



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, August 25, 2022

COMMITTEE MEETING NOTICE

AD 12

WHITELAW, Eric, Agent
HEX VENTURES LLC
715-17 S 5TH St
Milwaukee, WI 53204

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

Wednesday, September 07, 2022 at 11:20 AM

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications as agent for "HEX VENTURES LLC" for "Hex Nightclub" at 715-17  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/964972349>. If you wish to call in, please call [+1 \(224\) 501-3412](tel:+12245013412) and use Access Code: 964-972-349.

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 stas5@milwaukee.gov

Cox, Andrew

From: Cooney, Jim
Sent: Tuesday, May 10, 2022 10:32 AM
To: Cox, Andrew
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Hex Nightclub

Can you add this to the record please?

REDACTED RECORD

From: Perez, Jose <JoseG.Perez@milwaukee.gov>
Sent: Friday, May 6, 2022 12:32 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Fwd: Hex Nightclub

Please add to their file for renewal time. Thank you.

Sent from my iPad

Begin forwarded message:

From: _____
Date: May 2, 2022 at 6:41:16 PM CDT
To: "Perez, Jose" <JoseG.Perez@milwaukee.gov>
Subject: Hex Nightclub

You don't often get email from _____

Dear Alderman Perez,
Thank you for taking the time to review my issue. _____ and _____ moved to the Walkers Point area last summer and have thoroughly enjoyed living in such a growing, vibrant and diverse community. However, around Thanksgiving time a new establishment opened called "Hex" nightclub. It seemed as though the club would be a nice fit and provide an alternative to a part of our community that may have been underserved in the past. The Hex owners even rented a storefront from the owner of our current residence which is on South Fifth Street in Walkers Point. Unfortunately, the club Hex seems to have grown at a pace which the owners were possibly unequipped to deal with. While only open on certain days of the week, the crowds have been enormous, and as we have come to see, _____ the club, and his buildings very unruly at times, especially at closing: _____ selling point was always how quiet it was. All this has now changed. At closing time there are frequent arguments between patrons, and between patrons and staff, _____ that can be heard all the way down the block. But it's not the noise that brings me to write you. The previous month has brought gun violence to this block where there was none before. Last night there was a series of gunshots just outside _____ muzzle blasts. The Milwaukee Police Department, to their credit, has always responded quickly and with determination to locate the perpetrators. I'm sure these troublemakers are in the minority, but it only takes one stray bullet to change the course of someone's life, not to mention the shooter. This has happened three times in the last month just after closing time at Hex. I felt it was my

duty to report this problem before it escalates. I'm sure Milwaukee PD will verify my claim and concerns. Anything you could do to help would be much appreciated.
Thank you for you time.

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/07/22

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 339990

Application Date: 07/07/22

License Location: 715-17 S. 5th Street

Business Name: Hex Nightclub

Licensee/Applicant: WHITELAW, Eric
(Last Name, First Name, MI)

Date of Birth: 04/28/1974

Home Address: 11820 W. Bridgewater Drive

City: Mequon

State: WI Zip Code: 53092

Home Phone: 111-111-111

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

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

1. On 02/14/22 at 1:30am, Milwaukee Police conducted a license premise check at 715 S. 5th Street. The only violation observed was the officers observed people smoking inside the establishment. The applicant was cooperative.
2. On 03/04/22 at 12:34am, Milwaukee Police conducted a license premise check regarding a parking complaint at 715 S. 5th Street. Officers interviewed a Milwaukee Parking Enforcement Supervisor who stated he heard that the tavern charges patrons to park on the public street. Officers did observe cones blocking off a parking space and security for the establishment stated that they were the businesses cones and picked them up when asked by police to remove them. Officers interviewed the applicant who was cooperative but he stated the cones were not the property of the tavern. He said that they do not charge people to park in the street and blamed a subject across the street for the rumor. The subject across the street said he parks vehicle in a private lot and the cones belonged to the tavern at 715 S. 5th Street.
3. On 03/18/22 at 1:27am, Milwaukee Police were monitoring the taverns in the 700 block of S. 5th Street when they observed a large crowd in front of 715 S. 5th Street. The crowd was arguing loudly, pushing, shoving, and some were being restrained by other patrons. Additional

squads were called to disperse the crowd and the patrons left the area driving recklessly. A walk through of the tavern revealed a group of patrons still arguing and an odor of burnt marijuana. Security told officers that when they turned on the lights in the tavern a female started a verbal argument with her boyfriend. The applicant was on scene and cooperative.

4. On 04/16/22 at 2:29am, Milwaukee Police, while on patrol, heard gunshots coming from the 500 block of W. National Avenue. When they arrived in the area, they were informed by a witness that people were shooting in front of 715 S. 5th Street. Officers tried to enter the establishment but found the door locked and after several attempts, the applicant opened the door for police. While inside, officers observed workers cleaning up debris from the floor and the applicant told officers that two females engaged in a fight and were escorted out of the tavern. When staff members were asked if they heard any shots being fired, they said they did not see or hear anything. Officers later found casings in the street and on the sidewalk in front and to the south of the establishment. The applicant and staff were cooperative.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220450012

OtherEvent #: 22-LP-0225

Incident

715 S 5TH ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 02/14/2022 01:28:00
CAD Number:: 220450092
District:: 2
Beat:: 222
Reporting Area:: 5206

Business Agent (1)

WHITELAW, ERIC TODD

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 04/28/1974
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-491-5297
Phone 1 Type:: Phone
Address:: 11820 W BRIDGEWATER DR
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53092

Licensed Premise Data (1)

HEX NIGHT CLUB

Phone 1 Number:: (414)-671-6666
Phone 1 Type:: Phone
Address:: 715 S 5TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 02/14/2022 02:00:00
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

INITIAL INVESTIGATION

Espitia, Oscar 025682

02/14/2022

This report is typed by PO Oscar ESPITIA assigned to District Two, Late Power Shift and Squad 2484 along

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220450012

OtherEvent #: 22-LP-0225

with my partner PO ALZALLOHM.

On Monday February 14th, 2021 at approximately 1:30 AM my partner and I along with Squad 2482 PO SANCHEZ conducted a tavern check at 715 S. 5th St Hex Nightclub. While walking to the establishment I could smell the odor of burnt marijuana emanating from inside the nightclub. There was one unarmed security guard at the door and another armed security guard patting down patrons before entering the night club. Upon walking into the dance floor area I observed a black, male, wearing, a dark colored clothing lighting up a what I believed to be a marijuana cigar. I pointed my flashlight at the subject and observed the subject holding a lit cigar. A security guard observed me and I advised him that a unknown subject was smoking inside the establishment. The security guard walked towards the subject but we lost sight of unknown subject due to the crowd.

The DJ stopped the music and the patrons were asked to leave because it was bar close. We didn't ask anyone to stop the music or close. I counted approximately 200 patrons leave the nightclub. I spoke with the owner who was identified as Eric T. WHITECLAW (B/M, 04/28/74), and security who was in charge of counting how many patrons were let in and no one knew if someone was counting patrons. Later in the investigation a security guard brought a counter to me and stated there was 150 patrons inside. Tavern capacity is 299.

During a walk through of the nightclub I observed several burnt marijuana cigars on the tables and floor of the club.

WHITECLAW stated he was not aware patrons were smoking inside the nightclub.

WHITECLAW was cooperative and advised of violations I observed. I observed the tavern licenses in plain view and it they were up to date. No other violations where observed.

End of Report.

Officer (2)

Reporting Officer:	Espitia, Oscar (025682)	02/14/2022 02:23:00
Section: (Work Location):	24	
Approving Officer:	Ramirez, Guadalupe A (018945)	03/08/2022 14:09:37
Section: (Work Location):	24	

Milwaukee Police Department

19 W. State Street Milwaukee, WI 53233

14-933-4444

Case #: 220630009

OtherEvent #: 22-LP-0227

Incident

715 S 5TH ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 03/04/2022 00:34:00
CAD Number:: 220630009
District:: 2
Beat:: 222
Reporting Area:: 5206

Business Agent (1)

WHITELAW, ERIC TODD

Person Involvement: (Must choose Agent
AGENT from drop down): Agent
DOB:: 04/28/1974
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-491-5297
Phone 1 Type:: Phone
Address:: 11820 W BRIDGEWATER DR
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53092

Licensed Premise Data (1)

HEX nightclub

Phone 1 Number:: (414)-671-6666
Phone 1 Type:: Phone
Address:: 715 S 5TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Spitzer, Benjamin S 022574

03/04/2022

This report is written by PO Benjamin SPITZER, Assigned to District Two, Late Power, Squad 2484, with PO Oscar ESPITIA.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220630009

OtherEvent #: 22-LP-0227

On Thursday, March 4th, 2022 at 12:34 AM we conducted a tavern check at 715 S. 5th St, Hex Nightclub, regarding a complaint received through parking enforcement.

We spoke with a City of Milwaukee Parking Enforcement Supervisor Klaran WALLACE, Squad 920. WALLACE stated Friday, 2-25-22, at approximately 12:00 AM he was on patrol in the 700-block of S. 5th St. WALLACE advised us a patron of Hex Nightclub asked if they could legally park on the street in front of Hex. WALLACE stated he advised the citizen that they were allowed to park there. WALLACE stated that the patron was shocked, and stated to him that Hex charges \$100-\$150 to park on the public street. WALLACE stated that every weekend he observes Hex as well as Walker's Lounge use traffic cones to reserve parking spaces on the public street for paying customers. WALLACE stated he then forwarded this complaint to District 7 Officer Timothy TOTH.

On arrival we observed security guards for Hex had one single car length parking space blocked off with cones. We spoke with a security guard who stated that they were the club's cones. The security guard had another security guard remove the cones from the street. We asked to speak with the licensee, identified as Eric T. WHITELAW (B/M, 04-28-1974), who was on scene and cooperative.

We did make entry into the nightclub, my partner and I both could smell a strong odor of marijuana coming from within the nightclub.

We then spoke with WHITELAW outside who denied the traffic cones were placed there by the club, or security. WHITELAW stated that they do not charge anyone to park the street, and blamed an individual across the street stating he is the one that charges people to park on the public street.

We spoke with this subject, identified by WI DL as James PERRY (B/M, 12-17-1975). PERRY stated Hamburger Mary's, 730 S. 5th St, allows him to park vehicles in their private parking lot. PERRY stated that he receives "tips" to guard people's vehicles from being broken into. PERRY stated the cones blocking traffic were Hex's, and that it's not him that is charging people to park on the city street.

Investigation pending.

Officer (2)

Reporting Officer:	Spitzer, Benjamin S (022574)	03/04/2022 00:54:00
Section: (Work Location):	24	
Approving Officer:	Ramirez, Guadalupe A (018945)	03/07/2022 18:09:30
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220770010.

OtherEvent #: 22-LP-0273

Incident

715 S 5TH ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 03/18/2022 01:27:00
CAD Number:: 220770111
District:: 2
Beat:: 222
Reporting Area:: 5206

Business Agent (1)

WHITELAW, ERIC TODD

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 04/28/1974
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-491-5297
Phone 1 Type:: Phone
Address:: 11820 W BRIDGEWATER DR
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53092

Licensed Premise Data (1)

HEX nightclub

Phone 1 Number:: (414)-671-6666
Phone 1 Type:: Phone
Address:: 715 S 5TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Spitzer, Benjamin S 022574

03/18/2022

This report is written by PO Benjamin SPITZER, Assigned to District Two, Late Power, Squad 2484, with PO Oscar ESPITIA.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220770010

OtherEvent #: 22-LP-0273

On Friday, March 18th, 2022 at 1:27 AM we were monitoring taverns in the 700-block of S. 5th St. Both Officers were equipped with Axon Flex body worn cameras.

I observed a large quantity of patrons in the front entrance to Hex Nightclub, 715 S. 5th St, arguing loudly. Some of the patrons were pushing and shoving each other, and some were being restrained by other patrons. I called for additional squads to assist with crowd control. After the additional squads arrived the crowd slowly dispersed. As patrons left the location in vehicles I did observe patrons driving in a reckless manner as they left the area.

We then conducted a walk through of the tavern there was a group of patrons still arguing with security inside. I could smell the odor of burnt marijuana from inside of the tavern. Security stated everything was fine until they turned on the lights in the establishment when a female started a verbal argument with her boyfriend. I did observe broken glass scattered on the floor where the patrons were arguing with security.

I spoke briefly with the licensee, Eric WHITELAW (B/M, 04-28-1974), who was on scene and cooperative. No tavern violations were observed.

End of report.

Officer (2)

Reporting Officer:	Spitzer, Benjamin S (022574)	03/18/2022 20:23:00
Section: (Work Location):	24	
Approving Officer:	Ramirez, Guadalupe A (018945)	03/19/2022 16:20:13
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221060025

OtherEvent #: 22-LP-0360

Incident

715 S 5TH ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 04/16/2022 02:29:00
CAD Number:: 221060208
District:: 2
Beat:: 222
Reporting Area:: 5206

Business Agent (1)

WHITELAW, ERIC TODD

Person Involvement: (Must choose AGENT from drop down): Manager
DOB:: 04/28/1974
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-491-5297
Phone 1 Type:: Phone
Address:: 11820 W BRIDGEWATER DR
City:: MEQUON
State:: WISCONSIN
Zip Code:: 53092

Licensed Premise Data (1)

HEX nightclub

Phone 1 Number:: (414)-671-6666
Phone 1 Type:: Phone
Address:: 715 S 5TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

TAVERN REPORT

Arnold, Quentin C 029412

04/16/2022

This Tavern report is being written by Police Officer (P.O.) Quentin C. ARNOLD, assigned to District Two, Late Power Shift, Squad 2488 partnered with P.O ANTWAN POWELL. Officer POWELL and I were

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221060025

OtherEvent #: 22-LP-0360

equipped with an AXON Body Worn Camera, which captured this investigation.

On Saturday, April 16th 2022 at approximately 2:29 A.M., Squad 2488 Officer POWELL and I (While in full duty Milwaukee Police Uniform operating a marked Milwaukee Police Squad 546 equipped with operating emergency lights and audible siren) were patrolling the 400 block of W. Virginia Street which is located in the City and County of Milwaukee, WI.

My partner and I heard several gunshots discharged from the approximate location of 500 W. National Avenue. My partner and I approached from S. 6th Street due to the high volume of traffic exiting northbound on S. 5th Street. Upon reaching the intersection of S. 6th Street and National Avenue my partner and I were flagged down by numerous citizens stating that subjects were discharging firearms in front of Hex Nightclub which is located on 715 S. 5th Street in the City and County of Milwaukee, Wisconsin.

Upon arrival at the intersection of S. 5th Street and W. National my partner and I observed several subjects exiting Hex Nightclub. My partner and I approached the nightclub and attempted to gain entry but, the front door was locked and the time of attempted entry into the club was approximately 2:30 A.M. After various attempts of announcing that we were police the manager of the building who was identified as WHITELAW, Eric T (M/B, 4/28/1974) opened the front door.

My partner and I made entry into the nightclub and observed numerous workers cleaning up debris on the floor. When asked, WHITELAW stated that two females engaged in a verbal and physical fight. We were informed that staff split the argument up and escorted one of the females out of the nightclub's front door. The second female was allowed to stay inside for a few minutes before being escorted out the back door to prevent further confrontation.

When asked about the shots fired staff members all stated that they did not hear or observe any subjects with a firearm. After conducting the tavern check my partner and I conducted a grid search which resulted in the discovery of casings directly in front and to the south of the location in the street and on the sidewalks. There were also casings located throughout the street. Nothing appeared to be struck or damaged by the gunfire.

There was only one citizen who called the police regarding these incidents and it was not Hex Nightclub.

WHITELAW and staff were cooperative when inside with providing the tavern licenses which were properly posted in an easily observable area above the main bar. WHITELAW stated they do not have any working security cameras at this time.

END OF REPORT

Officer (2)

Reporting Officer:	Arnold, Quentin C (029412)	04/16/2022 20:56:00
Section: (Work Location):	24	
Approving Officer:	Stachowiak, Daniel W (017600)	04/16/2022 23:44:26

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221060025

OtherEvent #: 22-LP-0360

Section: (Work Location): 24



Thursday, August 25, 2022



Notice of Public Hearing

Blank Notice

WHITELAW, Eric
Hex Nightclub at 715-17 S 5TH St.
Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications

Wednesday, September 07, 2022 at 11:20 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 virtually on 09/07/2022 at 11:20 AM. 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 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 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	415 W PIERCE ST	MILWAUKEE, WI 53204-1704
CURRENT OCCUPANT	415A W PIERCE ST	MILWAUKEE, WI 53204-1704
CURRENT OCCUPANT	422 W NATIONAL AVE	MILWAUKEE, WI 53204-1744
CURRENT OCCUPANT	424 W NATIONAL AVE	MILWAUKEE, WI 53204-1744
CURRENT OCCUPANT	438A W NATIONAL AVE	MILWAUKEE, WI 53204-1744
CURRENT OCCUPANT	518 W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	522A W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	524 W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	524 W PIERCE ST	MILWAUKEE, WI 53204-1717
CURRENT OCCUPANT	524A W PIERCE ST	MILWAUKEE, WI 53204-1717
CURRENT OCCUPANT	526 W NATIONAL AVE	MILWAUKEE, WI 53204-1767
CURRENT OCCUPANT	526 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-1767
CURRENT OCCUPANT	526 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-1767
CURRENT OCCUPANT	526 W NATIONAL AVE, 3	MILWAUKEE, WI 53204-1767
CURRENT OCCUPANT	526 W NATIONAL AVE, 4	MILWAUKEE, WI 53204-1767
CURRENT OCCUPANT	528 W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	532 W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	534 W NATIONAL AVE	MILWAUKEE, WI 53204-1746
CURRENT OCCUPANT	700 S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	702 S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	704 S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	704A S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	713 S 4TH ST	MILWAUKEE, WI 53204-1701
CURRENT OCCUPANT	719A S 5TH ST	MILWAUKEE, WI 53204-1706
CURRENT OCCUPANT	720 S 5TH ST	MILWAUKEE, WI 53204-1705
CURRENT OCCUPANT	720 S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	720A S 6TH ST	MILWAUKEE, WI 53204-1707
CURRENT OCCUPANT	723A S 5TH ST	MILWAUKEE, WI 53204-1706

Blank Notice

Total Records: 28

Radius 250.0 feet and Center of Circle: 28

2022-2023 Plan of Operation for 715-17 S 5TH ST

1. Litter & Security Plans			
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: Staff to maintain grounds	
How often will grounds be cleaned?		<input checked="" type="checkbox"/> Daily <input checked="" type="checkbox"/> Weekly <input type="checkbox"/> Other:	
Who cleans the grounds?		<input checked="" type="checkbox"/> Licensee <input checked="" 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 checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted			
<input checked="" type="checkbox"/> Other: Bar manager or security personnel will speak with patrons if excessive noise occurs in and around the establishment			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans:		Inside <u>10</u> Locations: <u>Exits, Bars and throughout the establishment</u>	
		Outside <u>1</u> Locations: <u>Alley behind establishment</u>	
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: 2 Restrooms, 6 toilets, 2 urinals		Name of solid waste contractor: Waste MGMT	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>40</u> and describe security plans:			
Parking lot has cameras examining lot, as well as a lot attendant to manage parking access.			
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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>6-10</u>			
AND What are their responsibilities? <u>ID Checks at entrance, pat downs at entrance, crowd control and cleaning up premises daily</u>			
What security equipment do they use? <u>Radios, ID scanner and security wand</u>			
List their licensing, certification or training credentials: <u>In house training</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>32 security cameras, located throughout establishment and outside front of establishment.</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe:			
<u>IDs are checked and patrons are patted down/wanded upon entrance to the establishment</u>			
2. Percentage of Sales (must total 100%)			
Alcohol <u>80%</u> %	Food Sales <u>20%</u> %	Entertainment _____ %	Other _____ %
3. Businesses On The Premises (choose all that apply):			
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input checked="" type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input checked="" 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:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
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.			
5. Floor Plan and Capacity			
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 www.milwaukee.gov/licenses 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.			
6. Sidewalk Dining: Fee:			
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.			
7. Food License: FREST 16877 Fee: \$800.00		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant.		Number/Type of Devices:	
Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain		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 Hex Nightclub 715-17 S 5TH ST

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

Disc Jockey, Dancing by Performer(s), Patron Contests, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands

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/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Pool Tables
How many? _____ |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <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:

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: Professional amplifiers and speakers used around establishment.

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.

Eric Whitelaw
Eric whitelaw (Jun 28, 2022 13:17 CDT)

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