



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, September 15, 2022

COMMITTEE MEETING NOTICE

AD 12

Joel Velasco Garcia

2903 S 9th St  
Milwaukee, WI 53215

You are requested to attend a virtual hearing to be held on:

**Tuesday, September 27, 2022 at 02:20 PM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Hours From Opening at 3PM Fri - Sun; To Open at 7AM Fri - Sun for "El Pelon Bar" at 1832 S 13TH St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/953593573>. If you wish to call in, please call [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 953-593-573.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

**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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney  
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)

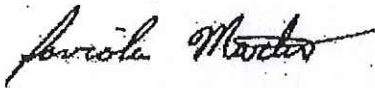
AC

Jackson-2, Annette

From: License  
Sent: Friday, August 19, 2022 2:10 PM  
To: Jackson-2, Annette  
Cc: Cooney, Jim  
Subject: FW: EL PELON BAR 1848 South 13th Street

Please add objection

Have a good day,



Faviola Martin  
License Division Assistant Manager  
200 E. Wells St. Rm. 105  
Milwaukee, WI 53202  
(414)286-2238

**REDACTED RECORD**



From: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
Sent: Thursday, August 18, 2022 7:15 PM  
To: Martin, Faviola <LICSPEC5@milwaukee.gov>; License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Velasquez, Guadalupe <gvelas@milwaukee.gov>; Pajot, Patrick <ppajot@milwaukee.gov>; Sheehan, William <wsheeh@milwaukee.gov>; Vandervest, Daniel <dvande@milwaukee.gov>; Gloria, Jesus <jglori@milwaukee.gov>; Clifford, Daniel <dcliffo@milwaukee.gov>  
Cc: Ann Lopez Community Prosecutor <Ann.Lopez@da.wi.gov>; Radavich, Michael <mrдав@milwaukee.gov>; Williamson2, Latasha <Latasha.Williamson2@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>  
Subject: EL PELON BAR 1848 South 13th Street

Good evening all,

I would like to inform you that [redacted] has contacted the office of President Pérez. She stated that Friday – Sundays the patrons of El Pelon Bar located at 1848 S 13<sup>th</sup> St has their patrons burning their tires when they leave the bar.

[redacted] further stated that they are racing at bar close.

[redacted] stated she spoke to a Sgt and he told her to call the Alderman and get ready for this weekend as Mexican Fiesta approaches they will be congregating there again.

MPD- Do you have any calls for service on this location?

Can you please have someone look into this matter and contact

Thank you,

AC

*Maribel Murillo*

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

Please consider using our [Click for Action](#)

**REDACTED RECORD**



Thursday, September 15, 2022



# Notice of Public Hearing

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Joel Velasco Garcia  
El Pelon Bar at 1832 S 13TH St.

Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Hours From Opening at 3PM Fri - Sun; To Open at 7AM Fri - Sun

**Tuesday, September 27, 2022 at 02:20 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 virtually on 09/27/2022 at 02:20 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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## 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 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 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.**

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1227 W MAPLE ST	MILWAUKEE, WI 53204-3326
CURRENT OCCUPANT	1801 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1805 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1810 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1811 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1812 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1812A S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1814 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1815 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1816 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1818 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1819 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1819A S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1820 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1821 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1821A S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1822 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1824 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1824 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1824A S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1825 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1826 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1826 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1828 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1828 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1828A S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1829 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1829A S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1830 S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1830A S 13TH ST	MILWAUKEE, WI 53204-3203
CURRENT OCCUPANT	1831 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1832 S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1832A S 12TH ST	MILWAUKEE, WI 53204-3315
CURRENT OCCUPANT	1835 S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1835A S 12TH ST	MILWAUKEE, WI 53204-3316
CURRENT OCCUPANT	1900 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1900A S 12TH ST	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1900A S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1904 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1905 S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1905A S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1906 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1907 S 13TH ST	MILWAUKEE, WI 53204-3841
CURRENT OCCUPANT	1908 S 12TH ST	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1908 S 12TH ST, A	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1909 S 12TH ST	MILWAUKEE, WI 53204-3829

CURRENT OCCUPANT	1910 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1910A S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1912 S 12TH ST	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1912 S 12TH ST, A	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1914 S 12TH ST	MILWAUKEE, WI 53204-3828
CURRENT OCCUPANT	1914 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1915 S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1915 S 13TH ST	MILWAUKEE, WI 53204-3841
CURRENT OCCUPANT	1916 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1919 S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1919A S 13TH ST	MILWAUKEE, WI 53204-3841
CURRENT OCCUPANT	1920 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1922 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1924 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1924A S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1925 S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1925 S 13TH ST	MILWAUKEE, WI 53204-3841
CURRENT OCCUPANT	1925A S 13TH ST	MILWAUKEE, WI 53204-3841
CURRENT OCCUPANT	1928 S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1928A S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1928B S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1928C S 13TH ST	MILWAUKEE, WI 53204-3840
CURRENT OCCUPANT	1929 S 12TH ST	MILWAUKEE, WI 53204-3829
CURRENT OCCUPANT	1929A S 12TH ST	MILWAUKEE, WI 53204-3829

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Total Records: 70

Radius 250.0 feet and Center of Circle: 1832 S 13th St

# 2022-2023 Plan of Operation for 1832 S 13TH ST

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>2</u> Locations: <u>behind the bar, Entrance, Bathroom</u> Outside <u>1</u> Locations: <u>Back of the building</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>Eagle Disposal inc</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____			
AND What are their responsibilities? _____			
What security equipment do they use? _____			
List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>3 inside and 3 outside</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>90</u> %	Food Sales _____ %	Entertainment <u>10</u> %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Monday - Thursday 3pm - 2AM</u> <u>Friday - Saturday 7AM - 2:30AM</u>			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license. <u>Dominico 7AM 2AM</u>			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: Fee:</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT for El Pelon Bar 1832 S 13TH ST**

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

Jukebox, Karaoke, Patrons Dancing, 1 Pool table

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians   | <input type="checkbox"/> Bands                                 | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input type="checkbox"/> Disc Jockey  | <input type="checkbox"/> Magic Shows                           | <input type="checkbox"/> Poetry Readings                       | <input type="checkbox"/> Dancing by Performers                                |
| <input type="checkbox"/> Jukebox  | <input type="checkbox"/> Wrestling                             | <input type="checkbox"/> Patron Contests                       | <input type="checkbox"/> Patrons Dancing                                      |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input type="checkbox"/> Karaoke                               | <input type="checkbox"/> Bowling Alley<br>How many? _____      | <input type="checkbox"/> Pool Tables<br>How many? _____                       |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____   |  |  |   |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe:


**5. SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

  
\_\_\_\_\_  
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign