



October 23, 2024

Donald Dries  
Dries Painting  
830 E Keefe Ave  
Milwaukee, WI 53212

Dear Donnie,

Thank you for joining the Brady Street Area Association's (BSAA) Board of Directors meeting on October 1, 2024. During this meeting, we discussed your application for a liquor license for **Donnie's Bar, located at 1686 N Van Buren St, Milwaukee, WI 53202**, and the BSAA's support of that license.

We are writing to express our concerns regarding your application for a liquor license for your proposed establishment, Donnie's Bar. While we understand your desire to revitalize the historic Angelo's Piano Bar, we believe that your current plans do not adequately address the needs and concerns of our neighborhood.

Based on your presentation to the BSAA during the meeting, we have the following concerns:

- **Failure to Meet Neighborhood Requirements:** As a condition of supporting a liquor license, you are required to have a commercial hood and serve a variety of food beyond frozen pizzas. To ensure that your establishment contributes positively to the neighborhood, we urge you to provide a detailed plan for meeting this requirement.
- **Lack of a Comprehensive Business Plan:** A detailed business plan is essential to demonstrate your ability to operate a successful and responsible bar. This should include information on your target clientele, marketing and promotional strategies (relying solely on an email list of 1,000 people is a narrow marketing approach), operating hours, and staffing requirements. Please provide a plan on this information for your establishment, in addition to the following details:
  - **Security, Staffing and Management:** Your plan to operate without a general manager and with limited security raises concerns about your ability to maintain a safe and welcoming environment. A well-staffed and managed establishment is crucial for ensuring the safety and well-being of patrons and employees. Please provide a detailed plan for your staffing needs, including the number of employees, their qualifications, and their roles and responsibilities. Additionally, outline your security measures, such as the presence of security personnel, surveillance cameras, and emergency procedures.

With 85 liquor licenses already in the Brady Street Area, the BSAA is committed to ensuring that any new establishment contributes positively to our neighborhood. We are concerned that your current plans do not adequately address how Donnie's Bar will attract clientele, provide entertainment, and avoid becoming a nuisance to neighbors. To demonstrate your commitment to responsible operation, we urge you to revise your application to include a detailed plan outlining your strategies for meeting neighborhood requirements, customer outreach, staffing management, and ensuring the safety and well-being of patrons and residents.

**If you are unable to address these concerns, the Brady Street Area Association is unable to support your application for a liquor license for Donnie's Bar.** Thank you for your attention to this matter.

Sincerely,  
Board of Directors  
Brady Street Area Association