



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, August 27, 2024

COMMITTEE MEETING NOTICE

AD 07

DIGGS, Gloria D, Agent  
Splendicare Bar and Grill Limited Liability Company  
9831 N Andover Cir  
Mequon, WI 53097

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, September 10, 2024 at 10:10 AM**

The access code is <https://meet.goto.com/360917733>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application Removing Stockholder, Transfer of Stock, Change of Hours From Open 10AM Everyday and Closing 12AM Sun-Thu and 2AM Fri&Sat; To Open 8AM and Close 1AM Sun-Thu and 2AM Fri&Sat and; Adding Patrons Dancing as Type of Entertainment as agent for "Splendicare Bar and Grill Limited Liability Company" for "Play By Play" at 3910 W FOND DU LAC 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 85-4-4, 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

**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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 05/27/24

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 366288**

**Application Date:**

**License Location:** 3910 W Fond du Lac

**Business Name:** Play by Play

**Licensee/Applicant:** Diggs, Gloria  
(Last Name, First Name, MI)

**Date of Birth:** 11/28/61

**Home Address:** 9831 N Andover Cr

**City:** Mequon

**State:** WI **Zip Code:** 53097

**Home Phone:**

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

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

1. On 05/14/24 at 8:30p.m., Milwaukee Police were dispatched to a Noise Complaint at 3910 W. Fond du Lac. The officers were advised by the employee they recently purchased a new stereo system and the DJ was getting used to it. The employee was cooperative and stated they would turn down the music and pick up trash after bar close.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: C2405140148

OtherEvent #: 24-LP-0926

## Incident

### 3910 W FOND DU LAC AV MILWAUKEE, WISCONSIN 53216

Incident Date/Time:: 05/14/2024 20:30:00  
CAD Number:: P2405141406  
District:: 7  
Beat:: 750  
Reporting Area:: 2336

## Business Agent (1)

### DIGGS, GLORIA DENISE

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 11/28/1961  
Sex:: FEMALE  
Race:: BLACK/AFRICAN AMERICAN  
Phone 1 Number:: (414)-412-7446  
Phone 1 Type:: Phone  
Address:: 9831 N ANDOVER CT  
City:: MEQUON  
State:: WISCONSIN  
Zip Code:: 53097

## Licensed Premise Data (1)

### Play By Play

Phone 1 Number:: (414)-510-1656  
Address:: 3910 W FOND DU LAC AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53216  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Business Was Cited For Violation:: Yes  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Roby, Stephon R 029458

05/15/2024

This report was written by P.O. Stephon ROBY assigned to District Seven, Late Power Shift,  
On Tuesday, May 14th, 2024, at approximately 8:30pm, I responded to 3910 W. Fond Du Lac Av. to

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2405140148

OtherEvent #: 24-LP-0926

conduct follow up regarding complaints about the tavern playing loud music on the rear patio and the patrons littering outside.

Upon arrival, I spoke to the owner of the location who identified himself as Bernard DIGGS B/M 10-02-97. DIGGS stated that he recently purchased new stereo system, and the disk jockey was still getting used to it. DIGGS then indicated that he would make sure that the Disk Jockey would turn down the music to an appropriate level and he will also make sure the surrounding neighborhood is free of litter after the bar close.

### Officer (2)

Reporting Officer:	Roby, Stephon R (029458)	05/15/2024 01:50:00
Section: (Work Location):	74	
Approving Officer:	Busshardt, Jesse J (018624)	05/20/2024 04:34:25
Section: (Work Location):	74	



Tuesday, August 27, 2024



# Notice of Public Hearing

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DIGGS, Gloria D, Agent

Play By Play at 3910 W FOND DU LAC Av

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application  
Removing Stockholder, Transfer of Stock, Change of Hours From Opening 11AM Everyday and  
Closing 12AM Sun-Thu and 2AM Fri&Sat; To Open 8AM and Close 1AM Sun-Thu and 2AM  
Fri&Sat and; Adding Patrons Dancing as Type of Entertainment

**Tuesday, September 10, 2024 at 10:10 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 9/10/2024 at 10:10 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](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 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.**







CURRENT OCCUPANT	3344 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3345 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3348 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3348A N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3349 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3354 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3354 N 40TH ST	MILWAUKEE, WI 53216-3656
CURRENT OCCUPANT	3355 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3360 N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3360 N 40TH ST	MILWAUKEE, WI 53216-3656
CURRENT OCCUPANT	3360A N 39TH ST	MILWAUKEE, WI 53216-3631
CURRENT OCCUPANT	3361 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3361A N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3908 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3928 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3939A W CONCORDIA AVE	MILWAUKEE, WI 53216-3622
CURRENT OCCUPANT	4001A W FOND DU LAC AVE	MILWAUKEE, WI 53216-3644
CURRENT OCCUPANT	4007 W CONCORDIA AVE	MILWAUKEE, WI 53216-3623

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Total Records: 111

Radius 250 feet and Center of the Circle: 3910 W Fond du Lac Av





# APPLICATION AMENDMENT

Office of the City Clerk License Division  
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

X Date: 08/23/24

To the License Division of the City of Milwaukee:

X I, Debra Diggs, wish to amend my answer(s) on the application for a  
(full legal name)  
Class B license at 3910 W. Fond Du Lac Ave, Milwaukee, 53216  
(type of license)  (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Premises address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_

14. Class B Tavern: Age Distinction should be: \_\_\_\_\_  
15. Other: Change of hours SUN-Thursday 8AM-1AM & Friday-Saturday 8AM-1AM

(Check with the License Division before submitting "Other" amendments using this form.)

X Debra Diggs  
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 366288 Date: 8/23/24 Initials: TR To LC: \_\_\_\_\_  
LC Email: MPD NS HD Initials: \_\_\_\_\_

# 2024-2025 Plan of Operation for 3910 W FOND DU LAC AV

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input type="checkbox"/> Daily <input checked="" type="checkbox"/> Weekly <input type="checkbox"/> Other: <u>as needed</u>			
Who cleans the grounds? <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 are noise issues prevented and/or addressed? <input checked="" 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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Patio</u>			
Number of garbage cans: Inside <u>12</u> Locations: <u>4 behind bar, 1 each BR, 1 lobby 4 kitchen</u> Outside <u>4</u> Locations: <u>1 by each door, 2 patio</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>3</u>		Name of solid waste contractor: <u>TO GO disposal</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>11</u> and describe security plans: <u>cameras and security guard monitor</u>			
Are there designated loading areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe security plans: <u>cameras &amp; security guard monitor</u>			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1-4</u>			
AND What are their responsibilities? <u>inspect &amp; patrol premises, emergency response, observe &amp; report</u>			
What security equipment do they use? <u>wand, bat down, scanner</u>			
List their licensing, certification or training credentials: <u>Guerrilla Tactics Security Svcs</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>Parking lot, inside, patio, basement</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>all patrons search upon entry</u>			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>40</u> %	Food Sales <u>50</u> %	Entertainment <u>10</u> %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input checked="" 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>6am - 2am Sunday - Thursday</u> <u>6am - 2:30 am Friday &amp; Saturday</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.			
<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: FREST 18496 Fee: \$800.00</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: <b>DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant.</b> 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 Play By Play 3910 W FOND DU LAC AV**

The following types of entertainment have been approved for your current Public Entertainment Premises license:  
Disc Jockey, Jukebox, Karaoke, Bands, 3 Amusement Machines, Concerts 1-2 per year

**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. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

<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 checked="" type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Pool Tables
<input type="checkbox"/> Motion Pictures (movies by admission) How many screens? _____	<input type="checkbox"/> Amusement Machines How many? _____	How many? _____ <input type="checkbox"/> Concerts Approx. # per year? _____	How many? _____ <input type="checkbox"/> Theatrical Performances 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:  
*NA*

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe: *for concerts any performers to provide public knowledge of the event*

At any time will sound amplification be used?  No  Yes If Yes, Describe: *microphone & speakers*

**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.

*Wesley D. [Signature]*  
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign