



Office of the City Clerk

Jim Owczarski
City Clerk
jowcza@milwaukee.gov

Rebecca N. Grill
Deputy City Clerk
rgrill@milwaukee.gov

September 26, 2012

Derek D. Collins
Milwaukee Pedal Tavern, LLC
6650 W. State Street, #288
Wauwatosa, WI 53213

Re: Illegal Consumption of Alcohol Beverages by Passengers on the Pedal Tavern

Mr. Collins:

It has come to my attention that there is a misunderstanding about the consumption of alcohol beverages by passengers on your pedicabs licensed by the City of Milwaukee. As you were made aware on January 21, 2010, in an email correspondence with Janice Wagner, passengers are not permitted to consume alcohol beverages regardless of whether they bring them or you serve them. (See attached.) No ordinances or statutes have been changed since that time, so this is still the case.

Passengers who are found to be consuming alcohol beverages may be cited for possession of an open intoxicant. The drivers of the pedicabs could also be cited for aiding and abetting this behavior.

Sincerely,

Rebecca N. Grill
Deputy City Clerk



From: [Wagner, Janice](#)
To: [Grill, Rebecca](#)
Subject: FW: Milwaukee Pedal Tavern, LLC
Date: Tuesday, January 26, 2010 2:48:21 PM

[Here is what he submitted.](#)

[Any chance he will be scheduled for the 28th?](#)

From: Derek Collins [mailto:derekdcollins@gmail.com]
Sent: Thursday, January 21, 2010 3:07 PM
To: Wagner, Janice
Subject: Re: Milwaukee Pedal Tavern, LLC

Janice,

I made the following changes below. How does this sound? Again, thanks a lot for all your help ☺ We still want to be in the January 28th safety meeting.

Dear Janice Wagner

A question was brought up in regards to the beverages that we will be serving. As owners and operators of this trofiets aka "wedding bike", we (Ryan Lloyd, Derek Collins, and any future pilots) will not be serving any beverages. Our wedding bike operates very similar to a limousine, horse & carriage, or bus that groups rent for hours at a time. If groups choose to bring beverages to consume, we will not turn them away. We have plenty of storage space for food & beverages, including receptacles for garbage and recyclables. We will not allow patrons to drink alcohol/beer on board Patrons of our wedding bike must be 21 to ride, no exceptions. Our insurance does not allow us to serve alcohol and we are not seeking an alcohol serving permit.

A big concern for us is safety. We will be supplying a Pilot who will have full control of the operations. He or she will be licensed through the city and have full control of steering and braking. The top speed of the wedding bike is about the same as a horse and carriage, 5 (five) miles per hour. We also will have lights on the wedding bike, along with various reflectors to ensure that other motorists, bikes, and pedestrians will be aware of the unit on public streets.

Our primary working hours are weekends from 10:00AM through 10:00 PM and on weekdays from 6:00 PM until 10:00 PM unless there are other requests from riders. We will not operate after 10:00 PM.

This will be a great new activity for the people of Milwaukee. We have already been getting requests for tours and we want to work with the city to provide this great tourist attraction for the citizens of Milwaukee and surrounding areas.

Please let us know if you need any other information.

Thanks,
Derek

On Thu, Jan 21, 2010 at 2:49 PM, Wagner, Janice <jwagne@milwaukee.gov> wrote:
Derek,

If you want, you can use the same plan of operation without any alcohol/beer.

Alcohol/beer is not permitted per the Milwaukee Code of Ordinances
I believe an alderperson usually makes a motion to consider any possible ordinance changes.

Janice Wagner
License Coordinator
City of Milwaukee License Division

From: Derek Collins [mailto:derekdcollins@gmail.com]
Sent: Thursday, January 21, 2010 11:54 AM
To: Wagner, Janice

Subject: Re: Milwaukee Pedal Tavern, LLC

Good morning,

Thanks for this information. What would you need from us now? Can we use the same plan of operation that I gave you earlier, but take out the beer?

Also, I am not sure if you can help me with this or not, but do you know what is holding us back from allowing people to bring beer on board, or what we would need to do/change to allow people to bring beer on board?

Thanks,
Derek

On Thu, Jan 21, 2010 at 10:15 AM, Wagner, Janice <jwagne@milwaukee.gov> wrote:

Good Morning,

Our office and the City Attorney have reviewed your plan of operation.
In the City of Milwaukee, customers cannot bring any type of alcohol/beer onto the type of vehicle for which you are applying.
Therefore, please submit a revised plan of operation for review.

At this time, we cannot move forward with scheduling before the Public Safety Committee on 1/28/10.

Janice Wagner
License Coordinator
City of Milwaukee License Division

From: Derek Collins [mailto:derekdcollins@gmail.com]
Sent: Tuesday, January 19, 2010 2:36 PM
To: Wagner, Janice
Subject: Re: Milwaukee Pedal Tavern, LLC

Sounds good. Thanks for letting us know if we will be in the safety meeting on the 29th as soon as you find out. My partner is in Minnesota now, and he needs a few days notice to travel down here. Also, are these meetings usually in the morning or afternoon?

Thanks,
Derek

On Tue, Jan 19, 2010 at 1:42 PM, Wagner, Janice <jwagne@milwaukee.gov> wrote:

Hello,

I gave your application and a copy of this email to the manager with a note that you would like to be scheduled for the 1-29 Public Safety meeting.
I probably will not have an answer today since she is in committee all day.

Janice Wagner
License Coordinator
City of Milwaukee License Division

From: Derek Collins [mailto:derekdcollins@gmail.com]
Sent: Tuesday, January 19, 2010 8:06 AM
To: Wagner, Janice
Subject: Milwaukee Pedal Tavern, LLC

Dear Janice Wagner,

Thank you for your letter informing us about gathering more information regarding Milwaukee Pedal Tavern, LLC.

A question was brought up in regards to the beverages that we will be serving. As owners and operators of this trofiets aka "wedding bike", we (Ryan Lloyd, Derek Collins, and any future pilots) will not be serving any beverages (no soda, no beer, no juice). Our wedding bike operates very similar to a limousine, horse & carriage, or bus that groups rent for hours at a time. If groups choose to bring beverages to consume, we will not turn them away. We have plenty of storage space for food & beverages, including receptacles for garbage and recyclables. If groups choose to bring beer, we will allow them to consume in a safe and responsible way. Patrons of our wedding bike must be 21 to ride, no exceptions. Our insurance does not allow us to serve alcohol and we are not seeking an alcohol serving permit. We will not allow any hard alcohol on the unit.

A big concern for us is safety. We do not support drinking and driving in any fashion. We will be supplying a Pilot who will have full control of the operations. He or she will be licensed through the city and have full control of steering and braking. The top speed of the wedding bike is about the same as

a horse and carriage, 5 (five) miles per hour. We also will have lights on the wedding bike, along with various reflectors to ensure that other motorists, bikes, and pedestrians will be aware of the unit on public streets.

Our primary working hours are weekends from 10:00AM through 10:00 PM and on weekdays from 6:00 PM until 10:00 PM unless there are other requests from riders. We will not operate after 10:00 PM.

This will be a great new activity for the people of Milwaukee. We have already been getting requests for tours and we want to work with the city to provide this great tourist attraction for the citizens of Milwaukee and surrounding areas.

Please let us know if you need any other information.

Best regards,

Derek Collins
Agent

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Derek D Collins  
[derekdcollins@gmail.com](mailto:derekdcollins@gmail.com)  
Milwaukee Pedal Tavern, LLC.  
8121 Red Arrow Court  
Wauwatosa, WI 532123

414-793-5733

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