



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

Friday, September 10, 2010

**COMMITTEE MEETING NOTICE**

AD 02

Errol J. Jackson  
4459A N 37th St  
Milwaukee, WI 53209

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Monday, September 20, 2010 at 9:00 AM**

**Regarding:** Your Food Dealer License application for "Shayla's World" at 6046 W. Fond du Lac Av.

There is a possibility that your application may be denied for the following reasons:

See attached police report.

Objection by the Common Council member in whose district the food establishment is located.

The proposed operation of the premises in such a manner that it creates a public nuisance of the premises will tend to contribute to neighborhood incidents and conditions identified in s. 68-4-11-g, Milwaukee Code of Ordinances (see attached).

An over-concentration of food dealer outlets in the neighborhood.

Please be advised that the public will be able to comment regarding the aforementioned issues.

**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 application. 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 own 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, (City Clerk's Office) or the first floor Information Booth in City Hall.

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.

**RONALD D. LEONHARDT, CITY CLERK**

By Rebecca N. Grill

Rebecca N. Grill  
License Division Manager

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

CITY OF MILWAUKEE HEALTH DEPARTMENT  
Consumer Environmental Health Division  
841 N Broadway, Room 304, Milwaukee WI 53202  
Telephone: 414.286.3674 Fax: 414.286.5164

Date: 6.3.10

A Food Dealer License or Tattoo/Body Piercing Application has been submitted for the following address:

6046 W. FOND DU LAC AVE

Please run a background check on the following individual(s) associated with this application and return your results to the above fax number as soon as possible:

ERROL J. JACKSON DOB: 7.18.65

4459 N. 37TH ST #A MILWAUKEE, WI 53208  
WI DL 0250-2105-5258-03.

DOB: \_\_\_\_\_

SEE ATTACHMENT PO GILBERT GWINN

JUN 15 2010

DOB: \_\_\_\_\_

DOB: \_\_\_\_\_

**MILWAUKEE POLICE DEPARTMENT**  
**LICENSE INVESTIGATION UNIT**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS**  
**SYNOPSIS**

**DATE: 06/15/2010**

**LICENSE TYPE: FOOD DEALER**

**NEW: X**

**RENEWAL:**

**No.**

**Application Date: 06/03/2010**

**Expiration Date:**

**License Location:**

**Business Name:**

**Aldermanic District:**

**Licensee/Applicant: Jackson, Errol J**

(Last Name, First Name, MI)

**Date of Birth: 07/18/1955**

**Home Address: 4459 A N 37<sup>th</sup> St**

**City: Milwaukee**

**Home Phone: (414) 839 - 2307**

**State: WI**

**Zip Code: 53209**

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

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

1. On 03/05/1974 the applicant was arrested in Milwaukee County for Battery (Misd).

Charge : Battery  
Finding : Guilty, Circuit Court  
Sentence : 90 days in Jail  
Date : 03/28/1974  
Case : 2-172527

2. On 06/28/1974 the applicant was arrested in Milwaukee County for Theft (Misd).

Charge : Theft  
Finding : Guilty, Municipal Court  
Sentence : 90 days in Jail  
Date : 07/01/1974  
Case : 2-176783

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3. On 04/15/1975 the applicant cited in the City of Brookfield for Retail Theft.

Charge : Retail Theft  
Finding : Guilty  
Sentence : Fined  
Date : 05/01/1975

4. On 06/20/1975 the applicant was arrested in Milwaukee County for Battery (Misd)(2 counts).

Charge : Battery (2 counts)  
Finding : Guilty 1 count  
Sentence : 90 days in Jail  
Date : 07/01/1974

5. On 10/04/1975 the applicant was arrested in Milwaukee County for Theft (Misd).

Charge : Theft  
Finding : Guilty, Circuit Court  
Sentence : 2 years and 6 months in Prison  
Date : 02/27/1976  
Case : I-5361

6. On 11/18/1976 the applicant was cited in the City of Milwaukee for Theft (Misd).

Charge : Theft  
Finding : Guilty, Municipal Court  
Sentence : Fined  
Date : 11/18/1975

7. On 11/30/1975 the applicant was cited in the City of Greenfield for Retail Theft.

Charge : Retail Theft  
Finding : Guilty, Municipal court  
Sentence : Fined  
Date : 12/10/1975

8. On 02/03/1976 the applicant was cited in the City of Glendale for Theft.

Charge : Theft  
Finding : Guilty, Municipal Court  
Sentence : Fined  
Date : 02/14/1976

9. 09/04/1977 the applicant was arrested in Milwaukee County for Retail Theft (Misd).

Charge : Retail Theft  
Finding : Guilty, Circuit Court  
Sentence : Fined  
Date : 09/10/1977

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10. 09/04/1977 the applicant was arrested in Milwaukee County for Retail Theft (Misd).

Charge : Retail Theft  
Finding : Guilty, Circuit Court  
Sentence : Fined  
Date : 09/10/1977

11. On 09/20/1977 the applicant was arrested in Milwaukee County for Forgery-Uttering Party to the Crime (Misd) 2. Financial Transaction Card violation Party to the Crime (Misd).

Charge ; 1. Forgery-Uttering Party to the Crime  
2. Financial Transaction Card Violation  
Finding : 1. Guilty, Circuit Court  
2. Guilty, Circuit Court  
Sentence : 1. 2 years in State Prison (Concurrent)  
2. 2 Years in State Prison (Concurrent)  
Date : 07/20/1978  
Case : J-1148

12. On 10/04/1977 the applicant was cited in the City of Wauwatosa Municipal Court for Retail Theft.

Charge : Retail Theft  
Finding : Guilty, Municipal Court  
Sentence : Fined  
Date : 07/03/1978

13. On 11/27/1977 the applicant was cited in the City of Glendale Municipal Court for Retail Theft.

Charge : Retail Theft  
Finding : Guilty, Municipal Court  
Sentence : Fined  
Date : 11/27/1977

14. On 04/30/1983 the applicant was arrested in Washington County for Retail Theft.

Charge : Retail Theft  
Finding : guilty, Circuit Court  
Sentence : Fined  
Date : 06/22/1983  
Case : 83TR57859

15. On 02/29/1984 the applicant was arrested in Dane County for Retail Theft (<=\$1000)(Misd).

Charge : Retail Theft (<=\$1000)  
Finding : Guilty, Circuit Court  
Sentence : Fined  
Date : 11/24/1984  
Case : 84CM388

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16. On 04/03/1984 the applicant was arrested in Milwaukee County for Battery to a Law Officer/Fire Fighter (Misd).

Charge : Battery to Law officer/fire fighter  
 Finding : guilty to amended Charge Of Battery (Misd)  
 Sentence : 15 days in the House of Corrections, 6 months of Probation  
 Date : 10/13/1986  
 Case : 2-318560

17. On 01/20/1989 the applicant was arrested in Milwaukee County for Possession of a Controlled Substance with the Intent to Deliver §161.41(1) M; Conspiracy to Commit a Crime §939.31; Delivery of a Controlled Substance §161.41(1).

Charge 1: Possession of a Controlled Substance with the Intent to Deliver  
 2: Conspiracy to Commit a Crime  
 3: Delivery of a Controlled Substance  
 Finding 1: Guilty  
 2: Guilty  
 3: Guilty  
 Sentence 1: 5 years state prison; 5 years probation  
 2: 5 years state prison; 5 years probation  
 3: 5 years state prison; 5 years probation  
 Date : 03/26/1992  
 Case : 1989CF890235

18. On 04/20/2004 the applicant was cited in the City of Milwaukee for B & Z Violations.

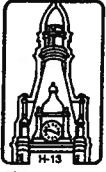
Charge : B & Z Violations  
 Finding : Guilty, Municipal court  
 Sentence : \$520.00 fine  
 Date : 04/21/2005  
 Case : 04123216

19. On 10/25/1004 the applicant was cited in the City of Milwaukee for B & Z Violations.

Charge : B & Z Violations  
 Finding : Guilty, Municipal Court  
 Sentence : \$620.00 fine  
 Date : 06/16/2005  
 Case : 05016994

20. On 10/13/2005 the applicant was cited by Milwaukee Police Department for:

Charge: B & Z Violations  
 Finding: Guilty – Milwaukee Municipal Court  
 Sentence: \$150.00 penalty  
 Date: 07/11/2006  
 Case#: 06012794



**City  
of  
Milwaukee**

**Health Department**

Tom Barrett  
Mayor

Bevan K. Baker, FACHE  
Commissioner of Health

Administration

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Frank P. Zeidler Municipal Building, 841 North Broadway, 3rd Floor, Milwaukee, WI 53202-3653 phone (414) 286-3521 fax (414) 286-5990  
web site: [www.milwaukee.gov/health](http://www.milwaukee.gov/health)

June 29, 2010

Rebecca Grill  
License Division Manager  
200 E. Wells Street, Room 105  
Milwaukee, WI 53202

Dear Ms. Grill:

Based on criteria listed in the Milwaukee Code of Ordinances Chapter 68-4.11, the City of Milwaukee Health Department formally submits the attached objection to the release of the Food Dealer's License for Mr. Errol J. Jackson located at 6046 W Fond du Lac Av doing business as Shayla's World by, Ald. Joe Davis, Sr. The mailing address for the applicant is 4459A N 37<sup>th</sup> St Milwaukee, WI 53209.

Should you have any questions, please feel free to contact my office at 414-286-3521.

Sincerely,

*Bevan K. Baker (FACHE)*

Bevan K. Baker, FACHE  
Commissioner of Health

*Think Health. Act Now!*

**Hulbert, Kevin**

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**From:** Morton, Sherman  
**Sent:** Monday, June 28, 2010 12:18 PM  
**To:** Hulbert, Kevin  
**Subject:** Food Licenses

Kevin,

Alderman Davis would like to see the following application heard in front of The License Committee.

9114 W. Silver Spring  
9040 W. Silver Spring  
These will be based on previous neighborhood concerns about the up keep of these businesses

6046 W. Fond Du lac Ave  
This one is due to the extensive police record.

Please send to License Committee for scheduling

Thank You for your assistance.....

Sherman T. Morton, Legislative Aide  
To Alderman Joe Davis, Sr.  
2nd Aldermanic District  
City Hall, Room 205  
200 E. Wells Street  
Milwaukee, WI. 53202  
414-286-3787 Office  
414-286-0916 Fax  
[sherman.morton@milwaukee.gov](mailto:sherman.morton@milwaukee.gov)



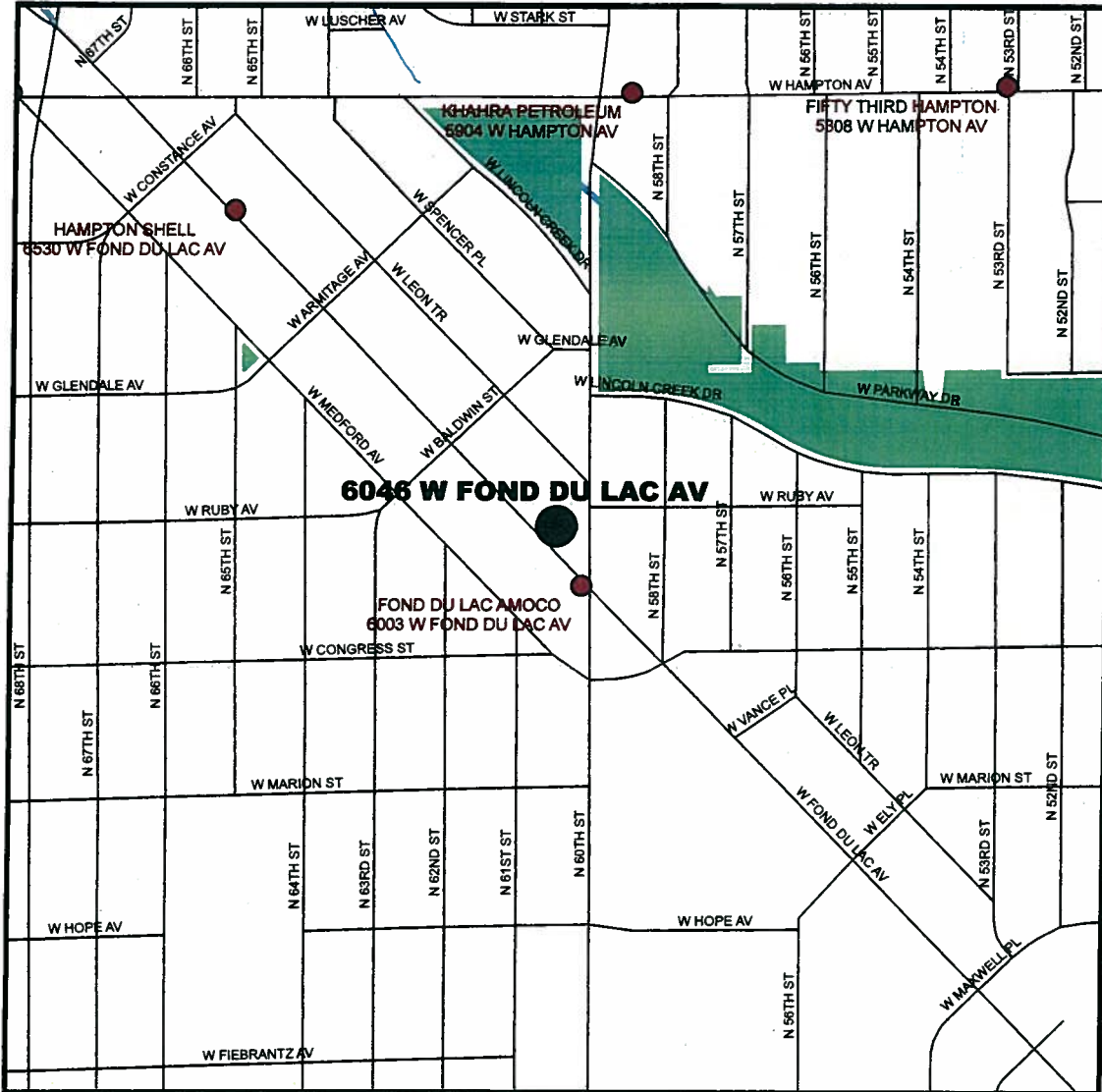
**s. 68-4-11 Milwaukee Code of Ordinances**

**11. CAUSES FOR COUNCIL DENIAL, REVOCATION OR SUSPENSION OF LICENSE.** An application for a new or renewal food dealer's license may be denied, or any license issued under this section may be suspended or revoked, by the common council for any of the following causes:

- a. Failure of the applicant or licensee to meet the statutory and municipal license qualifications, except for failure to meet sanitary or other health-related qualifications or other circumstances described in s. 68-6 as grounds for license revocation or suspension by the commissioner of health.
- b. A false or materially incorrect statement made by the applicant in his or her application.
- c. Violation of any provision of this section by the applicant, licensee or any employe of the food establishment.
- d. The conviction of the applicant or licensee, his or her agent, manager, operator or any other employe for sale or possession with intent to sell any controlled substance or for any felony related to the licensed operation which, in the judgment of the common council, is pertinent to the license being applied for or renewed.
- e. A showing that the applicant or licensee has violated any state law or city ordinance prohibiting the sale of tobacco products to underage persons.
- f. The violation of any of the excise laws of the state.
- g. A showing that the licensed premises has been the source of congregations of persons which have resulted in one or more of the following:
  - g-1. Disturbance of the peace.
  - g-2. Illegal drug activity.
  - g-3. Public drunkenness.
  - g-4. Drinking in public.
  - g-5. Harassment of passers-by.
  - g-6. Gambling.
  - g-7. Prostitution.
  - g-8. Sale of stolen goods.
  - g-9. Public urination.
  - g-10. Theft.
  - g-11. Assaults.
  - g-12. Battery.
  - g-13. Acts of vandalism, including graffiti.
  - g-14. Excessive littering.
  - g-15. Loitering.
  - g-16. Illegal parking.
  - g-17. Loud noise at times when the licensed operation is open for business.
  - g-18. Traffic violations.
  - g-19. Curfew violations.
  - g-20. Lewd conduct.
  - g-21. Display of materials harmful to minors, pursuant to s. 106-9.6.
- h. A showing that the premises proposed for licensing will be a convenience store as defined in s. 68-4.3-1, whether or not exempt as provided in s. 68-4.3-3, and that the proposed operation of the premises will tend to contribute to neighborhood incidents and conditions identified in par. g as the result of an over-concentration of convenience stores in the neighborhood. Evidence that a neighborhood is adequately served by existing retail food establishments may be considered in reaching a determination about whether granting a new license will result in over-concentration.

100384

# CONVENIENCE FOOD STORES WITHIN A ONE-SQUARE-MILE AREA CENTERED ON 6046 W. FOND DU LAC AVE., JUNE 2010



**CONVENIENCE FOOD STORE SUMMARY**

● 4 TOTAL ESTABLISHMENTS

**CITY OF MILWAUKEE HEALTH DEPARTMENT- Consumer Environmental Health**  
 841 N Broadway Room 304 Milwaukee WI 53202 (Telephone 414.286.3674 Fax 414.286.5164)  
**FOOD DEALER LICENSE APPLICATION (License year is July 1-June 30)**

**PLEASE PRINT CLEARLY**

TARGET OPENING DATE JUNE 10, 2010

DATE OF APPLICATION MAY 03 2010

ADDRESS OF BUSINESS 6046 WEST FOND DU LAC AVE CITY MILWAUKEE STATE WI ZIP 53218

APPLICANT MR. FERROL J. JACKSON  
 (Must be a legal entity as in a sole proprietor(s) or a Corporation, Ltd Partnership, or LLC registered with the Dept of Financial Institutions)

If applying in your own personal name(s) as opposed to a Corporation or LLC, also complete the following two lines:

DATE OF BIRTH(S) JULY 18, 1955 HOME TELEPHONE NUMBER(S) (414) 839-2307

HOME ADDRESS(S) 4459 A NORTH 37TH STREET CITY MILWAUKEE STATE WI ZIP 53209

BUSINESS NAME SHAYLA'S WORLD E-MAIL ADDRESS \_\_\_\_\_

BUSINESS TELEPHONE NUMBER 414)517-4443 CELL PHONE NUMBER 414)839-2307 FAX NUMBER \_\_\_\_\_

MAILING ADDRESS 4459 A NORTH 37TH STREET CITY MILWAUKEE STATE WI ZIP 53209

For Billing?  For Licenses?

**ANSWER YES (Y) TO THE FOLLOWING ITEMS THAT APPLY TO YOUR BUSINESS**

Do you sell, cater or give away restaurant food (meals, appetizers, soup, sandwiches, pizza, hot dogs, etc.) that is:

NO Limited to individually wrapped/sealed single food servings supplied by a licensed processor?

NO Prepared by you from raw, canned, dried, packaged or frozen foods?

NO Only given away or sold to the needy?

NO Are you selling beer or liquor?

NO Is this a Mobile Service Base for a pushcart or truck selling meals?

NO Is this a Bed and Breakfast?

NO Is your building newly constructed?

NO Are you doing any remodeling? If yes, what are your plans?

YES Do you sell frozen or refrigerated prepackaged foods, such as meat, milk, eggs, ice cream, etc.?

NO Do you sell fresh fruits and/or vegetables?

YES Do you sell prepackaged foods such as canned/boxed goods, candy, chips, cereal, etc?

NONE Circle which of the following items you prepare in your store: coffee, espresso, cappuccino, latte, deli salads, fruit cups, ice, soft-serve ice cream, yogurt, slushies, candy, popcorn, cotton candy, snow cones, shaved ice, cakes, pastries, cookies,

NO Do you use a grinder, slicer, band saw, and/or knives? (Circle those you use)

NO Are you a wholesale distributor of prepackaged foods?

NO Are you a wholesale food manufacturer?

NO If yes, do you have a retail shop at the same location?

ESTIMATED MONTHLY GROSS FOOD (not alcohol) SALES \$ 1,500.00 SIGNATURE OF APPLICANT Ferrol Jackson

**THIS BOX FOR HEALTH DEPARTMENT USE ONLY**

Corporate ID # \_\_\_\_\_ Reg Agt/Other MR. FERROL J. JACKSON Date of Birth 7.18.55

New Operator  Upgrade Food Service  Other \_\_\_\_\_

**Food Establishment**

No Processing Fee .....\$ 166.00

Processing Fee .....\$ \_\_\_\_\_

AG Admin Fee .....\$ 4.50

Date Paid 6.3.10

Payment Type OD Rec'd By AG

Food Dist# 2 W&M Dist# \_\_\_\_\_

Estab Number 23655

Aldermanic District # 2

Inv No \_\_\_\_\_

Lic No \_\_\_\_\_

Date Lic Printed \_\_\_\_\_

HS ID No \_\_\_\_\_ EXP \_\_\_\_\_

AG ID No \_\_\_\_\_

**Restaurant**

Prepackaged Fee .....\$ \_\_\_\_\_

Food Preparation Fee .....\$ \_\_\_\_\_

Additional Site Fee .....\$ \_\_\_\_\_

Meal Service .....\$ \_\_\_\_\_

Bed and Breakfast .....\$ \_\_\_\_\_

DOH Admin Fee .....\$ \_\_\_\_\_

Weighing/Measuring Devices? Y/N \_\_\_\_\_

Previous Operator If Mall: \_\_\_\_\_

Date Old Oper OB \_\_\_\_\_

Type Of Estab \_\_\_\_\_

Convenience Store Y/N \_\_\_\_\_

Fire Type: FULL VENT NA MALL (Circle)

Risk: 1 2 3 (Circle)

Certificate Of Food Protection Practices

Required? Y/N \_\_\_\_\_

Refund \_\_\_\_\_

Addl Fees Due \_\_\_\_\_

Preinspection .....\$ 55

Site Evaluation .....\$ \_\_\_\_\_

Plan Exam Fee .....\$ \_\_\_\_\_

TOTAL .....\$ 255.50

Date Paid \_\_\_\_\_ Inv No \_\_\_\_\_

Payment Type \_\_\_\_\_ Rec'd By \_\_\_\_\_

**IF PROCESSING, COMPLETE BACK OF FORM.**

Restrictions And/Or Grandfathered Equipment \_\_\_\_\_

SIGNATURE OF OPERATOR OR REGISTERED AGENT \_\_\_\_\_

RELEASE DATE \_\_\_\_\_

SIGNATURE OF SANITARIAN \_\_\_\_\_

WISCONSIN

DRIVER LICENSE  
JACKSON ERROL J  
DOB 07-18-1955  
SEX M HAIR BLK EYES BRO HGT 509 WGT 195



DOB 07-18-1955  
ERROL J  
JACKSON

4459 N 37TH ST #A  
MILWAUKEE, WI 53209

*Errol Jackson*

ISSUED 07-24-2008  
EXPIRES 07-18-2016

CITY OF MILWAUKEE HEALTH DEPARTMENT

Consumer Environmental Health

841 North Broadway, Room 304

Milwaukee, WI 53202

414-286-3674

ADDRESS OF BUSINESS: 6046 WEST FOND DU LAC AVE

APPLICANT: Errol J. Jackson / ERROL J. JACKSON

**IMPORTANT NOTICE: The Milwaukee Health Department's acceptance of your application and payment does not give you permission to operate. It is illegal to operate without a license. You may only operate upon receiving written approval from the Milwaukee Health Department.**

All Food Dealer and Tattoo/Body Piercing applicants are subject to a police background check. If certain criminal activity is identified through the police background check, the Common Council is advised and may decide to hold a hearing as to whether the license should be granted.

Anyone can file an objection showing reasons why the license should not be issued, which may result in a Common Council hearing. If there is no objection and the establishment is in compliance with health requirements, the license can usually be approved and issued in about a month. In the case of an objection resulting in a Common Council hearing, the process of deciding whether a license will be issued may take several months.

Signature of Applicant: Errol J. Jackson Date: May 03, 2010

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT	4458 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4462 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4464 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4476A N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4476 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4482 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4502 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4503 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4508A N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4508 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4514 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4518 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4535 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4543 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	4545 N 60TH ST	MILWAUKEE, WI 53218-
CURRENT	6029 W FOND DU LAC AVE	MILWAUKEE, WI 53218-
CURRENT	6029 W FOND DU LAC AVE	MILWAUKEE, WI 53218-
CURRENT	6041 W FOND DU LAC AVE	MILWAUKEE, WI 53218-
CURRENT	6051 W FOND DU LAC AVE	MILWAUKEE, WI 53218-
CURRENT	6109A W FOND DU LAC	MILWAUKEE, WI 53218-
CURRENT	6125 W FOND DU LAC AVE	MILWAUKEE, WI 53218-
CURRENT	6003 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6007 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6009 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6019 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6025 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6031 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6041 W LEON TER	MILWAUKEE, WI 53218-
CURRENT	6045 W LEON TER	MILWAUKEE, WI 53218-
<b>Record Count: 29</b>		
<b>Radius: 250.0 feet and Center of Circle: 6046 W Fond Du Lac AV</b>		



Friday, September 10, 2010



# Notice of Public Hearing

Errol J. Jackson  
Shayla's World at 6046 W Fond du Lac Av  
Food Dealer License application

**Monday, September 20, 2010 at 9:00 AM**

To Whom it may concern:

Food Dealer License application for Shayla's World at 6046 W Fond du Lac Av has been made by the above named applicant. 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 9/20/2010 at 9:00 AM, in Room 301-B, Third Floor, City Hall, 200 East Wells Street. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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## 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:  
Attendance is not required.**