

Melendez, Yadira

From: Joey Wisniewski <joey@newlandmke.com>
Sent: Monday, November 10, 2025 2:33 PM
To: Melendez, Yadira; Melendez, Yadira; Gelting, David; Zamarripa, JoCasta; Brower, Alex; Burgelis, Peter; Young, Angel; Oatis-McMiller, Glenda
Cc: Cook, Jessica; Bauman, Robert
Subject: Opposition to Liquor License Application: VICK'S ON VAN BUREN LLC

Hello Licenses Committee Members,

I am writing to you to request that a liquor license for "VICK'S ON VAN BUREN LLC" (Pesquira, Paresha Sara, Agent) be held until a formal neighborhood informational meeting is hosted by the applicant.

New Land Enterprises has invested hundreds of millions of dollars on Van Buren Street, including Nova apartments across the street from the subject property. Nova is a 251-unit luxury multifamily residential building with a significant number of units and balconies facing the subject property, which New Land is also the property manager. To date, we have not received any communication from the operator and have several questions regarding the operation of the business.

The only information about the proposed business we are aware of is what has been reported in short blurbs in the media in August of this year. We have several concerns and would like details about the operator's history, hours of operation, security, hours of patio service, amplified volume on the patio, type of entertainment to be provided, window coverings/window transparency, and potential building renovation.

We always wish to support good business operators with an established history of success and a good reputation in their industry and neighborhoods. However, until a neighborhood informational meeting can be held to discuss the details of the applicant's business operation, we respectfully request that a decision be pushed to a future date.

I will be present at tomorrow's meeting to speak on this matter.

Thank you for your consideration.

11 November 2025 Agenda Item below:

02:25 PM

04 PESQUEIRA, Paresha SARA, Agent for "VICK'S ON VAN BUREN LLC", Class B Tavern Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians, Disc Jockey, Bands, Dancing by Performers and Patrons Dancing for "VICK'S ON VAN BUREN" at 1230 N VAN BUREN St.



NEW LAND
ENTERPRISES

Joey Wisniewski
Senior Development Coordinator

New Land Enterprises
C: 414.698.6383
NewLandMKE.com

