



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

Wednesday, April 13, 2022

COMMITTEE MEETING NOTICE

AD 12

HALL, Jerel W, Agent
Thelma Carol Wine Merchants LLC
605 W Virginia St
Milwaukee, WI 53204

You are requested to attend a virtual hearing to be held on:

Tuesday, April 26, 2022 at 01:35 PM

Regarding: Your Class B Tavern License Application as agent for "Thelma Carol Wine Merchants LLC" for "Thelma Carol Wine Merchants" at 605 W Virginia St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/279418573>. If you wish to call in, please call [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: [279-418-573](tel:279418573).

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov



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Thelma Carol Wine Merchants LLC
2815A S STOWELL AV
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Jim Cooney
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MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/21/22

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 335334

Application Date: 03/18/22

License Location: 605 W. Virginia Street

Business Name: Thelma Carol Wine Merchants

Licensee/Applicant: HALL, Jerel W.
(Last Name, First Name, MI)

Date of Birth: 03/28/1982

Home Address: 2851 N. Stowell Avenue A

City: Milwaukee

State: WI **Zip Code:** 53211

Home Phone: 262-395-6102

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

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

1. On 11/06/19 the applicant was cited for Operating While Intoxicated. On 01/08/20 he was convicted and his driver's license was suspended for 6 months.

Date:2/14/22
Officer: PO Matthew Diener

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

Name of Premise: Thelma Carol Wine Merchants
Address: 605 W Virginia St
Phone:

Owner: Jerel W HALL
Owner address: 2851 N Stowell Av #A
City State Zip: Milwaukee, WI 53211
Owner Phone: 916-335-7392
Owner email: jerelwhall@gmail.com/thelmacarolwine@gmail.com

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

Preferred contact: phone

Location currently open: YES NO

Projected open date: May 2022

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

Hours of Operation: Sun: 11a-8p 24 hours Y N
Mon: XXX
Tue: 11a-8p
Wed: 11a-8p
Thu: 11a-8p
Fri: 11a-8p
Sat: 11a-8p

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

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

Exterior Survey:

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

Camera Survey:

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

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

Interior Survey:

25. What is the planned/posted capacity Not known at the time
 26. What is the minimum number of employees that will be on premise 1
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

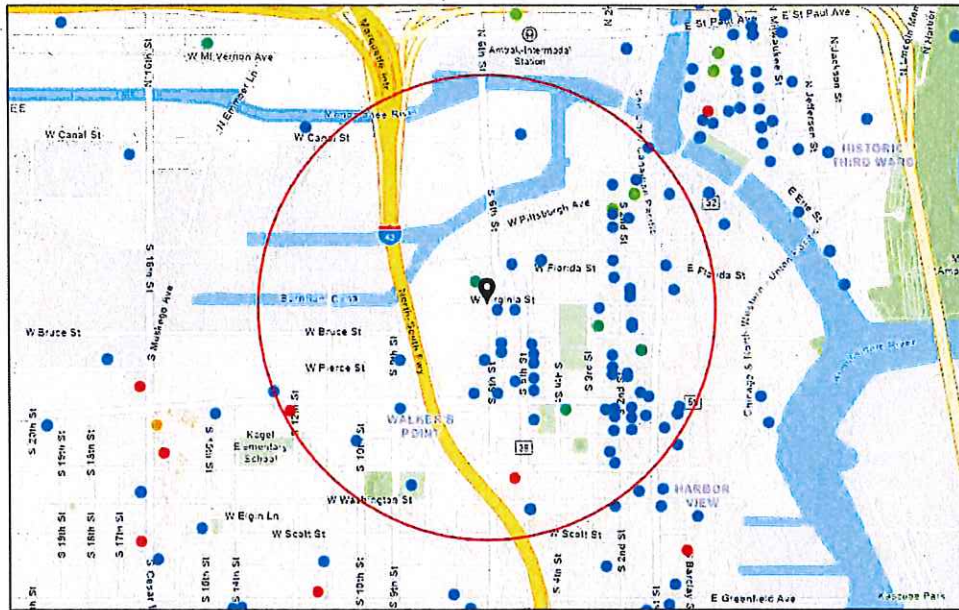
Location is planning to be a wine retail store. The applicant is currently in the middle of a major remodel, and the premise was gutted to the studs during the CPTED survey. The applicant plans to install at least one camera inside and possibly one camera. The applicant also plans to change its hours of operation to allow them to be more flexible.

City of Milwaukee Concentration Map

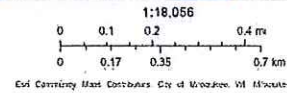
605 W Virginia St

Area : 21,862,585.76 ft²

Mar 18 2022 11:43:24 Central Daylight Time



- Alcohol Licenses
 - Class A Fermented Malt Beverage
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class A Liquor and Malt
 - Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	76		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	EI Bodegon LLC	Movida at Hotel Madrid	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/26/2021, 6:00 PM	1
2	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2021, 6:00 PM	1
3	Brew Fitness LLC	Brew Fitness	Ryan P Mleziva, Agt	408 W FLORIDA ST B100	Class B Fermented Malt Beverage Retailer's License		12/4/2021, 6:00 PM	1
4	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2021, 6:00 PM	1
5	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2021, 6:00 PM	1
6	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License		12/9/2021, 6:00 PM	1
7	538 W National Hall, LLC	Walker's Point Music Hall	James Rice, Agt	538 W National AV	Class B Tavern License	162	11/22/2021, 6:00 PM	1
8	Chivas Bar	Chivas Bar	FRANCISCO J MERCADO, S ANTIAGO S MERCADO, JR, ALFREDO MERCADO, JE SUS S MERCADO	644 S 9th ST	Class B Tavern License	80	12/20/2021, 6:00 PM	1
9	Meraki LLC	Meraki	Marshall F Meier, Agt	939 S 2nd ST	Class B Tavern License		12/9/2021, 6:00 PM	1
10	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2021, 6:00 PM	1
11	Dream Lab LLC	Dream Lab	Shawn Kazubowski, Agt	327 W National	Class B Fermented Malt Beverage Retailer's License		1/17/2022, 6:00 PM	1
12	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class B Fermented Malt Beverage Retailer's License		12/3/2021, 6:00 PM	1
13	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2022, 6:00 PM	1
14	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2021, 6:00 PM	1
15	Var Gallery & Studios LLC	Var Gallery & Studios	Josh Hintz, Agt	643 S 2nd ST	Class B Tavern License		1/15/2022, 6:00 PM	1
16	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2021, 6:00 PM	1

17	Walkers Lounge & Events LLC	Walkers Lounge & Events	Felipe Martinez, Agt	626 S 5TH ST	Class B Tavern License		12/20/2021, 6:00 PM	1
18	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2022, 6:00 PM	1
19	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2022, 6:00 PM	1
20	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2022, 6:00 PM	1
21	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2022, 6:00 PM	1
22	Champion Property MGMT LLC	Freight 38	ADAM L SMITH, Agt	838 S 1st ST	Class B Tavern License	80	2/7/2022, 6:00 PM	1
23	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2022, 7:00 PM	1
24	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2022, 6:00 PM	1
25	Gordo's Water Street, LLC	Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License	99	2/28/2022, 6:00 PM	1
26	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2022, 6:00 PM	1
27	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/3/2022, 6:00 PM	1
28	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2022, 7:00 PM	1
29	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/11/2022, 7:00 PM	1
30	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eitel, Agt	630 S 5th ST	Class B Tavern License		3/21/2022, 7:00 PM	1
31	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2022, 7:00 PM	1
32	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2022, 7:00 PM	1
33	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2022, 7:00 PM	1
34	KARAMELA S INVESTMENT S INC	GYRO PALACE	NICK A KARAMELA S, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2022, 7:00 PM	1
35	TEXAS FOOD LLC	Texas Food	JASMINDER SINGH, Agt	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		4/19/2022, 7:00 PM	1

36	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2022, 7:00 PM	1
37	RCW LLC	Lost Valley Cider Co	Stuart E Rudolph, Agt	408 W FLORIDA ST 102	Class B Tavern License	49	5/15/2022, 7:00 PM	1
38	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2022, 7:00 PM	1
39	The Chef's Table LLC	The Chef's Table	David P Magnasco, Agt	500 S 3rd ST	Class B Tavern License		5/16/2022, 7:00 PM	1
40	La Dama	La Dama	PEGGY J MAGISTER, SP	839 S 2ND ST	Class B Tavern License	62	5/16/2022, 7:00 PM	1
41	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2022, 7:00 PM	1
42	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2022, 7:00 PM	1
43	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2022, 7:00 PM	1
44	SCREAMING TUNA RESTAURANT , LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2022, 7:00 PM	1
45	Indeed Brewing Company Wi, LLC	Indeed Brewing Company	Jeffrey B Gray, Agt	530 S 2ND ST	Class B Tavern License		6/16/2022, 7:00 PM	1
46	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2022, 7:00 PM	1
47	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/4/2022, 7:00 PM	1
48	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2022, 7:00 PM	1
49	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2022, 7:00 PM	1
50	Levy Restaurants at Harley Davidson	Levy Restaurants at Harley Davidson	Dave Kash, Agt	401 W CANAL ST	Class B Tavern License	690	7/5/2022, 7:00 PM	1
51	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2022, 7:00 PM	1
52	Clutch Corp	Anodyne Coffee Roasting Co.	Matthew J McClutchy, Agt	224 W Bruce ST	Class C Wine Retailer's License		6/13/2022, 7:00 PM	1
53	Clutch Corp	Anodyne Coffee Roasting Co.	Matthew J McClutchy, Agt	224 W Bruce ST	Class B Fermented Malt Beverage Retailer's License		6/13/2022, 7:00 PM	1

54	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2022, 7:00 PM	1
55	JD Commercial LLC	Fixture Pizza Pub	Joshua D Taylor, Agt	623 S 2nd ST	Class B Tavern License		7/5/2022, 7:00 PM	1
56	LA GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Frances A Rivera Gonzalez, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2022, 7:00 PM	1
57	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		8/4/2022, 7:00 PM	1
58	Greige, LLC	Greige	Jessica A Reinhardtson, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2022, 7:00 PM	1
59	Noble Provisions, LLC	The Noble	DAVID G KRESSIN, Agt	704 S 2nd ST	Class B Tavern License	50	8/7/2022, 7:00 PM	1
60	HEX VENTURES LLC	Hex Nightclub	Eric Whitelaw, Agt	715-17 S 5TH ST	Class B Tavern License	299	8/10/2022, 7:00 PM	1
61	El Cielo LLC	El Cielo Bar	Ruben Albanil Coyolt, Agt	1226 W NATIONAL AV	Class B Tavern License		8/1/2022, 7:00 PM	1
62	MobCraft Beer Inc	MobCraft Beer	Henry W Schwartz, Agt	505 S 5th ST	Class B Tavern License	265	8/19/2022, 7:00 PM	1
63	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2022, 7:00 PM	1
64	GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2022, 7:00 PM	1
65	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2022, 7:00 PM	1
66	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2022, 7:00 PM	1
67	Keen Hospitality Group LLC	Sniffers	Julio C Maldonado, Agt	606 & 610 S 5th ST	Class B Tavern License	99	9/1/2022, 7:00 PM	1
68	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		9/2/2022, 7:00 PM	1
69	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		9/20/2022, 7:00 PM	1
70	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/12/2022, 7:00 PM	1
71	801-09 LLC	LEVEL (LVL)	Joseph A Angeli, Agt	801 S 2nd ST	Class B Tavern License	772	9/20/2022, 7:00 PM	1

72	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2022, 7:00 PM	1
73	Shakersmitwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2022, 7:00 PM	1
74	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2022, 7:00 PM	1
75	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2022, 6:00 PM	1
76	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2022, 6:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, April 13, 2022



Notice of Public Hearing

Blank Notice

HALL, Jerel W
Thelma Carol Wine Merchants at 605 W Virginia St.
B Tavern License Application

Tuesday, April 26, 2022 at 01:35 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 virtually on 04/26/2022 at 01:35 PM. 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 will be asked to do so by phone or internet and 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 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 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	522 S 6TH ST, 11	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 12	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 13	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 14	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 15	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 16	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 21	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 22	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 23	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 24	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 25	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 S 6TH ST, 26	MILWAUKEE, WI 53204-1521
CURRENT OCCUPANT	522 W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT OCCUPANT	522A W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT OCCUPANT	525 W VIRGINIA ST	MILWAUKEE, WI 53204-1536
CURRENT OCCUPANT	525 W VIRGINIA ST, A	MILWAUKEE, WI 53204-1536
CURRENT OCCUPANT	528 W BRUCE ST	MILWAUKEE, WI 53204-1528
CURRENT OCCUPANT	531 W VIRGINIA ST	MILWAUKEE, WI 53204-1536
CURRENT OCCUPANT	531 W VIRGINIA ST, A	MILWAUKEE, WI 53204-1536
CURRENT OCCUPANT	531 W VIRGINIA ST, B	MILWAUKEE, WI 53204-1536
CURRENT OCCUPANT	605 W VIRGINIA ST, 200	MILWAUKEE, WI 53204-1538
CURRENT OCCUPANT	607 W VIRGINIA ST	MILWAUKEE, WI 53204-1538
CURRENT OCCUPANT	609 W VIRGINIA ST, 100	MILWAUKEE, WI 53204-1538
CURRENT OCCUPANT	609 W VIRGINIA ST, 201	MILWAUKEE, WI 53204-1538
CURRENT OCCUPANT	609 W VIRGINIA ST, 202	MILWAUKEE, WI 53204-1538
CURRENT OCCUPANT	627 W VIRGINIA ST	MILWAUKEE, WI 53204-1538

Blank Notice

Total Records: 26

Radius 250.0 feet and Center of Circle: 605 W Virginia St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Wine, spirits, beer, tobacco retail + tasting room

Do you have any experience operating this type of business? No Yes If yes, explain: 15 yrs in bar and alcohol retail sales

2. Business Operations

- a. Proposed Opening Date: 05/01/2022
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 04/15/2022
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: 2015
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: background music inside store

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 3 Locations: bathrooms, behind counter
Outside: 2 Locations: dumpster west of premises
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: Private parking lot, not open to public
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 2 and list locations: main entrance and check-out counter
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe check physical ID, 21 yrs or older

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>6</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>4</u> % Describe: <u>bar accessories</u>
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
- Night Club Tavern Cocktail Lounge Teen Club
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel: Number of Floors: _____ Number of Rooms: _____
 Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
- Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
- Used Car Dealer Personal Service Establishment
(such as tattoo business, hair salon, tailor, etc.) Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: S 6th St
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: B&B Acquisitions Phone Number: 920-629-1287
 Building Owner Address: 725 W Freshwater Way Unit 206 Milwaukee, WI 53204

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8am	2am	50	21-70	21+
Monday	8am	2am	30	21-70	21+
Tuesday	8am	2am	30	21-70	21+
Wednesday	8am	2am	30	21-70	21+
Thursday	8am	2am	40	21-70	21+
Friday	8am	2am	50	21-70	21+
Saturday	8am	2am	60	21-70	21+

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)

Signature of Sole Proprietor, Partner, or 20% or more Shareholder
 (If there are no 20% or more shareholders,
 Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: **Thelma Carol Wine Merchants LLC**

Premise Address: **605 W Virginia St Milwaukee, WI 53204**

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

Is the building within 300 feet of any church, school, daycare center or hospital? No Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

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

Business Information

- a) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list their name and address: _____
- b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

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

- c) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____
- d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
 No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? Thelma Carol Wine Merchants
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ 0
- e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins 05/01/2022 Ends 05/01/2026
- b) Monthly rental \$ 3100
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5

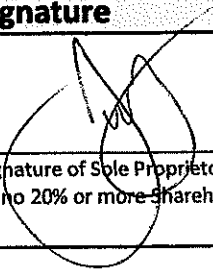
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

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

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

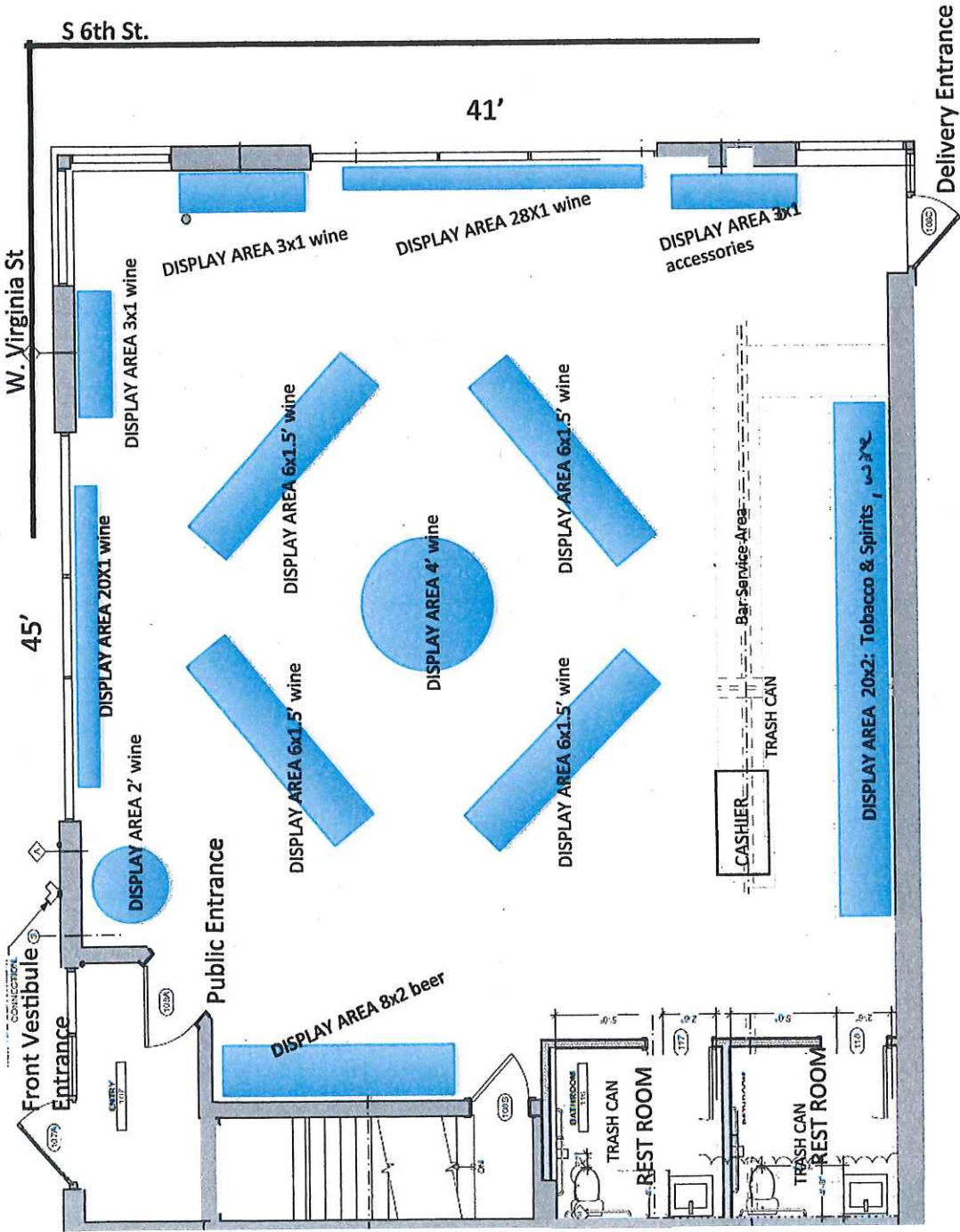
Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- Detailed floor plan
 If a restaurant, copy of the menu



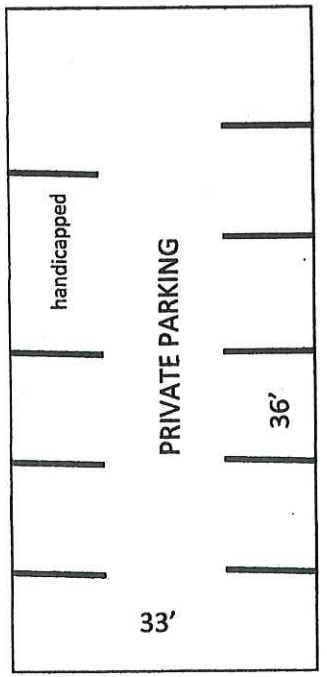
1ST FLOOR:
RETAIL



Total Sq Footage = 1832
+ 1832 Sq Ft. Basement

Jerel W Hall, Agent for Thelma Carol Wine Merchants, LLC
Thelma Carol Wine Merchants
605 W Virginia St
March 7, 2022

DUMPSTER



W. Virginia St

S 6th St.



45'

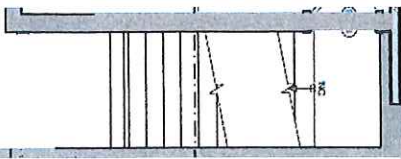
41'

Back-stock Shelving 10x2'
Alcohol

Back-stock Shelving 10x2'
Alcohol

Back-stock Shelving 10x2'
Alcohol

2ND FLOOR, BASEMENT:
ALL STORAGE



TRASH CAN

Total Sq Footage = 1832
+ 1832 Sq Ft. Basement

Jerel W Hall, Agent for Thelma Carol Wine Merchants, LLC
Thelma Carol Wine Merchants
605 W Virginia St
March 7, 2022