



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

Thursday, February 05, 2026

**COMMITTEE MEETING NOTICE**


AD 06

SIMMS, Jimmy E, Agent  
OTS MKE LLC  
2221 N HUMBOLDT AV  
MILWAUKEE, WI 53212

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.

**Wednesday, February 18, 2026 at 11:10 AM**

The access code is <https://meet.goto.com/170975957>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises Licenses Transfer Application with Change of Trade Name and Change of Hours From Closing 12AM Sun, Mon, Wed and 1AM Tue, Thu, Fri, Sat; To Close 1AM Sun-Mon and 2AM Tue-Sat as agent for "OTS MKE LLC" for "TOP TEIR" at 2221 N HUMBOLDT 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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with  
warrants or unpaid fines:**

**Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.**

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

**JIM OWCZARSKI, CITY CLERK**

BY: \_\_\_\_\_



**Jim Cooney  
License Division Manager**

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Cox, Andrew

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**From:** Cooney, Jim  
**Sent:** Thursday, September 25, 2025 9:09 AM  
**To:** Cox, Andrew  
**Subject:** FW: Tavern License Review & Revocation 2221 N Humbolt  
**Attachments:** processed-B43B0B8F-9512-4FBE-92A8-243368179094.jpeg

Please add

**From:**  
**Sent:** Wednesday, September 24, 2025 11:58 PM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>; Coggs, Milele <mcoggs@milwaukee.gov>  
**Cc:** Lopez, Faviola <Faviola.Martin@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>  
**Subject:** Re: Tavern License Review & Revocation 2221 N Humbolt

Hello,

Following up on my email below as another Wednesday night has arrived with noise disturbance from 2221 N Humboldt. Mr. Simms is in direct violation of the terms in which he was granted the renewal for his license with DJs and there are people out in the parking lot outside the bar screaming again at midnight. Is the only recourse to file for another revocation? It's clear he thinks there are no consequences for going against what he requested (or specifically failed to request) in his license renewal hearing. I'm failing to understand how he can continue operating under a new business name for which he doesn't even have a license. Can someone please advise?

Thank you for the help,

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**From:**  
**Sent:** Thursday, September 18, 2025 12:52 AM  
**To:** Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>; Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>  
**Cc:** Lopez, Faviola <[Faviola.Martin@milwaukee.gov](mailto:Faviola.Martin@milwaukee.gov)>  
**Subject:** Re: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney and Alderwoman Coggs,

For nearly two months, 2221 N Humboldt has been quiet and our neighborhood peaceful. I thought Mr. Jimmy Simms may have taken his action plan from the revocation hearing and follow up conversation during his renewal license hearing seriously. Now, in the last week, there's been noise disturbances twice. I just got home from a week and a half business trip to bass rattling.

In visiting Jimmy's Facebook page, it appears he rebranded to Top Tier Sports Lounge and because of that is directly ignoring everything he proactively said he would do in his mitigation plan and is advertising for a DJ, which he specifically said he no longer wanted in his July renewal hearing.



I am wondering what action can be taken to hold Mr. Simms accountable once and for all. He hasn't followed through on a single thing from his mitigation plan and now appears to be trying to work a loophole in the system to return to doing whatever he wants. Can you please advise on what action can be taken?

Thank you,

REDACTED  
BY AC

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From:

Sent: Saturday, April 26, 2025 12:16 AM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>; Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>

Cc: Lopez, Faviola <[Faviola.Martin@milwaukee.gov](mailto:Faviola.Martin@milwaukee.gov)>

Subject: Re: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

I wanted to check in on the scheduling for the review of Vision Bar and Grille (2221 N Humboldt). Every single night this week the music has been extremely loud and there have been horns being played intermittently. I finally had to call the non-emergency MPD line last night - and still not action is being taken. Tonight is the 6th night in a row where sleep is impossible due to Mr. Simms' bar.

I've had an extremely important week at work and instead of getting the sleep I needed, I was up until at least 1am listening to the music blaring out of the bar. And it's worth noting I've had a sound machine running at max volume and the bass and lyrics of the music are still audible.

I am really hoping the committee can be of some assistance. It's been extremely frustrating for there to be zero recourse to hold Mr. Simms accountable.

Thank you,

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From: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Sent: Tuesday, April 8, 2025 10:08 AM

To: Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>

Cc: Lopez, Faviola <[Faviola.Martin@milwaukee.gov](mailto:Faviola.Martin@milwaukee.gov)>

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

ATTENTION : Ce courriel provient de l'extérieur de l'organisation. Ne cliquez pas sur des liens ou n'ouvrez pas des pièces jointes à moins de reconnaître l'expéditeur et de savoir que le contenu est sécuritaire.

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Good morning,

This will be scheduled for a special meeting of the licenses committee on May 16th. Ms. Lopez, will send you notice when the time is confirmed.

-Jim

REDACTED  
BY AC

From:

Sent: Sunday, April 6, 2025 12:12 AM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>; Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>

Subject: Re: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

I want to check on the status of the complaint I filed weeks ago for 2221 N Humboldt. For the past three weeks, I've had to text Mr. Simms 2-3 times a week asking him to turn down the music or to monitor what his customers are doing outside his bar due to them disturbing our neighborhood. Tonight, his patrons got into a verbal altercation with one of my neighbors after it sounded like someone asked them to be quiet. Then there was banging and what sounded to be like things being thrown at our residencies.

I am writing to ask that Mr. Simms' business be reviewed immediately. His license doesn't renew until August, and the problem continues to persist and now get worse.

Can you please let me know if there's any further action that can be taken? I've placed another call to MPD tonight.

Thank you,

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From:

Sent: Monday, February 24, 2025 11:32 PM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you had a good weekend. I was able to get into the licensing office on Friday to turn a copy of the complaint and request to review the license for 2221 N Humboldt. It was notarized and added to Mr. Simms' file.

Please let me know if there is any further action I need to take. Thank you again for your assistance.

Thanks,

From:

Sent: Friday, February 14, 2025 3:09 PM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Hope you've had a good week. I am aiming to get over to get the complaint officially notarized on Monday. In the meantime, please find video and photo examples of some of the issues our neighbors are incurring via the link below. The setting should be set so that anyone with the link can view, but please let me know if there are issues with accessing.

<https://app.box.com/s/q0z9h0pl4adnt45b7zbguswywv533s0>

Thank you,

REDACTED  
BY AC

From: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Sent: Tuesday, February 11, 2025 12:54 PM

To:

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Thank you for the update. Just wanted to make sure we didn't miss anything.

-Jim

From:

Sent: Tuesday, February 11, 2025 12:45 PM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thanks for following up. I have been swamped with work and wasn't able to get out during business hours last week to get the complaint notarized. I'm going to try to get it done this week, pending my meeting schedule allows and will prioritize getting this to the committee asap.

I'll get the videos uploaded this evening when I'm at my home computer.

Thank you – appreciate your attention and assistance.



REDACTED  
BY AC



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This communication may contain privileged or confidential information.  
If you are not the intended recipient or received this communication by error,  
please notify the sender and delete the message without copying or disclosing it.

CORPORATE VIDEO

From: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>  
Sent: Tuesday, February 11, 2025 12:00 PM  
To: \_\_\_\_\_  
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

Just following up to see if you had the complaint notarized and were able to provide the videos.

Thanks

From: Cooney, Jim  
Sent: Wednesday, February 13, 2025 12:34 PM  
To: \_\_\_\_\_  
Cc: Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>; Dantzler, Akuwa <[adantz@milwaukee.gov](mailto:adantz@milwaukee.gov)>  
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Good afternoon,

We need two corrections to move forward with a revocation hearing.

The complaint must be notarized. We can provide that service here at City Hall room 105 or you can find a notary and provide a copy

As you mentioned, the links do not work. We need to provide those to the applicant with the complaint. If you choose to have us notarize the complaint you can provide them on a flash drive or you can share them an online platform.

After the complaint is to form we refer it to the police for a report. We can share that with you when it is received.

REDACTED  
BY AC

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2238  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
[Take our Survey!](#)



From: \_\_\_\_\_  
Sent: Tuesday, February 4, 2025 6:29 PM  
To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>  
Cc: Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>; Dantzler, Akuwa <[adantz@milwaukee.gov](mailto:adantz@milwaukee.gov)>  
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Thank you for confirming receipt. In reviewing the email I sent last week, it appears the links may not be working. Please let me know if you are having issues opening and what sharing platform (Dropbox, iCloud) would work for me to send through.

We had a neighborhood meeting Alderwoman Coggs hosted this evening in which several of these issues were discussed. Mr. Simms unfortunately continues to deny the issues altogether. I've asked Alderwoman Coggs and Akuwa to please submit the recording from the meeting, if possible, as it gives a firsthand account to how Mr. Simms is responding when we are trying to find a solution to the issues we are experiencing.

I know several of us have resorted to the 414 non-emergency number. Is there any way to see if MPD taken any action? Myself and the other neighbors are happy to answer any questions, provide any backup evidence as needed.

Thank you, again, for taking the time to review these materials. I hope by the length and time put into them you've concluded that I've reached a point where I don't know what else to do in order to be able to enjoy peace and sleep at night.

Thank you,

From: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>  
Sent: Wednesday, January 29, 2025 10:38 AM  
To:  
Cc: Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>; Dantzler, Akuwa <[adantz@milwaukee.gov](mailto:adantz@milwaukee.gov)>  
Subject: RE: Tavern License Review & Revocation 2221 N Humbolt

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Good morning,

This email is to confirm receipt. We will review the complaint very soon and reach out if any additional info is needed. I will also follow up shortly regarding logistics for the hearing.

-Jim

REDACTED  
BY AC

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2365  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Take our survey!



From:

Sent: Tuesday, January 28, 2025 10:22 PM

To: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Cc: Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>; Dantzler, Akuwa <[adantz@milwaukee.gov](mailto:adantz@milwaukee.gov)>

Subject: Tavern License Review & Revocation 2221 N Humbolt

Hi Mr. Cooney,

Below and attached, please find a formal complaint against the bar and tavern license holiday, Jimmy Simms, for 2221 N Humbolt Ave. (previously Old Times Sake, recently changed to Vision Bar & Grille).

Mr. Simms has violated several of the terms that were included as part of his license. I am writing to request the license be reviewed and either suspended (at the very least) or revoked. My neighbors and I have tried working with Mr. Simms directly, working with Alderwoman Coggs, working with the local police department, and Mr. Simms lack of regard for the neighborhood continues to persist and disrupt our community on a regular basis.

Please let me know if you need additional information or if it makes sense to set up time to discuss live.

Thank you.

On behalf of

Jimmy Simms, the owner of Old Times Sake, located at 2221 N Humbolt Ave. I would like to request that Mr. Simms's license be reviewed and considered for revocation.

I am writing to file an official complaint against



On July 8, 2024 Alderwoman Coggs held a neighborhood meeting prior to Mr. Simms being granted his tavern and entertainment license following multiple years of struggles with previous bar operators at the 2221 N Humboldt location. The goal of the meeting was to get Mr. Simms to agree to terms that would ensure the respect of noise nuisance, parking and reckless driving through the residential streets, loitering and excessive noise outside resident's homes and an abundance of trash in the streets and on the residential properties of the neighbors who surround the bar. I'm attaching a recap I wrote up from the terms Mr. Simms agreed to during this meeting that I sent as a follow up to Alderwoman Coggs. My neighbor, \_\_\_\_\_, also attended the hearing for Mr. Simms license review and ensured the agreed-upon terms were written into the license prior to it being issued. Attached, please find the full recap of terms from this neighborhood meeting as well as the follow up email we received from the office of the Alderwoman following the license hearing to confirm what Mr. Simms was told at the time of being granted a license.

Shortly after the official opening of Old Times Sake, our neighborhood began to encounter repeated issues with Old Times Sake (chronicled below). As a courtesy to Mr. Simms, my neighbors and I attempted to contact Mr. Simms via the email address he provided at the neighborhood meeting. It proved to not be a valid address, so we reached out to the Alderwoman and confirmed a phone number. We began texting Mr. Simms, asking him to turn the volume down, asking him to encourage his patrons to be respectful of the neighborhood and asking for the security he promised to conduct regular rounds outside the bar to clean up trash, ensure his patrons weren't creating disturbances, etc. (as he agreed to). We didn't receive any satisfactory response and were forced to call the non-emergency police number several times. We sent Alderwoman Coggs numerous messages and finally got another neighborhood call on the books in October. During this time, I personally had to call the police 6-8 times and asked to be a complainant against Mr. Simms. These calls were placed after 10pm on weeknights when the noise from the bar and his patrons outside it was unbearable.

Please find below the list of issues and violations to Mr. Simms' agreed upon license and terms that were violated through October:

- Repeat issues with noise coming directly from bar (music, karaoke, live performances)
  - Mr. Simms agreed to not have any speakers amplifying the volume. In addition to the speakers that were in the bar at the time Mr. Simms was granted his license, there have been multiple posts on his social media showing DJ's or live acts on stage that have additional speakers included (all of which are located in the back of his bar which is closest to the residential area).
  - On September 11<sup>th</sup>, Mr. Simms had a large party in the parking lot of OTS. People were spilling out into the parking lot and the music was already extremely bothersome at 5pm.
    - The music and noise only increased throughout the night due to a live performance that included a DJ that had brought three additional speakers into the space.
    - Please find linked here videos from the evening of September 11<sup>th</sup> showing what was going on at the bar and how loud the volume was well past the quiet hours.
    - On this night, three separate calls had to be made to the MPD. I texted Mr. Simms after the fact (when the following weekend he had two nights of extremely loud music.) I told him the noise level was unacceptable, both on September 11<sup>th</sup> and over the weekend and only got a text saying "ok."
  - Here's an example of what the bar regularly sounds like from the inside on weeknight and weekends. You can imagine how much of the noise is carrying across the alley on a regular basis.
- Food truck that is open most days of the week, encouraging patrons to linger outside, litter and have open containers outside on city sidewalks. Additionally, the food truck has a large generator that puts out a fair amount of its own noise.
  - When Mr. Simms was granted his license he agreed to not use the patio. In its place, he now has a food truck out front and he's using it as a loophole to still have patrons gathering outside where they are smoking (cigarettes (and by the smell of it, marijuana)). The food truck is open at all hours, on the weekend running at times to at least 1am. While his patrons are
  - Additionally, Mr. Simms is frequently serving food inside of OTS on Sundays. Does his license allow for this?
- Patrons loitering in back parking lot (and parking lot of dialysis center) playing loud music and drinking alcohol out of open containers.



REDACTED  
BY AC

- As part of the terms of his license, Mr. Simms agreed to have three security guards working on the weekends and we discussed his security guards helping to manage inside the bar, but also the outer premise. When there are noise disturbances outside, I have never once seen a security guard around helping to manage nuisances in the parking lot.
- Almost every night of the week, we are dealing with the people leaving OTS being disrespectful of the neighbors. They are playing music, arguing with each other, dancing, screaming as they're pulling into the alley, etc. This happens at all hours, but is particularly bad between 11:30pm and 1am (well after when most folks who have to work the next day are already in bed). I've lost count of the number of times I've been woken up only to look out my window and see large gatherings of people in the parking lot.
- Here are a couple videos of what we are experiencing: [Example #1](#) and [Example #2](#)
- On the days when I've texted Mr. Simms to request the music be turned down, it seems his patrons cars are extra loud when they are leaving. Music is blaring and they're yelling. At times, it feels like it's retaliation.
- **Trash on residential lawns and city streets surrounding bar + trash left all over the OTS and dialysis parking lot that gets blown onto residential properties.**
  - frequently goes around the neighborhood and picks up the trash after nights when OTS seemed to have a particular high number of customers. Attached are a few photos of examples of the trash that was collected and returned to OTS:
    - 9/29 – includes several alcohol bottles and beer cans (attached photos)
    - 9/15 – Photos of food containers littering our streets from the food cart that's in the parking lot of OTS, bags of trash that cars parked on the residential streets have discarded and bag of trash that was left outside the bar (when things like this happen, the contents typically wind up on the back of my condo unit) (attached photos)
- **Dangerous driving as patrons are leaving the parking lot and extremely loud engine revving/peeling out.**
  - [Here's an example of what we frequently experience with cars peeling out.](#) In this example, I believe it is Mr. Simms' car that was doing the reckless driving as it's always parked outside the bar and has been posted on his social media accounts.
  - Photo of skid marks that are fresh leaving the parking of OTS from Mr. Simms' patrons (attached photo)
- **Regularly parking on residential streets, gathering outside of cars and drinking/playing music until the morning hours. Driving dangerously when peeling out of neighborhood and blocking the residential street.**
  - September 7<sup>th</sup> – Patrons from Mr. Simms bar [had E Garfield blocked for 15-20 minutes](#), causing other cars in the area to have to turn around or go through the alley to exit the street.
  - September 20<sup>th</sup> – A group of men from Mr. Simms' bar sat outside my house for an hour and a half playing music and drinking until 11:45pm. [When they left, they discarded their beer and liquor bottles and cups on our front lawn.](#)

At the October 9<sup>th</sup>, 2024 meeting, Mr. Simms was combative and denied that any of these complaints were valid. He refused to take accountability, but after two hours of talking in circles agreed to have our neighbor, \_\_\_\_\_, come into his bar and determine and audio level that would enable Jimmy's patrons to still have a good time without disturbing the neighborhood. After \_\_\_\_\_ was generous enough to spend his time helping Jimmy to determine a suitable noise level, the disturbance was significantly improved for a span of two months. There would still be instances of some disturbance on weekends, but they were fewer and further between. The onset of the winter months has likely also contributed to some of the decrease in traffic, loitering and noise as well.

Then came the evening of Wednesday, January 22<sup>nd</sup>. I returned home late from work only to be met with a huge uptick in noise including a booming bass that went well past 11pm and cars and people shouting outside. I was extremely disappointed to hear this as I was extremely grateful to Mr. Simms for taking our concerns from October seriously. Curious what had changed, I visited his social media pages only to see he had changed the name of his bar to "Vision Bar & Grill," had added additional speakers and televisions in the back of his bar (which is closest to the residencies), potentially altered the windows and doors in the back of the bar (which would make them less sound proof) and was now serving food regularly and featuring DJs (who are bringing in additional speakers to amplify the noise). He's completely altered the layout and function of the back portion of his bar from what was originally submitted in his license for the business. I grabbed several photos of the new layout as well as the incremental speakers that were added.



On Monday, January 27<sup>th</sup>, Mr. Simms hosted a large birthday party with a DJ. Both I and I gave Mr. Simms a courtesy text asking him to turn the volume down. I received a text back saying "ok," but nothing changed with the volume. I received a text back that was rude and condescending. He once again called the neighbors liars and refused to validate our concerns or attempt to rectify the situation.

The way Mr. Simms is operating his business no longer matches the name of the bar in which he took the license under and the model of business for which he stated he would conduct at the bar. He is serving food (for which I don't see he has a license to cover) and he often keeps the business open past the hours that were approved as part of his license. He does not appear to have the security he promised to have.

The lack of respect and gaslighting of neighborhood concerns is extremely frustrating and we as neighbors feel powerless. I've personally lost hours of sleep on nights when I cannot afford to as I need to be up early to make my own livelihood. Mr. Simm's lack of adherence to the terms of his license are now threatening my livelihood. I pay hefty taxes to live in this neighborhood, I respect my neighbors, we look out for one another and Mr. Simms has come in and entirely disrupted the entire neighborhood that surrounds his business.

2221 N Humboldt is sat directly in the center of a residential neighborhood. There are several other businesses on Humboldt within the neighborhood that can operate efficiently without impacting the neighbors. Mr. Simms should not get a pass on following the rules. If an owner can't follow through on the terms of a license, they should no longer have the license. Again, I ask that the committee review Mr. Simms's license, consider suspending it (at the very least) or revoking it.

Please let me know what additional information is required to start this process and what next steps will be.

Thank you,

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

REDACTED  
BY AC



11:50

Facebook



TikTok  
@ritagtheboss



Top Tier's  
*Drizak*

VS GRAND OPENING



4PM-9PM

2221 N HUMBOLDT AVE  
TOPTIERSPORTSLOUNGE\_MKE

Sun SEPT 28TH  
Sounds By Core DJ Tru Star



toptiersportslounge\_mke Follow

The official grand opening of Top Tier Sports ...



12



12:39

5G



Jimmy Simms 3h



R&B  
WEDNESDAY

7P-12P



TOP TIER  
THURSDAY

7P-1A



LAI D BACK FRIDAY'S

7P-1A



7P-1A

BALL OUT  
SATURDAY'S

TOP TIER

12P-9P

Touch Down Sunday



TOPTIERSPORTSLOUNGE\_MKE

2221 N  
HUMBOLDT AVE



Send message...





12:42

5G



## Posts

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Ja Rule · Livin' It Up (feat. Case)



7 1



toptiersportslounge\_mke Top Tier Thursday's!!! \$8 top shelf all night!!!(excludes 1942,1738)

9 hours ago



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Tevin Campbell · Can We Talk







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toptiersportslounge\_mke Join us today, for our soft opening celebrating Erica & Danyell birthday!!! You definitely don't want to miss it 🍷🎉🍷🎉 We partying

6 days ago



< Top Tier Sports Lounge MKE

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Top Tier Sports Lounge MKE updated their profile picture.

5d • 🌐



21

5 shares

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# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/21/25

LICENSE TYPE: Class B Tavern

NEW: ☒RENEWAL: ☐

No. 386891

Application Date:

License Location: 2221 N Humboldt

Business Name: Vision Sports Bar &amp; Grill

Licensee/Applicant: Simms, Jimmy E  
(Last Name, First Name, MI)

Date of Birth: 06/13/74

Home Address: 3621 N Teutonia

City: Milwaukee

State: WI Zip Code: 53206

Home Phone:

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

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

1. On 01/15/21, the applicant was charged with Assault and Battery in Milwaukee Municipal Court.

Charge: Assault and Battery  
 Finding: Guilty  
 Sentence: Fine  
 Date: 03/10/22  
 Case: 21018393

=====

2. The applicant owes the following past due fines to Milwaukee Municipal Court

24007753	Fail to Stop Sign	\$98.80	07/08/24
24007754	Seat Belt Violation	\$10.00	07/08/24

=====

The following were calls for service at 2221 N. Humboldt.



3. On 09/08/24 at 252am., Milwaukee Police were dispatched to a Noise Nuisance, however, the call was placed at 1152pm on 09/07/24, therefore upon arrival the business was closed.
4. On 09/14/24 at 10:53p.m., Milwaukee Police were dispatched to a Noise Complaint. Officers were advised the caller stated the bass could be heard from a block over. Per the CAD, the officers found the call baseless and advised the caller.
5. On 09/30/24 at 1155pm., Milwaukee Police were dispatched to a Noise Complaint. The caller stated the music could be heard from a block away. Per the CAD the squad advised the call.
6. On 10/03/24 at 1014pm., Milwaukee Police were dispatched to a Noise complaint. Per the CAD, the squad advised the call.
7. On 10/08/24 at 1235am., Milwaukee Police were dispatched to a Noise Complaint. The call originated on 10/07/24 at 11:14p.m. On arrival the officers did not hear loud music and advised the call.
8. On 10/13/24 at 1102p.m., Milwaukee Police were dispatched to a Noise Complaint. Per the CAD the officers advised the call.
9. On 11/29/24 at 523a.m., Milwaukee Police were dispatched to a Call for Police. This was in regards to the apartment upstairs and had nothing to do with the business.
10. On 04/06/25 at 1236am., Milwaukee Police were dispatched to a Noise Complaint. The squad arrived a short time later and did not hear noise.
11. On 04/25/25 at 1124pm., Milwaukee Police were dispatched to a Noise Complaint., however, the officer was preempted to a higher priority call and not able to conduct an investigation regarding this complaint.
12. On 05/08/25 at 12:54 p.m., a district officer conducted follow-up., with the agent per their request. The agent wanted an officer to observe their speakers regarding recent noise complaints. The officer conducted a noise check with the agent controlling the speakers, and concluded some sounds could be heard at the alleyway during the daytime hours. The agent was advised to contact the city for guidance on a decibel meter reading.
13. On 05/20/25 at 12:57 a.m., officers were dispatched to a Noise complaint. Upon officer's arrival the business was closed and the noise could not be verified. No additional police service was taken.

=====



Thursday, February 05, 2026



# Notice of Public Hearing

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SIMMS, Jimmy E, Agent  
Top Teir at 2221 N HUMBOLDT Av

Class B Tavern and Public Entertainment Premises Licenses Transfer Application with Change of Trade Name and Change of Hours From Closing 12AM Sun, Mon, Wed and 1AM Tue, Thu, Fri, Sat; To Close 1AM Sun-Mon and 2AM Tue-Sat

**Wednesday, February 18, 2026 at 11:10 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 2/18/2026 at 11:10 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

## 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	1001 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1003 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1004 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	1005 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1007 E GARFIELD AVE	MILWAUKEE, WI 53212-3443
CURRENT OCCUPANT	1007 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1009 E GARFIELD AVE	MILWAUKEE, WI 53212-3443
CURRENT OCCUPANT	1009 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1012 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	1016 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	2203 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2203A N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2204 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2207 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2209 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2214 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2215 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2216 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2218 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2219 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2221 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507
CURRENT OCCUPANT	2221 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2222 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2226 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2227 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2230 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2230A N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2234 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2235 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2239 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507
CURRENT OCCUPANT	2239 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2249 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507

Blank Notice

Total Records: 32

Radius 250 feet and Center of the Circle: 2221 N Humboldt Av





# PERMANENT CHANGE TO BUSINESS PLAN OF OPERATION APPLICATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV)

Check/List All License Type(s): ☒ Alcohol Beverage ☐ Food ☐ Other(s):

Legal Entity Name (Sole Proprietor, Partnership, Corporation or LLC): OTS, LLC

Agent's Name: Jimmy Simms Trade Name: Vision Sports Bar & Grill

Business Address (include city/state/zip code): 2221 N Humboldt Blvd Aldermanic District: 6

## 1. REQUEST TO CHANGE HOURS OF OPERATION AS FOLLOWS:

Day of the Week	Current Hours of Operation:		Proposed Hours of Operation:		Number of Customers expected each day	Class B Taverns: Age Restriction for each day (if over 21) (This is optional) If none, write "none"
	Open	Close	Open	Close		
Sunday	12 PM	12 AM	12 PM	1 AM	50	NONE
Monday	12 PM	12 AM	12 PM	1 AM	50	NONE
Tuesday	12 PM	1 AM	12 PM	2 AM	50	NONE
Wednesday	12 PM	12 AM	12 PM	2 AM	50	NONE
Thursday	12 PM	1 AM	12 PM	2 AM	100	NONE
Friday	12 PM	1 AM	12 PM	2 AM	100	NONE
Saturday	12 PM	1 AM	12 PM	2 AM	100	NONE

## 2. FLOOR PLAN:

New floor plan(s) must be submitted with this application. (See page 3 for detailed floor plan instructions.)

## 3. BUSINESS OPERATION

Approved operations: Vision Sports Bar & Grill

Proposed change(s): Changing Business name to Top Tier

## 4. PUBLIC ENTERTAINMENT

REMOVING ENTERTAINMENT:

Office Use Only  
App # 3363912 Filed 10-21-25 Initials AC Paid \_\_\_\_\_ MPD \_\_\_\_\_ Lic # \_\_\_\_\_  
LC \_\_\_\_\_ CC \_\_\_\_\_

## 5. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add:

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Amusement Machines –<br>How many? _____                    | <input type="checkbox"/> Concerts<br>Approx. # per year? _____                | <input type="checkbox"/> Bowling Alley<br>How many? _____ | <input type="checkbox"/> Pool Tables<br>How many? _____                 |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ | <input type="checkbox"/> Jukebox                          | <input type="checkbox"/> Poetry Readings                                |
| <input type="checkbox"/> Karaoke  | <input type="checkbox"/> Patrons Dancing                                      | <input type="checkbox"/> Disc Jockey                      | <input type="checkbox"/> Instrumental Musicians                         |
| <input type="checkbox"/> Dancing by Performers                                      | <input type="checkbox"/> Bands  | <input type="checkbox"/> Patron Contests                  | <input type="checkbox"/> Wrestling                                      |
| <input type="checkbox"/> Comedy Acts  | <input type="checkbox"/> Battle of the Bands                                  | <input type="checkbox"/> Magic Shows                      | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance |
| <input type="checkbox"/> Hookah Service   |   |   |   |

Other: \_\_\_\_\_

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

New floor plan(s) must be submitted with this application. (See next page for detailed floor plan instructions.)

Besides the changes requested above, there are no further changes. The current plan of operation (including floor plan) will be followed. I understand any changes to the plan of operation (including floor plan) need to be requested and approved before implementing.

J. M. M. S. S. M. S.  
Print Name of Individual, Partner, or Agent of Corp/LLC

[Signature]  
Signature of Individual, Partner, or Agent of Corp/LLC