



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

Wednesday, January 15, 2025

COMMITTEE MEETING NOTICE

AD 06

LLOYD, Kimberly, Agent
Lounge 340, LLC
230 E CHATEAU PL
Whitefish Bay, WI 53217

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, January 28, 2025 at 11:25 AM

The access code is <https://meet.goto.com/958389445>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Transfer Application with Change of Agent, Removing/Adding Stockholder and Transfer of Stock as agent for "Lounge 340, LLC" for "Lush Lounge" at 340 W Reservoir Av. 

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. 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 appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK



BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

REDACTED
BY 

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

The attached agreement for remedial management actions (Agreement) was reached with Ms. Patrice Dickerson during the most recent license renewal process with the City of Milwaukee for Lounge 340 LLC (The Establishment). This Agreement outlines remedial business practices to correct extensive problems by The Establishment in violation of numerous city ordinances including noise, loitering, illegal parking, among others, that had a very negative impact on the quality of life for all the residents in our unit and in the surrounding residential neighborhood. The residents of the property above provided the City of Milwaukee with extensive video proof of egregious violations of the City of Milwaukee ordinances by The Establishment to support our concerns. We will gladly share these videos with you if desired.

Since the recent renewal of the license for The Establishment, the existing owner, Patrice Dickerson, made significant efforts to respect all City ordinances and enforce the Agreement. Also, Ms. Dickerson scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, Kimberly Lloyd, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
- "Why would you move next to a bar?"
- "Bars on Water Street don't have these rules, why should we?"

Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

2024 DEC 20 PM 3:09
CITY OF MILWAUKEE
LICENSE DIVISION

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

March 27, 2023

City of Milwaukee Common Council
Alderswoman Milele A. Coggs
License Committee – Chair
200 E. Wells Street
Milwaukee, WI 53202

Re: Business Operating Memorandum – Community Engagement

Chairwoman Coggs –

This document is in response to the concerns expressed by neighborhood residents on March 6th, 2023, during the neighborhood meeting, and March 7th, 2023 common council license hearing. Lounge 340 in conjunction with community members offers this memorandum for the record.

In summary the community members expressed concerns in the following areas –

- a. Bar and Lounge Litter - including but not limited to bottles, cups, paper, cardboard, cans, glass, glass shards, et al left by patrons in the immediate and adjacent areas of Lounge 340 including up to one block's distance down Vel R Phillips Av and W Reservoir Avenue. Residents acknowledge litter also comes from the Boys & Girls Club patrons. The goal is for Lounge 340 to limit litter associated with its' patrons.
- b. Noise, (Bar Operations) – Constant & excessive levels of noise from Lounge 340 operations and noise from patrons entering and exiting Lounge 340 in violation of city ordinances, as well as loitering near entrance and in adjacent neighborhood (street and sidewalks) during and after bar hours.
- c. Illegal Parking - patrons parking in violation of city ordinances, and state law, that impedes safe traffic flow and the interfering with neighbors' ability to access sidewalks and crosswalks.
- d. Contracted Events – neighbors are very concerned about the activities from contracted events held at Lounge 340 that have resulted in large unruly, disruptive crowds standing outside of the establishment on numerous occasions. The attendees of the events exceed the permitted number of patrons, resulting in loitering, fighting, littering, and illegal carry out/in liquor outside of Lounge 340 in the surrounding neighborhood.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

- e. Vehicle Noise – disturbing levels of noise from subwoofer, engine from patrons' vehicles while arriving, departing and loitering outside of the lounge.
- f. Smoking – patrons smoking outside of the establishment for extended periods of time leading to loud conversation noise, additional litter.
- g. Open alcohol containers – Lounge 340 management and security not stopping patrons from leaving inside of Lounge 340 with open containers of alcohol. Patrons also bringing outside, personal alcohol and discarding containers on to streets, sidewalk areas.
- h. Remedies – The indifference of owner and only very recent willingness to stop or attempt to remedy the summarized concerns as well as proactively work with neighborhood to improve relations.

This summary may not address each of the concerns expressed by community members, the summary identifies the main concerns understood by Lounge 340 LLC.

Purpose. This community partnership memorandum offered by Lounge 340 to its neighbors in and around 340 W. Reservoir Avenue is to establish a mutually beneficial and reciprocal relationship to ensure neighborhood tranquility.

Commitment. The owner and operator of Lounge 340, LLC; Ms. Patrice Dickerson agrees as a condition of their liquor license to enforce all city ordinances regarding the operation of Lounge 340. Specifically, the owner and operator of Lounge 340, LLC; Ms. Patrice Dickerson pledges to implement the changes expressed in this memorandum effective immediately. Ms. Dickerson pledges to meet and discuss with community members to ensure neighborhood tranquility and proper implementation of these changes and compliance with all city ordinances relevant to Lounge 340 operations. Ms. Dickerson will meet with community members at Lounge 340 or a mutually agreed upon site depending on need, every quarter at a minimum and on an "as needed" basis by residents. The dates and times for the community meetings will be posted on the lounge's website or social media. The website address must be shared with all neighborhood residents as soon as possible. Further, Ms. Dickerson will provide her direct email and telephone number to community members. She agrees that any resident, patron, or city official with a complaint about Lounge 340 may contact her at any time of day or night. She will promise to immediately act. She will conduct virtual meetings with concerned residents whenever requested by residents outside of the normal, regularly occurring meeting schedule.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

Operational Changes.

1. Business hours – Lounge 340 will not operate on Monday, Tuesday.
2. Contracted Events – All contracted events will adhere to each policy and procedure of Lounge 340 listed in this memorandum. All rental agreements are under personal review by Ms. Patrice Dickerson and will be modified to ensure strict compliance to Lounge 340's Class B Tavern License and all city ordinances. Patrons and all others drawn to the event will be required to follow the provisions of the contract provisions. Management and security personnel will be present at each contracted event. Lounge 340 will require additional security between 2-3 roaming security personnel during contracted events greater than 50 patrons. Lounge 340 staff will be required to be onsite throughout entire duration and for at least one hour after the event has concluded to ensure compliance of litter policy as well as the departure of all patrons.
3. Loitering Policy - Lounge 340 will not permit patrons to loiter outside of the establishment or in adjacent neighborhood areas to the lounge. Patrons will be warned only once not to loiter outside of the establishment. After a second violation, the patron will not be permitted re-entry and informed to depart from the establishment in a calm and respectful manner. To ensure compliance, Lounge 340 will post signs related to its' loitering policy and instruct our security personnel to strictly adhere to this policy. No alcohol is permitted outside the lounge in violation of city ordinances. Failure to comply will result in immediate expulsion from the bar for the remainder of the day/night/event. No exceptions.
4. Flyers - No flyers will be posted in or around the community without prior approval of management. The purpose of this policy is to ensure compliance with our standards and policies. All promotions will be in accordance with Lounge 340's licenses to ensure compliance with its' occupancy limits.
5. Litter – Lounge 340 will place additional trash receptacles in the front of the establishment and will be emptied and maintained throughout the night and stowed away indoors after the bar closes. In addition, prior to closing management will ensure trash in at a minimum of a one block radius from Lounge 340 in all four directions up to the entire distance of where patrons had parked that during event. Further, Lounge 340 will encourage the adjacent entities and businesses (Church, Boys & Girls Club, etc.) to collect similar litter for community cohesion.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

6. **Parking** – Lounge 340 will employ additional security personnel that will “roam” outside of the establishment to ensure patrons are parking legally in and around the establishment. Further, our “roaming” security is responsible for patrons not loitering and distributing patrons with loud music.

7. **Community Meetings** – Every quarter at a minimum and on an as needed basis to discuss issues with violations to this agreement and to city ordinances, Ms. Dickerson pledges to meet with neighborhood members at Lounge 340 or a mutually agreed upon location to ensure dialogue and compliance with all portions of this memorandum. The date and time of these meetings will be posted on Lounge 340 social media platforms and announced at the conclusion of each previous meeting. The meetings shall last 60- 90 minutes in length to ensure each community members has an opportunity to express their concerns or recommendations.

8. **Smoking and Drinking** – Patrons are not permitted to smoke or consume alcohol outside of the establishment or in any adjacent areas of the lounge including but not limited to sidewalks, streets, cars, or properties of neighbors. Patrons will be instructed by security personnel to smoke and drink only inside of the establishment.

9. **Noise** – Lounge 340 is committed to fully eliminating noise and to comply with all city ordinances regarding noise as well as reducing the noise coming from its patrons entering and exiting the establishment. Lounge 340 pledges to require patrons, visitors, and staff without exception to adhere to noise elimination in the neighborhood. It is the responsibility of management and security to enforce excessive noise rules. The use of additional security personnel and management’s intention to reduce noise shall remediate the complaint.

REDACTED
BY AC

December 17, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest: Kimberly Lloyd, Agent Lounge 340 LLC Dated
December 5, 2024

Resident:

Address:

Contact: Cell Phone:
Email:

Dear Sir or Ms:

I am a resident of the address above and am writing in support of the concerns raised by fellow resident, (see attached letter). I too have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted in the attached memo.

We wish the new owner success but ask that they they will respect all applicable City ordinances; continue business in good faith recognizing the measures previously agreed to with the City and our neighborhood. This will provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I too have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Kind regards.

2024 DEC 20 PM 3:09
CITY OF MILWAUKEE
LICENSE DIVISION

REDACTED
BY AC

December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact: Cell Phone:
Email:

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Since the recent renewal of the license for The Establishment, the existing owner, Patrice Dickerson, made significant efforts to respect all City ordinances and enforce the Agreement. Also, Ms. Dickerson scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, Kimberly Lloyd, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

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Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm in writing they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This will provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

Collins, Rolanda

From: License
Sent: Monday, December 23, 2024 8:27 AM
To: Collins, Rolanda
Subject: FW: Lush Lounge - Transfer of Ownership
Attachments: 241213 v3 Final on Notice of Public Interest.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY *RC*



Take Our Survey!

From:
Sent: Saturday, December 21, 2024 9:59 AM
To: License <LICENSE@milwaukee.gov>
Subject: Lush Lounge - Transfer of Ownership

Hello,

I would like to endorse the attached letter from my neighbor regarding Lush Lounge (Lounge 340). I have lived across the street from this establishment since 2020 and have seen the issues that stem from it. I am seriously concerned with the transfer of ownership since we have not had good communication with Kim since she began the partnership with Patrice.

Thanks.

December 13, 2024

REDACTED
BY RC

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest: J, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

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Since the recent renewal of the license for The Establishment, the existing owner, made significant efforts to respect all City ordinances and enforce the Agreement. Also, a scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

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Sincerely,

Collins, Rolanda

From: License
Sent: Monday, December 16, 2024 11:56 AM
To: Collins, Rolanda
Subject: FW: Public Notice of Interest - Lounge 340, LLC
Attachments: 241213 v3 Final on Notice of Public Interest.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY RC



Take Our Survey!

From: License
Sent: Sunday, December 15, 2024 7:06 AM
To: License <LICENSE@milwaukee.gov>
Subject: Public Notice of Interest - Lounge 340, LLC

To Whom It May Concern,

As a resident of the neighborhood, I would also like to echo and endorse the concerns in the attached letter from regarding the posted management change of Lounge 340, LLC (dba Lush Lounge).

Thank you,

December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

REDACTED
BY RC

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

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In a recent meeting with the proposed new owner, _____, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
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Sincerely,

Collins, Rolanda

From: License
Sent: Wednesday, July 31, 2024 10:20 AM
To: Collins, Rolanda
Subject: FW: Lounge 340, LLC DBA Lush Lounge
Attachments: Video.mov

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

REDACTED
BY *RC*

From:
Sent: Wednesday, July 31, 2024 10:13 AM
To: License <LICENSE@milwaukee.gov>
Subject: Lounge 340, LLC DBA Lush Lounge

To Whom It May Concern,

The referenced entity is in violation of the license approved in May 2024. The entity held an event featuring nude dancers, as shown in the attached video. The application submitted this year does not specify that the entity would engage in adult entertainment, strippers, or exotic dancers, which means the entity is in direct violation of its license with the City of Milwaukee.

This bar is being co-owned by an individual not listed on the application, _____, who is visible in the referenced video. Additionally, there are allegations of money laundering occurring at this establishment. _____ husband, _____ is a known drug dealer; and it is believed that the couple is laundering drug money through the business. They are misrepresenting the establishment's customer base to conceal their illegal activities, as evidenced by the lack of actual clientele in the video.

This violation poses a significant liability to the community, especially given the history associated with the same licensee. Previously, under a different name, the establishment was the site of a fatal incident linked to one of the former owners. This incident was a result of domestic violence and a failure to adhere to licensing rules. The recurrence of such violations raises serious concerns about the safety and compliance of the entity.

Sincerely,

Jackson, Annette

From: License
Sent: Monday, July 22, 2024 9:54 AM
To: Jackson, Annette
Subject: FW: Lounge 340/Lush Lounge
Attachments: 61462127-59E3-4C90-B1E1-34806DDAA331.heic

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

From: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Sent: Monday, July 22, 2024 9:58 AM
To: License <LICENSE@milwaukee.gov>
Subject: FW: Lounge 340/Lush Lounge

REDACTED
BY KC

Please add.

Thank you,

Yadira Melendez
Staff Assistant
City Clerk's Office
City of Milwaukee
414-286-2775

From: _____
Sent: Sunday, July 21, 2024 9:01 AM
To: Coggs, Miléle <mcoggs@milwaukee.gov>; Jackson, Benjamin (CC) <Benjamin.Jackson3@milwaukee.gov>; Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Subject: Lounge 340/Lush Lounge

Good morning, Alderwoman Coggs and Alderman Brostoff,

I hope you are having a pleasant weekend so far.

I am writing to you in concern of Lush Lounge (340 W Reservoir) and the incidents that have taken place since their license was renewed as of May 23, 2024. Since the license has been renewed, a series of events have occurred.

March 2, 2024: grand re-opening. Noise, loitering, illegal parking, etc. Discussed during the last licensing hearing - including as a time frame reference.

March 17, 2024: St Patrick's day party - noise, loitering, illegal parking, etc. Discussed during licensing hearing - time frame reference.

March 26, 2024: licensing hearing - time frame reference.

April 2, 2024: Gun Shot through the window of the bar (8 pm on a tuesday - police report was filed)

April 3, 2024: community meeting with Patrice to discuss concerns as well as discussions to maintain the memorandum. Met security and obtained his contact information.

April 14, 2024: 414 Day party - illegal parking, loitering, people drinking outside. Texted her security

April 16, 2024: Soup cans thrown at the bar's windows (police were involved)

April 20, 2024: loitering outside. Messaged security to bring them inside.

May 18, 2024: loitering outside. Messaged security to bring them inside.

June 8, 2024: twerking in the middle of the street by the church, screaming, public intoxication - messaged both Patrice and Security.

June 16, 2024: Patrons loitering on streets, blasting music.

July 2, 2024: open on a tuesday against license/memorandum

July 6, 2024: loitering outside the bar, excessive noise - security and Patrice was notified.

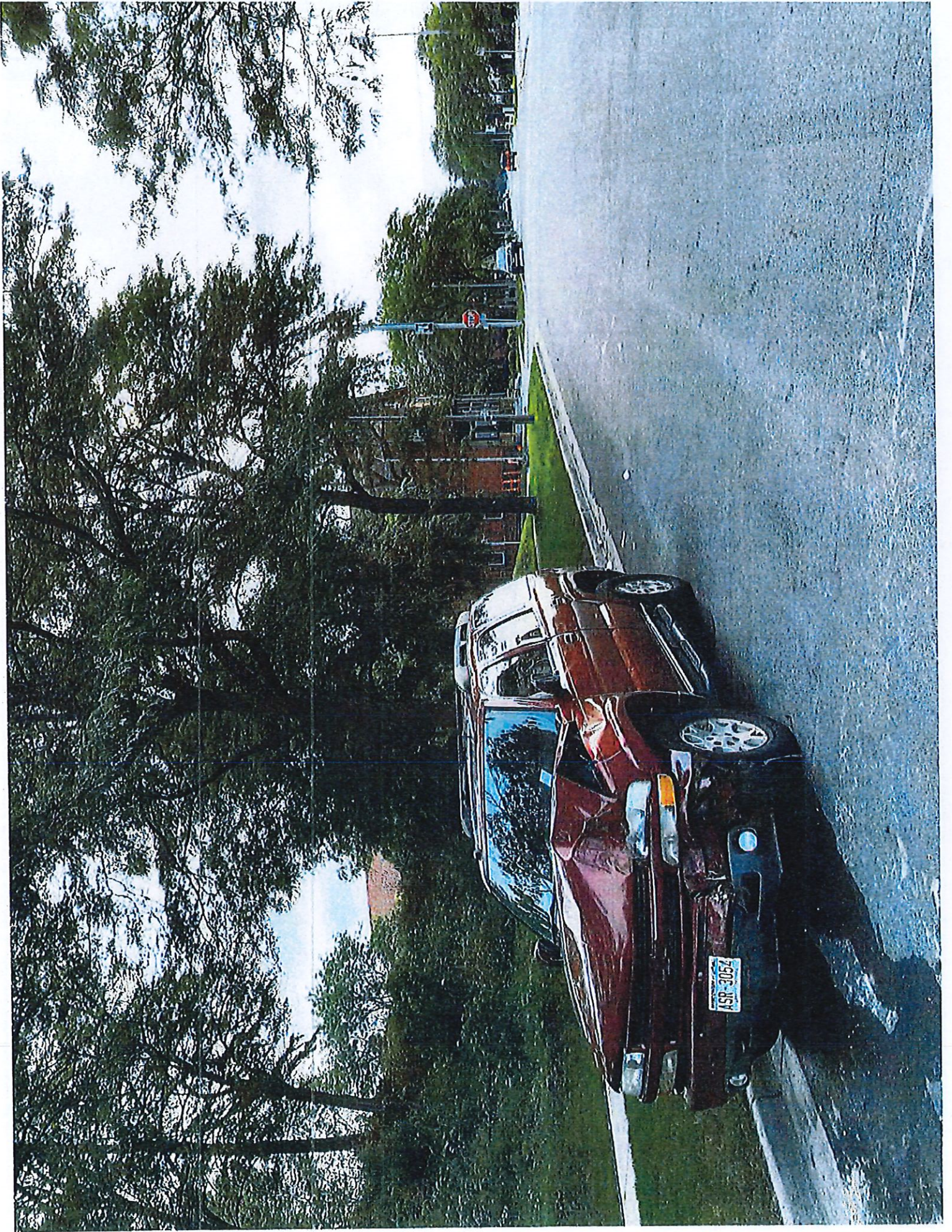
July 20, 2024: drunk driving (vehicle hit a tree - PO Price left a note after looking at vehicle - picture attached and it should be picked up on her cameras of the patron leaving the bar and hitting the tree), loitering outside, lack of security for an event, littering, excessing noise with patrons revving their vehicles and blasting music. I have pictures of the litter if needed. Texted Patrice and her security.

This is what I had documented on my end. I can provide message chains if needed/wanted. I have not been consistently home to say if there were other incidents than the ones listed above. I have maintained consistent communication and it does not seem that she is upholding the memorandum and protecting the security of the neighborhood.

Please let me know if I can provide anything to you.

Thank you,

REDACTED
BY



MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 12/05/24
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 374224
Application Date:

License Location: 340 W. Reservoir Avenue
Business Name: Lounge 340

Licensee/Applicant: Dickerson, Patrice
(Last Name, First Name, MI)

Date of Birth: 03/27/1979

Home Address: 5954 N. 117th Street
City: Milwaukee State: WI Zip Code: 53225
Home Phone: 414-534-4086

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

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

1. On 03/23/09 Kamesha C. LEWIS (50% Shareholder) was cited in the City of Wauwatosa for Retail Theft.

Charge: Retail Theft
Finding: Guilty
Sentence: fine
Date: 05/18/09
Case: 24709C

-
2. On 11/30/2018, at 8:54pm, officers conducted a license premise check at 340 W Reservoir Ave. The business Lounge 340, was closed at the time of the check.
 3. On 02/28/2019, 10:18pm, officers investigated a noise complaint at 340 W Reservoir Ave, Lounge 340. The caller did not want to be a complainant, but wanted officers to speak with the business. The caller was concerned because the location wasn't supposed to open until March 1, 2019. Officers arrived at the business and spoke to the agent and manager. The agent informed officers they were conducting a soft opening. The agent stated she didn't want to be known as a bar that causes problems and wanted to work with police. She further stated this was her first bar and wanted to know if they made any mistakes so they could correct the

problems. The officers provided them with their contact information in case they had further questions. No violations were observed.

4. On 04/27/2019 at 11:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated he could hear music coming from the bar across the street while he was inside his residence. The caller stated his windows were shaking and he would be a complainant for a citation. The officers spoke with Kamesha LEWIS at the bar. She stated she had an ongoing problem with the caller. The officers advised a citation would be issued. On 05/02/2019 the officers went to the bar to issue the citation. They parked down the street and could hear music coming from bar and observed numerous parking violations. They spoke with security about having the autos moved, and security agreed to have the issues resolved. The officers spoke with the applicant about the music and advised her the caller would continue to call if the problem was not resolved.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/10/2020
Case: 19055351

5. On 05/14/2019 at 9:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated between 7-9pm the music coming from 340 W. Reservoir Av was so loud it was shaking his windows. The officers spoke with the agent and advised her she could have DNS measure noise levels for the tavern. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 02/03/2020
Case: 19049782

6. On 10/26/2019 at 11:34pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The officer spoke with the caller who stated the music was going on throughout the night and he could hear the bass inside his home. The officers parked down the block and could hear music coming from the bar. The music was turned down when they were observed by the bar. They spoke with the applicant who they observed outside the bar. She stated she was having a birthday party and she turned it down when she realized it was too loud. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/31/2020
Case: 19055114

7. On 12/11/2019 officers conducted a licensed premise check at 340 Lounge, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated she would be open until about 4:00am, having family and friends over. They also spoke with security who stated he owns a security company and he would have two guards at the bar on New Year's Eve.

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Items #4, 5 and 6 updated with disposition on 12/15/2020

8. On 03/17/2020 at 10:19pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officers found the bar closed in compliance with the order issued by the Governor.
9. On 11/25/2020 at 10:46pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The business was closed.
10. On 11/26/2020 at 10:00pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated they would be open from 8pm to 1am but no later. The officers observed no violations.

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11. On 01/30/2021 officers were dispatched to a Noise Nuisance at 340 Lounge, 340 W. Reservoir Av. the officers spoke with the caller who stated she could hear loud bass coming from 340 Lounge. She stated this has happened before and she would like a citation issued. The officers could hear loud bass coming from the bar from more than 50 feet away. The officers entered the bar and noticed a DJ in the corner. He stated he started at 9:00pm and was playing inside the tavern. The officers spoke with the applicant, who was on scene. The applicant stated she would turn down the music and requested a warning. The officer advised a citation would be issued for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: \$120.00
Date: 09/16/21
Case: 21019772

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12. On 04/05/23 at 10:12p.m., Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave. The business was closed and no violations were found.
13. On 04/27/23 at 8:48p.m, Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave., due to a suspension of their license. The business was closed and no violations were found.

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14. On 04/02/24 at 8:49p.m., Milwaukee Police were dispatched to a Shots Fired at 340 W. Reservoir. Officers were advised a suspect was banging on the window to the business then retrieved a firearm and fired one shot at the business. The agent was provided with an evidence.com link to upload video surveillance.

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Item #14 added as Previous Premise



Wednesday, January 15, 2025



Notice of Public Hearing

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LLOYD, Kimberly, Agent

Lush Lounge at 340 W Reservoir Av

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Transfer Application
with Change of Agent, Removing/Adding Stockholder and Transfer of Stock

Tuesday, January 28, 2025 at 11:25 AM

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 1/28/2025 at 11:25 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

| OCCUPANT | MAIL ADDRESS | CITY STATE ZIP |
|------------------|---------------------------------|--------------------------|
| CURRENT OCCUPANT | 1827 N VEL R PHILLIPS AVE | MILWAUKEE, WI 53212-3609 |
| CURRENT OCCUPANT | 1833 N VEL R PHILLIPS AVE | MILWAUKEE, WI 53212-3609 |
| CURRENT OCCUPANT | 1835 N MARTIN L KING JR DR | MILWAUKEE, WI 53212-3673 |
| CURRENT OCCUPANT | 1837 N MARTIN L KING JR DR | MILWAUKEE, WI 53212-3673 |
| CURRENT OCCUPANT | 1839 N MARTIN L KING JR DR# C | MILWAUKEE, WI 53212-3673 |
| CURRENT OCCUPANT | 1839 N VEL R PHILLIPS AVE | MILWAUKEE, WI 53212-3609 |
| CURRENT OCCUPANT | 1839B N MARTIN L KING JR DR | MILWAUKEE, WI 53212-3673 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 101 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 102 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 201 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 202 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 301 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 302 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 401 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 402 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 501 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1846 N VEL R PHILLIPS AVE# 502 | MILWAUKEE, WI 53212-3610 |
| CURRENT OCCUPANT | 1847A N VEL R PHILLIPS AVE | MILWAUKEE, WI 53212-3609 |
| CURRENT OCCUPANT | 1847B N VEL R PHILLIPS AVE | MILWAUKEE, WI 53212-3609 |
| CURRENT OCCUPANT | 1849 N MARTIN L KING JR DR# 101 | MILWAUKEE, WI 53212-3639 |
| CURRENT OCCUPANT | 1849 N MARTIN L KING JR DR# 200 | MILWAUKEE, WI 53212-3639 |
| CURRENT OCCUPANT | 1915 N MARTIN L KING JR DR | MILWAUKEE, WI 53212-3675 |
| CURRENT OCCUPANT | 327 W BROWN ST | MILWAUKEE, WI 53212-3624 |
| CURRENT OCCUPANT | 338 W RESERVOIR AVE | MILWAUKEE, WI 53212-3631 |

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Total Records: 24

Radius 250 feet and Center of the Circle: 340 W Reservoir Av



BUSINESS TRANSFER APPLICATION

ccl-transfer1 2/24/20

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

SECTION 1 CHECK THE TYPE OF TRANSFER:

CHANGE OF LOCATION REORGANIZATION OF LEGAL ENTITY CHANGE OF AGENT TRANSFER OF STOCK

SECTION 2 LIST ALL LICENSE(S) TO TRANSFER:

Type/Number: BEAVN 212119 Type/Number: FREST 20542 Type/Number: _____
Type/Number: PEP 9602 Type/Number: CTB 1032755 Type/Number: _____

SECTION 3 LICENSE(S) ARE CURRENTLY ISSUED TO:

Legal Entity Name: Patrice Dickerson
Premises Address: 340 W Resenior Milwaukee, WI 53212

SECTION 4 TRANSFER TO: (ENTER ALL OWNERSHIP INFORMATION WHETHER IT IS CHANGING OR NOT)

Legal Entity (check one): Sole Proprietor Partnership Corporation LLC Non Profit

Legal Entity Name: Lounge 340 LLC Trade/DBA Name: Lush Lounge
Premises Address (include city/state/zip): 340 W Resenior Ave Milwaukee WI 53212
Mailing Address: Same as premise Other (include city/state/zip): _____

Phone: 414-915-3257 Email: lushlounge2025@gmail.com

SECTION 5 AGENT / SOLE PROPRIETOR / 1ST PARTNER

FULL LEGAL NAME (Last, First & Middle Initial): Lloyd, Kimberly Date of Birth: 07-02-79

Home Address (include city/state/zip): 3671 W Hilltop Lane Franklin WI 53132

Driver's License Number/State ID #: L300-5177-9742-01 State: WI

Home Phone: _____ Cell Phone: 414-915-3257

Percent of Ownership Interest (if applicable): 100% Email: Homeofpassionllc@gmail.com

SECTION 6 LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNERS

FULL LEGAL NAME (Last, First & Middle Initial): _____ Date of Birth: _____

Home Address (include city/state/zip): _____

Driver's License Number/State ID #: N/A State: _____

Home Phone: _____ Cell Phone: _____

Percent of Ownership Interest: _____ Email: _____

FULL LEGAL NAME (Last, First & Middle Initial): _____ Date of Birth: _____

Home Address (include city/state/zip): _____

Driver's License Number/State ID #: N/A State: _____

Home Phone: _____ Cell Phone: _____

Percent of Ownership Interest: _____ Email: _____

Are there additional persons with 20% or more interest or partners? No Yes If yes, attach additional forms as necessary.

Office Use Only: Initials: TR Filed: 12-3-24 Application #(s): BEAVN 374224 Paid: _____
MPD: _____ DNS: _____ LC: _____ CC: _____
Issued: _____ License #(s): _____

FREST 374224
PEP 374225
2.1.27.7

SECTION 7 PLAN OF OPERATION & FLOOR PLAN

Are you requesting changes to the current plan of operation or floor plan?

Yes If Yes, you must submit a new Plan of Operation and Floor Plan. Required for all changes of location.

No

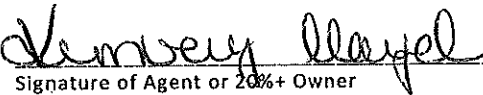
SECTION 8 SIGNATURE(S)

I/we understand that I am/we are required to inform the City Clerk within 10 days of any substantial changes in any of the information supplied in this application.

I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we 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/we certify that I am/we are the applicant and all statements are true and correct.



Signature of Agent or 20%+ Owner