



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, November 03, 2014

REVISED COMMITTEE MEETING NOTICE

AD 04

MURPHY, Patrick J, Agent
Major Goolsby's Inc
P.O. Box 38

Milwaukee, WI 53201

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

Friday, November 07, 2014 at 08:30 AM

Regarding: Your Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises License Applications Requesting Bands, Battle of the Bands, Comedy Acts, Disc Jockey, Dancing by Performers, Patron Contests, Patrons Dancing, Jukebox, Karaoke, and 2 Amusement Machines as agent for "Major Goolsby's Inc" for "Turner Hall Restaurant" at 1038 N 4th St.

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: Rebecca N. Grill

Rebecca N. Grill
Deputy City Clerk

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



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1034 N 4th St

Milwaukee, WI 53203

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

Date: 10/29/14
Officer: J. Alba 006448

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Major Goolsby's/ Turner Hall
Address: 1038 N 4th St.
Phone: 414-803-0987

Owner: Patrick J. Murphy W/M 12/28/63
Owner address: 6314 W. Lloyd St.
City State Zip: Wauwatosa, WI. 53213
Owner Phone: 414-803-0987
Owner email:

Licensee/Agent: Owner
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Owner

Location currently open: YES NO

Projected open date: 11/15/14

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: TBA 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri:
Sat:

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many: 9

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many N/A

Interior Survey:

25. What is the planned/posted capacity 480, 8800 Sqr. Ft.
 26. What is the minimum number of employees that will be on premise 6
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

32. How many security personnel are going to be employed: 2
 33. How will they be deployed: Interior Exterior 2
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other ID at entrance and ID at service
 38. When at capacity, how will the overflow crowd be managed? # to = # out
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

- Applicant is presently licensed agent for Major Goolsby's at 340 W. Kilbourn Av.
- Applicant wishes to schedule days and times of business to coincide with Bradley Center events.
- No live music or DJs planned for music.
- Standard Major Goolsby alcohol and food menu offered.
- Approx. 35 new part time employees to be hired.

Business Name	Owner Name	Address	License Class	Count	Expiration Date
343 STEAKS LLC	JAMES A VASSALLO, A/E	720 N Pumphrey AV	Class B Tavern License	80	9/17/2015
BECK'S PUB	HEROME P WALSH, A/E	112 W WISCONSIN AV 101	Class B Tavern License	89	9/17/2015
THE CASH PUB	ANDREW M KUMBI, A/E	1337 N Old World Third ST	Class B Tavern License	375	9/17/2015
THE LASHED SHINE AKE	ROBERT C SCHMIDT, JR, A/E	113 E NUREAU AV	Class B Tavern License	375	9/17/2015
THE HARP	DEREK F PHOENIXPHOL, A/E	830 N OLD WORLD THIRD ST	Class B Tavern License	280	9/17/2015
THE KING AND I RESTAURANT	BRYAN A CONVI, A/E	116 W WISCONSIN AV	Class B Tavern License	244	9/17/2015
THE RIVERSIDE THEATER	RONALD X EDWARDS, A/E	770 W FRINY'S ST	Class B Tavern License	244	9/17/2015
THE SAFE HOUSE	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
BUCK BOWLEY'S CATERY & SALOON	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
TUFTO	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
TUFTO PROMOTIONS, LLC	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
UPREP, LLC	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
V & V PARTNERS, LLC	ROBERT C SCHMIDT, JR, A/E	180 N OLD WORLD THIRD ST	Class B Tavern License	600	9/17/2015
WANDER BROS BAKERY & CATERING	EDWARD E WATHIAR, A/E	850 N FLANNING AV	Class B Tavern License	150	9/17/2015
WANDER BROS BAKERY, INC	EDWARD E WATHIAR, A/E	850 N FLANNING AV 107	Class B Tavern License	150	9/17/2015
WATER STREET BREWERY	STACHE CALLES, A/E	1301 N WATER ST	Class B Tavern License	300	9/17/2015
WESTOWN ASSOCIATION OF MNW, INC	ROBERT C SCHMIDT, JR, A/E	950 N OLD WORLD THIRD ST	Class B Tavern License	144	9/17/2015
WITWIKS, LLC	JAMES P PAEK, A/E	1331 N WATER ST	Class B Tavern License	144	9/17/2015
1104 Milwaukee, LLC	TIMOTHY P ROHLES, A/E	731 N WATER ST	Class C Wine Retailer's License		9/17/2015
Milwaukee Area Technical College	RICHMOND A BUSALACCHI, A/E	3015 N 6th ST	Class C Wine Retailer's License		9/17/2015



Friday, October 31, 2014

Licenses Committee Notice of Hearing

REVISED

Milwaukee Turners
PO Box 510766

Milwaukee, WI 53203

Date: 11/7/2014

Time: 8:30 AM

Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises
License Applications Requesting Bands, Battle of the Bands, Comedy Acts, Disc
Jockey, Dancing by Performers, Patron Contests, Patrons Dancing, Jukebox,
Karaoke, and 2 Amusement Machines
MURPHY, Patrick J, Agent
Turner Hall Restaurant at 1038 N 4th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





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PLAN OF OPERATION

1. Premises Location

Free Standing Building Strip Mall Other _____

2. Describe Premises Structure

Single Story Multi-Story - # of Stories 3 Other _____

3. Describe Surrounding Area

Commercial Residential Industrial Other _____

4. Premises Location

a) Major Thoroughfare Secondary Street Other _____
b) Nearest Cross Street 4th and Highland

5. Proximity of Premises to Church, School, Daycare Center or Hospital

Is there at least 300 feet between the building and any church, school, daycare center or hospital? Yes No

6. Miscellaneous Business Questions

- a) Proposed Opening Date: Nov 15, 2014
- b) Is this premise under construction? Yes No If yes, list estimated completion date: _____
- c) Is this a franchise? Yes No
- d) Is this premises currently licensed? Yes No If yes, list type of license: Class B Tavern, Food Dealer and Public Entertainment
- e) Is the current licensee operating? Yes No If no, list date closed: _____
- f) What other types of licenses/permits will you or do you hold at this location? (check all that apply)
 Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours
 Other: Class B Tavern, Food Dealer, Public Entertainment
- g) Do you have future plans for other businesses, licenses or permits at this location? Yes No
 If yes, explain: _____

7. Food

Will food be served on the premises? No Yes If yes, a Food Dealer license is required.

Check all that apply: Prepackaged Food Snacks Appetizers Catered Events

Full Meals - Hours of Food Service: From 10:00 a.m. To 2:30 a.m.

A menu must be submitted with this Plan of Operation for all restaurants.

8. Type of Business

Briefly describe the type of business you plan to operate if granted a license (attach additional sheets as necessary.)

Fast, casual dining
Full service bar and restaurant
Private functions in banquet space

9. Litter and Noise

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: Licensee Building Owner Employees Hired Maintenance Other: _____

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____

10. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes

If yes, describe the area(s) and provide location(s): _____

Number of Garbage Cans: Inside: 16 Locations: see floor plan
Outside: 2 Locations: see floor plan

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): available on premise - see floor plan

Provide name of solid waste contractor: Eagle

11. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No Yes If yes, how many? _____

AND What are their responsibilities? _____

What security equipment do they use? _____

List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If yes, list all locations: _____

Are searches and/or identification checks conducted upon entry? No Yes If yes, describe: _____

12. Percentage of Sales (must total 100%)

Alcohol 60 % Food Sales 40 % Entertainment _____ % Other _____ %

13. Businesses On The Premise (choose all that apply):

Type 1

- Full Service Restaurant
- Night Club
- Bowling Alley
- Cafe/Coffee Shop
- Tavern
- Hotel
- Deli or Fast Food Restaurant
- Cocktail Lounge
- Banquet Hall
- Private/Fraternal/Veterans Club
- Teen Club
- Sports Facility

Type 2

- Liquor Store
- Gas Station
- Corner Store
- Other _____
- Supermarket
- Convenience Store

14. Legal Capacity of Premises (Only premises identified as Type I in Question #13)

480 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

15. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants. Age Restriction (If none, write 'None')
	Open	Close			
Sunday	10 ^{am}	2 ^{Am}	1-480	2-92	None,
Monday	10 ^{Am}	2 ^{Am}	↓	↓	but must be
Tuesday	10 ^{Am}	2 ^{Am}			w/ legal
Wednesday	10 ^{Am}	2 ^{Am}			guardian
Thursday	10 ^{Am}	2 ^{Am}			
Friday	10 ^{Am}	2 ³⁰ ^{Am}			
Saturday	10 ^{Am}	2 ³⁰ ^{Am}			

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday, 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday, 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

16. This Section to be Completed by Alcohol Applicants Only

- a) Property Owners Name Milwaukee Turners, Inc. Phone Number: 414-272-1733
Address: 1034 N. 4th St., Milwaukee, WI 53203
- b) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list name and address: _____
- c) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

- d) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____
- e) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
 No Yes If yes, list name and address: _____
- f) Will any of the following types of businesses be conducted at this location? (check all that apply)
- Bed & Breakfast Billiard/Pool Hall Comedy Club Indoor Golf Facility
 Video Game Center (6 or more games) Brew Pub Volleyball Court Theater Wine Tasting Room
 Department Store Pharmacy Gift Shop Museum Center for the Visual & Performing Arts
- g) If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

17. Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lease/buyer

18. Property Information (new & transfer applicants only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? Turner Hall Preservation Trust
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ N/A
- e) Total amount paid for goodwill of the business \$ N/A
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

19. Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins Nov 15, 14 Ends Nov 14, 15
- b) Monthly rental \$ 7% of gross sales
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 1
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
 If yes, explain _____

20. Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
 If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): _____

21. Notarized Signatures of Applicants

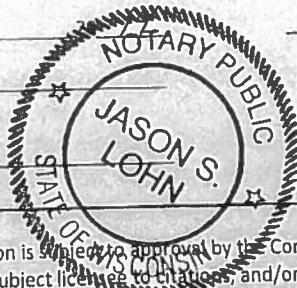
SUBSCRIBED AND SWORN TO BEFORE ME

This 16th day of October

(Clerk/Notary Public)

My Commission Expires 2/14/16

*Notary Seal must be affixed.



Pat 2009
Agent/Owner/Partner

shy
Additional Owner/Partner

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

New and transfer of premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

If you do not provide all required information, your application will be returned to you.



PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

TYPES OF ENTERTAINMENT (CHOOSE ALL THAT APPLY)
Instrumental Musicians, Bands, Battle of the Bands, Comedy Acts, Disc Jockey, Magic Shows, Poetry Readings, Dancing by Performers, Adult Entertainment/Strippers/Crotic Dance, Wrestling, Patron Contests, Patrons Dancing, Jukebox, Karaoke, Bowling Alley, Pool Tables, Motion Pictures, Amusement Machines, Concerts, Theatrical Performances, Other.

WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?
[X] No [] Yes, describe:

LEGAL CAPACITY OF PREMISES
480 (Call the Milwaukee Development Center at 414-286-8211 w questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License.

IDENTIFY IF SOUND AMPLIFICATION IS USED
[] No [X] Yes, describe: possible full PA system

DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES
The undersigned understands 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.

60 DAY WAIVER (FOR APPLICANTS ALSO APPLYING FOR OTHER LICENSES AT THIS TIME)
I request that my Public Entertainment Premises LICENSE application be HELD subject to the review requirements of the other licenses for which I am applying.

NOTARIZED SIGNATURES OF APPLICANTS
SUBSCRIBED AND SWORN TO BEFORE ME
This 10th day of October, 2014
Agent/Owner/Partner
Additional Owner/Partner



Office Use Only: Initials: Filed: App: [] Waiver Signed License #
[] Only PEP or [] Waiver Not Signed: Email Mgr: Granted

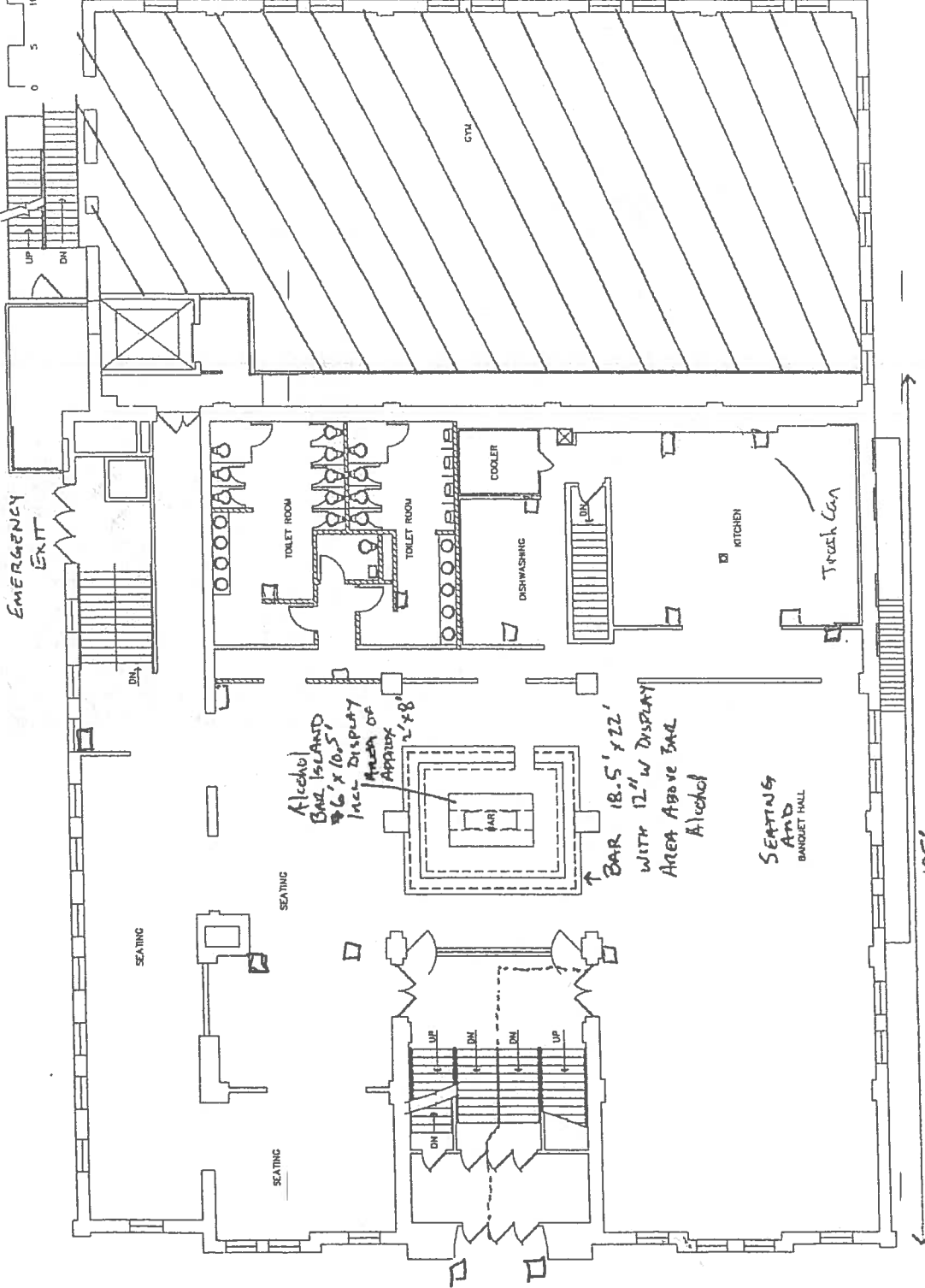
1040 N FOURTH ST ENTRANCE

EMERGENCY EXIT



10/15/14
Major Goalsky
Festivals, IN
District Mur, pl
Agent

98'

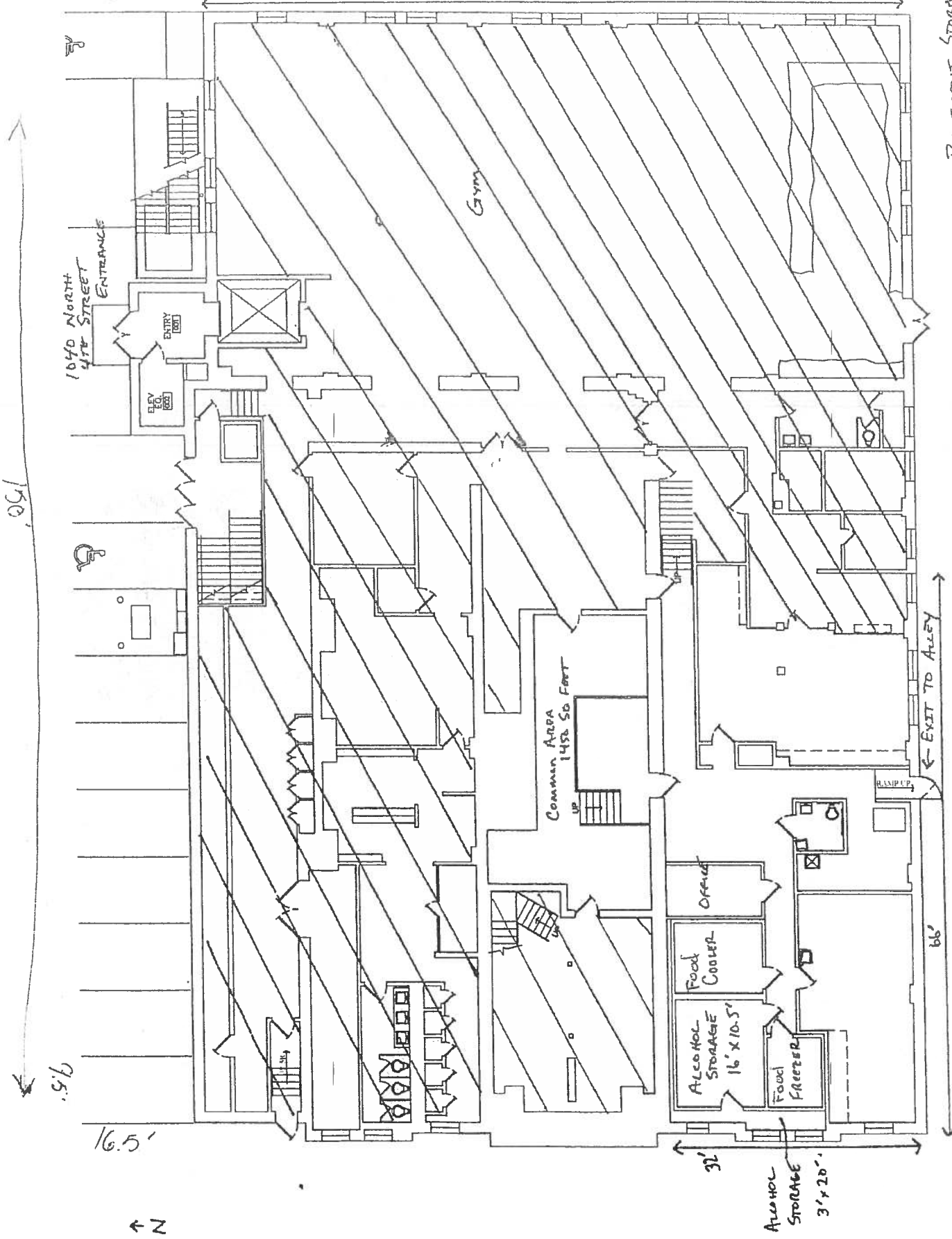


1ST FLOOR RESTAURANT AREA
8,200 SQUARE FEET
- 1,050 SQ FEET - ENTRY AREA
SHARED WITH BALLROOM

TURNER HALL RESTAURANT
1638 NORTH 4TH STREET

10/15/14
 Major
 Coorsky =
 Festivals,
 INC
 Patrick
 Murphy
 Agent
 98'

BASEMENT STORAGE AND
 OFFICE AREA
 2,730 SQUARE FEET
 + 1,1450 SQ. FT. SHARED SPACE



156'

16.5'

16.5'

← N

← EXIT TO ALLEY

RAMP UP

7/

TURNER HALL RESTAURANT
 1038 NORTH 4TH STREET



FOOD DEALER SUPPLEMENTAL APPLICATION / FOOD OPERATION PLAN

crl food1 06/30/2014

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 L. WELLS ST., ROOM 105, MILWAUKEE, WI 53202 •
414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

FREST # 197005

1. Application Type

Indicate the application type and complete the corresponding section

New application (fee is \$300) For new applications, answer questions below and then continue on to section 2.

Is this a simple change of ownership (no change in food operation) or a new establishment?

- Taking over existing operating licensed food business
- New establishment (anything other than a simple change of ownership)

Provide a brief description of the food establishment

FAST, CASUAL DINING
full service restaurant and bar; private banquet facilities

What is the anticipated opening date or date of change of ownership: 11/15/14

Site Evaluation - Optional (fee is \$100) Site evaluations are optional, and done only upon request. The purpose of the site evaluation is to assess the suitability of a prospective site for use as a food establishment.

Modification or amendment to an existing food license or public health approved operational plan. For modifications/amendments to existing establishments, both the operator and establishment cannot be different than on existing license or the application is considered new. Answer the two questions below (including the follow up detail if applicable) and then continue on to section 2.

What facilities (equipment or building) change(s) are you planning (check all that apply):

- Construction or renovation (fee is \$200)
- Significant equipment change without construction or renovation (fee is \$50)
- Adding an additional site at the same premises where food will be prepared/processed or sold (fee is \$100 per additional site)
- No equipment or renovations are being planned

What changes are being proposed to the food operation or specialized approvals are being requested (Note: \$75 operational change fee is charged only once even if multiple items are checked)

Substantial changes to the menu including the type or complexity of food processing (fee is \$75)

Briefly describe proposed changes

Adding processing when no processing was previously performed, or adding additional types of processing (fee is \$75)

Requests for modifications or variances to public health food code requirements or the review of a specialized process requiring health department approval prior to implementation (fee is \$75)

Indicate specialized processes/variances requested (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Acidified Rice | <input type="checkbox"/> Sale without Consumer Advisory |
| <input type="checkbox"/> Bare Hand Contact to Ready to Eat Foods | <input type="checkbox"/> Shellfish - Comingling |
| <input type="checkbox"/> Curing | <input type="checkbox"/> Shellfish - Display Tanks |
| <input type="checkbox"/> Dogs in Outside Dining Areas | <input type="checkbox"/> Smoking |
| <input type="checkbox"/> Non-continuous Cooking | <input type="checkbox"/> Sprouting |
| <input type="checkbox"/> Peddler Base | <input type="checkbox"/> Time as a Public Health Control |
| <input type="checkbox"/> Reduced Oxygen Packaging | <input type="checkbox"/> Wild Game |
| <input type="checkbox"/> Other, specify | |

Amending existing license to reflect an increase in annual gross sales or change in food operation (fee is the difference in the cost between the food licenses plus \$25 for transfer fee)

No significant changes are being proposed in how food is prepared/processed or substantial menu changes. No addition of specialized process or activities requiring approval is being requested (no fee)

2. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites Single Multiple

If multiple sites will be used, how many distinct sites will be used? _____

List all sites and briefly describe the nature of the food activities at each site:

First floor: restaurant
Basement: liquor and storage

Note: Multiple sites may require more than one license or an additional site license depending upon the food activity conducted at any one site

Indicate where on the premises food will be sold, served, consumed and/or stored. 1st Floor 2nd Floor Rooftop Basement

Other floor, specify _____

Other location specify _____

Are any outdoor operations planned? Yes No Unknown

What activities will be conducted outdoors (check all that apply)

Bar

Cooking/grilling

Dining - Patio

Dining - Sidewalk (DPW permit required)

Storage

Other, specify _____

Seating provided on site for dining? Yes No

If yes, what is the seating capacity both inside and outside? 200

If yes, are there additional banquet facilities other than the main dining area? Yes No

Total square footage of the establishment (exclude space utilized for other purposes other than food) 8200

Annual Gross Food Sales: 450,000 Sales Based on: Previous Year Previous Establishment Best Estimate

Note: Inspector will request to review receipts periodically to validate if establishment has the appropriate license.

Number of Full Time Employees 4

Number of Part Time Employees 25

The following items must be included with a new application:

- Site Plan/Floor Plan: Site plan must identify the building in relation to streets, sidewalks, parking & garbage area.
- Shared Kitchen Agreement, if applicable: If not using your own establishment as your base, provide a written and signed commissary agreement. The agreement must include a list of all services provided by the commissary, such as restroom use, dry goods storage, use of refrigerator space (including the number of cubic feet of refrigeration space allocated to you), etc.

The following items must be submitted to inspector, prior to approval of inspection.

- Floor Plan: The plan must show the location of all equipment (sinks, refrigeration, stoves, ware-washing, etc.), plumbing, electrical services, mechanical ventilation, storage areas and restrooms. Plans must be a minimum of 11 X 14 inches in size including the layout of the floor plan accurately drawn to a minimum scale of 1/4 inch = 1 foot. Plans may be submitted in an electronic format.
- Equipment List: Provide the make and model number of all significant equipment (cooking, cooling, warewashing, etc.) All food equipment must be ANSI/NSF certified. No home-style equipment is allowed. Equipment specification sheets do not have to be provided at the time of submission, but must be provided upon Health Department request
- Finish Materials List: Provide a list of all finish materials (floors, walls, ceilings, counter tops). Surfaces must be smooth, nonabsorbent and easily cleanable, and ceramic, porcelain or quarry tile must have set in base cove.
- Lighting Plan: Provide a list of all light fixtures to be used in the food establishment. All light used in any food prep or storage areas must be shielded or covered and flush or integral to the ceiling. Lighting in food preparation area must meet minimum illumination standards defined in the WI Food Code.
- Pest Management Plan. Describe the establishments integrated pest management plan. Describe strategies to prevent pest entry into the food establishment & harborage of pests identify if a licensed pest control service has been contracted, provide the name of the company and frequency of service.

3. Construction, Renovations, Kitchen Equipment Changes or Remodeling

Any construction, remodeling or equipment changes planned? Yes No If no, skip to section 4

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling impacting 300ft² or more than of food preparation or display area
- Renovation/remodeling impacting less than 300ft² of food preparation or display area
- Renovation/remodeling limited to the installation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

Note: Building permits may be required, contact the Department of Neighborhood Services

Date alterations/changes planned to begin _____

Contact information for general contractor _____

Contact information for architect _____

4. BUSINESS TYPE

Overall Establishment Type (select the one that best describes the proposed business)

- Bed and Breakfast
- Commissary or Mobile Food Peddler Base – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a mobile food peddler where the vehicle, cart or unit which is used at a minimum for the service or cleaning of the peddler vehicle, cart or container. A base of operations for a caterer or seasonal market vendor for the preparation of food.
- Community Food Program – free meal site or food pantry. Any site in which all food is provided free of cost to those in need or to organizations who serve person's in need.
- Distiller or Brewer – facilities that are primarily engaged in the production of alcoholic beverages
- Food Distributor – a business that transports food for sale to retail and wholesale establishments and does not perform any processing or repacking of food items
 - Is food stored on site Yes No
- Food Manufacturer - commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer, food is sold to distributors, retailers or restaurants, there may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments
 - Is there a retail store onsite? Yes No
- Food Store – a food establishment either mobile or permanent in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include business whose primary business is other than food, but offer convenience food items.
 - Are you considered a convenience food store? Yes No
 - A convenience food store contains less than 5,000 sq ft of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food
- School – educational institution including elementary, middle and high schools, technical schools, colleges and university, where food service is limited to students (no sales to faculty or general public)
- Restaurant – a food establishment either mobile or permanent in which the majority food sales consist of meals

5. FOOD OPERATION SCOPE

Type of Sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

- 100% from meals (ready-to-eat food sold in single portions)
- % from grocery items (multi-serving food products, typically requiring preparation before serving, includes beverages, bakery items and raw produce)

Will 25% or more of your sales be to highly susceptible populations (defined as persons with medical conditions, elderly, or preschool age children)?

Yes No

Will customers be able to purchase food through a drive through? Yes No

Will customers be able to purchase food from a self-service salad or food bar? Yes No

Will food be prepared on site and then transported for sale or consumption at another location? Yes No

If yes, check all the reason why the food will be transported

Catering Delivery Base for Mobile Food Peddler Base for temporary or seasonal food stand
 Other, specify _____

6. FOOD, FOOD PREPERATION, FOOD PROCESSING

For restaurants provide a copy of the proposed menu or a detailed menu of all the foods and drinks you will be serving
For all other establishments provide a summary below of the brief types of food products being sold

see attached

Will any potentially hazardous food (food that requires temperature control) be offered for sale? Yes No

Examples of potentially hazardous foods are meats, dairy, poultry, eggs, cut tomatoes or leafy greens, cut melons, cooked rice, beans or potatoes, or garlic in oil.

Will food be prepared or processed on site? Yes No

Examples of processing are assembling, grinding, cutting, mixing, baking, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking.

If yes, indicate the type of food processing that will be conducted:

cutting, grilling, frying, coating, stuffing, mixing, baking

If performing processing, will there be any processing of potentially hazardous food? Yes No

7. WEIGHTS AND MEASURES

Will any items be offered for sale by weight or by volume? Yes No

If yes, describe number and type of devices used:

A separate weights and measures license is required for each scale.

Will electronic scanning devices be used for pricing/check out? Yes No

If yes, how many devices will be used

A scanner license is required if using an electronic scanning device.

8. LITTER/GARBAGE/NOISE

What are your plans to keep the grounds clean (check all that apply)

- Sweep
- Hired Maintenance
- Other
- Pressure Wash
- Building Owner's Responsibility
- Pick Up Litter
- Garbage Cans Outside

Who is responsible to keep the grounds clean?

- Licensee
- Hired Maintenance
- Building Owner
- Other
- Employees

How often will the grounds be cleaned?

- Daily
- Weekly
- Other

How are noise issues addressed (check all that apply).

- Security
- Signs posted
- Manager approaches customer(s)
- Other
- Call police

Do you purchase, sell or exchange any secondhand articles of personal property (including used cell phones)?
 NO YES IF YES, YOU MUST ALSO APPLY FOR A SECONDHAND DEALER LICENSE.

9. HOURS OF OPERATION

Day of the Week	Proposed Hours of Operation (include a.m. or p.m.) (if closed on any days, write "closed")		Number of Customers expected each day	Drive Thru Hours (if not applicable, write "n/a")	
	Open	Close		Open	Close
Sunday	10 Am	2 Am	1-480	N/A	
Monday	10 Am	2 Am	11		
Tuesday	10 Am	2 Am			
Wednesday	10 Am	2 Am			
Thursday	10 Am	2 Am			
Friday	10 Am	2:30 Am			
Saturday	10 Am	2:30 Am			

10. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? Yes No

If yes, what type of license do you have or will you be applying for (check all that apply)?

- Class A fermented malt beverage licenses
- Class A liquor licenses
- Class B fermented malt beverage licenses
- Class B liquor licenses
- Class C wine licenses

If yes, if your food license is approved prior to the alcohol license, would you like the food license issued (check one)

- immediately so you can open your food business
- at the same time as the alcohol license

SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"

Affirmation of Understanding – Permit Needed to Operate

ALL NEW APPLICANTS – PLEASE READ AND INITIAL EACH ITEM CONFIRMING YOUR UNDERSTANDING:

1. PM I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
2. PM I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
3. PM I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
4. PM I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may be scheduled for a hearing before the License Committee of the Common Council.
5. PM I understand that I must pay and the License Division must have proof of payment for the associated permit fees before my permit may be issued.
6. PM I understand that all of the above must be complete before my permit is eligible to be issued.
7. PM I understand that the license/permit for which I am applying must be issued and posted in my business premises prior to opening for business.

I, Pat Murphy, will not operate my food business, until the permit has been issued and posted in the establishment.

Signature of Applicant:

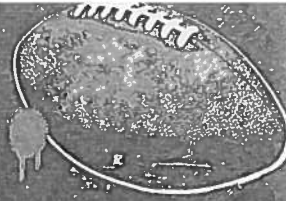
Pat Murphy

Date:

10/15/14

DID YOU KNOW?

Major-Goolsby's was named one of the TOP 10 SPORTS BARS in America by Fox News and Sports Illustrated!



SANDWICHES

All sandwiches served w/pickles on a toasted bun. Want low carb bread? Just ask! Even for a Major Cheeseburger. The Major offers Gluten Free bread to any sandwich for an additional 1.00

TURKEY SANDWICH 6.95

Slices of all white meat turkey breast served with lettuce and tomato. (Served hot or cold)

BRAISED CHICKEN SANDWICH 8.85

1/2 lb grilled chicken breast served with lettuce and tomato -- plain, with teriyaki sauce, or with BBQ sauce. Add Bacon 1.90

CAJUN CHICKEN SANDWICH 8.85

1/2 lb boneless, skinless chicken breast grilled in Cajun sauce & topped with spices, served with lettuce & tomato. Add Bacon 1.90

CHILI DOG 6.25

Same as above, but topped with Jerry's kick-ass army recipe chili.

WISCONSIN BRATWURST 6.50

Gargantuan Klements' Sheboygan-style brat served with sauteed green peppers, onions and a side of kraut.

PULLED PORK SANDWICH 7.45

Boneless rib meat slow cooked & smothered in our tangy BBQ sauce by Chef Charles, served with coleslaw, dump it on that the way Major enjoys it. Add Bacon 1.90

HOT DOG 5.25

1/4lb Klements' kosher all beef weiner.

HAM AND CHEESE SANDWICH 6.95

Six slices of ham topped with 2 slices of cheese. Ham only - 5.95. (Served hot or cold)

VEGGIE BURGER 6.95

No meat in this baby - thank Laura. Served with sauteed onions, cheese, lettuce and tomato.

PORK BURGER 8.35

6oz charbroiled pork cutlet served with mozzarella cheese. Make it a Major Pork Burger 10.85

REMEMBER! Support your local teams...

MILWAUKEE: BUCKS, ADMIRALS AND WAVE, UWM PANTHERS AND MARQUETTE GOLDEN EAGLES (TO US, ALWAYS WARRIORS!)

You can purchase tickets for these teams **HERE!**

Let us host your Major (and minor)

parties! For your special event, please contact Betsy at 271-3414

340 W. Kilbourn Ave. • Milwaukee, Wisconsin 53203

Phone : (414) 271-3414 • Fax : (414) 271-1102

BEER

ask about our seasonal taps and bottles.

What's on Tap

Miller Genuine Draft/Miller Lite/Coor's Light/Blue Moon
Murphy's Irish Stout/Spotted Cow/Leinie's Red/Lakefront
Riverwest Stein/Leinie's Honey Weiss/Sierra Nevada Pale Ale
Newcastle Brown Ale (ask about our seasonal taps)

Domestic Bottled Beer

Miller High Life/Miller Lite/MGD/MGD64/Bud
Bud Light/Schlitz/Old Style/Coor's Light/PBR
O'Doul's & O'Doul's Amber (NAB)

Import Bottled Beer

Amstel light/Corona/Corona Light/Stella
Hacker-Pschorr Weiss/Heineken

Craft, Specialty & Micro Brews

Sprecher Amber/Black Bavarian/Moon Man/Crispin
New Grist/Fat Tire/Rolling Rock/Samuel Adams
Michelob Ultra/Bud Lite Lime/Mike's Hard



Beverages

Soda (free refill)	2.20
Coca-Cola/Diet Coke	
Sprite/Diet Sprite/Mellow Yellow	
Tonic and Seltzer/ Lemonade	
Iced Tea / Raspberry Iced Tea	
Sprecher Root Beer or Lo-Cal	3.50
Coffee-Seattle's Best	1.75
Wisconsin Milk	2.25
Hot Tea - from Asia	1.50
Juice - from Fruit	2.50



The Major's Mugarita 8.00

(Made in Goolsby's Cuervonator) 22 ounces of frozen pleasure

Ice Cream Specialty Drinks 8.50

Martinis & Other Designer Drinks mkt price

Ice Cream Creations

Sundaes 4.50

Hot fudge, strawberry or chocolate topped with whipped cream. Add pecans .95

Shakes and Malts 4.50

Root Beer Float 5.65

With a 16 oz. Sprecher Root Beer

Unfrozen Creation 3.95

Hot, Hot Chocolate

This really has to be tried. It's heavenly.

The Major's Menu for Minors

(12 and under)

Campbell's Spaghetti-Os 4.95

Minor Hot Dog 4.95

Minor Cheeseburger 4.95

All come with small fries for small fries.



Salads

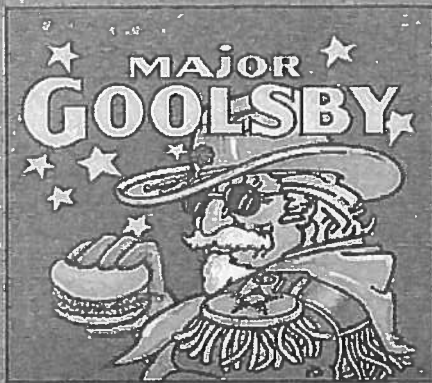
Caesar 7.50

Chicken Caesar 9.95

Chicken BLT 10.95

Sorry, if we allow separate checks we couldn't offer sudden service.

*Consuming raw or undercooked meats may increase your risk of food borne illness.



Goolsby's Classic Burgers

MAJOR HAMBURGER 7.65
Single Hamburger - 5.50

MAJOR BACON CHEESEBURGER
The classic topped with American cheese and bacon. 9.85 *Single Bacon Cheeseburger* 7.85

MAJOR HAM & CHEESEBURGER
The classic topped with American cheese and slices of ham. 9.85
Single Ham & Cheeseburger 7.85

BURGERS

Just ask! Burgers can be served with lettuce, tomato and onion (raw or sauteéd).

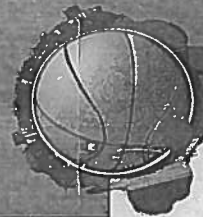
The "World Famous" Major Cheese Burger

Voted "Milwaukee's Best", our classic burger is over 1/2 pound of US 100% pure beef, flame broiled. Mouthwatering! 8.35

Single Cheeseburger 5.95



TRIPLE YOUR PLEASURE and add a third patty to one of our Major Burgers. We'll work out a price. Just ask your server!



In a Hurry?

Beat the clock with these items!

Ore-Ida®
French Fries
Major Burgers
BBQ Rib Sandwich

Hot Dog
Wisconsin
Bratwurst
Turkey Sandwich

The Meal Mobile!

Now serving the Milwaukee area. Call 414-763-1925 for delivery from Major Goolsby's
Visit online at www.mealmobile.com.

PRE-GAME WARM UPS

MAJOR WINGS

Goolsby's Famous Meaty Wings with your choice of:
Buffalo Sauce
(as hot as you want 'em)
BBQ Sauce
or
Zesty BBQ Sauce
10.95

BALL PARK NACHOS 4.75
1.00 extra for a side of chili.

BAG O' PEANUTS 3.75

SOUP OF THE MINUTE
Bowl - 4.50 Cup - 3.50

CHILI

Bowl 4.50 Cup 3.50
Jerry's kick-ass Army recipe. You'll love it!
(just don't ask us to pull your finger.)
(1.00 for cheese on chili)

CHICKEN TENDERS

 8.95

Strips of the best of the breast
(not available on event Fridays)

MOZZARELLA MARINARA

 7.95

4 large logs of mozzarella cheese wrapped in delicate won ton skins and fried to crispy perfection.

MINI TACOS

 6.65

Salsa on the side - Maggie's favorite!
(not available on event Fridays)

GOOLSBY'S STATE FAIR BRAT SHOTS

 4.95

6 Momma Chalubnik's sauerkraut topped with a generous slice of brat. Looks like a shot, eats like a brat.

ORE-IDA FRENCH FRIES

 2.85

MOORE'S ONION RINGS

 6.50

CHEESE CURDS

 7.75

A Midwest favorite! Yellow cheddar cheese curd nuggets in a light, crisp batter.

All items: extra
sauce 1.25 each

SWEET POTATO TATER TOTS

We had 'em first!
Delicious! 5.95



FRIDAY FISH FRY

A Milwaukee tradition, served only on Fridays.

BREADED ICELANDIC COD

 11.85

filets served with coleslaw and french fries.

or

FISH SANDWICH

 8.95

Breaded Icelandic cod on a bun with lettuce and tomato.