

BY ALDS. BAUMAN, HAMILTON, COGGS, STAMPER, BORKOWSKI, WITKOWSKI,
PÉREZ, LEWIS, RAINEY, JOHNSON

Resolution congratulating This is It!, Inc. on its 50th anniversary.

WHEREAS,

THIS IS IT!

saluted 50 years of operation and the oldest continually operating gay bar in Wisconsin, during a special celebration held at its original location, 418 E. Wells St., on August 3, 2018; and

WHEREAS, *This is It! was founded by June Brehm in 1968 when she decided she wanted to be in downtown Milwaukee after running a supper club in Butler, and when she discovered an available tavern on 418 E. Wells St., she said, “This is it!” and opened shop under that name, and current owners, George Schneider and Michael Fisher are continuing the traditions set forth by its founder, June Brehm, and her son Joseph Brehm; and*

WHEREAS, *This is It! is the oldest continually operating gay bar in not only Milwaukee, but all of Wisconsin, and they are still in business at its original location, and it is a neighborhood bar that welcomes everyone, whether they are a long time regular, new to the community, or visiting Milwaukee for the first time; and*

WHEREAS, *This is It! was named the number one Gay and Lesbian Bar on the 2012, 2013, 2014, 2016 and 2017 A-List on WISN.com; now, therefore, be it*

RESOLVED, *That the Common Council of the City of Milwaukee herewith congratulates This is It! on its 50th anniversary, recognizes its positive impact on the community and offers sincere wishes for its continued success and prosperity; and, be it*

FURTHER RESOLVED, *That a suitably engrossed copy of this resolution be presented to This is It!.*

Introduced by Common Council members Robert Bauman, Ashanti Hamilton, Milele A. Coggs, Russell W. Stamper, II, Mark A. Borkowski, Terry L. Witkowski, José G. Pérez, Chantia Lewis, Khalif J. Rainey and Cavalier Johnson and approved by all members of the Milwaukee Common Council on July 10, 2018.