



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, November 17, 2021

COMMITTEE MEETING NOTICE

AD 07

SPENCER, Mario A, Agent  
Infinity Lounge LLC  
5836 W BETTY LN  
Brown Deer, WI 53223



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

**Tuesday, November 30, 2021 at 02:05 PM**

**Regarding:** Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Disc Jockey, Karaoke, Poetry Readings and Patrons Dancing as agent for "Infinity Lounge LLC" for "Infinity Lounge" at 4001 W FOND DU LAC Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/544004957> If you wish to call in, please call [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: [544-004-957](tel:+18722403212)

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 [stast5@milwaukee.gov](mailto:stast5@milwaukee.gov)





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

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COMMITTEE MEETING NOTICE

AD 07

SPENCER, Mario A, Agent  
Infinity Lounge LLC  
4001 W FOND DU LAC Av  
Milwaukee, WI 53216

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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 [stas5@milwaukee.gov](mailto:stas5@milwaukee.gov)

# REDACTED RECORD

**From:**  
**To:** License  
**Subject:** Objection  
**Date:** Tuesday, June 1, 2021 7:48:29 PM

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Hey my name is

I'm writing this Objection email for the Class B licensing at 4001 W Fon Du Lac Ave ( Infinity Lounge ). I OBJECT to letting them get license for a Tavern. I live at ST, my house is , not even feet away. I have been through a lot when it was a bar before, ( PEOPLE DIED IN FRONT OF MY HOUSE) and when you guys finally shut it down, the License Division told my neighbors and I, (in our face) that no one will be able to get any Class B License for 5 years because of the nuisance. And they are already not following the rules, they've been opened, I have called and talked to someone in the Aldamen office about, them. They already blocking my drive way and the alley, I can hear all the noise and music until 3am, NO!! I DO NOT WANT ANOTHER BAR NEXT DOOR TO ME !! Fill free to email me back at this email

Sent from Yahoo Mail on Android

Date: 6/10/2021

Officer: Bowie Buchner

City of Milwaukee Police Department

90-5-1.5 Crime Prevention Survey

Tavern Inspection

Name of Premise: Infinity Lounge

Address: 4001 W Fond Du Lac Av

Phone: unknown at time of inspection

Owner: Mario Spencer

Owner address: 5836 W Betty La

City State Zip: Brown Deer, WI 53223

Owner Phone: 414-460-2438

Owner email: mariospencer@gmail.com

Licensee/Agent: Mario Spencer

Home Address: 5836 W Betty La

City State Zip: Brown Deer, WI 53223

Phone: 414-460-2438

Email: mariospencer@gmail.com

Preferred contact: Mario Spencer

Location currently open: YES NO

Projected open date: 7/1/2021

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

Hours of Operation: Sun: 4:00PM – 11:00PM 24 hours Y N

Mon: Closed

Tue: 4:00PM – 11:00PM

Wed: 4:00PM – 11:00PM

Thu: 4:00PM – 2:00AM

Fri: 4:00PM – 2:00AM

Sat: 4:00PM – 2:00AM

Premise Type: Tavern/Bar  
Restaurant  
Other: Click here to enter text.

Licenses currently held:

Alcohol: Yes No Class:B #: BTAVN 324406

Tobacco: Yes No #:Click here to enter text.

Food: Yes No #: Click here to enter text.

Extended Hours: Yes No #: Click here to enter text.

Secondhand Dealer: Yes No Type:Click here to enter text. #: Click here to enter text.

Other: Yes No Type:Public Entertainment #: PEP 324412

Other: Yes No Type:Click here to enter text. #: Click here to enter text.

**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 Click here to enter text.
  - f. Residential
  - g. Other businesses
  - h. Other: Click here to enter text.
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. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking 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 appear 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: 7
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. Recorded Yes No
20. How long is footage stored for later viewing: Until storage is full, over 30 days
21. Are there exterior cameras Yes No How many: 7
22. Are there interior cameras Yes No How many: 9
23. Do all employees know how to retrieve recorded digital images/footage? Yes No
24. Cameras located in parking lot Yes No How many 3

**Interior Survey:**

25. What is the planned capacity 80

26. What is the minimum number of employees that will be on premise 4

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. Is there a lockable area that separates employees from customers? Yes No

31. Are emergency and non-emergency numbers posted near the phone? Yes No

32. 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

33. How many security personnel are going to be employed: Sunday – Wednesday 1,  
Thursday – Saturday 5

34. How ill they be deployed: Interior 3 Exterior 2

35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun

36. Will the security be managed by business  or contracted

37. Will they be armed  Yes  No

38. What type of security measures to be used:

Wanding/metal detector Click here to enter text.

ID Scanner Click here to enter text.

Dress Code No baggy pants or white tee shirts

Cover Charge Click here to enter text.

Age restriction 25 and up

Other Click here to enter text.

### **ADDITIONAL COMMENTS/RECOMMENDATIONS:**

**Mr. Spencer stated that he did not know when the projected opening date would be. He said that he wanted to open ASAP as soon as he got all the required licenses. Mr. Spencer also stated that he may change what days he is open once he is open and sees when business is slow.**

The is tint on the two windows that face into the parking lot that does not allow to see inside from the outside. However, the window facing W. Fond Du Lac Av does not have tint, therefore you can see inside from that street.

There was not a no loitering sign posted at the time of the inspection, but Mr. Spencer did say that he planned to purchase and post signs.

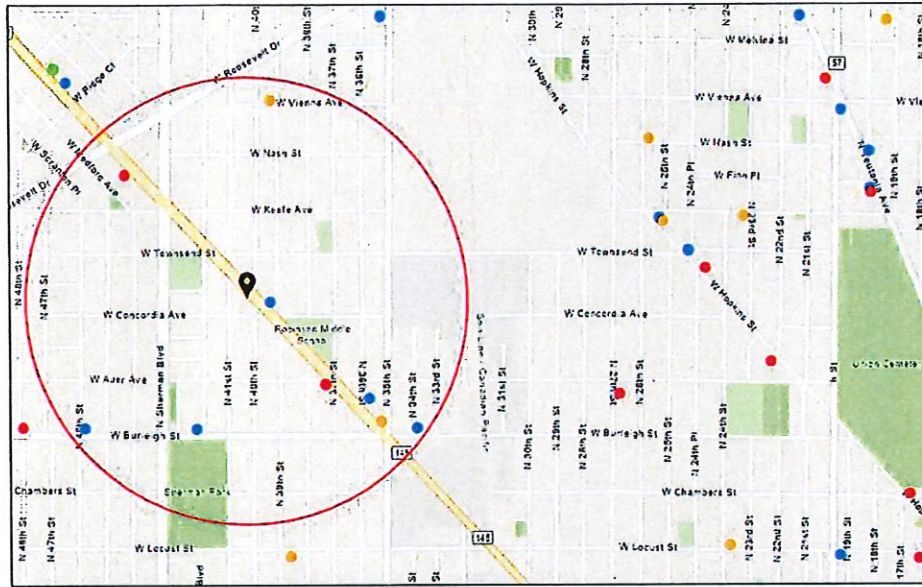
Lastly, emergency and non-emergency numbers where not posted near phone at the time of inspection because they where still painting and getting everything set up. Mr. Spencer stated that the numbers would be posted when they opened.

# City Concentration Map Milwaukee

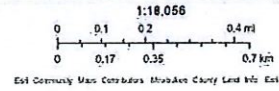
4001 W Fond du Lac Av

Area : 21,862,585.72 ft<sup>2</sup>

May 21 2021 14:59:32 Central Daylight Time



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



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	10		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	PEOPLE'S LOUNGE	PEOPLE'S LOUNGE	MC WILLIE LEWIS, SP	3328 W BURLEIGH ST	Class B Tavern License	150	6/29/2021, 7:00 PM	1
2	NADAR AKAL CORP	Vienna Mini Mart	Mandeep K Bhullar, Agt	3801 N 39TH ST	Class A Fermented Malt Beverage Retailer's License		11/7/2021, 6:00 PM	1
3	Bud's Goldenchilds LLC	Bud's Bar & Grill	CD Childs, Agt	4532 W BURLEIGH ST	Class B Tavern License	65	3/2/2022, 6:00 PM	1
4	Vibez Creative Arts Space LLC	Vibez Creative Arts Space	Chrishella R Carter, Agt	3536 W Fond Du Lac AV 201	Class B Tavern License		2/7/2022, 6:00 PM	1
5	IN AETERNUM, INC	GENE BAR & GRILL	EUGENE F SMITH, Agt	3910 W FOND DU LAC AV	Class B Tavern License	120	7/5/2021, 7:00 PM	1
6	SRJEWELL ENTERTAINMENT LLC	42nd Street Bar & Grill	SHERLISE A JEWELL, Agt	4200 W BURLEIGH ST	Class B Tavern License	80	9/14/2021, 7:00 PM	1
7	Lucky & Bill, Inc	All For Us	Baljinder Singh, Agt	3500 W Fond Du Lac AV	Class A Fermented Malt Beverage Retailer's License		9/23/2021, 7:00 PM	1
8	Fond Du Lac Beer & Liquor Inc	Polina Liquor	HAKAM SINGH, Agt	3179 N 37TH ST	Class A Malt & Class A Liquor License		1/20/2022, 6:00 PM	1
9	G & R, INC	POLINA'S LIQUOR	YANINA GOBERMAN, Agt	3179 N 37TH ST	Class A Malt & Class A Liquor License		2/6/2022, 6:00 PM	1
10	PARMSAT, INC	NORTHEND BEVERAGE II	SATNAM S KHERA, Agt	4409 W FOND DU LAC AV	Class A Malt & Class A Liquor License		3/3/2022, 6:00 PM	1

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



Wednesday, November 17, 2021



# Notice of Public Hearing

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SPENCER, Mario A  
Infinity Lounge at 4001 W FOND DU LAC Av.  
Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting  
Disc Jockey, Karaoke, Poetry Readings and Patrons Dancing

**Tuesday, November 30, 2021 at 02:05 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 11/30/2021 at 02:05 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](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.

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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 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	3285 N 40TH ST	MILWAUKEE, WI 53216-3612
CURRENT OCCUPANT	3286 N 40TH ST	MILWAUKEE, WI 53216-3613
CURRENT OCCUPANT	3286 N 41ST ST	MILWAUKEE, WI 53216-3617
CURRENT OCCUPANT	3300 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3301 N 40TH ST	MILWAUKEE, WI 53216-3634
CURRENT OCCUPANT	3301 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3302 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3303 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3305 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3306 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3308 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3309 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3313 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3315 N 40TH ST	MILWAUKEE, WI 53216-3634
CURRENT OCCUPANT	3318 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3319 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3319A N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3321 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3321A N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3324 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3325 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3327 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3328 N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3328A N 41ST ST	MILWAUKEE, WI 53216-3639
CURRENT OCCUPANT	3331 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3333 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3333 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3337 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3343 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3343 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3343A N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3345 N 39TH ST	MILWAUKEE, WI 53216-3630
CURRENT OCCUPANT	3349 N 41ST ST	MILWAUKEE, WI 53216-3638
CURRENT OCCUPANT	3354 N 40TH ST	MILWAUKEE, WI 53216-3656
CURRENT OCCUPANT	3908 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3928 W FOND DU LAC AVE	MILWAUKEE, WI 53216-3643
CURRENT OCCUPANT	3939A W CONCORDIA AVE	MILWAUKEE, WI 53216-3622
CURRENT OCCUPANT	4001A W FOND DU LAC AVE	MILWAUKEE, WI 53216-3644
CURRENT OCCUPANT	4007 W CONCORDIA AVE	MILWAUKEE, WI 53216-3623
CURRENT OCCUPANT	4025 W CONCORDIA AVE	MILWAUKEE, WI 53216-3623

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Total Records: 40

Radius: 250.0 feet and Center of Circle: 4001 W Fond Du Lac Av



# 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](mailto: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:  
A Milwaukee premier sport's lounge.

Do you have any experience operating this type of business?  No  Yes If yes, explain: Vibe Lounge

## 2. Business Operations

- a. Proposed Opening Date: 01/15/2021
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- 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: No licensee
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: DJ, and occupany permit, Schedule for appointment of Agent, Orginial Alcohol Beverage and :
- 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: TV monitors will display reminders to keep the noise dc
- e. Will a sound amplification system be used?  No  Yes If yes, describe: used to alter volume levels per requirer

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 5 Locations: Throughout the bar.  
Outside: 1 Locations: Near the back of the parking lot.
- c. Is a crowd control barrier used?  No  Yes If yes, describe: Security will count the number customers entering
- 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? 18 and describe the parking security plan: Two members of security will direct parking and supervise patrons leaving and coming.
- 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? 6 and answer the following:  
 What are their responsibilities? Licensed security will ensure safety of patrons by all defenses, parton counts  
 Is security equipment used?  No  Yes If yes, describe wands, radios, frisks, security cameras, flashlight  
 List their licensing, certification, or training credentials Armed security guard in Wisconsin- holding a guard ap
- d. Will there be security cameras?  No  Yes If yes, how many? 12 and list locations: \_\_\_\_\_  
1 front/1-back of the building- 3in parking lot, 1 at the entrance, 4 in bar area, 2 in back of the bar.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe patron must be screened throu

### 6. Percentage of Sales (must total 100%)

Alcohol <u>45</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>65</u> % Describe: <u>Hookah</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: \_\_\_\_\_     Rooming House: Number of Floors: 1  
 Number of Rooms: \_\_\_\_\_    Number of Rooms: 1

#### 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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> 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: Fondulac Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Mario Spencer Phone Number: 414-460-2438  
 Building Owner Address: 5836 W Betty LN, Brown Deer, WI 53223

## 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	11:00am	10:00pm	25	40&up	rs must be 25 years old
Monday	11:00am	8:00pm	20	40&up	
Tuesday	11:00am	8:00pm	20	40&up	
Wednesday	11:00am	8:00pm	20	40&up	
Thursday	6:00pm	2:00am	45	40&up	
Friday	6:00pm	2:00am	45	40&up	
Saturday	6:00pm	2:00am	45	40&up	

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 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)

*Mario Spencer*

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](http://www.milwaukee.gov/license)

Legal Entity Name: Infinity Lounge, LLC	
Premise Address: 4001 W. Fondulac Ave Milwaukee, WI 53216	
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building?	<input checked="" type="checkbox"/> Own <input type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)?	ME - MYSELF
c) Are you purchasing the stock and/or fixtures?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes if yes, amount paid \$ _____
d) Total amount paid for business	\$90,000
e) Total amount paid for goodwill of the business	\$50,000
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?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>Lease Information (New &amp; Transfer Applicants who are leasing the premises only)</b>	
a) Date lease begins _____	Ends _____
b) Monthly rental \$ _____	
c) Do you have an option to renew the lease?	<input type="checkbox"/> No <input type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner?	<input type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)?	_____



**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**

Maria Spencer  
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



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: **Infinity Lounge, LLC**

Premises Address: **4001 W Fond Du Lac Ave Milwaukee, WI 53216**

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast

Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  No  Yes  
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Pizza

**SECTION 4 DETAILS OF OPERATION**

- Will you have seating on site for dining?  No  Yes
- Will you be doing any catering?  No  Yes
- Will you be doing any delivery?  No  Yes
- Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining
- Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_
- Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_  
 Start date: \_\_\_\_\_  
 Name, Address & Phone Number of Architect: \_\_\_\_\_  
 \_\_\_\_\_  
 Name, Address & Phone Number of Contractor: \_\_\_\_\_  
 \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

MS I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

MS I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

MS I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

MS I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

MS I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: Mario Spencer

Signature of Additional Partner: \_\_\_\_\_



## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

<b>PREMISES ADDRESS:</b> 4001 W Fon Du Lac Ave, Milwaukee, WI 53216			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday &amp; 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.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <i>sound amp will be used by a phone with a noise level control</i>			
<b>LEGAL CAPACITY OF PREMISES</b>			
_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.			
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.			
_____ Signature of Sole Proprietor, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)

Outside Trash

EXIT

Food prep. area

Food Storage & Alcohol Storage

Food prep. area

EXISTING BAN AREA  
1048 SF

Alcohol Storage

Trash

Trash

EXIT

Storage

Close to entrance

PARKING LOT

200 ft

10ft

N. 41st

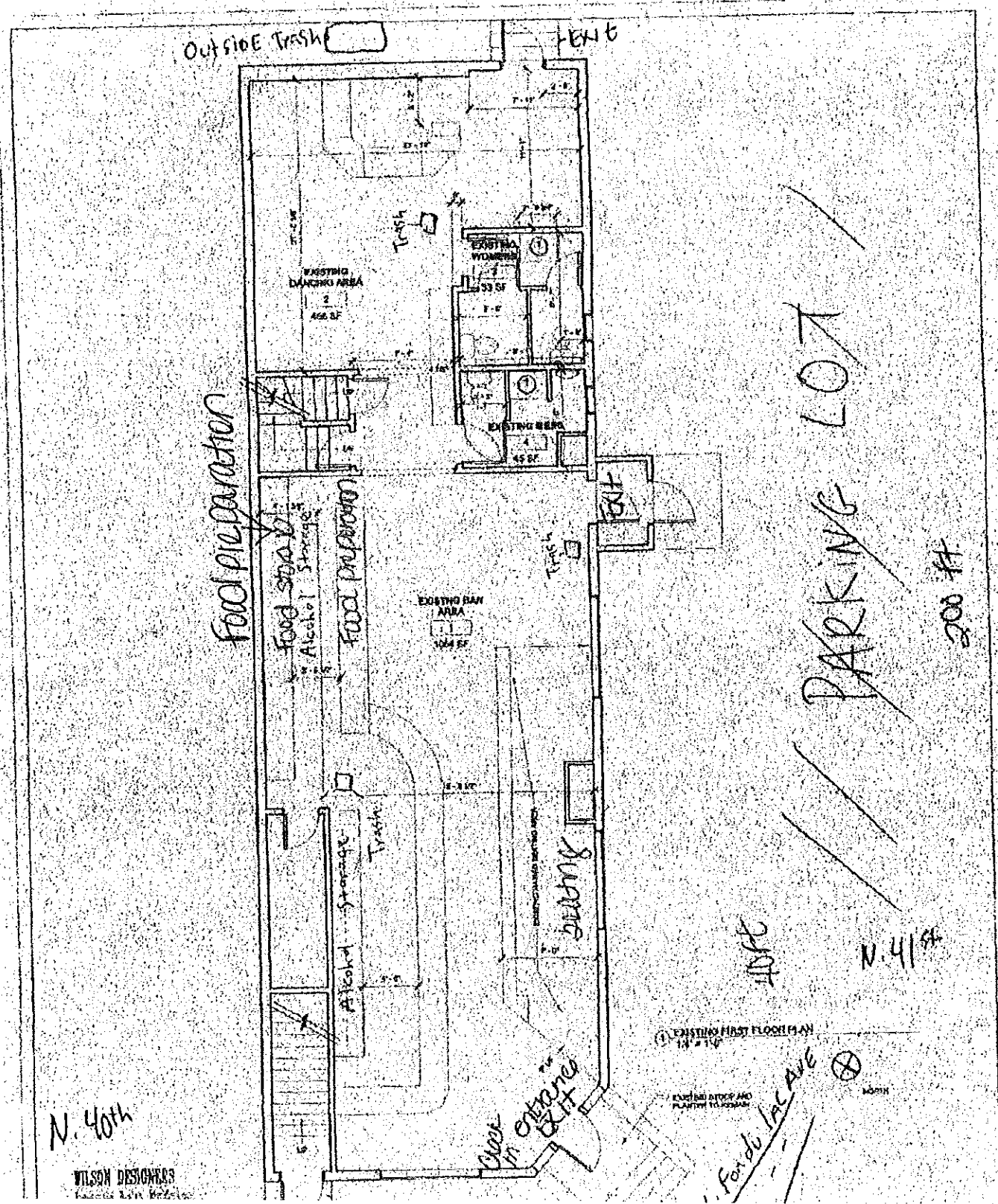
EXISTING FIRST FLOOR PLAN  
14' x 14'

EXISTING ATROC AND  
PLUMBING TO REMAIN

Ford's TAC AVE

N. 40th

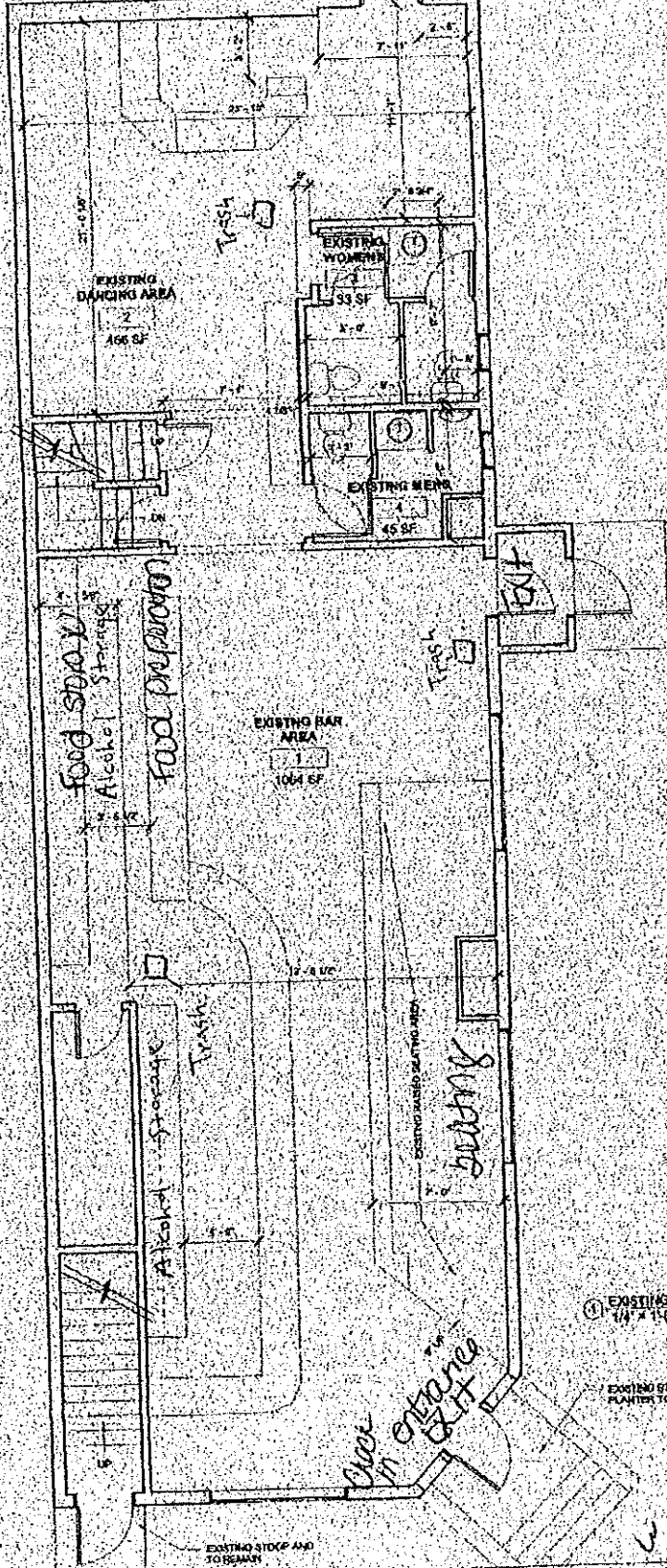
WILSON DESIGNERS  
LARRY L. WILSON





Outside Trash

EXIT



PARKING LOT 1

200 FT

40 FT

N. 41/8

N. 40th

WILSON DESIGNERS  
 4001 W FOND DU LAC AVE  
 FOND DU LAC, WI 53406  
 TEL: 262.461.1111  
 WWW.WILSONDESIGNERS.COM

INFINITY LOUNGE *mano spencer*  
 4001 W Fond Du Lac Ave, *Cynthia Gisles*

EXISTING FLOOR PLAN

Project Number	Project Name
Date	Scale
Drawn by	Checked by
Created by	Checked by

A101

Scale: 1/4" = 1'-0"

Feb 2, 2021

20210202-1001-DWG

## Cooney, Jim

---

**From:** Mario Spencer <infinityloungebiz@gmail.com>  
**Sent:** Tuesday, November 23, 2021 9:36 AM  
**To:** Cooney, Jim; Mario Spencer  
**Subject:** Re: Infinity Lounge LLC Food Dealer License Plan of Operation  
**Attachments:** Inifnity Lounge Floor Plan Revised.pdf

Hi Jim

Infinity Lounge plan of operation defines selling 50% alcohol, 25% in food, and %25 of hookah. Please let me know if this is sufficient.

Thank you and make it a great day. The revised floor plan is attached.

We are available for any immediate needs. Thank you!

On Tue, Nov 23, 2021 at 6:58 AM Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)> wrote:  
I just need it in writing from you. Email is fine

Thanks

Get [Outlook for iOS](#)

---

**From:** Mario Spencer <infinityloungebiz@gmail.com>  
**Sent:** Tuesday, November 23, 2021 8:57:11 AM  
**To:** Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>  
**Subject:** Re: Infinity Lounge LLC Food Dealer License Plan of Operation

Thanks Jim, I am sending that over shortly. Can you send me the template for the plan of oper

On Tue, Nov 23, 2021 at 6:51 AM Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)> wrote:  
We still need the percentage of sales derived from food and the updated floor plan.

Get [Outlook for iOS](#)

---

**From:** Mario Spencer <infinityloungebiz@gmail.com>  
**Sent:** Tuesday, November 23, 2021 8:50:30 AM  
**To:** Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>; Mario Spencer <[marioaspencer@gmail.com](mailto:marioaspencer@gmail.com)>  
**Subject:** Re: Infinity Lounge LLC Food Dealer License Plan of Operation

Hi Jim,

The Infinity Lounge food menu is attached. We will prepare a final draft once finalized by your department. Please let me know if you have any questions. Thank you.

On Mon, Nov 15, 2021 at 9:40 AM Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)> wrote:

Good morning,

We need a menu with your food dealer application. Could you please provide it ASAP?

Thanks

---

**From:** Cooney, Jim  
**Sent:** Thursday, October 21, 2021 9:38 AM  
**To:** License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>; Mario Spencer <[infinityloungebiz@gmail.com](mailto:infinityloungebiz@gmail.com)>  
**Subject:** RE: Infinity Lounge LLC Food Dealer License Plan of Operation

Good morning,

I'm following up on the request below.

---

**From:** License  
**Sent:** Monday, October 4, 2021 10:20 PM  
**To:** Mario Spencer <[infinityloungebiz@gmail.com](mailto:infinityloungebiz@gmail.com)>  
**Subject:** RE: Infinity Lounge LLC Food Dealer License Plan of Operation

Good evening,

Could you please send a menu too?

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)



**From:** Mario Spencer <[infinityloungebiz@gmail.com](mailto:infinityloungebiz@gmail.com)>  
**Sent:** Saturday, October 2, 2021 11:21 AM  
**To:** License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>  
**Subject:** Infinity Lounge LLC Food Dealer License Plan of Operation

Hello License,

Attached you will find the Food Dealer License Plan of Operation for Infinity Lounge, LLC. Please let me know if you have any questions. Thanks

Mario

(414) 460-2438

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. See City of Milwaukee full e-mail disclaimer at [www.milwaukee.gov/email\\_disclaimer](http://www.milwaukee.gov/email_disclaimer)

**Bon Appetit**  
**Infinity Lounge Food Menu**

The formula for a great snack served with complementary textures and flavors together in one bowl. One of our favorites, tiki snack mix, generously mixes soy-and-honey-glazed peanuts, bacon, and pineapple to create a sweet-and-salty snack that goes well with your favorite cocktail.

**Buffalo-Style Snack Mix**

**Grilled Pizza**

Both buttery and spicy, this Buffalo-style snack mix gets a triple buzz from hot sauce, cayenne and freshly ground black pepper.

Popcorn with Sesame-Glazed Pistachios

Soft Pretzel Sticks

Marinated Olives

Nacho & Dip

Chip & Dip

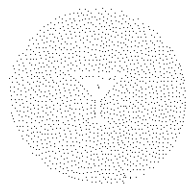
Protein Bars, Candy Bars, Chips, Beef Jerky, Nuts, Pretzels, Crackers,  
Gum, Apples, Mints

**Mario's Soft Pretzel Sticks**

4001 W Fond Du Lac Ave



Milwaukee, WI 53216



*Main Course*

*Dessert*