



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

Wednesday, October 08, 2025

COMMITTEE MEETING NOTICE

AD 13

PETERSON, Carol J, Agent
THREE BLONDES, INC
2030 W HOWARD Av
MILWAUKEE, WI 53221

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, October 21, 2025 at 02:10 PM

The access code is <https://meet.goto.com/479852445>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application as agent for "THREE BLONDES, INC" for "MAVERICKS" at 2030 W HOWARD 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT

LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 09/11/25

LICENSE TYPE: BTAVN

No. 385365

NEW:

RENEWAL: X

License Location: 2030 W Howard Av

Business Name: Mavericks

Licensee/Applicant: Peterson, Carol J

(Last Name, First Name, MI)

Date of Birth: 02/19/1956

Home Address: 2030 W Howard Av

City: Milwaukee

State: WI

Zip Code: 53221

Home Phone: (414) 281-4609

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

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

1. On June 20, 1994, the License Investigation Unit received a complaint from a neighbor regarding, noise, urinating in yards and motorcycle and automobiles revving their engines. Mostly occurring on the weekends during the late evening hours.
2. Patrols were increased in an attempt to solve the situation. During the weekends of July 9th & 10th and July 16th & 17th the problems re-occurred. On July 18, 1994 A Sergeant from District #6 met with the owners regarding the problems with unruly patrons. Also a meeting was held with the Alderman, his aide and supervisors of the Sixth District Police Station regarding neighborhood complaints. On July 19, 1994 two (2) Sergeants from the Sixth District met with Licensee, Carol J DEMSKI, and the Corporate Officers, Todd PETERSON and Stephen KARWOWSKI, all of whom live upstairs from the tavern. During the meeting PETERSON did most of the talking stating they believed they were making every reasonable effort to eliminate the problems. They also stated that when a neighbor complains they take immediate action.
3. On October 1, 1994 officers were dispatched to a "man with a gun" call at the tavern. Officers spoke with the bartender, Todd PETERSON, who stated there were two (2) groups that came in and had words. One group left and a short time later the other group left and both groups met in the parking lot. One of the actors was swinging a baseball bat and another appeared to brandish a gun, unknown if it was real. Both groups were gone before police arrived.

4. On October 29, 1994 officers were dispatched to a fight at the tavern. Officers were told that there was no fight, instead some patrons outside were not welcome inside so the police were called "JUST IN CASE". About 40 minutes later the same officers were informed by their Lieutenant to return and do a tavern check for over capacity. It was twenty (20) minutes before closing and the licensee, Carol DEMSKI, was behind the bar and four (4) other patrons were seated at the bar, all of whom were workers. Ms DEMSKI stated on Saturday and Sunday they close a half hour early to avoid any problems.
5. On November 3, 1994 officers were sent to a residence to investigate a Battery Complaint that occurred at the tavern. Investigation revealed a name was called during a pool game and a punch was thrown causing injury. The bartender, Todd PETERSON told officers he didn't know the individuals and told them to leave.
6. On December 17, 1994 officers observed a male urinating in the alley behind the tavern. A citation was issued as a result.
7. On February 12, 1995 officers were dispatched to – Ambulance sent, man down bleeding, unknown what happened. One (1) arrest was made for Battery. This occurred at 12:30A.M.
8. On February 12, 1995 officers were sent to check for underage drinkers in the tavern. Upon arrival officers observed the tavern closed and employees were cleaning. A check with the dispatcher revealed a red vehicle was supposed to be in the alley. This vehicle was gone.
9. On March 7, 1995 officers were dispatched to a fight at the tavern with about 5-6 males. Officers arrived to find no fight.
10. On March 18, 1995 officers were dispatched to loud music coming from the tavern. The call was received at 12:55A.M. and the squad was dispatched at 2:53A.M. Upon arrival there was no loud music.
11. On April 11, 1995 officers were dispatched to the tavern regarding trouble with a customer. The time was 1:32A.M. Officers advised the situation.
12. On April 11, 1995 officers were dispatched to the tavern regarding trouble with a patron. The tavern called back and stated they put the subject in a cab and now the cab driver is having trouble with the customer. The assignment was completed.
13. On May 4, 1995 officers were dispatched to the tavern regarding a fight and the bartender stated they needed an ambulance. A man was cut by an unknown type of glass causing a laceration to the side of his head. One suspect was arrested. The actor was caught by security for the tavern and held for police.

RE: PETERSON, Carol J

14. On Wednesday, 02/07/1996 at 2:00AM Officers were sent to Mavericks Tavern located at 2030 W Howard Av. for a Man with a Gun. Upon their arrival Officers interviewed Todd PETERSON who identified two men who were causing a disturbance outside the bar. Mr PETERSON stated that one of these subjects had a hammer, and was threatening customers outside the tavern. He then stated that Scott HORN had his hand inside his coat, threatening customers stating he had a gun. The Hammer was recovered, and no gun was found. Both subjects were arrested for Disorderly Conduct – No Charges were issued by the District attorney's Office.

15. On Saturday, 04/13/1996 at 1:18AM Officers conducted a check of Mavericks tavern located at 2030 W Howard Av. Upon entering the tavern the Officers found an underage person who had someone else's identification.

As to Licensee: (Carol J DEMSKI)

Charge: Presence of Underage Person
Finding: Not Issued
Sentence: Not Issued
Date: 05/02/1996
Citation#: 5460712

As to Underage Person (William C ANDERSON)

Charge: Presence of Underage Person
Finding: Guilty
Sentence: Fined \$332.50
Date: 05/30/1996
Case#: 9604929

16. On Thursday, 05/30/1996 at about 12:25AM Officers responded to a Personal Injury Accident at 20th & Howard. Investigation revealed that the driver of one of the vehicles Domin L ZINGDALE M/W 06/03/1974, and the passenger Joseph W BLAIR M/W 07/09/1975 had just left Mavericks tavern before they were involved in this accident. BLAIR who is 20 Years old stated he walked right into Maverick's past the bouncer, who never carded him, and ordered two pitchers of beer. BLAIR remained in the tavern and consumed the beer with ZINGDALE without anyone ever checking his identification.

As to Licensee: (Carol J DEMSKI)

As To Patron (Joseph W BLAIR)

Charge: Sale to Underage Person
Finding: Dismissed
Sentence: Fined \$150.00
Date: 09/10/1996
Case#: 96068151

Charge: Purchase Alc Beverage by Underage
Finding: Guilty
Sentence: Dismissed
Date: 09/10/1996
Case#: 96068158

17. On Sunday, 09/15/1996 at about 12:20AM Officers investigated a fight at Maverick's tavern located at 2030 W Howard Av. Investigation revealed a fight started inside the tavern, and continued into the parking lot where two patrons were injured, and an auto's windshield was smashed. The suspects were unknown, and fled the scene. Two criminal complaints were filed for Battery, and Criminal Damage To Property.

18. On Sunday, 09/22/1996 at 1:20Am Officers were conducting an investigation at Maverick's tavern located at 2030 W Howard Av. regarding the fight which took place on 09/15/1996. Officers observed a group of people running to the back of the bar. The Officers also saw Jason LEMKE yelling loudly as employees escorted him from the side door of the bar. He was resisting their efforts to make him leave, and was causing a crowd to gather. He was intoxicated. Mr LEMKE stated that he became upset when someone hit his friend with a glass. That person was located inside the bar, and identified as Anthony FUCHS.

As To Patron (Jason G LEMKE)

Charge: Disorderly Conduct
Finding: Guilty
Sentence: Fined \$86.50
Date: 11/14/1996
Case#: 96111404

As To Patron (Anthony FUCHS)

Charge: Disorderly Conduct
Finding: Guilty
Sentence: \$111.10
Date: 11/14/1996
Case#: 96111379

19. On Wednesday, 12/04/1996 at 11:20PM Officers were sent to Maverick's tavern located at 2030 W Howard Av. regarding a bartender under 21 years of age, and drinking. Upon their arrival Officers found a bartender who identified himself as William J ZINDARS 01/26/1974. Upon conducting a wanted check it was found that he was lying about his name. At this time he stated his real name was William J ZIMDARS 12/26/1976, and that he lied because the owner would not hire him if he was under 21 years old. William denied ever drinking at the bar.

As to Bartender (William J ZIMDARS)

Charge: Obstructing an Officer
Finding: Guilty
Sentence: Fined \$148.00
Date: 04/07/1997
Case#: 97004017

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RE: PETERSON, Carol J

20. On Sunday, 12/29/1996 at 12:33AM Officers were sent to Maverick's tavern located at 2030 W Howard Av. for a fight. Upon their arrival the doorman told Officers that Matthew HORVATH was denied access to the tavern due to yelling at patrons in the parking lot causing a disturbance. At this time HORVATH began to drive his auto in a reckless manner in front of the tavern, and left the scene. The Officers located this subject who was identified by the complainant.

As To (Matthew HORVATH)

Charge: Disorderly Conduct
Finding: Dismissed Without Prejudice
Sentence: Dismissed
Date: 04/21/1997
Case#: 97011441

21. On Sunday, 12/29/1996 at 2:30AM Officers were conducting a check of Maverick's tavern located at 2030 W Howard Av. The officers were notified by Todd PETERSON that he was having trouble with an intoxicated subject who would not leave the area of the tavern. He stated that this person was escorted out of the tavern after he was yelling at a female patron, and pushed her. When Officers found this subject outside the tavern it was found that he was highly intoxicated and refused to leave the area. At this time he began yelling causing a disturbance, and a crowd to gather. This subject was identified as Daniel J PERCIFIELD.

As To (Daniel J PERCIFIELD)

Charge: Disorderly Conduct
Finding: Guilty
Sentence: Fined \$111.10
Date: 02/13/1997
Case#: 97011456

22. On 02/07/1997 at 2:29AM Officers conducted a check of Maverick's tavern located at 2030 W Howard Av. As Officers entered the tavern a patron (Steven R DUVALL) came up from behind one of the Officers, and attempted to punch him in the back of the head. The officer identified themselves, and attempted to have the subject leave the tavern with them. At this time he became combative, kicking and punching at the Officers. The Officers had to decentralize the subject to the ground, and placed him under arrest. The licensee, and employees assisted the Officers in taking this subject into custody.

As To (Steven R DUVALL)

Charge: Disorderly Conduct
Finding: Not Issued by District Attorney's Office
Sentence: N/A
Date: 02/08/1997

RE: PETERSON, Carol J

23. On 09/14/1997 at 1:40AM Officers were sent to the area of Maverick's tavern located at 2030 W Howard Av. Upon their arrival Officers observed two subjects being ejected by tavern staff. Officers were informed by Todd PETERSON that these subjects were involved in an argument with other patrons inside the tavern, where pushing escalated to violence. One subject (David POHL) struck a patron with a bottle, and the other subject (Jerry DOLESHAL) started the incident by pushing, and alarming the patrons by his unruly conduct.

As To Patron (David POHL)

Charge: Battery
Finding: Guilty of amended charge – Disorderly Conduct
Sentence: Fined \$111.10
Date: 03/16/1998
Case#: 97148338

As To Patron (Jerry DOLESHAL)

Charge: Disorderly Conduct
Finding: Guilty
Sentence: Fined \$111.10
Date: 11/04/1997
Case#: 97148208

24. On 03/19/1998 at about 12:20AM Officers were sent to a bar fight at Maverick's tavern located at 2030 W Howard Av. Upon their arrival Officers observed employee's at Maverick's holding David VANDERBOOM down. This subject was extremely intoxicated, and was arrested.

As To Patron (David A VANDERBOOM)

Charge: Battery
Finding: Dismissed
Sentence: NONE
Date: 03/19/1998
Case#: 1998CM00304

As To Patron (Jeffrey ROBERTS)

Charge: Disorderly Conduct
Finding: Guilty
Sentence: Fined \$500.00
Date: 06/17/1998
Case#: 1998CM03289

25. On 7-14-2001, at Maverick's, 2030 West Howard Avenue, officers investigated a disturbance. There investigation disclosed a patron was being held down until police arrived. The patron told officers he was dragged from his vehicle and fought with. He stated the bartender, Christopher McMurry, punched him repeatedly to the back of the head.

Re Patron, Jamyn Rukavina

Charge: Disorderly Conduct
Finding: guilty
Sentence: fined \$116.00
Date: 9-6-01
Case: 01082084
Citation: 57878496

26. On 10-20-01, at 1:10AM, officers were dispatched to Maverick's, 2030 West Howard Avenue, regarding a complaint of underage person drinking on the premises. On arrival they did not find any underage persons, however, under the direction of a Sergeant on the scene, a head count was taken of patrons on the premises. 126 patrons were counted. The bar capacity was 99 persons.

Charge: Class B Premises Exceeding Posted Occupancy/Capacity
Finding: guilty
Sentence: fined \$150.00
Date: 3-5-2002
Case: 01136287
Citation: 56877225

27. On 2-23-2003 at 1:57am Milwaukee Police were sent to 2030 W Howard Ave, Mavericks, for a subject with a gun. They spoke to Stewart Arthur, a bouncer at Mavericks, who stated that a female driving a maroon Ford Explorer, pointed a gun at him after an altercation that she had inside the tavern with a different person. Officers found the suspect matching the description given by Arthur on So 18th st. After stopping the vehicle, the driver stated that the gun was in the rear pouch of the passenger seat, where the officers found the gun. The gun was loaded with 7 bullets and the suspect was arrested for Carrying a Concealed Weapon and Endangering Safety by Use of a Dangerous Weapon.

28. On 01/20/07 at 9:30 pm, Milwaukee Police conducted a tavern check at Maverick's, 2030 W Howard Avenue. As officers entered the tavern, they observed two bartenders, identified as Joseph Wolslager and Erik Bogust, serving alcohol to patrons. Officers asked to see their bartenders' license and neither one could provide one. Officers found that neither one possessed a valid license and spoke to the licensee, Carol Peterson, who was called to the tavern. Peterson was advised the neither bartender held a valid license to served alcohol and that she would be receiving two citations for bartenders license required.

Charge: Class D Bartenders License Required (two counts)
Finding: Guilty on both
Sentence: Fined \$356.00 for both citations
Date: 03/16/07
Case: 07018873
07018874

29. On 02/17/07 at 3:22 pm, Milwaukee Police were investigating a Battery complaint that occurred at Maverick's Tavern. Investigation revealed two patrons began to argue when a drink was spilled on one of the patrons coat. One patron began pushing the other when a punch was thrown. The fight was broken up and everyone agreed that no prosecution was desired.

30. On 03/03/07 at 2:06 am, Milwaukee Police were dispatched to Maverick's Bar, 2030 W Howard Avenue for Trouble With Subjects. Officers observed 3 customers arguing with the bar owner and staff. These patrons were found to be intoxicated and swearing aggressively at the staff. Investigation revealed these patrons were asked to leave because of the disorderliness and refused. These patrons then became combative and police were called. All three patrons received citations for disorderly conduct.

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31. On 04/23/2009 at 11:20PM, Milwaukee Police Department was dispatched to Maverick's Tavern, 2030 W Howard Av for a Battery. Officers spoke to the bartender; Todd L PETERSON who stated an unknown male came up to the bar and asked for a pitcher of beer. PETERSON stated the unknown male became agitated and took a swing at him with a closed fist. PETERSON went to escort the subject out of the tavern when another unknown male stood in the exit to prevent him from leaving. Both subjects were issued citations for Disorderly Conduct.

32. On 02/21/2010 at 2:16AM, Milwaukee Police Department responded to Maverick's Tavern, 2030 W Howard Av for a fight involving a "huge crowd". Todd L PETERSON stated that some of the patrons he has never seen started a fight inside the bar and were escorted out. The actors of the fight had fled prior to police arrival.

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33. On 06/24/10 at 12:43 am, Milwaukee police were flagged down by a citizen who stated there was a fight in front of 2030 W Howard Avenue, Mavericks bar. Investigation revealed two patrons who were family members were fighting outside the tavern. No one was injured or wanted to prosecute. Police spoke with owner Todd Peterson who stated the patrons were regulars and that he didn't realize they were fighting outside on the sidewalk.

34. On 12/28/10 at 1:36 am, Milwaukee police were dispatched to 2030 W Howard for a Reckless Use of Weapon complaint. Officers spoke with the bartender Bryan Lafave who stated at 1:25 am, while bartending, he heard the sound of glass shattering. When Lafave looked toward the sound, he observed two females arguing. He thought one of the females threw the glass and immediately called for police. Investigation revealed the two females were arguing however, the glass had been knocked off the bar with one patron being struck in the hip by the glass. No one wanted to prosecute and no injuries were reported.

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35. On 02/12/12 at 2:04 am, Milwaukee police were dispatched to 2030 W Howard Avenue for a Fight complaint. As police entered the bar, they observed a fight with several patrons as a crowd circulated around the subjects fighting which included the bar owner, Todd Peterson. One patron was arrested and removed immediately from the bar. Officers spoke with Peterson who appeared to be highly intoxicated. Peterson stated that an argument started inside the bar that involved an unknown male and female. Peterson further stated that the male punched the female in the face to which the male subject was cited for.

36. On 02/15/12 at 1:03 am, Milwaukee police were dispatched to 2030 W Howard Avenue for a Fight complaint. Investigation revealed that a patron left the bar with a drink in her hand in which an employee tried to stop her but was unable to. Another patron who was inside the bar then battered that same employee but no injuries were sustained. Attempts to contact the licensee Todd Peterson at his home and the business provided were unsuccessful.

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37. On 11/04/2013 Milwaukee police were dispatched to a fight complaint at 2030 West Howard Avenue (Mavericks Bar). Officers discovered several men holding a subject down on the ground outside the business. Investigation revealed this subject was intoxicated and had been escorted out of the business after refusing to leave when asked. Todd Peterson, who identified himself to police as the business owner, states that once outside, the subject charged and attempted to punch him. Todd Peterson and several other customers then held the subject until police arrived. The subject was cited for Disorderly Conduct.

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38. On 03/13/2014 the applicant was cited at 2030 West Howard Avenue for Presence of Minor at Licensed Premise.

Charge: Presence of Minor at Licensed Premise
Finding: Guilty
Sentence: \$374.00 fine
Date: 05/14/2014
Case: 14024637

39. On 01/31/2015 Milwaukee police responded to a trouble with a subject complaint at Mavericks (2030 West Howard Avenue). The caller told officers he was awakened by 3 males and 3 females exiting their vehicle screaming, yelling and dancing in the street. These subjects entered Mavericks. The caller could not identify the subjects.

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40. On 04/15/2015 a 20 year old Milwaukee police aide, working in conjunction with Milwaukee police, was able to gain entry to 2030 West Howard Avenue (Maverick's) and purchase two Miller High Life's from the applicant without being asked to present identification. The applicant was informed about the Respect 21 Program.

41. On 01/27/2016 Milwaukee police responded to a battery complaint at 2030 West Howard Avenue (Maverick's). Investigation revealed two patrons of the business were involved in an altercation. Neither of the involved parties requested or required police services.

42. On 03/14/2016 Milwaukee police were dispatched to a battery complaint at St. Luke's Hospital. The victim told officers he had been involved in an altercation while a patron at Maverick's Tavern (2030 West Howard Avenue). The other party involved, a lady friend of the victim, struck the victim in the head with a glass causing a laceration requiring stitches. The victim in this offense told officers he did not wish to involve the police.

43. On 03/17/2016 Milwaukee police went to Maverick's Tavern (2030 West Howard Avenue) and spoke to Todd Peterson in an attempt to schedule a meeting with police regarding recent criminal activity occurring at the business. Mr. Peterson became argumentative and denied there had been any criminal activity in the tavern or on his property. Mr. Peterson was given information and asked to contact officers to schedule a meeting with a date and time to attend such a meeting. As of 03/30/2016, Mr. Peterson had not contacted officers.

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44. On 12/03/2017 officers were dispatched to a fight at Maverick's bar, 2030 W. Howard Av. The bartender, Sean FREITAG, stated the fight occurred quickly and he did not know how it started. He stated the only security camera was by the front entrance and would not show the fight. The victim stated he was walking through the bar and bumped into someone. This subject became upset and hit him over the head with a glass. He refused to prosecute and did not seek medical attention.

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45. On 07/10/2018 at 2:00am officers observed two people smoking outside of Maverick's, 2030 W. Howard Av. At 2:10am the subjects went inside the bar and the officers conducted a licensed premise check. One of the subjects was identified as a cook and the other a patron. The bartender, Sean FREITAG, stated he was giving the patron a ride home because of suspicious people in the neighborhood. FREITAG did not have a Class D operators license, stating he was working under the owners license. The applicant was cited for Responsible person on Premise.

Charge: Responsible Person on Premise
Finding: Dismissed
Sentence:
Date: 03/11/2019
Case: 18075194

46. On 09/25/2018 at 2:00am officers a subject exiting Maverick's, 2030 W. Howard Av. The officers conducted a licensed premise check and observed the bartender, Sean FEITAG, and another subject who was identified as a patron. FREITAG stated he was just closing out the customers tab. The officer spoke with the applicant at 7:16pm about this incident and the one from July. She stated she looked at the video and stated the patron was only in the bar for 2-3 minutes past closing time. The applicant was cited for Allow Patron After Hours.

Charge: Allow Patron After Hours
Finding: Dismissed
Sentence:
Date: 03/27/2019
Case: 18073053

47. On 01/12/2019 officers were dispatched to a fight at Maverick's, 2030 W. Howard Av. When the officers arrived they observed employees holding down two subjects who had slapped a patron and caused a disturbance in the bar. No one was injured but the owner, Todd PETERSON, requested Disorderly Conduct citation for the subjects. The subjects were conveyed to the station where they were issued Disorderly Conduct citations.

48. On 02/26/2019 officers conducted a check for a wanted subject at Maverick's, 2030 W. Howard Av. The subject was located in the bar and was observed making a downward motion with his hand. Under his seat the officer located a firearm. The subject stated it was the bartenders. The officers spoke with Sean FREITAG who confirmed the gun was his. He stated he gave it to the subject to look at because he was going to purchase it.

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49. On 08/26/2019 officers were dispatched to Fight at Maverick's Bar, 2030 W. Howard Av. The investigation revealed the victim was talking with a couple that came in the bar. There was an altercation inside and the applicant decided to close the bar. The applicant wanted the victim to stay inside until the couple left but the victim went outside. A short time later there was a knock on the door, requesting the applicant call the police. The victim was bleeding from the head but refused medical treatment and walked away from the officers.

50. On 10/18/2019 officers conducted underage tavern enforcement in District 6. An underage Police Aide attempted to gain entry to Maverick's bar, 2030 W. Howard Av. The Police Aide was allowed inside but refused service at the bar when he could not produce ID.

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51. On 01/01/21 at 12:11am, Milwaukee Police were dispatched to 2030 W. Howard Avenue for an unresponsive subject. Upon arrival, officers interviewed the owner who stated the subject refused to speak with staff and was helped into a vehicle driven by his mother and left. The license premise was cooperative with the investigation.

52. On 01/16/21 at 8:49pm, Milwaukee Police were dispatched to 2030 W. Howard Avenue for a battery complaint. Investigation revealed that an argument started with a "regular" at the tavern and the owner. The "regular" said the owner pushed her twice causing her to fear for her safety, but the owner denied pushing her. Witness statements were conflicting, all parties were intoxicated, and the owner was issued a citation for disorderly conduct.

Charge: Disorderly Conduct
Finding: Court date on 07/15/21
Sentence:
Date:
Case: 21018405

53. On 02/28/21 at 1:13am, Milwaukee Police were dispatched to 2030 W. Howard Avenue for a subject with gun complaint. Investigation revealed that a subject was kicked out for fighting with a family member and when he went to his vehicle, it looked as if he was reaching for a firearm. The subject was detained by police, did not have a firearm, and his wife arrived to drive the subject home.

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54. On 06/15/21 at 5:00pm, Milwaukee Police, along with the Wisconsin Department of Revenue, performed a tax warrant at 2030 W. Howard Avenue. While on scene the bartender was unable to provide her bartenders license. The LIRA portal was accessed on a later date and it was found she has no valid license. The bartender was given a warning.

55. On 10/14/21 at 12:30am, Milwaukee Police were dispatched to 2911 S. Howell Avenue for a battery which occurred at 2030 W. Howard Avenue. The caller said she was hit in the back of the head with a glass object during an argument at the location which required three stitches. Officers interviewed the owner of the tavern who stated the caller was very intoxicated and asked several times to leave because she was continuously having verbal altercations with patrons. The owner said he was not there when the altercation happened and gave officers the names of the on-duty employees. Both employees stated that they were not involved in the incident and did not know who the suspect was. No employee called the police before, after or during this incident and the surveillance system was shut off.

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56. On 01/31/25 at 12:08a.m., Milwaukee Police were dispatched to a Battery at 2030 W Howard. Investigation revealed two patrons were involved in a verbal altercation, when an employee intervened and was punched by one of the patrons. The employee did not want to prosecute and the suspect was no longer on scene.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2503230028

OtherEvent #: 25-LP-1572

Incident

2030 W HOWARD AV MILWAUKEE, WI 53221

Incident Date/Time:: 01/31/2025 00:07:00
CAD Number:: P2501310010
District:: 6
Beat:: 630
Reporting Area:: 7109

Business Agent (1)

PETERSON, CAROL JEAN

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 02/19/1956
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-460-4609
Phone 1 Type:: Phone
Address:: 2030 W HOWARD AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53221

Licensed Persons Involved (1)

PETERSON, TODD LONNIE

Person Involvement:: Manager
DOB:: 07/07/1965
Sex:: MALE
Race:: WHITE
Phone 1 Number:: 4142826969
Phone 1 Type:: Main
Address:: 2030 W HOWARD AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53221

Licensed Premise Data (1)

Mavericks Bar

Phone 1 Number:: (414)-282-6969
Phone 1 Type:: Main
Address:: 2030 W HOWARD AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53221

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2503230028

OtherEvent #: 25-LP-1572

License Type::	Alcohol
Licensee Notification Was Made::	No
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::	No

Narrative (1)

LICENSED PREMISE REPORT

Daniels, Isiah L 036912

04/11/2025

This report is written by P.O. Isiah DANIELS, Assigned to *District Six Late Shift, Squad (6330)*.

On Friday January 31, 2025, at approximately 12:08 Am Squad (6330) and Squad (6320) P.O. LOPEZ were dispatched to the address of 2030 W Howard Ave which is located in the City and County of Milwaukee, Wisconsin to investigate a Battery complaint.

Upon our arrival, we spoke to the caller who stated the owner of Mavericks Bar was struck in the face by a customer while inside the bar and the customer left but the owner was still inside. Upon entering the bar, we spoke to the owner who was identified as (PETERSON, Todd L (W/M 07/07/1965) who stated he did not need police and was confused as to why we were there. I explained to the owner of the bar that we were called by a customer who stated there was a battery at this location. The owner stated there was a battery and that he was punched in the face by a customer, but he did not wish to prosecute. The owner stated this incident occurred due to a customer who was identified as a B/M in his early 20's using someone else's phone charger and the owner of the phone charger stated he could not use it. The B/M then got upset and started to get loud and argumentative with the owner of the phone charger and the owner stepped in and when he did the unknown B/M then punched him in the face. The owner stated he did not wish to prosecute, and he did not need police services.

While on scene, I observed the licenses posted and they were up to date.

During my investigation I did not observe any violations in the licensed premise.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2503230028

OtherEvent #: 25-LP-1572

End of report.

Officer (2)

Reporting Officer:	Daniels, Isiah L (036912)	04/11/2025 04:37:00
Section: (Work Location):	63	
Approving Officer:	Anderson, Kimberly N (014710)	04/13/2025 00:22:41
Section: (Work Location):	63	



Wednesday, October 08, 2025



Notice of Public Hearing

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PETERSON, Carol J, Agent
MAVERICKS at 2030 W HOWARD Av
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application

Tuesday, October 21, 2025 at 2:10 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 10/21/2025 at 2:10 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2016 W HOWARD AVE	MILWAUKEE, WI 53221-1932
CURRENT OCCUPANT	2030 W HOWARD AVE	MILWAUKEE, WI 53221-1932
CURRENT OCCUPANT	2050 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2051 W HOWARD AVE	MILWAUKEE, WI 53221-1945
CURRENT OCCUPANT	2052 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2058 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2059 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2060 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2061 W HOWARD AVE	MILWAUKEE, WI 53221-1945
CURRENT OCCUPANT	2065 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2066 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2071 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2072 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2074 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2077 W TRIPOLI AVE	MILWAUKEE, WI 53221-1560
CURRENT OCCUPANT	2080 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2082 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2084 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2086 W HOWARD AVE	MILWAUKEE, WI 53221-1946
CURRENT OCCUPANT	2104 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2106 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2112 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2116 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2118 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2124 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2126 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2130 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2132 W HOWARD AVE	MILWAUKEE, WI 53221-1934
CURRENT OCCUPANT	2200 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2202 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2208 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2210 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2214 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2216 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2220 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2226 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2228 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2234 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2236 W HOWARD AVE	MILWAUKEE, WI 53221-1936
CURRENT OCCUPANT	2300 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2302 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2304 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2306 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2310 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2316 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2318 W HOWARD AVE	MILWAUKEE, WI 53221-1938

CURRENT OCCUPANT	2324 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2326 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2330 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	2332 W HOWARD AVE	MILWAUKEE, WI 53221-1938
CURRENT OCCUPANT	3821 S 20TH ST	MILWAUKEE, WI 53221-1514
CURRENT OCCUPANT	3822 S 20TH PL	MILWAUKEE, WI 53221-1522
CURRENT OCCUPANT	3827 S 20TH ST	MILWAUKEE, WI 53221-1514
CURRENT OCCUPANT	3828 S 20TH PL	MILWAUKEE, WI 53221-1522
CURRENT OCCUPANT	3829 S 20TH PL	MILWAUKEE, WI 53221-1521
CURRENT OCCUPANT	3840 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3841 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3847 S 20TH PL	MILWAUKEE, WI 53221-1558
CURRENT OCCUPANT	3847 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3848 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3852 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT OCCUPANT	3853 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT OCCUPANT	3854 S 20TH ST	MILWAUKEE, WI 53221-1515
CURRENT OCCUPANT	3909 S 20TH ST# 1	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 10	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 11	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 12	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 13	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 14	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 15	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 16	MILWAUKEE, WI 53221-1953
CURRENT OCCUPANT	3909 S 20TH ST# 2	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 3	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 4	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 5	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 6	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 7	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 8	MILWAUKEE, WI 53221-1951
CURRENT OCCUPANT	3909 S 20TH ST# 9	MILWAUKEE, WI 53221-1953

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Total Records: 79

Radius 250 feet and Center of the Circle: 2030 W Howard Av

2025-2026 Plan of Operation for 2030 W HOWARD AV

1. Litter & Security Plans			
How are the grounds kept clean?		☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other:	
How often will grounds be cleaned?		☒ Daily ☐ Weekly ☐ Other:	
Who cleans the grounds?		☒ 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:	
Are there designated outdoor smoking areas? ☒ No ☐ Yes If Yes, Describe:			
Number of garbage cans:		Inside <u>5</u> Locations: <u>Behind Bar BACK BAR</u> Outside <u>5</u> Locations: <u>BATHROOMS PARKING lot</u>	
Is a crowd control barrier used? ☒ No ☐ Yes If Yes, Describe:			
Number of restrooms: <u>3</u>		Name of solid waste contractor:	
Are there parking spaces on the premises? ☐ No ☒ Yes If Yes, list number of spaces: <u>18</u> and describe security plans: <u>service drive in front</u>			
Are there designated loading areas? ☒ No ☐ Yes If Yes, describe security plans:			
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 license number(s): _____			
Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: <u>IN BAR</u>			
Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe: <u>Bartenders</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):			
☐ Restaurant ☐ Cafe/Coffee Shop ☐ Cocktail Lounge ☐ Convenience Store ☐ Night Club ☐ Liquor Store ☒ Tavern ☐ Sports Facility ☐ Hotel ☐ Banquet Hall ☐ Supermarket ☐ Private/Fraternal/Veterans' Club ☒ Other: <u>gill</u>			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? ☒ No ☐ 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*? ☒ No ☐ 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 Area: Fee:			
Are there any changes to the sidewalk dining site plan? ☐ No ☒ Yes If Yes, submit an updated site plan with this application.			
7. Food License: FREST 21308 Fee: \$525.00		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: DHS - MODERATE, Sales < \$20,000, Tavern Restaurant. Are there any changes to your food operations as listed above? ☒ No ☐ Yes, If Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? ☒ No ☐ Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for MAVERICKS 2030 W. HOWARD AV

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

Disc Jockey, Karaoke, Patrons Dancing, Instrumental Musicians, 10 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

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

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

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

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

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

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

5. SIGNATURE

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

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

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

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

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