1st
Milwaukee, WI
53204
Work (414)271-7546
Cell (414)617-3186
rick@olydias.com



*11137 W Silver Spring Dr.
Milwaukee, WI 53225
414-438-1900
Fax 414-438-1207*

November 12, 2014

To Whom It May Concern;

We would like to confirm that Silk has been a good business neighbor. We have not had any problems with the business.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "John & Kathy Kalupa".

John & Kathy Kalupa

Nov 6, 2014

RE: Support for Silk Exotic to open Downtown Milwaukee (Walkers Point)

To whom it may concern,

My name is Nicole Zapata. I live in the Teweles Seed building and also work at three different businesses, all on 2nd St. I am a firm supporter of Silk Exotic moving to the area. Strangely enough, this is based on only going to their other location once. I had a fun, safe, and memorable time, all because it was NOT what I expected. The club is run professionally and it clearly shows. I would not expect the Walkers Point location to be any different.

As mentioned, I work three jobs, all in Walkers Point. I do not work all three for variety, I work at them to simply make a living. We honestly need more businesses down here, which brings more people to the area. People will stay in the neighborhood, once here, and spend money. As long as we provide the businesses for them to frequent!

As a woman, I understand how clubs with this type of entertainment can get a bad rap. However, one person's morality issues are not everyone's, as I, for one, am in favor of Silk being allowed to operate in Walkers Point.

Thanks for your time,

Nicole Zapata

630-229-3500

222 South 3rd Street
Milwaukee, WI 53204



Luxury Valet

- * I have personally valeted for over 15 years
- * And have owned and operated My Valet business since - 2004
- * We have 21 employees - experienced and reputable employees
- * We Provide valet services to the most high end restaurants and night clubs in the city of Milwaukee and surrounding areas. For example Milwaukee Street which we service 6 days a week 9am- 2am which includes 7 restaurants and 4 bars with guest ranging from 200 - 2000 and parking 300 cars in a single night.
- * Also provide services for Devon Seafood and Grill, HOM Bay Shore Mall , 5 O'clock Steak House, Ward's House of Prime Downtown and Delafield, Zarlettis, Villa Filomena, Gather on the Green, Harley/ Summer fest, Art Museum, Milwaukee Symphony, various weddings, and private events at people's homes.
- * Rent lots from CPS Parking, Systems Parking, Interstate Parking and The Historic Third Ward Structures - have a great working relationship with them.

Lots For Silk East - 505 S. 5th St. Milwaukee WI

Various lots are being pursued and will be secured in the near future

*At no point will any customer's vehicles be parked on the street. All vehicles will be parked in the parking lot.

Ricky Lea
Ricky Lea- Owner **Luxury Valet**

262-705-9081

November 7, 2014

To whom it may concern,

As a multiple business owner and resident of three years, I fully believe Silk Exotic should be given the chance to open in Walkers Point. To put it simply, we are getting there, but are still a long way off. I reference that as a point on growth in the neighborhood, we still need more businesses down here, diversity, all types. I feel my opinion of seeing nothing wrong with a gentlemen's club, is just as valid as one who is opposed to them.

Silk runs a fantastic establishment, one in which many of our night life venues could take note on. I trust that there will not be any negative side effects from them operating in Walkers Point, and as a double business owner down here, that's a trust I need to have in order to show support.

Sincerely,

Chad Polczynski
703 S. 2nd St
Milwaukee WI 53204
Cell: (414) 510-8105

To whom it may concern,

I am writing this letter to show my support in favor of Silk Exotic coming to Walkers Point on 5th and Virginia. I have lived in the area for 8yrs and have owned/own multiple businesses and also property in the neighborhood. As much as Walkers Point is talked about as being the "hot area", the fact of the matter is we do NOT have enough weekly traffic to support our businesses in the area. The weekends are great, the weekdays are still simply not. I fully believe Silk would be yet another piece to help facilitate clientele to Walkers Point businesses. The type of customer that frequents Silk IS the SAME customer that eats and drinks at our trendy bars and restaurants. Silk has a lot to loose by not cultivating great patrons, therefore they run their club properly, from the back of the house, to the surrounding blocks around their establishment. Please consider allowing Silk Exotic to finally finding a home down town here in Walkers Point. Let's fill an empty building with a business willing to put significant money into the area. Let's fill an empty building with a business that is just as safe as any other, that actually CARES about keeping the neighborhood around it safe. It's time for progress.

Thank you for your consideration.

Lee Guk

Residence: 133 W. Oregon st.

Business and property: Lucky Joe's Tiki Room 196 S. 2nd st.

November 12, 2014

RE: Silk Exotic

To Whom it May Concern;

I am writing to support bringing a Six Star Holdings Gentlemans Club to Walkers Point. I believe the project will be an asset to the neighborhood in many ways. The revenue it will generate in addition to the business it will bring to our neighborhood will be substantial.

I've been a business owner in Walkers Point for thirteen years, a founding member of the Walkers Point Association (previous Board of Directors and Vice President for the last five years), and have sat on the board for the Hope House of Milwaukee, Kosciuszko Community Center, Escuela Verde Community Advisory Board and have been a community advocate in Walkers Point all thirteen years. I'm prepared to attend all license hearings in support of this project.

If you have any questions, please feel free to call me at (414) 460-2888.

Thank You,

Diane Dowland
1619 S 1st Street
Milwaukee, WI 53204

11/6/2014

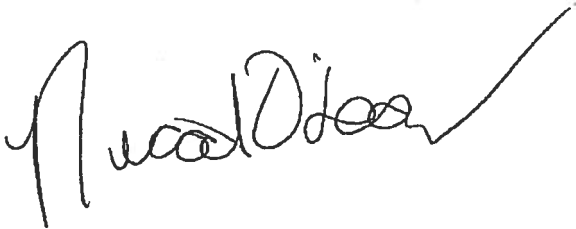
Good Afternoon Alderman Jose Perez,

I am writing this letter in support of the Silk location in Walker's point located at 505 s 5th street. I feel that a Silk location in this neighborhood will promote business and bring "upscale" clientele to the neighborhood.

From personal experience, the Milwaukee location is great. The staff is respectable and I have always felt safe while at the location and leaving the location. In fact, one of the bouncers even offered to walk me to my car.

I currently live on 212 S Barclay and I don't feel like it will cause any negative secondary effect. Vacant buildings are no good for any neighbor and if we can fill it with a business that is will generate foot traffic, jobs, and even more business, it would be ignorant of the city not to allow Silk to move to this location.

Thank you for your time,

A handwritten signature in black ink, appearing to read "Nicole O'Leary". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Nicole O'Leary

Dear Alderman Jose Perez,

I write you this letter in regards to the potential of Silk Exotic opening a location on 5th and Virginia. I have been a resident of the Walker's Point area for several years now and have seen an influx of successful business. With the respectable and successful reputation that Silk has made for itself over the years, I believe that its addition would help create jobs and increased revenue for the Fifth Ward/Walker's Point community. Another business also means one less vacant building for this area. A venue like Silk would help increase the traffic of upscale clientele to support our flourishing entertainment district. In closing, I support the opening of Silk in Walker's Point.

Best Regards,

Zach Rezk
414-460-8551
222 South 3rd Street #810

RE: Silk Exotic Gentlemen's Club in Walkers Point

Nov 5, 2014

To whom it may concern,

I am sending a quick note to show support in favor of Silk opening in Walkers Point. I believe it would make a great addition to an up-and-coming neighborhood. I live and work down here, and plan on staying.

As a female, I have no issues with what business is conducted there at Silk, as I have seen what type of place they run at their other established clubs. The staff is courteous, I always feel safe, and in no way do I feel "dirty" by being there. I believe that says a lot for a business...many non "strip" clubs can't say the same.

An even more important point, I have a small child that attends day care, only blocks from one of the proposed sites. I am personally more worried about walking past vacant buildings, when it comes to our safety, than anyone harassing us around where the club would be.

I also believe that regardless of the type of business, their building here would draw more businesses to the area. They seem to do well; I do believe other businesses should take note of that.

Thank you,

Valerie Krocka
222 S 3rd St
Milwaukee WI 53204
Tel: (702) 460-0801

Ron Bosak, Mayor, City of Juneau
150 Miller Street
Juneau, WI 53039

9/6/13

To whom it may concern,

Silk has been a business in the City of Juneau for almost seven years. They put a million dollar plus investment into the remodeling of their building. This building is state of art and has created a good tax base for the city. Their personnel keep it clean, and they also police the outside and back of the premises.

Silk has been generous by providing sponsorships to several local baseball teams, and they have donated to the City's Fire Department and our recreation department.

Because they have their own security, there are seldom any problems. At the close of business, they send personnel to check the streets and other taverns for any problems.

There is a dress code for anyone entering the building.

Although I do not condone the nature of business, every person has a choice of what type of entertainment they want, and the hiring of local workers has created jobs in the City.

Again, Silk has not been any burden on the City, or on any of our departments. Their utilities and taxes are always paid in a timely matter. Please feel free to call me if you have any questions.

Sincerely,

Ron Bosak, Mayor
City of Juneau, WI

mayor@cityofjuneau.net

Ron Bosak,
Mayor, City of Juneau
City Hall, 920-386-4800
mayor@cityofjuneau.net
cda@cityofjuneau.net
ronbosak@charter.net
920-386-0313 - home
920-319-0780 - cell

AthensRestaurant

5547 N Lovers Lane Milwaukee WI 53122

October 3 2013

To whom it may concern;

After being involved with a family restaurant for numerous years, located across the street from Silk, I have to say they are not only great neighbors, but their business is well-run and they have been a positive part of the area.

They keep their establishment very well maintained and secure. There have not been any issues over the period that Silk has been a part of the neighborhood and they have been a great asset to the area. Their business has been bringing many new people and customers to the area and it has helped all of the other businesses on Lovers Lane. I know they get involved with the community as I have personally seen them at the neighborhood meetings where their input and presence have been invaluable.

Any further questions or inquiries please contact me at 414.659.6759.

Sincerely yours,

Chris Mesoloras

Athens Restaurant

ANYTIME SERVICES LLC.

MIDDLETON, WI

To Whom It May Concern,

My name is Jarrett Faltz & I am the owner of Anytime Services LLC. We do landscape & concrete work in Middleton and surrounding areas. Our location is near the Silk Exotic Gentlemen's Club and we have heard & seen nothing but good things from them. They are respectful members of the community and have brought nothing negative into the area. Their location is always kept clean & presentable and there are no concerns outside of their building or in the area surrounding this establishment. There was opposition by people, including myself, when Silk first opened, but those views have long been put behind them. Silk has brought more business to the area & their clientele and people working at the club have shown nothing but respect for the Town of Middleton and the city of Middleton.

Jarrett Faltz

Capitol-Husting Company, Inc.

Wholesalers - Importers

TELEPHONE: (414) 353-1000

FAX: (414) 353-0768

Liquors and Wines

12001 WEST CARMEN AVENUE
MILWAUKEE, WISCONSIN 53225-2195

STATE LICENSE W71
FEDERAL PERMIT WI-1-0378, WI-P-2845

October 22, 2014

To whom it may concern,

I am writing this letter on behalf of Capitol-Husting Liquor & Wine Company. We are located down the street from Silk Exotic on Silver Spring Rd. Since Silk Exotic's opening 11 years ago, we have not known of any issues or have had any concerns regarding their business operations. There have been no negative implications or secondary effects on the neighborhood that we have experienced.

I feel that Silk Exotic has had a positive influence on the area. They have generated good job opportunities along with a safe neighborhood environment.

Sincerely,

Tom Zacharias

On Premise Sales Director

I am writing in regards of Erotic Sella
Club in Geneva, I have a Beauty salon
connected around the corner from them.
There has ~~not~~ been any problems, I
think it was a great thing that they
came to Geneva,

Thank you

Dennis,
Hair
Designs

Dennis's

1-920-386-5581

Bob & Raji Seerha
Just in Time Machine Corp
7306 US Hwy 14
Middleton WI 53562

October 7, 2013

To whom it may concern,

I, Bob Seerha, am the landlord as well as a neighbor to Jon Ferraro and his partners at their Silk Exotic Madison club. My building, that their establishment occupies, is in the town of Middleton just outside of Madison and it is a wholesome family town where a strip club was not really ever wanted. My wife, Raji, and I were opposed to a strip club being open in our building and were very apprehensive for the whole neighborhood.

Silk Madison first started off as a bar and then it was turned into a gentlemen's club and for the past 3 years since they have been our tenants, we have had zero complaints from anyone in regards to the club bringing in or being the cause of any kind of trouble. They have put over \$1 million into the building and thereby increased the worth of my whole property. They have improved the parking lot as well as the whole appeal of my entire building. Silk is by no means any kind of an eye-sore from the road and no one, over that past 3 years, has ever come up to me to complain about anything inappropriate happening on the side of the building that they occupy.

They always pay their rent on time and I feel safe to bring my children and wife with me to work every day. I have no worries about my children seeing anything that I would not deem appropriate and I am happy to have Silk Exotic as my tenant. Their presence in the town of Middleton has been nothing but positive and I have no doubts that they would bring the same kind of positive impact on any place that they choose to operate their business in.

Regards,

Bob Seerha



Milwaukee Hampton Inn

5601 N. Lovers Lane Rd., Milwaukee, WI 53225

tel: **414.466.8831**
fax: 414.466.3840

To Whom It May Concern:

The Hampton Inn Milwaukee Northwest has worked directly with Silk Exotic over the past several years and has nothing but positive things to say about the relationship. They have been professional and classy with the way they've worked with us and the manner in which they represent themselves. Being located across the street from their establishment we witness this professionalism first hand. We've very seldom have had any noise complaints heard from their establishment, unless Milwaukee Harley has some type of concert. Overall, they've been a pleasure to work with and I'd recommend them as a neighboring partner almost anywhere.

Sincerely,

Aaron Lorch

General Manager

Hampton Inn Milwaukee Northwest

USA
official sponsor



for reservations please visit us at www.hampton.com or call 1.800.hampton

To whom it may concern:

It is my understanding that there has been opposition concerning a proposed opening of a Silk Exotic Gentleman's Club in the downtown Milwaukee area. As a neighbor of the Silk Exotic location in Juneau, Wisconsin, I would like to take a moment to express my thoughts on what I have experienced on having my business located next to Silk. I myself have frequented the establishment on various occasions, whether it was for a friend's bachelor party, stopping for a drink with my wife after our restaurant has closed for the night, or just with friends, both male and female for drinks. Silk has always maintained a high level of professionalism with their staff, the appearance of the club both inside and out, and the way they conduct the business in the small community of Juneau. A gentlemen's club is not for everyone, and people have the option to patronize the club or not, but I will say that having the location in Juneau has brought additional business to my establishment as well as the city as a whole. As a business owner of a restaurant/bar, I think the city of Milwaukee is making a mistake blocking the additional Silk location in the downtown area. I am originally from Milwaukee and now the downtown area very well. Other bars on Water Street probably present more problems at times than a Silk location would. Silk has always provided their own security at the clubs, and quickly acts in response to safety of customers and the female employees.

The city of Milwaukee is making a huge fiscal mistake by not allowing this to move forward.

Regards,

Joseph M Storm
Owner
The Barrel House Saloon & Eatery
Juneau, WI



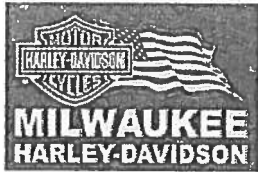
From: Kelly Storm <budgirl@charter.net>
Date: Mon, 7 Oct 2013 15:30:07 -0500
To: J <jon@silkeotic.com>
Subject: Letter

To whom it may concern,

I am the owner of a local bar/restaurant downtown Juneau called the Barrel House Saloon & Eatery. I also live locally in the area. One of our neighbors is Silk Exotic. They help support the local economy and are good neighbors. We try to work with all of our local businesses and they are easy to work with. Thank you!

Kelly Storm
Owner

**KELLY STORMM
BARREL HOUSE SALOON & EATERY
124 E OAK STREET
JUNEAU, WI 53039
PH: 920-386-2599**



Milwaukee Harley Davidson
11310 W Silver Spring Rd
Milwaukee, WI 53225
Phone (414)461-4444
Fax (414)461-9044

October 7, 2013

To whom it may concern:

I, Charles B. Hastings, am writing on behalf of Milwaukee Harley-Davidson to illustrate the benefits that Silk Exotic has brought to us as a neighboring business. In the past decade, Harley-Davidson Corporate has been making a push toward a more family-friendly brand for two reasons: better outreach to different age demographics and also in reaction to the lifestyle that research has shown Harley-Davidson owners to typically have (working to upper-middle class adults many of whom have families they are also trying to find leisure time with). Naturally, the addition of an adult entertainment venue to our lot made us nervous. However, the outside sales and travelling business, the strict security regulations, and opportunities for partnership on different events and endeavors have all had a very positive effect on Milwaukee Harley-Davidson.

The nature of an adult entertainment venue typically draws a high percentage of travelers/tourists, thus bringing more revenue to our business so much that we've actually adjusted our business hours to accommodate the increasing volume into evening hours with the additional foot traffic. Silk Exotic hosts nationally renowned entertainment, unique events, and draws many travelling celebrities that generates incredible exposure, foot traffic, and translates into sales volume for merely being in their vicinity.

Beyond that, Silk Exotic has been an incredible neighbor on the front of security. Each night their security force keeps watch over our entire lot. They have been in our parking lot for over eight years and there has not been a single security issue we've encountered. Furthermore, their security force has gone the extra step to ensure our assets are secure, with multiple occasions where their security has actually prevented potential issues or perpetrators for our business.

Finally, the hospitality as a neighboring business that Silk Exotic has shown has opened many doors to work together on many different endeavors, allowing us to cross-promote and support each other. With the 110th Anniversary and the annual Milwaukee Rally, Milwaukee Harley-Davidson's Chili Cook Off, our Holidays Around the World Christmas Party, and many more events throughout the year, Silk Exotic has proven very supportive in not only spreading the word, but also partnering with us at these events and bringing their *appropriate* assets (be it cocktails, food samples, or otherwise).

Thank you for your time and consideration,

Charles B. Hastings – Dealer Principle
Milwaukee Harley-Davidson

October 29, 2014

Alderman Jose Perez

Dear Mr. Perez,

With the upcoming hearing for Silk Exotic Gentleman's club, I wanted to reach out to you and express my support of the business coming into the Walker's Point neighborhood. Silk Exotic, in my opinion, would not increase crime in the area, rather it would bring business to the neighborhood as well as provide safety with their notable security presence.

I am in firm support of Silk Exotic Gentleman's club being able to operate in and or around downtown Milwaukee. I've been a tavern owner for 20+ years and think it would be a logical enhancement to the community. I welcome them to Walker's Point should a location within that geography be approved.

Thank you,


Jerry Stenstrup

Owner/Operator of Steny's
Address
Phone Number



To Whom It May Concern:

My name is Darnel Ashley; the owner of Ashley's BBQ on 15th Center and the newly location on 2nd National in Walker's Point. I am writing this letter on behalf of Silk Exotic. It is to my understanding that there is a goal to open up a new location on 5th street in Walker's Point and I whole heartedly agree with the expansion. Not only would it add to the tourist attracted area, but also bring in revenue for the already established Walker's Point local businesses.

I have personally been to Silk's other establishments and it was very professional attracting upscale clientele, providing a laid back ambiance which are all high points. By having those type of qualities Silk is still ensuring that Walker's Point remains the beautiful environment that it currently is. Lastly I don't feel the expansion will bring any negative secondary effects to the area.

Thank you for your time and consideration,

Darnel Ashley
(414) 519-1972

Ashley's Que
124 W. National
414-276-7666

To Whom it may Concern,

As a resident of the city of Juneau for 16 years I have never heard once of a problem at Silk Juneau. Silk has been a great neighbor. They do a wonderful job keeping the building maintained and the area around the building clean. Silk has donated to many community organizations as well. They have worked with the other business downtown to organize events. I would tell anyone that allowing Silk into your community will be a positive experience.

Sincerely,
Tim Hayden

To whom it May Concern:

October 30, 2014

This is in regards to Silk Exotic Club license renewal with the city of Milwaukee.

Last December I purchased a building located on the same block, the old Boelter Building located at 11100 W. Silver Spring Road in Milwaukee.

Since the purchase of the building we have been remodeling to move my manufacturer plant from New Berlin to this location Starting November 2014. With this move we will have over 75 employees along with Customers and vendors on a daily basis.

Since the building purchase the business the Owners of Silk Exotic and Milwaukee Harley have been in contact to welcome us to the neighborhood and to give us the lay of the land in the neighborhood.

They keep their lot clean, there are no traffic issues or any issues we have seen in the 11 months we have owned the building and I do not see any future problems.

Everyone has been great neighbors and we could not be any more excited to be in the neighborhood and take over and improve a building that has been vacant for over 4 years and bring new life to it and the surrounding areas.

We do not object to any renewals and look forward to many more years of them operating in their current location.

If there are any questions or concerns please do not hesitate to contact me direct.



Steve Kobliska
KG Stevens - owner
11100 W. Silver Spring Rd
Milwaukee, WI

Steve@kgstevens.com

To Whom it may concern:

My name is Helen Van Haren. I live at 7472 Wayside Road about 1/2-1/4 mile from Silks Gentlemen's Club, with my husband and family. We don't have any complaints about this establishment. We haven't experienced any bothersome incidents since this club has opened. We have lived in our house here for 49 years.

In case it is of interest I am 80 and my husband is 83.

Helen Van Haren

Oct 23, 2014



The Van Haren Family
7472 Wayside Rd
Middleton, WI 53562

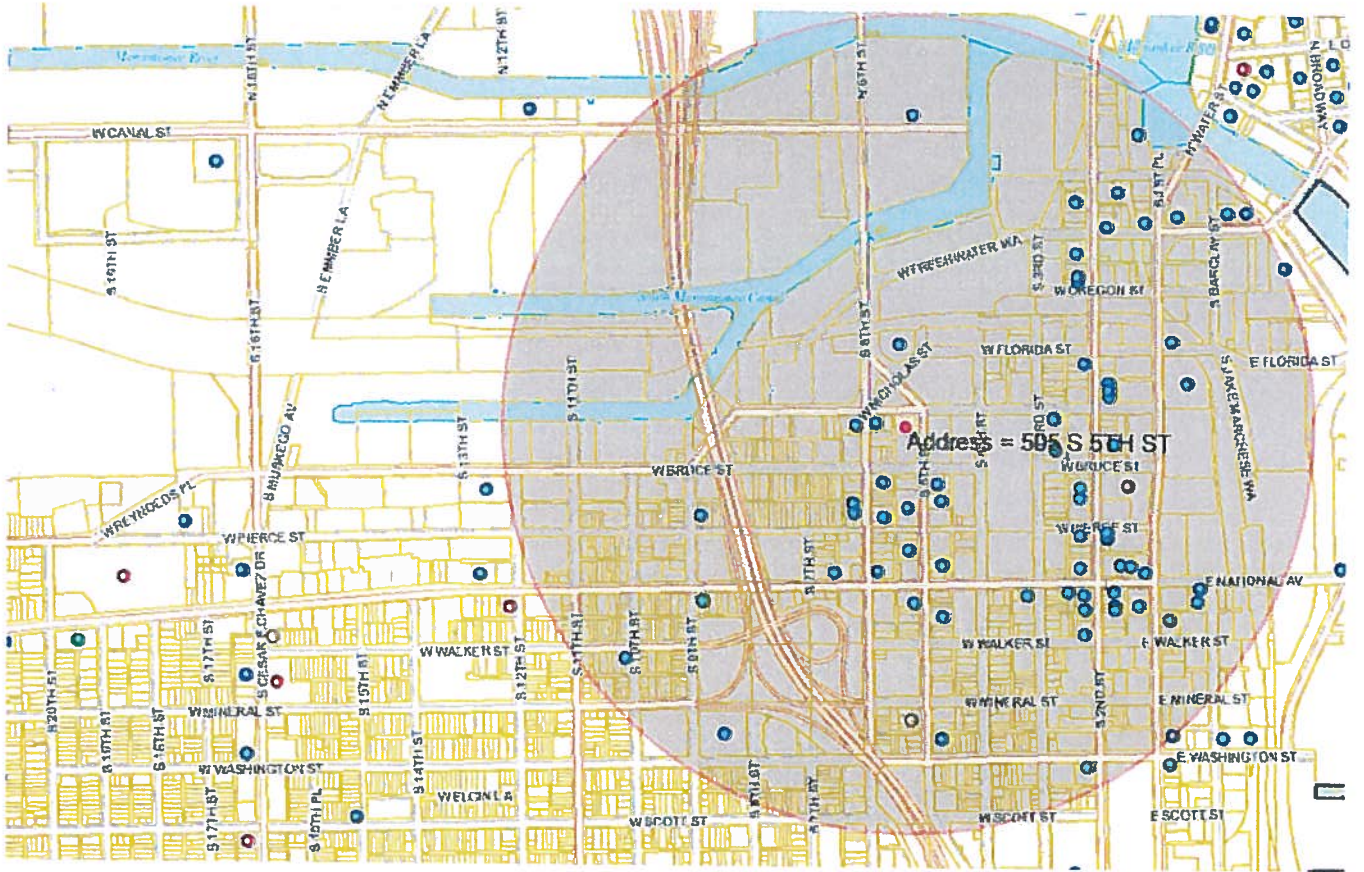
7482 Hwy 14 out of sight
Middletown WI Storage
53562 608-8311969

To whom it may concern
My Name is Matthew VanHorn
and I am one of the owners of
out of sight storage. The storage units
are about 1/2 mile from silks.
there has been no incidents since
silks has opened. They are a good
Neighbors and have not heard from anyone
else in the Neighbor hood about any problems.
My 6 Brothers & sisters also own part of
our mini warehouses and they all feel the
same way.

10/20/14

Matthew VanHorn

my cell #
608 8432281



Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 505 S 5th St 10/27/2014

License Summary:								Total
Class A Fermented Malt Beverage Retailer's License								1
Class A Malt & Class A Liquor License								1
Class B Fermented Malt Beverage Retailer's License								51
Class B Tavern License								61
Class C Wine Retailer's License								3
								Grand Total: 71
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date	
LA TROPICANA	LA TROPICANA	SALWA B TALEB, SP	1011 S 5TH ST	Class A Fermented Malt Beverage Retailer's License			2/10/2015	
RAP US CORP	FINE VINEYARD	RAKESH REHAN, Agt	601-B S 1ST ST	Class A Malt & Class A Liquor License			1/15/2015	
Central Standard LLC	Central Standard Craft Distillery	William P McQuillan, Agt	613 S 2ND ST 609	Class B Fermented Malt Beverage Retailer's License			3/3/2015	
Clutch Corp	Anodyne Coffee Roasting Co.	Matthew J McClutch, Agt	224 W Bruce ST	Class B Fermented Malt Beverage Retailer's License			10/1/2015	
Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	158 S Barclay ST	Class B Fermented Malt Beverage Retailer's License			7/22/2015	
KARAMELAS INVESTMENTS INC	GYRO PALACE	NICK A KARAMELAS, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75		5/8/2015	
THE NATIONAL, LLC	THE NATIONAL	Helen J Benton, Agt	839 W NATIONAL AV	Class B Fermented Malt Beverage Retailer's License	25		11/1/2015	
105 Seeboth, LLC	Winemaniacs On The River	Debra A Bertrand, Agt	106 W Seeboth ST 103	Class B Tavern License	124		7/25/2015	
700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80		12/20/2014	
AP, LLC	AP Bar & Kitchen	PEGGY J MAGISTER, Agt	814 S 2nd ST	Class B Tavern License			7/22/2015	
Ashley's Que LLC	Ashley's Que	Darnell D Ashley, Agt	124 W NATIONAL AV	Class B Tavern License			8/13/2015	
Blue Jacket LLC	Blue Jacket	Tom H Van Heijningen, Agt	135 E National, Agt	Class B Tavern License	88		5/20/2015	
BOOM, LLC	BOOM	DAVID G PANEK, Agt	623-25 S 2ND ST	Class B Tavern License	271		11/28/2014	
BOTANAS RESTAURANT	BOTANAS RESTAURANT	MARTHA Nawaraj, SP	816 S 5TH ST	Class B Tavern License	533	373 plus 160 addition	2/28/2015	
Bralse Restaurant, LLC	Bralse Restaurant	Jose A Chavez, Agt	1101 S 2nd ST	Class B Tavern License	99	1st floor and basement storage	9/19/2015	
Cafe La Paloma, LLC	Cafe La Paloma	JOSE A CHAVEZ, Agt	606 S 5th St	Class B Tavern License	315		5/20/2015	
Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49		7/5/2015	
Changillon Productions, LLC	Kana Mojito Club	ANGEL M VELAZQUEZ, Agt	626 S 5TH ST	Class B Tavern License	359		12/17/2014	
Chivas Bar	Chivas Bar	SANTIAIGO S MERCADO, IR, ALFREDO MERCADO, FRANCISCO J MERCADO, JESUS S MERCADO	644 S 9th ST	Class B Tavern License	80		12/21/2014	
CIELITO LINDO, LLC	CIELITO LINDO	RODRIGO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198		3/1/2015	
CLUB ANYTHING	CLUB ANYTHING	TOOD N NOVASIC, SP	807 S 5TH ST	Class B Tavern License	160		6/29/2015	
COMPROV, INC	COMEDY SPORTZ	Jason Manske, Agt	420 S 1ST ST	Class B Tavern License	320		12/12/2014	
CONJITO'S PLACE, INC	CONJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144		6/30/2015	
CRAZY WATER	CRAZY WATER	PEGGY J MAGISTER, SP	839 S 2ND ST	Class B Tavern License	62		5/12/2015	
ECH3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License			9/3/2015	
El Farol Bar, LLC	El Farol Bar	BEVERLYN GONZALEZ DEL TORO, Agt	636 S 6TH ST	Class B Tavern License			2/4/2015	
FELIPE'S LATIN QUARTER	FELIPE'S LATIN QUARTER	LUIS M BELMONTES, SP	538 W NATIONAL AV	Class B Tavern License	80		3/23/2015	
FLUID, INC	FLUID	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	80		5/12/2015	
Gravity Marketing, LLC	RailHall	MICHAEL J KUHARSKE, Agt	131 W Seeboth ST	Class B Tavern License			4/8/2015	
GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50		9/23/2015	
Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License			7/22/2015	
IRON HORSE MILWAUKEE, LLC	THE IRON HORSE HOTEL	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License	550		7/29/2015	
JACQUES, LLC	CHEZ JACQUES	JACQUES J CHAUMET, Agt	1022 S 1ST ST	Class B Tavern License	164		10/11/2015	
Juto, LLC	Juto	Justin H Chan, Agt	605 W Virginia ST	Class B Tavern License	99		6/23/2015	
Konzak Enterprises, LLC	Zaks Cafe	Douglas R Konzak, Agt	231 S 2nd ST	Class B Tavern License	99		4/11/2015	
LA CAGE ENTERPRISES, LLC	LA CAGE	MICHAEL J JOST, Agt	801 S 2ND ST	Class B Tavern License	815	1st floor and basement storage-480 2nd floor tavern and show lounge-200 Portion of lower level restaurant-90	12/12/2014	
LA FUENTE, LTD	LA FUENTE RESTAURANT	JOSE G ZARATE, Agt	625-31 S 5TH ST	Class B Tavern License	579	Ground level patio-45	6/30/2015	
LA GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Jayson Oquendo, Agt	1028 S 9TH ST	Class B Tavern License	170		9/6/2015	
LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146		11/13/2014	
LA PERLA, LLC	LA PERLA RESTAURANT	JOANNE A ANTON, Agt	730-34 S 5TH ST	Class B Tavern License	117		10/17/2015	
LE CABARET, INC	SOLID GOLD	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360		3/19/2015	
Levy Restaurants at Harley Davidson	Levy Restaurants at Harley Davidson	ANNIE M CHAMPEAU, Agt	401 W CANAL ST	Class B Tavern License	690	250 - Restaurant, 440 - Special Events Room	5/19/2015	
LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49		11/4/2015	
LOLA'S, LLC	WALKERS PINT	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	93 Inside. 57 out with 1 portable restroom	6/28/2015	
LDUNGING AROUND, INC	Jymx Nightclub	SAMER I ASAD, Agt	715-17 S 5TH ST	Class B Tavern License	320	2nd floor = 80; 1st floor = 240	4/8/2015	
Love Goat, LLC	Rumor Lounge	Christopher Surges, Agt	161 S 1ST ST	Class B Tavern License	150		5/21/2015	
Luxor Food Group, LLC	Prodigal	GUY W LAMBERG, Agt	240 E Pittsburgh AV	Class B Tavern License			6/10/2015	
MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150		6/5/2015	
Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License			7/17/2015	
Movida LLC	Movida	Aaron R Gersonode, Agt	524 S 2ND ST	Class B Tavern License	49		8/12/2015	
Noble Provisions, LLC	The Noble	DAVID G KRESSIN, Agt	704 S 2nd ST	Class B Tavern License	50		7/5/2015	
Pasion Bar LLC	Pasion Bar	Daine J De La Rosa, Agt	625 S 6TH ST	Class B Tavern License	75		4/1/2015	
ROJU, INC	GINGER	ROSE A BILLINGSLEY, Agt	235 S 2ND ST	Class B Tavern License	150		7/29/2015	
SCREAMING TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174		6/14/2015	
SHAKERS, INC	SHAKERS CIGAR BAR & WORLD CAFE	ROBERT G WEISS, Agt	422 S 2ND ST	Class B Tavern License	144		10/13/2015	
STACKED MILWAUKEE, LLC	STACK'D BURGER BAR	TIMOTHY J DIXON, Agt	170 S 1ST ST	Class B Tavern License	249	1st Floor - 99, 2nd Floor - 150	6/28/2015	
STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160		11/12/2014	
STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136		2/7/2015	
Terra Restaurant Bar Inc	Terra Restaurant & Bar	Jenny Contreras, Agt	600 S 6TH ST	Class B Tavern License	99		4/23/2015	
The Chef's Table LLC	The Chef's Table	David P Magnasco, Agt	500 S 3rd ST	Class B Tavern License			9/23/2015	
The Flow Di's Entertainment LLC	Desperados	Miguel A Martinez, Agt	828 S 1st ST	Class B Tavern License			9/23/2015	
The Red Arrow Bar, LLC	Little Whiskey Bar	LUIS D GARCIA, Agt	309 W National AV	Class B Tavern License	49		4/8/2015	
THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70		5/30/2015	
THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180		10/22/2015	
THE V BAR, LLC	The Tin Widow	MICHELLE R HOFF, Agt	703 S 2ND ST	Class B Tavern License	49		4/16/2015	
Theatre Unchained	Theatre Unchained	JAMES D DRAGOLOVICH, SP	1024 S 5TH ST	Class B Tavern License	99		3/20/2015	
Two Nephews One Uncle, LLC	Lucky Joes Tiki Room	Leeland T Guk, Agt	196 S 2nd ST	Class B Tavern License	80		8/4/2015	
Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	92 - First floor, 178 - Beer Garden	4/10/2015	
ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160		2/13/2015	

Clutch Corp	Anodyne Coffee Roasting Co.	Matthew J McClutchy, Agt	224 W Bruce ST	Class C Wine Retailer's License			10/3/2015
Girl Corporation	Stone Creek Coffee	Eric A Resch, Agt	158 S Barclay ST	Class C Wine Retailer's License			7/22/2015
THE NATIONAL, LLC	THE NATIONAL	Helen J Benton, Agt	839 W NATIONAL AV	Class C Wine Retailer's License			11/1/2015



Monday, November 24, 2014



Notice of Public Hearing

FERRARO, Cherie, Agent
Silk Exotic at 505 S 5th St

Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises License
Applications Requesting Disc Jockey, Dancing by Performers, Adult Entertainment/Strippers/Erotic
Dance, Patron Contests, Patrons Dancing, and 5 Amusement Machines

Wednesday, December 10, 2014 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 12/10/2014 at 1:00 PM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	516 S 6TH ST	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	518 S 6TH ST	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	520 S 6TH ST	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 11	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 12	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 13	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 14	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 15	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 16	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 21	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 22	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 23	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 24	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 25	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 S 6TH ST 26	MILWAUKEE, WI 53204-1521
CURRENT RESIDENT	522 W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT RESIDENT	522A W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT RESIDENT	525 W VIRGINIA ST	MILWAUKEE, WI 53204-1536
CURRENT RESIDENT	525 W VIRGINIA ST A	MILWAUKEE, WI 53204-1536
CURRENT RESIDENT	528 W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT RESIDENT	531 W VIRGINIA ST	MILWAUKEE, WI 53204-1536
CURRENT RESIDENT	531 W VIRGINIA ST A	MILWAUKEE, WI 53204-1536
CURRENT RESIDENT	531 W VIRGINIA ST B	MILWAUKEE, WI 53204-1536

Total Records: 24

Radius: 250.0 feet and Center of Circle: 505 S 5th ST



Monday, November 24, 2014

Licenses Committee Notice of Hearing

5TH WARD PARTNERS LLC
PO Box 676

Mequon, WI 53092

Date: 12/10/2014
Time: 01:00 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises
License Applications Requesting Disc Jockey, Dancing by Performers, Adult
Entertainment/Strippers/Erotic Dance, Patron Contests, Patrons Dancing, and 5
Amusement Machines
FERRARO, Cherie, Agent
Silk Exotic at 505 S 5th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Monday, November 24, 2014

Licenses Committee Notice of Hearing

5TH WARD PARTNERS LLC
12908 NW Shoreland Dr

Mequon, WI 53097

Date: 12/10/2014
Time: 01:00 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises
License Applications Requesting Disc Jockey, Dancing by Performers, Adult
Entertainment/Strippers/Erotic Dance, Patron Contests, Patrons Dancing, and 5
Amusement Machines
FERRARO, Cherie, Agent
Silk Exotic at 505 S 5th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





PLAN OF OPERATION

1. Premises Location
<input checked="" type="checkbox"/> Free Standing Building <input type="checkbox"/> Strip Mall <input type="checkbox"/> Other _____
2. Describe Premises Structure
<input checked="" type="checkbox"/> Single Story <input type="checkbox"/> Multi-Story - # of Stories _____ <input type="checkbox"/> Other _____
3. Describe Surrounding Area
<input type="checkbox"/> Commercial <input type="checkbox"/> Residential <input checked="" type="checkbox"/> Industrial <input type="checkbox"/> Other _____
4. Premises Location
a) <input type="checkbox"/> Major Thoroughfare <input checked="" type="checkbox"/> Secondary Street <input type="checkbox"/> Other _____ b) Nearest Cross Street <u>W. VIRGINIA STREET</u>
5. Proximity of Premises to Church, School, or Hospital
Is there at least 300 feet between the building and any church, school or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6. Miscellaneous Business Questions
a) Proposed Opening Date: <u>12/1/14</u> b) Is this premise under construction? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list estimated completion date: _____ c) Is this a franchise? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No d) Is this premises currently licensed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list type of license: _____ e) Is the current licensee operating? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, list date closed: _____ f) What other types of licenses/permits will you or do you hold at this location? (check all that apply) <input checked="" type="checkbox"/> Occupancy Permit <input checked="" type="checkbox"/> Cigarette & Tobacco <input type="checkbox"/> Gas Station <input type="checkbox"/> Extended Hours <input checked="" type="checkbox"/> Other: <u>FOOD</u> g) Do you have future plans for other businesses, licenses or permits at this location? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, explain: _____
7. Food
Will food be served on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, a Food Dealer license is required. Check all that apply: <input checked="" type="checkbox"/> Prepackaged Food <input checked="" type="checkbox"/> Snacks <input checked="" type="checkbox"/> Appetizers <input checked="" type="checkbox"/> Catered Events <input checked="" type="checkbox"/> Full Meals – Hours of Food Service: From <u>11:00 AM</u> To <u>2:30 AM</u> A menu must be submitted with this Plan of Operation for all restaurants.
8. Type of Business
Briefly describe the type of business you plan to operate if granted a license (attach additional sheets as necessary.) <u>GENTLEMEN'S CLUB</u>

9. Litter and Noise

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

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: 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: _____

10. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes
 If yes, describe the area(s) and provide location(s): OUTDOOR PATIO

Number of Garbage Cans: Inside: 30 Locations: THROUGHOUT THE PREMISE
 Outside: 6 Locations: PATIO & BY EXTERIOR DOORS

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): WOMEN'S RM: 4 TOILETS. MENS RM: 3 TOILETS; 8 URINALS

Provide name of solid waste contractor: WASTE MANAGEMENT

11. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No Yes If yes, how many? 6-8

AND What are their responsibilities? MAINTAIN PEACE; CHECK IDS; ENSURE SECURITY OF PATRONS + NEIGHBORHOOD

What security equipment do they use? FLASHLIGHTS + RADIOS; 1 ARMED GUARD OUTSIDE

List their licensing, certification or training credentials: IN-HOUSE TRAINING

Are there security cameras? No Yes If yes, list all locations: ENTIRE PREMISE INSIDE & OUTSIDE

Are searches and/or identification checks conducted upon entry? No Yes If yes, describe: FLOORMEN/Bouncers
WILL CHECK IDS OF ALL WHO WISH TO ENTER.

12. Percentage of Sales (must total 100%)

Alcohol 41 % Food Sales 5 % Entertainment 36 % Other 18 %

13. Businesses On The Premise (choose all that apply):

Type 1

- Full Service Restaurant
- Cafe/Coffee Shop
- Deli or Fast Food Restaurant
- Private/Fraternal/Veterans Club
- Night Club
- Tavern
- Cocktail Lounge
- Teen Club
- Bowling Alley
- Hotel
- Banquet Hall
- Sports Facility

Type 2

- Liquor Store
- Corner Store
- Supermarket
- Convenience Store
- Gas Station
- Other _____

14. Legal Capacity of Premises (Only premises identified as Type I in Question #13)

TBD (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

15. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open	Close			
Sunday	4:00 PM	2:00 AM	200	21 + OLDER	NONE
Monday	11:00 AM	2:00 AM	200	21 + OLDER	NONE
Tuesday	11:00 AM	2:00 AM	200	21 + OLDER	NONE
Wednesday	11:00 AM	2:00 AM	200	21 + OLDER	NONE
Thursday	11:00 AM	2:00 AM	200	21 + OLDER	NONE
Friday	11:00 AM	2:30 AM	700	21 + OLDER	NONE
Saturday	11:00 AM	2:30 AM	800	21 + OLDER	NONE

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

16. This Section to be Completed by Alcohol Applicants Only

- a) Property Owners Name: 5TH WARD PARTNERS LLC Phone Number: 414 788 1764
Address: 12908 NW SHRELAND DR MERION WI 53097 (RICHARD D'ALDIA)
- b) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list name and address: _____
- c) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

- d) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: SEE ATTACHED
- e) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
 No Yes If yes, list name and address: _____
- f) Will any of the following types of businesses be conducted at this location? (check all that apply)
- Bed & Breakfast Billiard/Pool Hall Comedy Club Indoor Golf Facility
 Video Game Center(6 or more games) Brew Pub Volleyball Court Theater Wine Tasting Room
 Department Store Pharmacy Gift Shop Museum Center for the Visual & Performing Arts
- g) If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

17. Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
b) Reflect the same address as the premises address on this application
c) Reflect current dates and
d) Be signed by the lessor/seller and lease/buyer

18. Property Information (new & transfer applicants only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? MKE Downtown Ventures LLC
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ N/A
- e) Total amount paid for goodwill of the business \$ N/A
 Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

19. Lease Information (new & transfer applicants who are leasing the premises only)

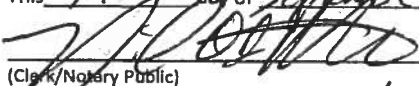
- a) Date lease begins UPON LICENSING Ends 10 YEARS LATER
- b) Monthly rental \$ 4491.67
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 10 YRS
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
 If yes, explain _____

20. Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
 If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): _____

21. Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 17th day of September, 2014

 (Clark/Notary Public)


 Agent/Owner/Partner

My Commission Expires is past
 *Notary Seal must be affixed.

Additional Owner/Partner

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

New and transfer of premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

If you do not provide all required information, your application will be returned to you.

Attachment
Plan of Operation
“Silk Exotic”
505 South 5th Street

16(d): It is anticipated that upon receipt of license, Scott Krahn, Joe Modl & Craig Ploetz will invest in the project and become additional members of the LLC.

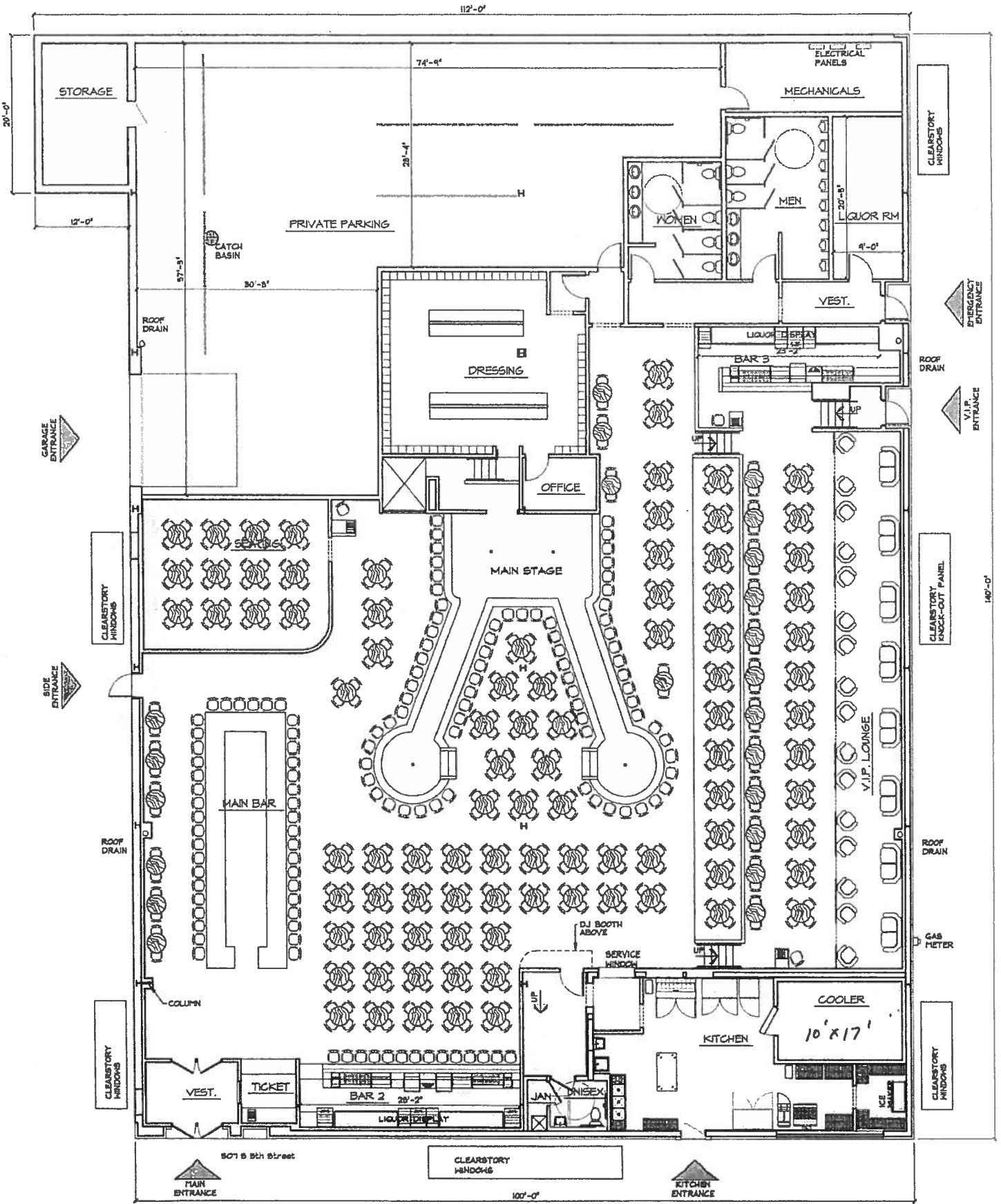


PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTARY APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license
e-mail address: license@milwaukee.gov

(1) TYPES OF ENTERTAINMENT (CHOOSE ALL THAT APPLY)			
<input type="checkbox"/> Instrumental Musicians <input checked="" type="checkbox"/> Disc Jockey <input checked="" type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance <input type="checkbox"/> Jukebox <input type="checkbox"/> Motion Pictures How many? _____ <input type="checkbox"/> Other: _____	<input type="checkbox"/> Bands <input type="checkbox"/> Magic Shows <input type="checkbox"/> Wrestling <input type="checkbox"/> Karaoke <input checked="" type="checkbox"/> Amusement Machines – How many? <u>5</u>	<input type="checkbox"/> Battle of the Bands <input type="checkbox"/> Poetry Readings <input checked="" type="checkbox"/> Patron Contests <input type="checkbox"/> Bowling Alley How many? _____ <input type="checkbox"/> Concerts Approx. # per year? _____	<input type="checkbox"/> Comedy Acts <input checked="" type="checkbox"/> Dancing by Performers <input checked="" type="checkbox"/> Patrons Dancing <input type="checkbox"/> Pool Tables How many? _____ <input type="checkbox"/> Theatrical Performances Approx. # per year? _____
(2) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?			
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, describe: _____			
(3) LEGAL CAPACITY OF PREMISES			
<p><u>TBD</u> (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.</p>			
(4) IDENTIFY IF SOUND AMPLIFICATION IS USED			
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes, describe: <u>DJ uses speakers & amplifier.</u>			
(5) DECLARATIONS, ACKNOWLEDGEMENTS, AND DISCLOSURES			
<ol style="list-style-type: none"> 1. The undersigned understands 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. 2. The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. 3. The undersigned understands that applicants 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. 4. The undersigned has knowledge of the City Ordinances currently regulating the public entertainment, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicant violates any rule, law or regulation of the city of Milwaukee and State of Wisconsin. 			
(6) NOTARIZED SIGNATURES OF APPLICANTS			
<p>SUBSCRIBED AND SWORN TO BEFORE ME This <u>17th</u> day of <u>September</u>, 20<u>14</u> _____ (Clerk/Notary Public) My Commission Expires <u>is gone</u> *Notary Seal must be affixed.</p>			
 _____ Agent/Owner/Partner		_____ Additional Owner/Partner	

Office Use Only: Initials: _____ Filed: _____ App #: _____ Permit #: _____ Granted: _____ Issued: _____



S. 5th STREET

MAIN FLOOR



08 September, 2014

Total Square footage
of finished area
14,240

Cherie Ferraro agent for
MKE Downtown Ventures LLC
"Silk Exotic"
505 S. 5th St.
D.L. 915-114

W. VIRGINIA STREET



FOOD DEALER SUPPLEMENTAL APPLICATION / FOOD OPERATION PLAN

OFFICE OF THE CITY CLERK, LICENSE DIVISION
 CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202 •
 (414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

1. Application Type

Indicate the application type and complete the corresponding section.

New application (fee is \$300). For new applications, answer questions below and then continue on to section 2.

Is this a simple change of ownership (no change in food operation) or a new establishment?

Taking over existing operating licensed food business
 New establishment (anything other than a simple change of ownership)

Provide a brief description of the food establishment

FOOD PROVIDED TO CUSTOMERS AT GENTLEMEN'S CLUB

What is the anticipated opening date or date of change of ownership: 12/1/14

Site Evaluation - Optional (fee is \$100) Site evaluations are optional, and done only upon request. The purpose of the site evaluation is to assess the suitability of a prospective site for use as a food establishment.

Modification or amendment to an existing food license or public health approved operational plan. For modifications/amendments to existing establishments, both the operator and establishment cannot be different than on existing license or the application is considered new. Answer the two questions below (including the follow up detail if applicable) and then continue on to section 2.

What facilities (equipment or building) change(s) are you planning (check all that apply):

Construction or renovation (fee is \$200)
 Significant equipment change without construction or renovation (fee is \$50)
 Adding an additional site at the same premises where food will be prepared/processed or sold (fee is \$100 per additional site)
 No equipment or renovations are being planned

What changes are being proposed to the food operation or specialized approvals are being requested (Note: \$75 operational change fee is charged only once even if multiple items are checked):

Substantial changes to the menu including the type or complexity of food processing (fee is \$75)
 Briefly describe proposed changes

Adding processing when no processing was previously performed, or adding additional types of processing (fee is \$75)

Requests for modifications or variances to public health food code requirements or the review of a specialized process requiring health department approval prior to implementation (fee is \$75)
 Indicate specialized processes/variances requested (check all that apply):

<input type="checkbox"/> Acidified Rice	<input type="checkbox"/> Sale without Consumer Advisory
<input type="checkbox"/> Bare Hand Contact to Ready to Eat Foods	<input type="checkbox"/> Shellfish - Comingling
<input type="checkbox"/> Curing	<input type="checkbox"/> Shellfish - Display Tanks
<input type="checkbox"/> Dogs in Outside Dining Areas	<input type="checkbox"/> Smoking
<input type="checkbox"/> Non-continuous Cooking	<input type="checkbox"/> Sprouting
<input type="checkbox"/> Peddler Base	<input type="checkbox"/> Time as a Public Health Control
<input type="checkbox"/> Reduced Oxygen Packaging	<input type="checkbox"/> Wild Game
<input type="checkbox"/> Other, specify	

Amending existing license to reflect an increase in annual gross sales or change in food operation (fee is the difference in the cost between the food licenses plus \$25 for transfer fee)

No significant changes are being proposed in how food is prepared/processed or substantial menu changes. No addition of specialized process or activities requiring approval is being requested (no fee)

2. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites: Single Multiple

If multiple sites will be used, how many distinct sites will be used? _____

List all sites and briefly describe the nature of the food activities at each site:

KITCHEN LOCATED IN GENTLEMEN'S CLUB TO PROVIDE FOOD FOR GENTLEMEN'S CLUB CUSTOMERS.

Note: Multiple sites may require more than one license or an additional site license depending upon the food activity conducted at any one site.

Indicate where on the premises food will be sold, served, consumed and/or stored: 1st Floor 2nd Floor Rooftop Basement

Other Floor, specify _____

Other location, specify _____

Are any outdoor operations planned? Yes No Unknown

What activities will be conducted outdoors (check all that apply)

Bar

Cooking/grilling

Dining – Patio

Dining – Sidewalk (DPW permit required)

Storage

Other, specify _____

Seating provided on site for dining? Yes No

If yes, what is the seating capacity both inside and outside? ± 100

If yes, are there additional banquet facilities other than the main dining area? Yes No

Total square footage of the establishment (exclude space utilized for other purposes other than food) ± 10000

Annual Gross Food Sales: \$ 100,000

Sales Based on: Previous Year Previous Establishment Best Estimate

Note: Inspector will request to review receipts periodically to validate if establishment has the appropriate license.

Number of Full Time Employees 20

Number of Part Time Employees 30

The following items must be included with a new application:

- Site Plan/Floor Plan: Site plan must identify the building in relation to streets, sidewalks, parking & garbage area.
- Shared Kitchen Agreement, if applicable: If not using your own establishment as your base, provide a written and signed commissary agreement. The agreement must include a list of all services provided by the commissary, such as restroom use, dry goods storage, use of refrigerator space (including the number of cubic feet of refrigeration space allocated to you), etc.

The following items must be submitted to inspector, prior to approval of inspection.

- Floor Plan: The plan must show the location of all equipment (sinks, refrigeration, stoves, ware-washing, etc.), plumbing, electrical services, mechanical ventilation, storage areas and restrooms. Plans must be a minimum of 11 X 14 inches in size including the layout of the floor plan accurately drawn to a minimum scale of ¼ inch = 1 foot. Plans may be submitted in an electronic format.
- Equipment List: Provide the make and model number of all significant equipment (cooking, cooling, warewashing, etc.) All food equipment must be ANSI/NSF certified. No home-style equipment is allowed. Equipment specification sheets do not have to be provided at the time of submission, but must be provided upon Health Department request
- Finish Materials List: Provide a list of all finish materials (floors, walls, ceilings, counter tops). Surfaces must be smooth, nonabsorbent and easily cleanable, and ceramic, porcelain or quarry tile must have set in base cove.
- Lighting Plan: Provide a list of all light fixtures to be used in the food establishment. All light used in any food prep or storage areas must be shielded or covered and flush or integral to the ceiling. Lighting in food preparation area must meet minimum illumination standards defined in the WI Food Code.
- Pest Management Plan: Describe the establishments integrated pest management plan. Describe strategies to prevent pest entry into the food establishment & harborage of pests Identify if a licensed pest control service has been contracted, provide the name of the company and frequency of service.

3. Construction, Renovations, Kitchen Equipment Changes or Remodeling

Any construction, remodeling or equipment changes planned? Yes No If no, skip to section 4.

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling impacting 300ft² or more than of food preparation or display area
- Renovation/remodeling impacting less than 300ft² of food preparation or display area
- Renovation/remodeling limited to the instillation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

BUILDING A KITCHEN FACILITY IN GENTLEMEN'S CLUB

Note: Building permits may be required, contact the Department of Neighborhood Services

Date alterations/changes planned to begin 12/1/14 ESTIMATED

Contact information for general contractor TBD

Contact information for architect TBD

4. BUSINESS TYPE

Overall Establishment Type (select the one that best describes the proposed business)

- Bed and Breakfast
- Commissary or Mobile Food Peddler Base – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a mobile food peddler where the vehicle, cart or unit which is used at a minimum for the service or cleaning of the peddler vehicle, cart or container. A base of operations for a caterer or seasonal market vendor for the preparation of food.
- Community Food Program – free meal site or food pantry. Any site in which all food is provided free of cost to those in need or to organizations who serve person's in need.
- Distiller or Brewer – facilities that are primarily engaged in the production of alcoholic beverages
- Food Distributor – a business that transports food for sale to retail and wholesale establishments and does not perform any processing or repacking of food items
Is food stored on site Yes No
- Food Manufacturer - commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer, food is sole to distributors, retailers or restaurants, there may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments
Is there a retail store onsite? Yes No
- Food Store – a food establishment either mobile or permanent in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include business whose primary business is other than food, but offer convenience food items.
Are you considered a convenience food store? Yes No
A convenience food store contains less than 5,000 sq ft of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food
- School – educational institution including elementary, middle and high schools, technical schools, colleges and university, where food service is limited to students (no sales to faculty or general public)
- Restaurant – a food establishment either mobile or permanent in which the majority food sales consist of meals

5. FOOD OPERATION SCOPE

Type of Sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

100 % from meals (ready-to-eat food sold to in single portions)

0 % from grocery items (multi-serving food products, typically requiring preparation before serving, includes beverages, bakery items and raw produce)

Will 25% or more of your sales be to highly susceptible populations (defined as persons with medical conditions, elderly, or preschool age children)?
 Yes No

Will customers be able to purchase food through a drive through? Yes No

Will customers be able to purchase food from a self-service salad or food bar? Yes No

Will food be prepared on site and then transported for sale or consumption at another location? Yes No

If yes, check all the reason why the food will be transported

Catering Delivery Base for Mobile Food Peddler Base for temporary or seasonal food stand

Other, specify

6. FOOD, FOOD PREPERATION, FOOD PROCESSING

For restaurants provide a copy of the proposed menu or a detailed menu of all the foods and drinks you will be serving.

For all other establishments provide a summary below of the brief types of food products being sold.

Will any potentially hazardous food (food that requires temperature control) be offered for sale? Yes No

Examples of potentially hazardous foods are meats, dairy, poultry, eggs, cut tomatoes or leafy greens, cut melons, cooked rice, beans or potatoes, or garlic in oil.

Will food be prepared or processed on site? Yes No

Examples of processing are assembling, grinding, cutting, mixing, baking, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking.

If yes, indicate the type of food processing that will be conducted:

ASSEMBLING, CUTTING, MIXING, GRILLING, FRYING, BAKING - MEAL PREPARATION

If performing processing, will there be any processing of potentially hazardous food? Yes No

7. WEIGHTS AND MEASURES

Will any items be offered for sale by weight or by volume? Yes No

If yes, describe number and type of devices used:

A separate weights and measures license is required for each scale.

Will electronic scanning devices be used for pricing/check out? Yes No

If yes, how many devices will be used

A scanner license is required if using an electronic scanning device.

8. LITTER/GARBAGE/NOISE

What are your plans to keep the grounds clean (check all that apply):

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Sweep | <input checked="" type="checkbox"/> Pressure Wash | <input checked="" type="checkbox"/> Pick Up Litter |
| <input checked="" type="checkbox"/> Hired Maintenance | <input type="checkbox"/> Building Owner's Responsibility | <input checked="" type="checkbox"/> Garbage Cans Outside |
| <input type="checkbox"/> Other | | |

Who is responsible to keep the grounds clean?

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Licensee | <input type="checkbox"/> Building Owner | <input checked="" type="checkbox"/> Employees |
| <input checked="" type="checkbox"/> Hired Maintenance | <input type="checkbox"/> Other | |

How often will the grounds be cleaned?

- | | | |
|---|---------------------------------|--------------------------------|
| <input checked="" type="checkbox"/> Daily | <input type="checkbox"/> Weekly | <input type="checkbox"/> Other |
|---|---------------------------------|--------------------------------|

How are noise issues addressed (check all that apply):

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Security | <input checked="" type="checkbox"/> Manager approaches customer(s) | <input checked="" type="checkbox"/> Call police |
| <input type="checkbox"/> Signs posted | <input type="checkbox"/> Other | |

Do you purchase, sell or exchange any secondhand articles of personal property (including used cell phones)?

NO YES IF YES, YOU MUST ALSO APPLY FOR A SECONDHAND DEALER LICENSE.

9. HOURS OF OPERATION

Day of the Week	Proposed Hours of Operation (include a.m. or p.m.) (if closed on any days, write "closed")		Number of Customers expected each day	Drive Thru Hours (if not applicable, write "n/a")	
	Open	Close		Open	Close
Sunday	4:00 PM	2:00 AM	200	NA	NA
Monday	11:00 AM	2:00 AM	200		
Tuesday	11:00 AM	2:00 AM	200		
Wednesday	11:00 AM	2:00 AM	200		
Thursday	11:00 AM	2:00 AM	200		
Friday	11:00 AM	2:30 AM	700		
Saturday	11:00 AM	2:30 AM	800		

10. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? Yes No

If yes, what type of license do you have or will you be applying for (check all that apply)?

- Class A fermented malt beverage licenses
- Class A liquor licenses
- Class B fermented malt beverage licenses
- Class B liquor licenses
- Class C wine licenses

If yes, if your food license is approved prior to the alcohol license, would you like the food license issued (check one)

- immediately so you can open your food business at the same time as the alcohol license

SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"

AGREEMENT RELATING TO STORAGE OF FOOD IN A PRIVATE RESIDENCE

Must be completed if you are stocking vending machines or are a food distributor using a private residence as your business address.

Food storage by a vending machine owner or distributor in a private residence is limited as follows.

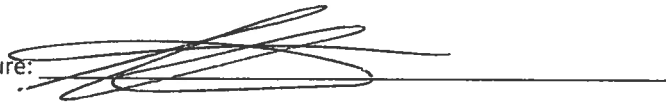
NOTE: No other food dealers may store food in a private residence.

1. Prior to issuance of a license, the storage area must be inspected and in compliance with the following:

- A. Food storage in the home must be limited to commercially packaged, non-potentially hazardous snack foods such as gums, candies, and chips.
- B. All food must be stored in its original container. There can be no storage of unwrapped bulk food products or removal of product from its original package for repackaging of any kind.
- C. No food can be stored in any room used as living or sleeping quarters. Food storage must be in a separate room, used exclusively for food storage. No other non-food items can be stored in this room. The room must also be equipped with a tight-fitting, self-closing door. No pets are to be kept or allowed in the food storage area.
- D. No food can be stored in a garage or other buildings outside the dwelling unit.
- E. Foods must be stored off the floor and away from the wall in rodent/insect proof containers (i.e., plastic or metal containers with tight-fitting lids).
- F. There shall be no sales made in or around the dwelling unit.
- G. This approval is only applicable to vending machine owners, peddlers, and distributors without retail operations or warehouses, and storage is limited to what can be sold in a week's time.
- H. Operator must agree to unannounced annual inspection of the storage area by the Milwaukee Health Department as a condition of licensing. Violation of any of the above requirements is grounds for denial or revocation of a license.
- I. Operator must have a Statement of Home Occupation on file with the Department of Building Inspection.
- J. Vehicles used in transporting foods are also subject to inspection and approval by the Health Department.
- K. No food can be stored in an attic unless the attic is properly finished and ventilated.

I have read and agree to the above as a condition of licensing.

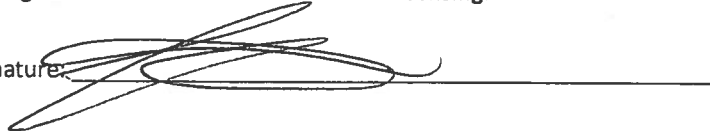
Operator's Signature: _____



2. In lieu of storage of food in my home, I will purchase product from an approved source as I need it for same day distribution without the storing of excess product.

I have read and agree to the above as a condition of licensing.

Operator's Signature: _____



Affirmation of Understanding – Permit Needed to Operate

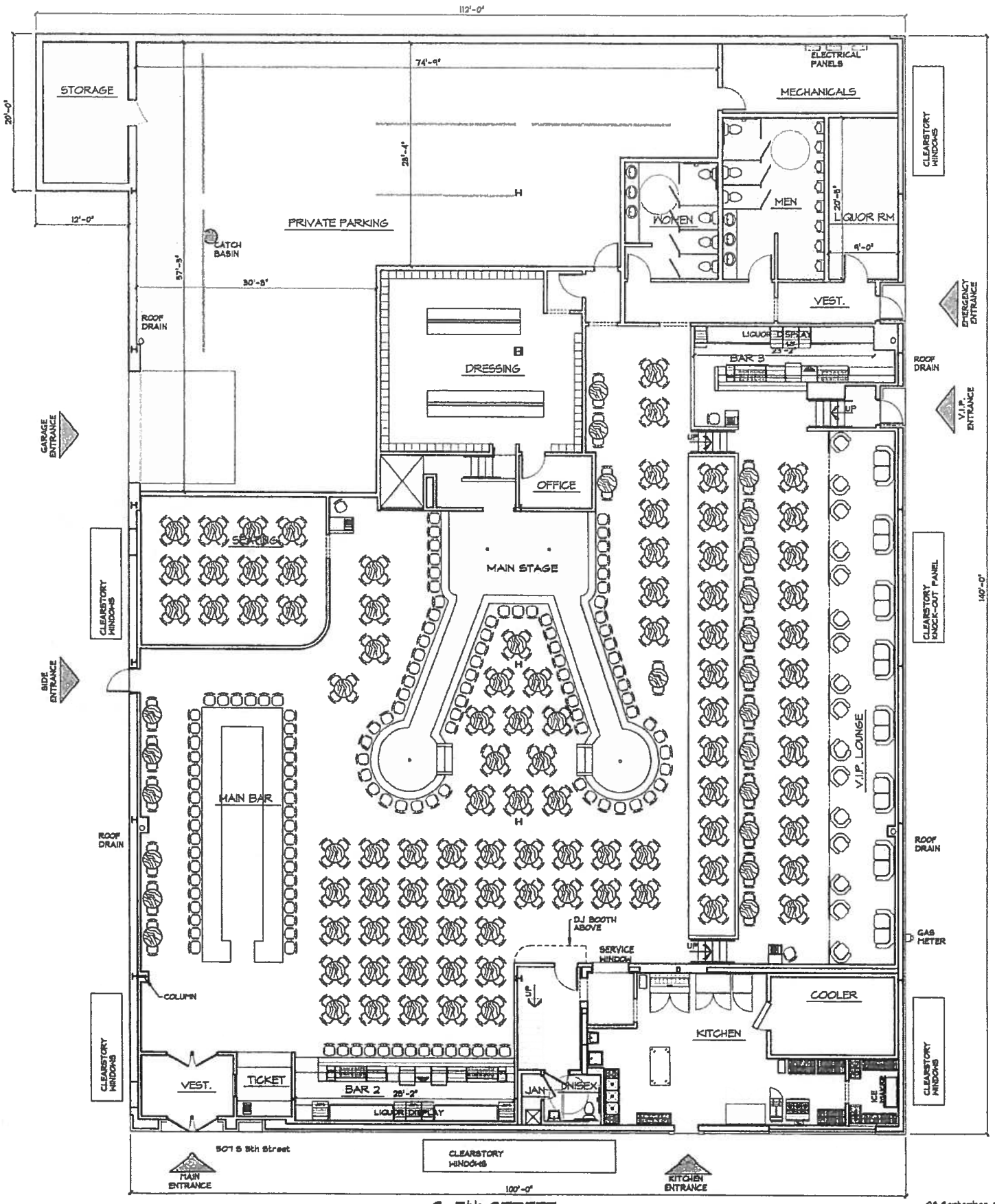
ALL NEW APPLICANTS – PLEASE READ AND INITIAL EACH ITEM CONFIRMING YOUR UNDERSTANDING:

1. JF I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
2. JF I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
3. JF I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
4. JF I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may be scheduled for a hearing before the License Committee of the Common Council.
5. JF I understand that I must pay and the License Division must have proof of payment for the associated permit fees before my permit may be issued.
6. JF I understand that all of the above must be complete before my permit is eligible to be issued.
7. JF I understand that the license/permit for which I am applying must be issued and posted in my business premises prior to opening for business.

I, Jon Ferran, will not operate my food business, until the permit has been issued and posted in the establishment.

Signature of Applicant: _____

Date: 9-17-14



S. 5th STREET

MAIN FLOOR



08 September, 2014

W. VIRGINIA STREET

35

Burgers

All burgers served on your choice of roll:
kaiser, pretzel or ciabatta bun.
And a choice of side: homemade chips or sour cream & chive fries.

Kobe Beef Burger \$14.25

1/2 lb. Kobe Beef burger topped with mixed greens & your choice of cheese served with a side of parmesan peppercorn mayo.

* Kobe Beef burger will not be served above a med temperature.

Hamburger \$9.25

1/2 lb. Black Angus beef cooked to perfection.

Cheeseburger \$9.75

1/2 lb. Black Angus beef smothered in your choice of cheese.

Mushroom and Swiss Burger \$10.50

1/2 lb. Black Angus beef topped with sautéed mushrooms and smothered in Swiss Cheese.

Patty Melt \$10.25

1/2 lb. Black Angus beef topped with sautéed onions and your choice of cheese served between grilled rye bread.

Bacon Cheeseburger \$10.50

1/2 lb. Black Angus beef smothered with your choice of cheese & topped with a hearty amount of fresh bacon strips.

Black & Bleu Burger \$10.50

1/2 lb. Black Angus beef dredged in Cajun seasonings, topped with crumbled blue cheese & pepper jack cheese.

Cordon Bleu Burger \$10.50

1/2 lb. Black Angus beef topped with a serving of grilled ham & smothered in Swiss cheese.

Heart Stopper \$14.50

1 lb. Black Angus beef covered with sautéed mushrooms, onions, grilled bacon & smothered in Swiss, American, mozzarella, cheddar & pepper jack cheeses.

Chili Burger \$10.50

1/2 lb. Black Angus beef topped with our homemade chili & smothered with cheddar cheese.

Southwest Burger \$10.50

1/2 lb. Black Angus burger topped with onion shreds, crisp bacon, cheddar cheese & bbq.

Veggie Burger \$10.50

A vegan burger with all natural ingredients including mushrooms, onions, carrots, water chestnuts, chives, red & yellow bell peppers, cooked brown rice, rolled oats & bulgur wheat.
Served on an all natural vegan bun.

Sandwiches

All sandwiches served on your choice of roll:
kaiser, pretzel or ciabatta bun.
And a choice of side: homemade chips or sour cream & chive fries.

Buffalo Chicken Sandwich \$10.50

A deep fried, breaded chicken breast tossed in buffalo sauce & topped with mixed greens, tomato, bacon & pepper jack cheese.

Grilled Chicken Sandwich \$10.50

Our marinated chicken breast grilled with your choice of plain, spicy, smothered with your choice of cheese & mixed greens.

Cajun or Caribbean Jerk Chicken Sandwich \$10.50

Freshly cooked chicken seasoned to your liking served with your choice of cheese & mixed greens.

Crispy Chicken Sandwich \$10.50

Crispy chicken breast deep fried, topped with your choice of cheese, with mixed greens.

Tuna Melt \$9.00

Our signature tuna salad served on your choice of bread, topped with your choice of one of our fine cheeses.

All American Grilled Cheese \$8.75

Your choice of bread topped with cheddar, American, Swiss, mozzarella & pepper jack cheese. Served with tomatoes & bacon.

French Dip Sandwich \$10.50

Our shaved and marinated roast beef served on a freshly baked French bread.
Served with a side of au jus.

Italian Beef Sandwich \$12.00

Our shaved & marinated roast beef with melted mozzarella cheese over sautéed mushrooms, onions, peppers & hot marinara sauce.
Served on a freshly baked French bread.

Strip Club Sandwich \$10.50

Our very own club with turkey, ham & roast beef with crisp lettuce, fresh tomatoes, thick bacon & mayo.

Rueben Sandwich \$10.50

Freshly cooked corned beef served on rye bread with sauerkraut, thousand island dressing & melted Swiss cheese.

Chicken Parmesan Sandwich \$10.50

Grilled chicken breast covered with sautéed peppers, mushrooms, onions, covered in marinara sauce & mozzarella cheese.

Tenderloin Steak Sandwich \$11.50

8 oz. tenderloin steak grilled to your satisfaction topped with your choice of cheese.

Italian Sausage Sandwich \$10.50

Italian sausage grilled to perfection topped with sautéed onions, mushrooms, peppers, covered in marinara sauce & mozzarella cheese.

Wraps

All wraps served in your choice of wrap: original flour or garlic pesto.
And a choice of side: homemade chips or sour cream & chive fries.

Buffalo Chicken Wrap \$10.50

A deep fried, breaded chicken breast tossed in buffalo sauce & topped with mixed greens, tomato, bacon & pepper jack cheese.

Grilled Chicken Wrap \$10.50

Our marinated chicken breast grilled with your choice of plain, spicy, Cajun or Caribbean jerk, smothered with your choice of cheese & mixed greens.

Crispy Chicken Wrap \$10.50

Crispy chicken breast deep fried, topped with your choice of cheese, with mixed greens.

Chicken Parmesan Wrap \$10.50

Grilled chicken breast covered with sautéed peppers, mushrooms, onions, covered in marinara sauce & mozzarella cheese.

Cajun Chicken Wrap \$10.50

Cajun seasoned chicken breast, provolone cheese, mixed spring greens, tomato & chipotle ranch.

Chicken Caesar Wrap \$9.25

Freshly grilled chicken breast diced & tossed in romaine lettuce, shredded parmesan cheese & Caesar salad dressing.

Strip Club Wrap \$10.50

Our very own club with turkey, ham & roast beef with crisp lettuce, fresh tomatoes, thick bacon & mayo in your choice of tortilla wrap.

Italian Beef Wrap \$12.00

Our shaved & marinated roast beef with melted mozzarella cheese over sautéed mushrooms, onions, peppers & hot marinara sauce.

Rueben Wrap \$10.50

Freshly cooked corned beef served with sauerkraut, thousand island dressing & melted Swiss cheese.

Tenderloin Steak Wrap \$11.50

8 oz. tenderloin steak grilled to your satisfaction topped with your choice of cheese wrapped in your choice of tortilla with fresh mixed greens & tomatoes.

Steak

Rib Eye Steak \$35.00

Fresh USDA Choice Rib Eye Steak cooked to your liking with sautéed garlic mushrooms and caramelized onions. Choice of side: homemade chips or sour cream & chive fries.

Fish Fry \$13.00 - Fridays only

Our signature Southern Style dusted fresh Icelandic cod, served with our homemade tartar sauce, coleslaw & buttered rye bread. Fish fry dinner comes with choice of a side: homemade chips, sour cream & chive fries, or baked potato.

Pizzas

All Pizzas are 12" in size.

Cheese \$11.50

Cheese and Sausage \$11.50

Cheese and Pepperoni \$11.50

Cheese, Sausage, Mushroom, Onion and Green Pepper \$13.50

Bacon Cheeseburger \$13.50 Two kinds of cheese, real bacon and seasoned ground beef.

The Porker \$13.50 Italian sausage, ham, bacon, two kinds of cheese on a high rising crust.

Pound-A-Round Challenge

Showtime Submission Burger \$30.00

Take a Shot at The Title!

You have five 5 minute rounds to go toe-to-toe with 5 lbs of the biggest and best burger in town.

It comes with 12 slices of 6 different cheeses, sautéed mushrooms, sautéed onions and 10 perfectly cooked slices of bacon. All on an asiago focaccia bun.

If you beat the burger you will have your picture taken with the WEC Championship belt and be put on the Showtime Wall of Fame as well as featured on the website. You will also be invited to our monthly 'King of the Cage' VIP party with Anthony 'Showtime' Pettis and other UFC stars. And of course - the burger is on us!

Rules:

1. You have 5 five minute rounds to finish everything on your plate. The clock starts when you take your first bite.
2. You cannot leave the table once the challenge begins.
3. No sharing.
4. If you tap out, leave the table, or the final bell sounds before you are done - you lose!

Will you TKO the Showtime Submission Burger or will you Tap Out?

* Please be advised: consuming raw or undercooked meats may increase your risk of food-borne illnesses *

December 9, 2014

City Clerk - License Division
City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

City Clerk,

Please attach the enclosed Operations Manual as an addendum to the business plan that was submitted with the application of MKE Downtown Ventures, LLC DBA Silk Exotic Gentlemen's Club for licenses at 505 5th Street.

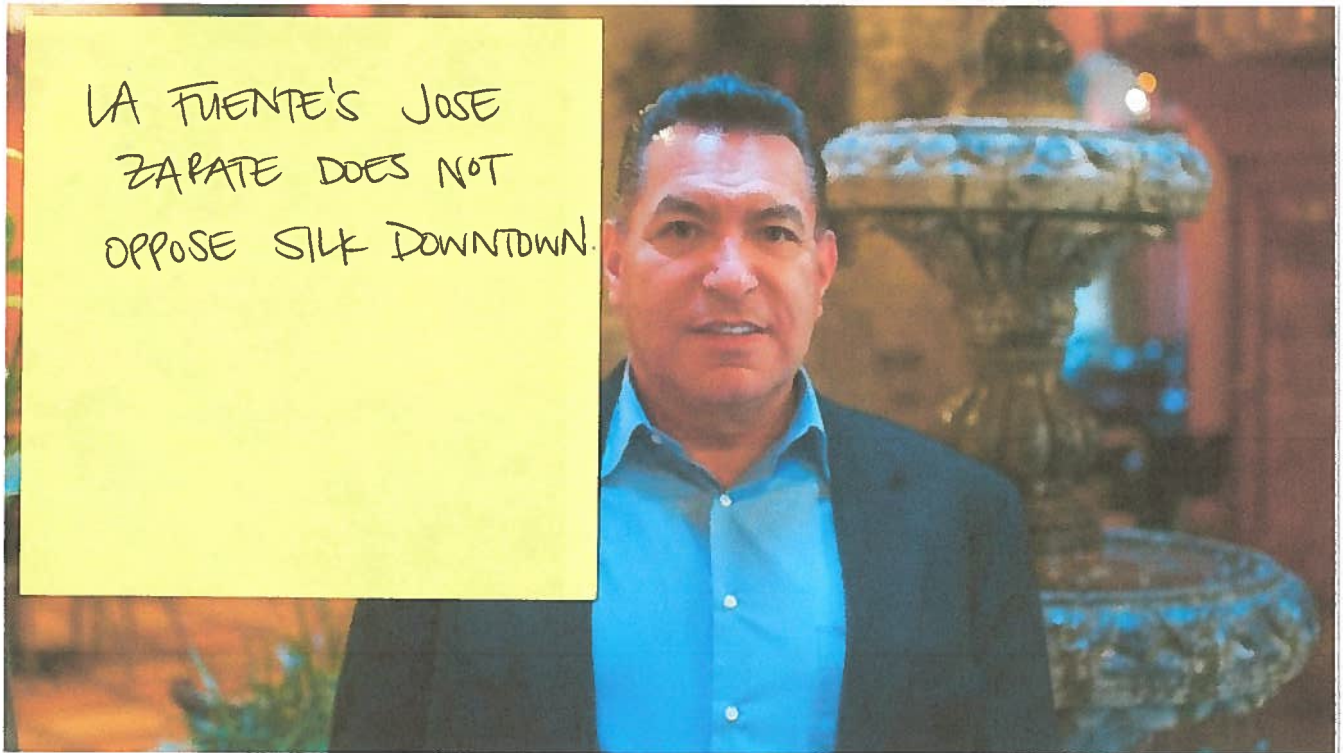
Regards,

A handwritten signature in black ink, appearing to read 'Jon Ferraro', with a long horizontal flourish extending to the right.

Jon Ferraro

President

Silk Exotic Gentlemen's Clubs



Jose Zarate owns and operates three La Fuentes.

Milwaukee Talks: La Fuente's Jose Zarate

by **Molly Snyder**

Published Nov. 11, 2014 at 11:02 a.m.

For Jose Zarate, restaurant ownership has been a series of ups and downs. The once-packed Walker's Point La Fuente has struggled over the past five years and is no longer a hotbed of nightlife for both urban and suburban dwellers.

Whether or not La Fuente will spring back to what it once was is unknown, but Zarate is not giving up. He continues to work hard – and the addition of La Fuente restaurants in Wauwatosa and Waukesha, as well as an evolving 5th Street in Walker's Point – have him feeling more optimistic about the future.

Recently, he sat down with OnMilwaukee.com and spoke about his background, his family and his eateries.

OnMilwaukee.com: Where were you born and when did you come to the United States?

Jose Zarate: I was born in Mexico, three hours south of the Texas border, and raised in Mexico City. At 18, I moved to the United States for a better life, for work and for more opportunities. I lived in California, Houston, Chicago and finally, Milwaukee.

I came to Milwaukee to work in the tanneries in 1976. I worked at Gebhardt and later at Pfister and Vogel. I also worked in the foundries – Aluminum Casting in Bay View and another on the North Side.

OMC: So how did you transition into the restaurant business?

JZ: I bought this building (625 S. 5th St.) in 1983. I got a pretty good deal and I was going to UWM at the time and I needed money to pay for school. So I lived upstairs with my parents and rented this space (where La Fuente is today).

It was a bar first and then the owners of Acapulco restaurant had a lounge in here for about a year. In about 1986, Rudy (Barrago) from Rudy's Mexican Restaurant moved in. He was located on 6th Street right behind us and he came over and asked if I would lease this place to him, and I did. In 1990, Rudy bought the building next door, remodeled it and moved Rudy's there. So I ended up with an empty building.

I talked to Conejito (Jose Garza, owner of Conejito's restaurant who passed away in 2011) and a couple other people, but no one was interested and so I ended up running it, opening La Fuente out of necessity. I could not afford to have an empty building so I said, "Let's see what happens." And here we are today.



OMC: What were the early days of La Fuente like?

JZ: It was a struggle. It was not a success right away. I kept my day job for a year and a half. We wouldn't break even many days. I'd get out of work, go home, shower and come here trying to hustle customers to come in. I stood outside, Mexican style, with my menu trying to get Rudy's customers to come inside and try our food. I'd say, "Look, try it. If you don't like it, you don't have to pay."

Rudy was very busy, and his customers parked in the lot next to La Fuente (now La Fuente's northern-most dining room and patio), but we were empty. They would see me and cross the street so they did not have to walk past me on their way to Rudy's. It was really hard.

We were in our last days of business. My money was running out, my savings dried up, I didn't finish college, I felt like I needed to do something. And then, they just started coming. At first, they just came for our food, but not our drinks. They liked Rudy's drinks better. We were not real busy, but people continued to come over here and eat and then one day, that changed, too.

OMC: For a long time, the restaurant was just one room. When and why did you expand?

JZ: Yes, at first it was just the middle room. We only had 20 tables. But we were very successful for a while, we were packed. People would wait for hours. People liked it – they would come and wait outside. To me it was strange. But it was a good strange.

However, we outgrew the space. We were over capacity some nights. I needed an emergency exit. And so, even though I did not want to expand – I was afraid to spend the money – but I had to so we could raise our capacity. I bought the parking lot next door and built that room (to the north of the original space) in 1995. And we were still packed.

Around 1998, Rudy's closed. I bought the place and expanded again (to the south.) That was a major effort. We added the second floor. The original Rudy's bar is still in the space.

OMC: Do you use the second floor space anymore?

JZ: At one time it was open every weekend, but now we use it for special events and functions. Things are not what they used to be.

OMC: Where were your customers coming from?

JZ: They were mostly suburbanites. There were a lot of people from around here, too, but so many from the suburbs.

OMC: What attracted them here?

JZ: I really don't know.

OMC: When did business start to slow down any why? Was it the competition of other Mexican restaurants?

JZ: In 2007 or 2008. I don't think it was competition. I think restaurants in general suffered during those years. A lot of customers got older and they left. And also there are a lot more restaurants, not just Mexican restaurants, all over the place.

OMC: Are you optimistic about the future of 5th Street?

JZ: I am. The street is changing. Brenner Brewing is bringing something new to the street. I'm a Miller guy, but I really love his beers.

OMC: When did you open the other two locations?

JZ: I opened the Tosa La Fuente in October of 2010 when I realized the first La Fuente was going to take a long time to turn around.

OMC: Did you think about closing the first location at the time?

JZ: No, this is my baby. It's like when you have a favorite car, even if it's all beat up, it's been faithful to you. It got you where you needed to go. And even when you get a new car, you can't get rid of the old car because it was so good to you. We've put a lot of effort into this place. We learned so much from this place.

OMC: When did you open the Waukesha location?

JZ: In May of 2012.

OMC: All of the food is made here and brought to the other locations, right?

JZ: Yes. People say they think the food's better in Tosa or in Waukesha than it is here, but the truth is, it all comes from here.

OMC: Think you'll open any more restaurants?

JZ: I don't know. I thought I was tired before, but who knows.

OMC: You own the building across the street from the Walker's Point La Fuente, too?

JZ: Yes. I did a lot of work on that building. It was Hemingway's and now Kana. I also own the old Casa Monreal on 1st Street. I set up a business there, a higher-end Mexican restaurant called Santos, but that didn't work out. It was open for a year. I don't know why, but it just didn't work out.

OMC: Were you friends with Rudy? Were you competitive? What about other Mexican restaurant owners in the neighborhood?

JZ: I always got along with Rudy. He was a little older than me. JoAnn (Anton, from La Perla) and I work together well and the owner of Botanas is related to me. His wife is my daughter's aunt. It's an incestuous relationship over here. (Laughing.)

Conejito (Garza) was always good to me. And Frank (Monreal) was, too. Through the years, they came in here a lot. Frank came in here once and told me, "I would like you to buy my restaurants." That was the end of it.

Then he passed away and a year later, his widow called me, and she said, "Jose, Frank told me to sell the place on 1st Street to you." I ended up buying it because Frank had put a lot of effort in that place and I thought I should buy it. Nobody else cared about that place and so, I did. In 2010, she called me up again. She said she didn't want to run El Matador anymore, and since Frank had told her to sell his businesses to me, she wanted to sell it to me. I ended up buying that place, too. (It is now the Tosa La Fuente.) That's how it works.

OMC: Do you do any of the cooking?

JZ: No, I'm a foundry man. But I have washed a lot of dishes and bussed a lot of tables here.

OMC: Are you married? Have kids?

JZ: Yes, I am married. I have a 28-year-old daughter and 12- and 3-year-old boys. We live in Mequon.

OMC: What do you like to do when you're not working?

JZ: The only time I am not working is when I'm in Cuba. My wife is Cuban and we go to visit her family once a year for a month. We used to go twice a year, but now the kids are busy with school. We rent a car and go all over. It's fun. There is so much culture there. But if I'm here, I have to work.

OMC: I hear you play the guitar?

JZ: I sing better than I play guitar. Can we move on? I don't like to talk about myself. I feel uncomfortable.

OMC: How do you feel about Silk (strip club) opening in the neighborhood?

JZ: I have no problems with it. I think it's a good business.

OMC: How has the La Fuente menu changed over the years?

JZ: We've added new things – new appetizers – but the most popular items remain the same: the chimichangas, burritos, enchiladas and our shrimp soup. My favorite is the chili rellenos and the No. 13, the steak tacos.

OMC: Are frozen margaritas as popular as they were or are people moving toward craft cocktail type drinks?

JZ: The frozen margaritas are still popular here. Especially the rainbow ones. But we still win awards for our classic margaritas, too.



OMC: Where does the name La Fuente come from?

JZ: To me "la fuente" (which is "fountain" in Spanish) means something that springs forward and to me, that means it's the source of a lot of things. So, in my case, that means a source to take care of my family, a source of employment, a source of entertainment. I told Milwaukee Magazine once it was because there was a restaurant in Mexico City called La Fuente, but that's not why. (Laughs.)

OMC: What have you learned over the years operating so many businesses?

JZ: I have opened up some successful restaurants, and some that have failed. And when you fail, you want to go home and crawl under a rock. That happens to everyone, I guess. But when it works out, it's fun. It's very fulfilling. The loyalty and hard work of my family has helped me so much. Some have been with me since the beginning. These are real family restaurants.

Web address: <http://onmilwaukee.com/articles/lafontjosezarate.html>

SILK EXOTIC GENTLEMEN'S CLUB

OPERATIONS and EMPLOYEE MANUAL

Table of Contents

Security/Floorhost	pg 3
Indicators to Watch for Regarding Human Trafficking	pg 6
Entertainment Director	pg 8
Cashier	pg 14
Bartenders	pg 31
Waitstaff	pg 38

Security/Floorhost

- **General Responsibilities**

You are responsible for the safety of the customers, the entertainers, and the staff.

Homeland Security has provided us with a checklist of tell-tale symptoms of trafficking. That checklist is attached – make you sure you know all the signs to watch for, and keep your eyes and ears open!

If you see any signs that one of the “customers” is actually a pimp, keeping an eye on a dancer, let Jon, Craig or Perry know. They will contact the police. Do not try to apprehend the pimp yourself – police will have their own ideas on how they want to handle the situation, but do be vigilant and be able to articulate to the police the reasons for your concerns. Also note the time, so that you can pinpoint the person on security tapes in the event that he leaves before police arrive.

It is important for you to get to know the dancers while always walking the fine line that separates work relationships from dating. You should be kind, patient, and quick to understand that these women have very demanding jobs. It is important to keep the dancers feeling as safe and comfortable as we can make them. It is important to reiterate here that dating or sleeping with the entertainers will result in automatic termination regardless of the situation. Bottom line: Be their friend and protector, but don't be their boyfriend.

Keep your eyes open for any person or situation that might be threatening to a dancer. Head off potential problems BEFORE trouble starts by being alert to those potential problems. Keep an eye on customers who seem to be drinking too much or becoming belligerent.

Always be aware of the customers' behavior in relation to the dancers. If you see any inappropriate behavior, it is your job to politely let the customer know he is in violation of the club's rules. If the behavior persists, handle the situation as calmly as possible, but definitely eject that customer.

- **Specific Rules**

- The time that you are scheduled is the time we expect you here, ready to work.
- Opening floormen are allotted time to eat, but you need to do so before 8:00 pm.
- No more than one of you off the floor at a time. If everyone orders food at the same time, take shifts eating.
- Each floorhost has a job to do and that is the area you are responsible for. If you need to leave your post for any reason, alert someone so they may cover you.
- Ties & coats on as soon as you start your shift. Only exception is opening floorhosts don't need to be ready until 4:00pm.
- No sitting down on the job. As soon as you punch in, you are working & sitting at the bar isn't in your job description.
- No cell phone use. Only exceptions are for a floorhost checking the time for champagne rooms or showers.
- When working the door, you should have the metal detector in your hands at all times.
- State issued driver's license/id cards only. If someone has something other than that, radio for management. Only management can accept another form of identification.
- Floormen at front door should be opening doors & greeting customers as they come in & saying goodbye when they leave.
- VIP flyers handed out to every customer when they are leaving. ***each floorman should have flyers in his pocket***
- No drinks are allowed to leave the building (Voss water is the only exception).
- VIP host should always be in the vicinity of the VIP desk, even when no rooms are going & there's no one in VIP.

- When watching a room, be watching. Not playing games. Not looking around. Not talking to someone. Watch the monitors - that's why they are there.
- Only management can authorize discounts. Don't ever assume we will go along with a discount you offer, unless you want to pay the difference.
- Couch attendant should always stay near the couch desk.
- Same rules apply as they do in VIP, watch your monitors.
- Floorhost working inside-door needs to check everyone who comes in the door to verify they have a receipt from the cashier.
- Inside-door floorhost is also responsible for shower shows. If you have a shower show, radio someone to come cover your area while you will be back by the shower.
- Inside-door host should also be watching stage/floor.
- When waitresses fall behind, all available floormen should be helping to keep the club neat & orderly. Pushing in chairs, picking up empty glasses/bottles, making sure napkins are under drinks.
- At the end of each night, all floormen should be involved in the night end duties, which include: walking parking lot to make sure customers are gone & to pick up any debris or garbage in parking lot, and then to walk entertainers to their vehicles. Tips will not be distributed until all end of night duties are complete.
- The 'smoking ban' has been lifted on a probationary basis. If everyone is unable to handle this as adults, the ban will be back in place. ***couch attendant should take his cigarette breaks out back through the couch room door, but must first alert another floorman to watch his area. VIP attendant should be using smoking lounge, but again must let someone know when he is leaving his post. Door attendants should be smoking in the vicinity of the front door, but not in front of customers. If customers arrive, simply put your cigarette in the ashtray until they have been helped. ***
- After 8pm only one floorman smoking at a time. This is why it is important to communicate with one another.

INDICATORS TO WATCH FOR REGARDING HUMAN TRAFFICKING (also known as SEX TRAFFICKING)

A representative of the club met with Homeland Security Special Agent Elizabeth Hanson to discuss human trafficking and what could be done at Silk, or any adult club, to be proactive in preventing it. Special Agent Hanson explained that the victims of human trafficking are often, but not always, immigrants. They are held captive by a number of means, such as keeping their passports, physical intimidation, and sometimes brutality, psychological dependence. They are, in a very real sense, slaves, in that they have no freedom of movement, and they work and turn their money over to the guy who is running the operation. You could call that guy a pimp, but he is so much more than a garden variety pimp that it doesn't convey how evil he is.

Several indicators can warn you if a dancer is potentially a victim:

- **She may not have a clear idea of her address.**
- **She may lack self-confidence, or be timid, fearful.**
- **She may be hungry all the time or on the verge of exhaustion.**
- **She may seem disconnected from friends, family, reality**

However, according to Special Agent Hanson, **the primary indicator is the presence of a man who dominates her.** Once she is "trained," he may let her work on her own and just pick her up when she is done, but **while he is "breaking her in," he will watch her like a hawk to make sure she does not run away,**

does not form friends, and does not call anyone for help. So, he will act the part of a boyfriend, maybe sit at the bar, or maybe sit in the car in parking lot – he will try to stay out of sight of the security cameras.

Keep an eye on the parking lot. A pimp will wait in dark corners, trying to avoid security cameras. He will pick “his” dancer up, – there may be other women in the car – and the first thing she will do is hand over all the money she has made. She will probably proposition customers, because her super-pimp is not going to be satisfied with the money she is making as a dancer – he will be encouraging her toward prostitution.

Special Agent Hanson said that if you see these indicators and think trafficking may be going on, **do not attempt to restrain the man or tell the woman that you know because you could jeopardize her safety.** Let Jon or Craig or Perry know your suspicions immediately, and they will contact the police and/or Homeland Security.

Entertainment Director

Here at Silk Exotic, we pride ourselves on being a world class operation in the way we take care of not only our customers, but our employees & entertainers as well. A huge part of what makes our entertainers see this as the best place for them to perform relates to the work of our Entertainment Director.

-It is important that the Entertainment Director is on time for each scheduled shift.

-Dress professionally (business casual attire is acceptable).

-The job of an Entertainment Director requires patience, and a positive attitude. You are someone who works behind the scenes, but you have one of the most important positions of our daily operation.

-Excellent phone skills are a very helpful part of this position. Phone calls will need to be made to entertainers scheduled for daily shifts. You will also be responsible for calling back prospective auditions to set up a time for them to come in.

-When contacting prospective auditions, it is very important that they know that two separate forms of valid identification will be required. If they are unable to provide two forms, we cannot even allow them to audition.

-Data entry will be a daily job task.

-Contracts must be completed for all entertainers. Once they have gone through the audition process, and a formal offer is made for them to become an independent contractor with Silk, contracts must be filled out in their entirety.

-Silk has a policy of allowing no street drugs or drug use on the premises. We are not asking you to be a cop, but keep your eyes open and if you encounter any drug use, alert the management immediately.

Safety of the Entertainers Is Your Number One Priority

Silk takes very seriously the problems of human trafficking, and you are the entertainers' first line of defense. You are the person designated to take complaints and concerns from the dancer if a client, pimp, or employee is harassing them, or if she feels threatened.

You will host weekly team meetings where the entertainers can discuss any issues or concerns that they might have.

You are also responsible to train dancers who have been booked for the first time in how to protect themselves. This training should include a discussion of sex trafficking and how to avoid it, resources at the club in case they feel threatened and information about aspects of self-protection (such as where they can take self-defense classes or how they can get a carry and concealed weapon permit).

Each dancer should be reminded that there are cameras on them at all times when they are in the club for their protection, and that security staff will walk them to their vehicles after they have finished performing.

Homeland Security has provided us with a checklist of tell-tale symptoms of trafficking. That checklist is attached – make you sure you know all the signs to watch for and keep your eyes and ears open!

- **Other Job Specifics**

In addition to the specific listed above, your job also requires you to do the following on a daily basis:

- Maintain adequate number of entertainers for all prospective sets
- Work hand in hand with DJ to make sure all entertainers are checked in and are in stage rotation,
- Check to ensure that all entertainers' outfits conform to legal standards, making sure each outfits reveals nothing below the waist,

-Monitor alcohol consumption of the entertainers to insure no one is heavily intoxicated. (This is for their safety as well as to maintain our upscale atmosphere),

-Keep order in dressing room (i.e., the cleanliness of the room as well as dancer morale and if needed, handling any disputes or disagreements between entertainers),

-Coordinate with Floor Host at the couch and VIP areas so dancers can be moved in stage rotation based on their current availability,

-Collect lease fees from all entertainers before they exit the building and coordinate with security and front door personnel if dancers are leaving before close (which should be a rare occurrence and only for a very good reason),

-Count out boutique drawer and balance against current days sales,

-Balance final lease fees collected against entertainer sheet.

- **In a Nutshell**

We hope that you will serve as a role model and a resource for the entertainers – you will be the person in the club to help them with an array of issues. How they are treated by Entertainment Director is how many of them will perceive the club as a whole. You are the person on the staff they will have the most contact with. It is important for you to maintain a positive attitude with them and establish a rapport with the entertainers so they will trust you to provide them with a safe and comfortable environment in which to entertain. Bring any concerns about the safety of an entertainer to the attention of Craig or Jon immediately.

INDICATORS TO WATCH FOR REGARDING HUMAN TRAFFICKING (also known as SEX TRAFFICKING)

A representative of the club met with Homeland Security Special Agent Elizabeth Hanson to discuss human trafficking and what could be done at Silk, or any adult club, to be proactive in preventing it. Special Agent Hanson explained that the victims of human trafficking are often, but not always, immigrants. They are held captive by a number of means, such as keeping their passports, physical intimidation, and sometimes brutality, psychological dependence. They are, in a very real sense, slaves, in that they have no freedom of movement, and they work and turn their money over to the guy who is running the operation. You could call that guy a pimp, but he is so much more than a garden variety pimp that it doesn't convey how evil he is.

Several indicators can warn you if a dancer is potentially a victim:

- **She may not have a clear idea of her address.**
- **She may lack self-confidence, or be timid, fearful.**
- **She may be hungry all the time or on the verge of exhaustion.**
- **She may seem disconnected from friends, family, reality**

However, according to Special Agent Hanson, **the primary indicator is the presence of a man who dominates her.** Once she is "trained," he may let her work on her own and just pick her up when she is done, but **while he is "breaking her in," he will watch her like a hawk to make sure she does not run away,**

does not form friends, and does not call anyone for help. So, he will act the part of a boyfriend, maybe sit at the bar, or maybe sit in the car in parking lot – he will try to stay out of sight of the security cameras.

Keep an eye on the parking lot. A pimp will wait in dark corners, trying to avoid security cameras. He will pick “his” dancer up, – there may be other women in the car – and the first thing she will do is hand over all the money she has made. She will probably proposition customers, because her super-pimp is not going to be satisfied with the money she is making as a dancer – he will be encouraging her toward prostitution.

Special Agent Hanson said that if you see these indicators and think trafficking may be going on, **do not attempt to restrain the man or tell the woman that you know because you could jeopardize her safety.** Let Jon or Craig or Perry know your suspicions immediately, and they will contact the police and/or Homeland Security

Cashier

Cashier Dress Code

Remember one of the first impressions customers will have of this club is seeing you, so dress to impress! Always “wear” a good attitude and a smile as well!!

- no jeans
- no sweat pants/pajamas
- boots are acceptable, as well as flats.
- no flip-flops!
- can wear opened toed shoes, ONLY as long as they look professional/clean
- keep make-up clean, nothing excessive, same goes for jewelry.

Rules

- ID every single person if there is not security at the door. Day shifts you are responsible for carding everyone. Must be 21 years to enter. Exception: 18-20 year old is accompanied with parent and shares same address/same last name on ID.
- People will sometimes pressure you into giving them a deal on cover if they have a large group, or getting them in for free. Don't. Tell the customer it is the owner's rules and that you are just doing your job. If it gets to a point where they won't listen to you, grab the manager on duty, or a floor host and let them know the situation.
- Never let people walk past you unless you know who they are. Don't be afraid to speak up. Certain regulars might not be happy that they have to stop and tell you who they are. Just nicely tell them you are only doing your job! Again, any issues, just call for a floor host.
- When ringing in admissions, try to eliminate wasting receipt paper.

Example: if you notice a group of people has a bunch of passes, collect them all until their whole group is in the club, and then ring them all in at once. However, if people are paying separately in large groups, ring them in separately, not together. It will cause confusion if you ring in them all in at once if everyone is paying separately.

- Make sure to give some change in singles. 10 singles is a good start. It ups your chance to get a tip as well! ****Remember: never ask for a tip****
- When you need singles for your drawer, estimate about how many you think you will need. Ask a floor host to go to the bar for you and get some, or go yourself. Make sure that someone is at the door before you walk away! (The amount of singles all depends on the day of the week/the current time. Example: You're obviously not going to need \$500 singles at 1:15am on a Monday night.)
- No beverages may be carried out of the front door! Encourage people to use the patio; they can take their drinks out there! Customers can't bring in their own drinks/food either.
- If people are about to walk out the front door, and you can see they are going out to have a cigarette, tell them about the patio!
- Customers are not allowed to bring in bags. They can check them up at the front with you, however. Always ask to see what's in it. If they refuse, call security.
- Coat check is free. Make sure to give them a green ticket number!! We also take hats and other random items. It's a good way to make extra tips, but **do not** ask for them.
- You have to be 21 years of age to enter. However if someone underage comes in with their parent/s, and they share the same last name and same address, the under aged customer may come in with their parent/s. **Always notify a manager and or security that you are doing so!!!!!!**

Let them know we have to hold on to both of their ID's, and they will get them back when they **both** leave. The under-aged customer may not stay if the parent/s leave.

- If a customer seems extremely intoxicated and wanting to come into our club, call a security to the front and let them know the situation.
- Never ask for tips anywhere in the club! At the door, upstairs, or at the counter. Mentioning that there's a tip line ("I need you to fill out tip, total, and signature") and how it gets split is okay, but don't ever tell a customer that he should leave a tip.
- Always hand out singles when asked, even if someone keeps coming back for them and doesn't tip you.
- If you don't know about something, ask someone! Never make a decision based on assumption!
- You are not allowed to come in on your days off and hang out with customers. The entertainers pay to be here and make their money from customers; you sitting with a customer is viewed as "taking away from their money."
- People do not get in free on their birthday.
- We do NOT give refunds to people who want their money back when they have been in the club for a long period of time.

Certain exceptions are acceptable such as:

- If someone pays, then someone in their group is not going to be allowed in due to dress code, so they all wish to leave.
 - If someone pays, walks in, and turns right around and changes their mind on coming in all together. (They were never let out of your sight.)
- Women pay admission too!

- If a customer wants to leave and come back later, give them a receipt, or you can just put their name on the list. However, if a customer appears to be leaving with a dancer, this is against rules as it may be a problem for the dancer's safety, so notify security immediately.

Start of Day Shift Duties

- Get both of your drawers from the opening manager. Count both drawers to check that they are correct.
 - front door bank will be **\$600.00**
 - cashier will be **\$1000.00**
- turn on the merchandise light, located in the display case, top left above the light bulb.
- plug in the sign that lights up our monthly feature/specials, located in the entry hallway, by the picture display
- turn on the lamp, located by front door behind the cashier monitor
- if the hallway lights/your lights won't turn on, go in the coat room and press the button top left. It's a labeled sticker with a star, and the description is taped to the wall
- Turn on computers; button is located behind the screens/bottom left.
- Turn on the laminator machine. Have it heated up so customers don't have to wait for their VIP cards to be laminated
- Make sure area is clean. Take dirty dishes left behind into the kitchen, cups to the bar. Straighten up fliers. Wipe down merchandise display glass if it's dirty. Same thing for the front doors
- As dancers arrive, write down their names and the time they walk by you. Some of them will stop and tell you their name, some won't. It is usually pretty obvious when a dancer comes in (95% of the time, she will be carrying a bag). If you do not recognize a dancer, ask her what her name is.

If she happens to walk right by you, call back to the entertainment management office and ask what the dancer's name is and put it on the list.

- Mail will sometimes be on the counter by the front door. Take that into the kitchen and put in the proper place
- Packages will come on certain days, make sure the cashier manager is aware. Text or call them to let them know. The owners will sometimes call and ask the cashier manager if a certain package has arrived. This is very important. Do this with every single package.
- As the day goes on your duties entail...
 - answering phones
 - asking for IDs/taking admission
 - checking in dancers
 - making sure customers are with in dress code
 - running funny money/filling out the gold dollars sheet
 - holding credit card/IDs for waitresses with credit card tabs
 - coat check
 - taking messages for night shift employees/night shift managers. If it seems real urgent, call-text the cashier manager and tell them the situation. If it's a dancer calling, call back to the house parents office and let them know
 - sometimes a manager on duty/owner will ask you to do something specific for them as well during the day
 - Exchanging singles for the dancers. Even if they do not tip you, you are required to exchange their singles! If at any time you need bigger bills to exchange for the dancers' singles, ask a manager on duty to bring you more money for cashier.

****Whenever you have an issue/question with any customers at the door, call back to security and either ask him to assist you, or ask him to get you the manager on duty****

End of Day Shift Duties

The faster you can make the shift change, the better. With people coming in, you want to make sure you pull out your deposit correctly, and you want to make sure that the night cashier knows her drawer is starting off correctly

- Count front door down to \$600 starting bank. If possible count it out a couple minutes before 6:30 to get an idea where you're at. This will make shift change faster. Whatever cash you have in your drawer that is over \$600, that is your deposit. Have the night cashier count it as well so you both can confirm the cash in the drawer is where it should be.
 - For Example: \$935 total is in the front door drawer. Take \$935, subtract \$600 (what you start with), and \$335 is your deposit for the day. Take out the biggest bills possible for deposit. Start with \$100s and \$50s. Overall, try to leave cash in the drawer that the night cashier can make change with easily. Have a manager check that your drawer is on. They will pull the daily reading.
 - It is possible that your total cash can be less than \$600 due to payouts. If it is, on your count out sheet, mark down **ALL** of the cash you have in your drawer. **MAKE sure to let the night cashier know she is starting off negative.**
- If you ran funny money during the day, let the night cashier know. Also let her know if your bank is different than \$1,000 at cashier. Make sure you wait for her to count the drawer in front of you to see that you are on. No need to do a check out sheet for cashier going from day shift to night shift.
 - If you redeemed funny money, add the total cash in the cashier drawer, and add the amount of funny money you redeemed. This should equal your bank. If your drawer is off, let a manager know and make a note of it on your count out sheet for front door on the back of the sheet.
- If you received tips during the day on funny money transactions, write it down on the gold dollars sheet at the bottom how much is yours. Tips will

be put in an envelope at closing time that night. You can pick up the envelope the following day at anytime, or just grab it the next shift you have.

- If you took messages, let the night cashier know to deliver the message, or put a note on Jon's/Craig's desk if it is for them. If it seems urgent, let the cashier manager know.
- Clean up after yourself! Take dirty dishes to the kitchen.
- Any packages that came in, let the night cashier know where they are.

Start of Night Shift Duties

- Count front door. Starting bank is usually at \$600, if it is not, the day cashier should let you know.
- Count cashier. Usually at \$1,000. If the day cashier ran funny money, make sure it all adds up correctly. Total cash in drawer + funny money redeemed = Cashiers Bank
- As the night goes on your duties entail....
 - answering phones
 - Asking for IDs if security has stepped away for a moment/taking admission
 - Checking in dancers
 - making sure customers are within dress code if security is not around
 - running funny money/filling out the gold dollars sheet
 - holding credit card/IDs for waitresses with credit card tabs
 - taking messages for employees/ managers. If it seems really urgent, call-text the cashier manager and tell them the situation. If it's a dancer calling, call back to the house parents office and let them know
 - coat check upon customer request

- sometimes a manager on duty/owner will ask you to do something specific for them as well during the night as well
- Exchanging singles for the dancers.

End of Night Shift Duties

Closing out at night is very different than just leaving after a day shift. Often you will be handling thousands of dollars.

It is very important that you are on point and pay attention to what you are doing.

Focus. Re-count the money you distribute, check once - check twice on everything! Do not let anyone pressure you into trying to do more than one thing at a time at night. They can wait a couple extra seconds!! It will save you time if you add up your funny money totals before grand finale so you have a general idea where you are at; this will help you feel less rushed at the end of the night.

- Take out garbage at first grand finale song
- Look at your funny money totals. Let the manager on duty know how much money you will need for cashier. Remember always round up, keep in mind that you will be exchanging singles as well
- Count the front door register
 - Count out \$600 for your bank, using the biggest bills first. Put aside.
 - The money left over is your deposit. Mark how much on your deposit sheet
 - Staple credit card slips from the front door to count out sheet (to the right side of the paper)
- Make sure area is clean by front door.
- Gather all paperwork and head over to cashier. Put your counted out drawer on the ground, never leave it on the counter/never leave unattended – you are responsible for it!
- When the last grand finale song is done, wait for all the dancers to exit stage before turning the lights on. The lights you have to turn on are labeled.

- Some dancers will want to cash out singles still. Wait for most of the dancers to clear out to start counting down your drawer.
- Add up your funny money redeemed slips. Check to see if sold equals redeemed for that day. For example, sometimes you will have sold \$3,000 the whole day, but only have redeemed \$2,900. Some dancers go home with the slips; sometimes customers go home with them.
- Take a count out sheet, and add up all your cash in your drawer. Write everything down, quarters, singles, fives, tens, and so on...
- Your total cash in your drawer + the funny money you've redeemed that day (not the funny money you've sold!) SHOULD equal your total bank for your drawer. If it does not, let the closing manager know.
- Take front door drawer and cashier drawer, and go to Craig's office.
- If people handed in applications during the day, put them in the correct mailbox.
- If you have unredeemed funny money, write it down on the sheet in the office.
- You must wait for the closing manager to count both your drawers. The floor hosts and Entertainment Directors get to go before cashiers because their closing process is much quicker than cashiers.
- The closing manager will tell you if your drawers are on. You also collect your tips at this point. (Tips for day cashiers will be put in an envelope and set aside to be picked up at their next shift)
- Once everything is counted, you can go clean up your area and clock out, shift duties are done!

VIP CARDS

- if you personally sell someone on a VIP card, (meaning, they didn't ask you, you told them about it), you get a 10% commission on the card you sell!
- If a customer approaches you about it, you do not get 10% commission.
- Ask the manager on duty to grab you the VIP card that the customer wishes to purchase from downstairs.
- Make sure the issuing date is written on the card!

- Laminate the card. (Don't forget to place the card between the paper protectors! The small off-white colored square, located next to the laminates to the left of the cashier register)
- At the end of your shift, place in Jon's office so the customer can be added into the system.
- Cards are not valid for special events.

TYPES OF VIP CARDS

- **Membership gold \$100**

Card lets customer into the club for 1 year

- **Platinum membership \$150**

Card lets customer & 1 guest into the club for one year

- **VIP Gold \$200**

Card lets customer into the club and access to the VIP Lounge for one year

- **VIP PLATINUM \$250**

Card lets customer & 1 guest into the club and access to the VIP lounge for one year

- **VIP PLATINUM + lifetime \$1,000**

Card lets customer & 1 guest into the club and access to the VIP lounge for life

- **Corporate \$1,000**

Card lets customer & unlimited guests into the club and access to the VIP lounge for a period of one year

- **VIP blue + lifetime \$2500**

Card lets customer & 4 guests into the club, access to the VIP lounge, & 2-4-1 drinks for life

- **VIP BLACK + Lifetime \$5,000**

Card lets you & unlimited guests into the club, access to the VIP lounge, & 2-4-1 drinks for life

REWARDS CARDS

When issuing a VIP card, customer receives a rewards card, free of charge.

What is a rewards card? When the customer buys funny money, they may use this card to earn cash back. Rewards cards cannot be used when customer is paying cash for anything. ONLY credit/debit cards. Make sure to explain to the customer what it is, and to never lose it.

- VIP cards from the \$100 to the \$250 get the silver Rewards Card, which is 5% cash back.

Examples:

- ❖ On a \$20.00 charged lap dance, the customer would get \$1.00 cash back
 - ❖ on a \$300.00 charged champagne room, the customer would get \$15 cash back to use in the future
- VIP cards from the \$1000 to the \$5000 get the black Rewards Card, which is 10% cash back.

Examples:

- ❖ On a \$20.00 charged lap dance, the customer would get \$2.00 cash back
- ❖ on a \$300.00 charged champagne room, the customer would get \$30.00 cash back to use in the future

When customer wishes to redeem points, make sure to run a service charge as well. As if you are doing a normal funny money transaction!

If customers balance is example \$26, they can redeem...

*\$20 in funny money

*run the service charge for \$4

If customers balance is \$300, they can redeem...

*\$300 in funny money,

*then charge \$60 to customer's credit card for the service charge (you can swipe their Rewards Card on this transaction) - OR -

*\$250 in funny money

*\$50 service charge

Rewards points can't be redeemed for cash. Can't be used for drinks or food. Just towards tipping the dancers, lap dances, stage shows, shower shows, champagne rooms, shot girl dances, and table dances.

STEP BY STEP – REDEEMING POINTS

Remember to first check the balance. Otherwise it's a guessing game on how many points they have!

Get customer's ID & Rewards Card and make copy. You need to prove who the customer is just as you do when running a transaction with a credit card. Make a copy of both ID and the back of the Rewards Card.

- Staple the receipt that prints to the copy you made. If customer wants a receipt, just simply re-print one from the status button
- Log transaction on gold dollars sheet
- Where it asks for credit card # and type of card on gold sheet, just write “rewards” in both boxes

The transaction will be added to your daily totals at the end of the day. Everything goes the same as if it were a transaction with a credit card!

Funny Money

- Funny money is a service for customers to utilize when they can't use cash. For example, a lap dance can be charged on a credit card with this service.
- Funny money comes in increments of \$5, \$10, \$20, \$50, \$100, and even \$1,000.
- A 20% service charge is applied to all transactions, unless a manager tells you different. Sometimes they will give out a 10% service charge to certain customers.
- Only 15 slips can be printed at a time.
- Customers can't use slips for drinks or food.
- Slips can't be redeemed for cash to give to the customer.
- In some circumstances you will redeem slips right away for cash. The money for stage shows and shower shows is divided up right away. Here it is okay to redeem right away.
- Customer has to use slips the night of purchasing. Of course sometimes people go home with them. At the end of the night this is where your “sold” sometimes does not match your “redeemed.”

Running the transaction

** The most important step is the first step. Get customers ID & credit card and check to see the names match identically. Look for middle initials, and suffixes to match as well! If they do not, notify security or the customer.

** If customer is at counter, make sure to tell them there is a 20% service charge, that it is not cash, it is not good for food or drinks, and that they have to use it tonight. If customer is in VIP or anywhere other than right in front of you, it is the floor host's duty to explain this.

- Receipt prints along with funny money at the same time
- Make copy at this point, leave on printer until customer is done signing
- Distribute funny money to correct person, count out in front of them
- Have customer sign the slip. Make sure to tell them where the tip is going so they are not misled into thinking it is for the dancer. Make sure all the following steps are completed before the customer walks away/before you come back to the counter. It looks unprofessional if we have to go back to the customer to ask them to finish what we asked for in the first place!
 - Have customer initial by the tip if one is left
 - Make sure the total is correct
 - Make sure signature matches ID
 - Thumb print if over \$300!
- Staple finalization slip and receipt to the copy you made

Miscellaneous Front Door Actions

Employees can sometimes cash checks at the front door, if we have enough money in our drawers. Never “wipe out” your drawer.

VOIDS: sometimes customers at the last minute will find a pass in their wallet. If it is found at the time of transaction, take the receipt for admission (\$10) and write reason why it needs to be voided on it.

Ringin in Food

Cops may call in to-go orders. When someone calls and asks to put in a to-go order for food, ask if they are a police officer or employee BEFORE ringin in the food. We do not do to-go orders for anyone but cops and employees!!

Phone Calls

Answer the phones, "Silk Exotic, this is (your name) how can I help you?"

Frequently Asked Questions

Q: I think I left my credit card there last night, can you check?

A: Take down their name and number and tell them you will ask the manager on duty to go downstairs and check in our safe and that you will call them back in about 10 minutes. Call back either way, if we have it or not. If we do have it, and they left a tab open, let them know they can come back at anytime to pick it up when we are open.

Q: Can I speak to (dancer name)?

A: :No I'm sorry they can't take personal calls on this line, but I can take a message for you." If they say its "important", and really insist on talking to them, put them on hold, and call the DJ and tell him to page (dancer name) to the front door.

Q: Do you guys do anything for bachelor/bachelorette parties?

A: For both, we let the groom/best man – bride/maid of honor in for free. Other than that we don't offer any "packages." If it is a large group, we will try to encourage that group to Silver Spring location by offering some advantages for that, so refer this call to the manager to handle.

Q: Is there a manager I can speak to?

A: ALWAYS ask what it's regarding. If they refuse to tell you, tell them that the owners/managers have you ask so they are aware of the phone call they are about to take. If they ask for Jon/Craig, ask the person's name and why they are calling. If you know Jon/Craig are here, put the person calling on hold, then call down to Jon/Craig's office or wherever they are in the building, let them know who is calling and for what. Then Jon/Craig will usually either ask to take a message or take the call. If no one is here, take a message. Do not just send a call through without telling anyone FIRST. **NEVER, EVER, EVER GIVE OUT ANY OF THE DANCERS', EMPLOYEES', OR OWNERS' PHONE NUMBERS!!!**

If they want to speak with a manager about prices for bottles/bachelor parties, put them on hold then get a floor host and tell him there is a call for (whatever the customer is asking for)

People calling about dancing here, put them on hold, call back to the entertainment management office and tell Scotty or Jo that someone on the line has questions about dancing, then transfer the call. If you can't reach management, tell them to call back in 20 minutes because they are busy.

Overall, whatever a customer is calling about, you can usually put it together what department it would need to be transferred to. ALWAYS let employees know first before just transferring a call. **NEVER give out anyone's phone number even if the caller claims to know the employee or dancer personally.**

Q: Are you hiring for (whatever department)?

A: Tell them you recommend coming in to fill out an application. Tell them to come Mon-Thursday between the hours of 11 am – 4 pm. If they are asking for dancing, they don't need to fill out an application, but they do need to talk to the house parent. Put them on hold, call back to the house parent's office, tell Scotty or Jo that there's a call,/someone here for dancing and then transfer them back. If it's a Friday or Saturday night and they call, tell them to call back between 11 am - 4 pm during the week.

Q: I think I left (whatever they left) there last night, can you look for me?

A: Usually if it's a nice phone, they are never turned in. You can call the floor host at Ext. 25 and ask if they have whatever the person left, you can also call the DJ, at

Ext.13 and ask. Also look in our lost and found drawer located above the storage for cigs. If they want to come in and look, they can. But don't ever lay out all the phones that are in the lost and found, or keys or anything that seems important. They could just pick whatever they wanted and we wouldn't know what's theirs! **First ask the description of the item they lost!!!** If there is nothing to be found, take their name and number then tell them we will call if anything comes up. Keep the piece of paper in the second drawer up at the front.

Bartenders

It is expected that each day you will show up promptly and punch in on time and ready to work. The dress code is all black attire with a tie containing no words or pictures. Your appearance should be orderly and clean. Dating coworkers or entertainers is forbidden and will result in termination. Tardiness or theft will result in termination. **Drinking while on duty is absolutely forbidden and will also result in termination.**

Opening

-Punch in using the number and password assigned to you by one of the managers.

-Set up a station at each spot at the bar at which a bartender will be stationed for a shift. Each station must have a set of both small and tall straws, garnish picks, beverage napkins, cocktail shakers, rail mat and a fruit tray containing fresh lemon and limes slices, olives, cherries and oranges.

-Check to ensure each bartending station has a set of rail liquors including vodka, gin, rum, triple sec, tequila, whiskey, brandy, bar sour, roses lime and grenadine. There should also be a second rail containing the call liquors Seagram's 7, Bacardi, Cuervo Gold, Jack Daniels, Tanqueray and Captain Morgan. Make sure the bar sour is filled and all liquor bottles have an adequate amount of liquor in them. If any bottles are empty, find and replace the bottles or ensure there is an adequate back up supply.

-Make sure each bar station is filled with clean fresh ice.

-Dampen bar towels and place a few around the bar for use during the shift.

-Make sure bar top is clean and any current fliers are out in plain view.

-Check to ensure all glassware is cleaned and properly stored for quick use during business hours.

-Have the manager on duty make a drawer to be used for sales throughout the shift. Each drawer must start with \$1000 containing \$400 in both singles and fives, \$150 in tens and \$50 in quarters.

-Dim the lights to the appropriate setting for business hours.

Operations

A bartender's job here at Silk involves much more than just pouring drinks. Any of our customers can stay home and drink much cheaper without the hassle of going out. We aren't the only club in town, so we need to separate ourselves as much as possible from the competition. This being the case, it is part of your job as bartender not only to mix good drinks but also to provide a welcoming environment. SILK has the advantage of the dancers drawing customers in, but it's your job to keep them happy and drinking responsibly and returning for subsequent visits. The easiest way to accomplish this is to greet each customer by name with a handshake and a smile. As time passes a good bartender will learn customers' names as well as personal information about each one. This makes them feel special and will most likely result in a pleasurable experience as well as repeated visits.

It is also imperative that customers don't sit around with empty glasses waiting for drinks. The easiest way to ensure all patrons are happy is to constantly

be looking around the bar for near empty drinks. Have your head “on a swivel.”

As customers arrive or finish their previous drinks, put a fresh beverage napkin down in front of them. This lets them know you are aware of them and if you’re looking around properly it will remind you to put a drink on the empty beverage napkin as soon as possible.

-Building drinks: Each bottle that is at the bar should be topped with a blue pour spout. Any liquor that has a lot of sugar in it such as the cordials can be topped with a black screen pourer in order to keep fruit flies out. In such a case the bartender should use a shot glass as a measuring device so as to not over pour. There should be no speed pourers on any bottles unless a shot glass is used as a measuring device. The blue pour spouts are set to pour 7/8 oz per pour. The reason for this is that the bartenders can pour one full pour and then a splash from the start of another pour. The customer will feel like they are getting a little extra. So a single pour would be one complete pour with an additional splash while a double would be two complete pours with a healthier splash from a third pour.

All drinks begin with a glass topped to the very brim with ice unless an alcohol is ordered neat or up. Neat drinks generally refer to brown liquors such as whiskey, scotch, bourbon and brandy. Up drinks generally refers to the white liquors vodka and gin. Not all customers are aware of the difference so it is up to the bartender to realize that these terms can be used interchangeably with all alcohols. When ice is involved, there are tall drinks and there are small drinks. There are also single pours and double pours. Tall does not equal double, and small does not equal a single. For example there can be a double tall or a double small as well as a single small and a single tall. If a customer doesn’t specify tall, small, single or double you are to assume they would like a single small. In addition to the tall and small glasses, there are other glasses that correspond to the various drinks made in the club.

-The tall glass gets any soda or juice that is ordered as well as any drink ordered tall.

-Our small drinks are poured into our tub glass.

-The rocks glass gets 2 full pours but not the extra splash. There should be 1.75 oz of alcohol in a drink ordered on the rocks.

-A martini involves 3 full pours plus an extended splash for a drink that equals 3 oz. Martinis can be made over ice in a tub glass or shaken and strained from a tub glass into a martini glass. A martini glass that is filled to the brim has been over poured and has too much alcohol.

-We have two glasses for wine. Any white wine is served in the taller thinner of the two wine glasses; the red wine is poured into the shorter stouter of the two glasses. All of our red wines are served at room temperature while all of our white wines are served chilled. The one exception that we have is the chilled red wine Lambrusco. Our wine pours are exactly 6 oz and a wine carafe must be used at all times in order to avoid over pouring.

-Our 'bomb' glasses when properly poured should have 1 oz of alcohol and 2 oz of mixer which is usually red bull. This comes to about 2-3 'fingers' worth of beverage in the finished bomb.

-We have 2 different categories of beer glasses that basically break all of our beer into two categories. There is wheat beer which is Hackerr Pschorr, and there is everything else. If a customer orders a wheat beer, it is the bartender's job to automatically use a 22 oz beer glass, pour the beer and top with a squeezed lemon. If a customer orders any of our other beers, all the bartender has to do is ask them if they'd like a beer glass.

-Shot glasses are self-explanatory.

-In addition to drinks, Silk offers a full kitchen menu. As bartenders you do not need to know how to exactly prepare each of our kitchen's offerings, but it is your duty to learn and memorize the basic ingredients of all our meals in case the customer has any questions. After a selection has been made and ordered, the bartender sets up the customer with fresh napkins and a silverware roll up including a fork, knife and spoon. It is not the bartender's job to prepare these roll ups, but we are responsible for alerting the wait staff if the supply is running low. In addition to the silverware and napkins we need to set up and supply a condiment caddy. This contains ketchup, yellow mustard, Dijon mustard, A1 sauce and salt and pepper. All of these items can be found in the prep room just outside the kitchen or in the coolers just inside the kitchen.

An important fact to keep in mind is that our entertainers are our most regular regulars. They will be here as often as you are, and if they are happy, you generally will be too. It's important to get to know the dancers while walking the fine line that separates work relationships from dating. You should be kind, patient and quick to understand that these women have very demanding jobs.

It is important to keep the dancers as safe and comfortable as we can make them. It is important to reiterate here that dating or sleeping with the entertainers will result in automatic termination regardless of the situation. Bottom line: Be their friend, but don't be their boyfriend.

-Keep your eyes open for any person or situation that might be threatening to a dancer. Contact security BEFORE trouble starts by being alert to potential problems.

-Since SILK is a gentleman's club, you have added responsibilities that bartenders at other clubs do not have. In addition to keeping an eye on customers and making sure they are not over served, you have a duty to the dancers: always be aware of the customers' behavior in relation to the dancers. If you see any inappropriate behavior, it is your job to politely let the customer know he is in violation of the club's rules. If the behavior persists, find security and explain the situation to him. Then go back to tending bar and let the floormen handle the situation.

-It is also your job to have a comfortable understanding of all the amenities the club has to offer:

-We have private dances – dancers set their own rates, but most charge \$15 a song and the house always charges \$ 5 per song, so the average private dance will cost a customer \$ 20.

-Our champagne rooms consist of personal time with an entertainer in a private room for 30 minutes as well as a personal waitress. The standard rate is \$ 300 (but again, of this amount, \$ 100 is the fixed house fee, and the dancer is free to set her own price for her performance, so this price is customary but not set in stone.) The price also includes a bottle of champagne. If the customer does not want the champagne (and many do not), a beer or one mixed drink can be substituted.

Often customers will hope for more from the dancers if they are buying a champagne room. You should inform them that they are to still keep their hands to themselves, the dancers will be keeping their bottoms on, and most importantly, there is no sex or physical contact in the champagne rooms.

-We have shot girl dances on the floor for only \$10 (the shot girl leaves her top on in this situation.)

-If the customer is running low on cash, we offer two solutions. We have an ATM located just inside the door as one enters, and we offer funny money. When it comes to funny money, make sure the customer is aware that the money is redeemable only with the dancers and cannot be used to purchase drinks or food. Also explain that there is a 20% service fee to avoid any confusion when the funny money is purchased.

-We also offer services to bachelors for parties, and you should direct any interested parties to an available floorman. These involve our shower shows at \$150 for 3 songs, and the bachelor can be brought on stage for a special show for \$75. The floorman will try to aim large parties to our Silver Springs location.

-As it is in any large club, you have barbacks to aid you in your work. It is the barback's duty to ensure that your beer cooler are always filled, you don't run out of alcohol, empty bottles are promptly replaced and dishes are constantly being done so they don't build up and become an eyesore and nuisance. If their duties are properly met, you bartenders will give them a minimum of 15% of your tips. If they exceeded expectations or didn't meet them you can modify the tip accordingly. However, if less than or more than the standard 15% , it is up to you to let the barback know why he is receiving less or more. This will help future performance and reassure them that the barstaff does value their work and they aren't just going through the motions.

-The bartenders are also responsible for most of the singles that are spent on an average night. At the main bar there will always be a money box that contains the singles that are used throughout the night. If you run short of singles in your cash drawers just buy more from this cash box in increments of \$100. There is always at least \$1000 in singles in the box at the beginning of a shift. Over the course of a night this supply will be diminished. When this happens, call the manager on duty, hand him the money that's been used to purchase singles throughout the night, and wait for him or her to replace it.

Closing

-Go through all your rail alcohols and most often used call alcohols and marry together any bottles that are less than a third full. Set the empty bottles aside for the barbacks to replace.

-Using rubbing alcohol, clean all alcohol bottles and the rails in which they are stored.

-Clean the bar top using a wood cleaner when appropriate.

-Fill and store all straws, garnish picks and beverage napkins.

-Find a 'count out sheet' and close down your cash drawer. This involves setting aside \$1000 in the far left slot of the drawer with bills beginning with the largest and working your way down. On your count out sheet you count and note all your remaining bills. Separate and add all of your credit card tabs including your tips and note these numbers in the appropriate locations on the bottom half of the 'count out sheet'. Give your counted drawer to the closing manager or set aside for the closing manager to look at later. The amount of money left in your drawer after you set aside your \$1000 bank from the open should correspond to your sales for the day.

-After all duties have been finished, punch out using the same number and password that you used to punch in.

Waitstaff

Welcome to our Silk Exotic team! This manual includes basic training procedures, dress code, disciplinary actions, and conduct codes. You will receive full training and shadow a fellow wait staff member before your first shift. If you have any questions during or after training, please be sure to speak with a member of our management team or your fellow waitresses and bartenders!

Dress Code:

- Abide by the dress code at all times. You will be notified if the dress code ever changes.
- Black dress as provided by the club or a black dress of your choice as long as it is approved by management prior to your shift.
- Black shoes (preferably heels but flats are ok as well). No flip flop or sneaker style shoes.
- Accessories and body jewelry are ok as long as they do not get in the way of your doing your job.

Code of Conduct and Attendance:

- As a member of the wait staff team it is expected that you maintain professionalism at all times with customers as well as fellow employees.
- Always keep track of the current posted schedule and be aware of club hours and upcoming events as posted.
- You have the responsibility to be on time for and ready to work your scheduled shifts.
- Keep a copy of the schedule and phone list of other employees in the event you need to get a shift covered, it is your responsibility to find coverage unless it is an emergency situation, then contact your manager.
- When running late for a shift or doing any shift changes with another employee, be sure to contact your manager via text or phone call.
- Maintain your sections throughout the night and follow the cleaning procedures at the end of the shift as designated by your head waitress for the night.

- If there is ever an issue with a customer or fellow employee that cannot be resolved, report that to the manager on duty and contact the waitress manager to follow up. Avoid any conflict or disruption on the club floor as that will not be tolerated.

Procedures:

- You will be assigned a number and password for the Maitre'D point of service system. This will be important as it is necessary to clock in and out, run your sales report at the end of the shift, as well as to input any customer food or drink orders.
- Familiarize yourself with our products by looking at the menus. While you will receive full training on how to input orders, you will need to know what we serve!

Credit card tabs and cash paying orders:

- Always be aware and ask each order if the customer is cash paying, would like to open a credit card tab or already has a tab open.

-If the customer is paying cash, input the order under “table number” tab and use any number available (your personal employee number is a good one to remember). Input the order and hit “close”. Keep the receipt and give it to the customer when giving them their order

-If the customer is using a credit card and would like to start a tab, obtain the credit card as well as their photo ID (names must match so always verify). Input the order under the “credit card” tab using a number series you will remember as you will need to go into that tab several times when they want to order, enter order, press “print.” DO NOT hit close as this will permanently close their tab, only hit close when they want to close out the tab for the night.

-If the customer already has a tab with another waitress, locate that waitress and inform her that her table is requesting to order.

- Once the initial order is given to the customer, you must take the credit card and ID to the front door, where the cashier will file it and hold until the customer closes out with you.
- When you have a tab make sure to keep with them for the night and be attentive as you are the only waitress that can add to that tab and serve the table.

- When a credit card tab is ready to close their tab with you, go into that tab, print one last detailed receipt, then go back in and “close”. There will be two slips that print, give the Customer Copy to the customer and the Merchant copy is the one the customer must sign. Take the signed copy to the door where the cashier will verify tip amount and will verify and initial off on the signature, giving you the card and ID back to return immediately to the customer. NEVER keep the card or ID with you!

Sections:

- Once the club floor gets busy, the head waitress designated for the night will assign sections. It is important you stay within your assigned section for the shift.
- There are two floor sections and one VIP waitress (head waitress). It is your responsibility to maintain your section. Taking care of the customers in that section, keeping your area clean, and following the assigned closing duties at the end of your shift.
- There is a cleaning/closing duty checklist that must be initialed at the end of the night (any issues or comments can be added on the back). Do not clock out until all of the closing duties are completed and the head waitress says it is okay for everyone to leave and run their individual reading (or cash out closing report).

Cash Handling Responsibilities:

- Each waitress is responsible for their cash orders throughout the night. When you input a cash order, that registers on your reading, and the end of night report will show what you rang in (net deposit) and that will be paid into the bar at closing.
- Be aware and mindful of your money during your shift, and always count change back out twice. Once to yourself and once again as you are giving it back to the customer.
- There is a 3% tip out due to the bartenders that served you during your shift. This is 3% of your total sales. Also there is a 10% tip out due to the bar backs if any bottle service is sold by you, this is 10% on the price of that bottle service sale.
- You are also responsible to keep and maintain the copies of any signed credit card receipts as they will need to be attached to your end of the shift closing report or reading.

Disciplinary Actions:

If a rule is ever broken, you will receive a verbal and/or written warning depending on the severity. Drinking on or before the job, no call no-show, and verbal, sexual, or physical abuse of a customer or fellow employee are grounds for immediate termination.

We have an open door policy, please contact your management or appropriate chain of command as you see fit if there are ever any concerns or questions.

General Rules of the Club:

- Any and all orders must be input into the Maitre'D point of sale system.
- Staff and Entertainers may receive free soda and water during a shift.
- Staff also receives 30% off discount on food, however this **MUST** be rung in though the bar- **NOT** the waitresses.
- **NO** staff member is allowed to drink **ANY** alcoholic beverages during or shortly before their assigned shift.
- Entertainers are allowed to drink during their shift, but if their age is ever in question please do not hesitate to **ASK!**
- Be familiar with our products- bottle service, food, available beverages, and events and specials.