

CITY OF MILWAUKEE

LICENSES COMMITTEE

In the Matter of: ENVY LOUNGE AND NIGHTCLUB
Class "B" Tavern and
Tavern Amusement Renewal

SAMER L. ASAD,
"ENVY LOUNGE AND NIGHTCLUB"
715-17 South 5th Street

Proceedings had and testimony given in the
above-entitled matter before the LICENSES COMMITTEE CITY
OF MILWAUKEE on the 8th day of March, 2010.

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2 INDEX

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4	Speakers:	Page
5	Sergeant MacGillis.....	4
	Mr. Schroeder.....	16
6	Mr. Zarate.....	18
	Mr. Friesler.....	26
7	Ms. Kaufmann.....	30
	Mr. Northern.....	36
8	Mr. Dye.....	39
	Mr. Papa.....	43
9	Ms. Jensen.....	43
	Mr. Hawkis.....	57
10	Mr. Gonzalez.....	58
	Alderman Witkowiak.....	61

11

12

13

14

15

16

17

18

19

20

21

22

23

24

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1 TRANSCRIPT OF PROCEEDINGS

2 CHAIRMAN BOHL: Samer Asad, agent for
3 Lounging Around, Inc., Class "B" Tavern and Tavern
4 Amusement Renewal Application with change of
5 officer and entertainment for Envy Lounge and
6 Nightclub at 715-17 South 5th Street.

7 Good afternoon to you, gentlemen. Would
8 either of you be legal counsel here?

9 MR. STEIN: I would.

10 CHAIRMAN BOHL: If you could state your
11 appearance.

12 MR. STEIN: Sure, Mike Stein from Beck,
13 Chaet, Bamberger & Polsky, and this is Samer Asad.

14 CHAIRMAN BOHL: Thank you, Mr. Stein.
15 Good afternoon to you. Mr. Asad, we'll need to
16 swear you in. If you could raise your right hand,
17 please?

18 MR. ASAD: Yes, sir.

19 MS. BLACK: Do you solemnly affirm under

20 the pains and penalties of perjury in the State of
21 Wisconsin the testimony you are about to give is
22 the truth, the whole truth and nothing but the
23 truth?

24 MR. ASAD: Yes.

25 CHAIRMAN BOHL: For our agent, I will

1 need a name and mailing address for the record,
2 please.

3 MR. ASAD: Samer L. Asad, 701 West
4 Bennett Avenue, Milwaukee, Wisconsin 53219.

5 CHAIRMAN BOHL: Thank you. Mr. Asad, do
6 you acknowledge receiving notice of today's meeting
7 with the possibility that your application could be
8 denied? There is an attached police report that
9 should have been part of your notice as well as an
10 outline of potential neighborhood objections that
11 can serve as a means for potential denial.

12 MR. ASAD: Yes, sir.

13 CHAIRMAN BOHL: Thank you. This is a
14 renewal, even though with the change of officer
15 and/or entertainment. Are there any holds, Ms.
16 Grill?

17 MS. GRILL: There are no holds.

18 CHAIRMAN BOHL: Thank you. And Sergeant
19 MacGillis, we'll go over to the police report then.

20 SERGEANT MACGILLIS: Okay, I'll start on

21 Page 2 with Item 3: 1/26/2009, a patron who was at

22 Club Envy on 12/20/2009 at 12:00 a.m. called and

23 reported her purse was stolen while she was inside

24 the bar. A report was filed.

25 Item 4: On 4/4/2009 at 1:30 a.m., a

1 patron called Milwaukee Police to report her purse
2 stolen while she was a patron at Club Envy. A
3 report was filed.

4 Item 5: On 7/19/2009, at 5:51 p.m., a
5 patron called Milwaukee Police to report her purse
6 stolen while she was a patron of Club Envy. A
7 report was filed.

8 Item 6: On 9/27/2009 at 1:35 a.m.,
9 Milwaukee Police were called to Club Envy to
10 investigate a fraud complaint when officers
11 observed a large fight break outside the doors of
12 Club Envy. Security attempted to stop the fight,
13 but individuals from the street began to get
14 involved. Officers called for backup because it
15 appeared that 50 to 100 people were involved. It
16 took five squads to disperse the crowd, and
17 officers spent 45 minutes on scene monitoring the
18 club as patrons left.

19 Officers spoke to the owner, Samer Asad,

20 regarding the incident. And Asad stated a bus
21 parked in front of the tavern picked up people from
22 a party and an unknown female in the car behind
23 them started yelling obscenities and threats out of
24 the windows to an unknown patron who was leaving
25 the club. Asad stated more and more people then

1 got involved, and the fight got out of hand.

2 A check of the tavern's license found it
3 was not properly displayed and a citation was
4 issued to Asad. Charged, "Display of Liquor
5 License Required," and the finding dismissed
6 without prejudice on 1/14/2010.

7 Item 7: On 10/31/2009 at 3:52 p.m.,
8 Milwaukee Police were dispatched to investigate a
9 battery complaint that occurred at Club Envy on
10 10/30/2009. Officers spoke to the victim who
11 stated she and a friend were leaving Club Envy and
12 walking to their car when three known females began
13 assaulting them. One suspect who was punching the
14 victim stated to her, "Nobody dances on my man
15 without getting their ass beat." The victim stated
16 she and her friend ran to her car where the
17 suspects followed and caused damage to her car as
18 well. All suspects were later identified and
19 ordered into the DA's office regarding possible

20 charges.

21 Item 8: On 12/12/2009, at 1:59 a.m.,

22 Milwaukee Police were dispatched to 5th and

23 National for trouble with a subject complaint.

24 Officers spoke to the victim who stated that while

25 she was inside Club Envy, she was assaulted by a

1 known subject. The victim stated that the two had
2 a verbal altercation and the actor pulled out some
3 of her hair. Officers did observe a dollar-size
4 area of hair missing.

5 The investigation revealed security and
6 management broke up the fight and had the suspect
7 leave through the back door. The victim was
8 escorted out of the front door, and she stated that
9 the suspect then ran up to her and punched her two
10 times in the face. Security from another tavern
11 witnessed this and chased the suspect away. The
12 suspect later turned himself in, and he was charged
13 with assault and battery.

14 Item 9: On 1/7/2010 at 4:00 p.m.,
15 Milwaukee Police conducted follow-up at the Club
16 Envy regarding a substantial battery that occurred
17 on 1/3/2010 at 1:15 a.m. Investigation found a
18 woman was cut on her face from a plastic cup by
19 another patron while they were both in the

20 bathroom. The bathroom attendant identified as
21 Rosetta Ferro stated she observed this incident,
22 got scared and ran out to notify security.

23 Officers spoke to Asad regarding the
24 battery who stated he did not witness it because it
25 occurred in the women's bathroom, but he did

1 observe the victim leave the bathroom with a bloody
2 face. He stated he didn't call police because he
3 believed that the police who were out front of his
4 business at the time were there for the battery.
5 Asad stated he later found out that the police were
6 outside for another call.

7 The following applies to Samer Asad who
8 is listed as the corporate officer, that's item 10:
9 On 12/3/2010, at 5:00 p.m., Asad, who was listed as
10 a corporate officer, received a citation for "Sale
11 of Alcohol to Underage Person" at 2631 West Vliet
12 Street, and the charge "Sale of Alcohol to Underage
13 Person." There is a pretrial in Branch 1, sentence
14 is unknown, of course, and the date of that is
15 going to be 4/6/2010.

16 CHAIRMAN BOHL: Thank you, Sergeant.
17 Questions or comments that you may have with items
18 in the police report?

19 MR. STEIN: Sure, if we could just make a

20 few comments. As to Items 3, 4, and 5, which were
21 all purse thefts, the club does offer a coat check,
22 does offer a purse check. They encourage their
23 patrons to take advantage of that. If they don't,
24 it's difficult to monitor. There are surveillance
25 cameras, there are approximately 30 surveillance

1 cameras inside and outside the club.

2 Mr. Asad tells me that in each of these
3 instances he was not aware of until after the fact
4 that the patrons had their purse stolen. If they
5 would have contacted him, he would have attempted
6 to at least to have gone through the surveillance
7 tapes to have tried to have seen where the purses
8 were, and perhaps if he could have, helped to
9 identify who might have taken them.

10 As it relates to Item 6, the conclusion
11 that Mr. Asad came to after that incident was that
12 it was difficult for the entire club to be released
13 to the street, if you will, at the same time. I
14 don't know if you're familiar with the club, but
15 it's two stories. There is a dance floor on each
16 level, a DJ on each level. So what the program
17 that Mr. Asad has implemented since this is to, if
18 you will, dismiss the -- do last call on the first
19 floor earlier, and have those patrons do a last

20 call, and then hopefully dissipate, leave the
21 street, leave the club, leave the street, and then
22 shortly after that, but still within the timeframe
23 allowed, dismiss the upper floor so that fewer
24 people are entering the street at the same time.
25 Since that time, he is not aware that there's been

1 any issue with too many people being released from
2 the club or walking out of the club all at the same
3 time.

4 And then the final comment I have relates
5 to Item No. 9. In that incident, there was a
6 bathroom attendant. One of the things that Mr.
7 Asad has installed in the club since that incident
8 was what he refers to, euphemistically refers to as
9 "a panic button." So instead of having the
10 bathroom attendant run out of the bathroom to try
11 to find someone, there is a call method by which
12 either in the men's or women's bathroom they can
13 push a button and security is aware that there is
14 an incident in the bathroom and can try to
15 intervene.

16 We would also add that the club has a
17 capacity of about 320, and it does regularly employ
18 security personnel. There might, depending on the
19 anticipated crowd, be anywhere from 10 to 15

20 security personnel on site.

21 I did mention the surveillance cameras,
22 and we can show you, if you want, a breakdown of
23 where they are located. But they not only are
24 inside the club, but they are both in the front and
25 the rear of the club including on 5th Street, which

1 allows Mr. Asad to help monitor the crowd out on
2 5th Street. And sometimes he will even look -- his
3 camera is such that he can look kind of down the
4 street to make sure that there is not too many
5 people on the street even from neighboring and
6 adjoining clubs.

7 MR. ASAD: If I could just say something
8 real quick. I saw that, Alderman Bohl, that you
9 had made a dollar shape with regard to Item No. 8,
10 it was actually a silver dollar.

11 CHAIRMAN BOHL: A coin dollar. That's
12 what I was saying, I was thinking they meant a coin
13 dollar.

14 MR. ASAD: I just thought I'd clarify.
15 It would be a pretty big, pretty big chunk of hair
16 ripped out. But, yeah -- no, it was like a quarter
17 size, silver dollar-type thing.

18 CHAIRMAN BOHL: It's just -- the only
19 reason is -- we don't often -- I mean, tell me the

20 last time you've had a dollar coin? You know, I
21 can't imagine most of us had one in a long time
22 that you would use the jargon, you know. "Size of
23 a large coin," I guess I would put it as in the
24 police report versus a dollar. I mean, most
25 folks -- I was figuring he wasn't saying that it

1 was rectangular in size here.

2 MR. ASAD: It's really not funny, because

3 --

4 CHAIRMAN BOHL: No, that's not making

5 light of the incident.

6 MR. ASAD: I'm not laughing, I'm just

7 laughing at the shape of it, but I'm definitely not

8 laughing at the incident. So I just thought I'd

9 clarify that.

10 MR. STEIN: I guess I'm going to make one

11 more additional comment. Mr. Asad sort of views

12 his whole security as it relates to this business

13 as an evolutionary process and tries to anticipate

14 problems, but also tries to react to those that he

15 sees coming up. And that's -- an example of that

16 would be the, you know, the timing on the release

17 time, and things like that; trying to anticipate

18 problems, but then trying to react to problems that

19 appear to come up periodically.

20 CHAIRMAN BOHL: Thank you. Are there
21 questions by committee of any of the items in the
22 police report? No.

23 Alderman Witkowiak, were there any
24 questions you have, at this point here, relating to
25 items in the police report?

1 ALDERMAN WITKOWIAK: I'll defer until
2 later on. Thank you.

3 CHAIRMAN BOHL: I just want to say, this
4 particular item is cited for neighborhood
5 objections. Are there individuals present here to
6 testify in the matter of the Class B Tavern and
7 Tavern Amusement renewal application for Envy
8 Lounge? One, two, three, four, five individuals,
9 okay. Of those five individuals, can I just see a
10 show of hands, individuals here in opposition?
11 Three, four, and one here is in support, two
12 supporters, we get them coming out of the woodwork
13 here, okay, three, four supporters. All right.
14 When I do ask how many individuals are here to
15 testify in this matter here, that applies to both
16 in favor and opposed, okay?

17 What I'm going do is, we're going to ask
18 all of the individuals who intend to testify. Now
19 this applies, and I'll clarify, to individuals who

20 are both here in favor; in support of the license,
21 as well as those who are opposed to the license.
22 We are going to swear all of you in at once. So
23 I'm going to ask if you're in the room and you
24 intend to testify, either in favor or against, in
25 any way, shape or form for this, that you please

1 raise your right hand, we'll swear you in.

2 I don't want people to kind of --
3 sometimes I get the -- and then later on, people
4 decide not to do it, and they start going like this
5 later on because they want to now. This is your
6 one and only opportunity, so if you think that you
7 might change your mind later you just need to be
8 sworn in now. Please go ahead.

9 MS. BLACK: Do you solemnly affirm under
10 the pains and penalties of perjury in the State of
11 Wisconsin the testimony you are about to give is
12 the truth, the whole truth and nothing but the
13 truth?

14 ALL: Yes.

15 CHAIRMAN BOHL: We will get to you here
16 momentarily. What I do want to provide, Mr. Stein,
17 for you is an opportunity if you just want to make
18 any additional opening statements at this time, you
19 are able to do it here.

20 MR. STEIN: I think we are fine with

21 what's been said to date.

22 CHAIRMAN BOHL: What we'll do now at this

23 point is I would like to hear from witnesses. The

24 code stipulates that individuals who are here in

25 opposition come forward first. What we'll do is,

1 we have a standing microphone. If you are
2 physically able to utilize the standing microphone,
3 we would ask that you do that. I will establish a
4 time limitation to individuals as well, too. What
5 we'll do is, we'll do approximately two minutes.
6 If there is a little bit of additional overlap,
7 I'll grant you a little bit of additional overlap,
8 but we want to keep this within some reason. The
9 only other thing that I will say is, if you are
10 unable to physically stand at the standing
11 microphone, there are a couple seats, you may
12 freely use it for that reason. When you do come
13 forward, we will need your name and your mailing
14 address for the record. If there is any question
15 as to the spelling of your name, if it is not as
16 simple as "Joe Smith," if you could please just
17 spell out your name for the purpose of our court
18 reporter and our staff assistant to keep tabs of
19 that. So with that, we'll hear from individuals

20 who are here in opposition. Don't be shy, and

21 whoever goes to the --

22 SPEAKER: Alderman, I'd rather be at the

23 end.

24 CHAIRMAN BOHL: Be at the end of --

25 SPEAKER: Those who are opposed because I

1 may be duplicative.

2 CHAIRMAN BOHL: That's fine. Good
3 afternoon, sir.

4 MR. SCHROEDER: Good afternoon. My name
5 is James Schroeder, S-C-H-R-O-E-D-E-R. I live at
6 703 South 5th. I manage two buildings; one at 711.
7 I've had numerous complaints from tenants, but they
8 didn't come because they are too intimidated and
9 bullied by the club.

10 Also, there has been a lot of booze
11 bottles thrown out there. They sell booze bottles,
12 and they have no control at the table when they
13 sell them.

14 And also, last Saturday, the police
15 arrested two people from Envy. I don't know
16 whether it was outside or what, but this stuff has
17 got to stop. This is our neighborhood.

18 CHAIRMAN BOHL: Mr. Schroeder, question
19 for you is, first and foremost, when you talk about

20 the throwing of bottles, is that something that you
21 yourself have witnessed?

22 MR. SCHROEDER: Yes, I have.

23 CHAIRMAN BOHL: So it's not just that you
24 have heard from your tenants in that regard?

25 MR. SCHROEDER: No, this is what I've

1 seen.

2 CHAIRMAN BOHL: Okay. And this is on --
3 how frequently are you, have you witnessed this?

4 MR. SCHROEDER: I've seen this
5 occasionally.

6 And also, Alderman Witkowiak had a
7 special meeting like two months ago in regards to
8 the problems, and I don't think anything has been
9 done.

10 CHAIRMAN BOHL: The additional question
11 that I wish to ask you is, when you speak of some
12 issues that you are testifying to here, this
13 happens to be a block stretch where there are
14 multiple taverns or alcohol, the places that serve
15 alcohol?

16 MR. SCHROEDER: There is a restaurant, La
17 Fuente's, and Texture and another one, La Perla. I
18 see this at night during closing time this happens.
19 They got no control of once they buy a bottle to

20 take it out.

21 CHAIRMAN BOHL: But the one question that

22 I want to ask you, and just clarify for the record

23 is, how are you able to delineate that the patrons

24 that are doing that are coming from Envy Lounge

25 versus any of the other establishments?

1 MR. SCHROEDER: Because I'm standing
2 outside, and I can see them come around the corner.

3 CHAIRMAN BOHL: So you are seeing them
4 from around the corner from this location, is that
5 what you're saying here?

6 MR. SCHROEDER: Yes, right.

7 CHAIRMAN BOHL: All right, very good,
8 thank you. Questions by committee? Mr. Stein, any
9 questions, or the applicant here, of this witness?

10 And your last name is?

11 MR. SCHROEDER: Schroeder.

12 CHAIRMAN BOHL: O-E --

13 MR. SCHROEDER: S-C-H-R-O-E-D-E-R.

14 CHAIRMAN BOHL: Thank you. Thank you,
15 again. Next witness, individuals here in
16 opposition.

17 MR. ZARATE: My name is Jose Zarate, and
18 I would like to make some comments.

19 CHAIRMAN BOHL: We will need an address,

20 Mr. Zarate. I know that you have a business here
21 across the street, that would suffice, but we do
22 need an address.

23 MR. ZARATE: Okay. My address is 625
24 South 5th Street, Milwaukee 53204.

25 CHAIRMAN BOHL: Please proceed. Thank

1 you.

2 MR. ZARATE: For the past 19 years, I
3 have operated La Fuente on the same street as Envy
4 club. And all these years, I've see a lot of
5 activity and change on my street. Right now, I'm
6 reluctant to be here because I really want economic
7 development on that street. However, I have been,
8 you know, I have helped other people to open up
9 their businesses on that street. And right now,
10 they are -- some of those business are my, they are
11 competition. It's very good, it's very good for
12 the neighborhood and for the community. But I've
13 seen that over the past year over, well, over the
14 past few years, but mostly more over this past
15 year, I've see that things have gotten very bad on
16 South 5th Street. I have a couple of videos that
17 one of them ended up on the news, on Channel 6,
18 where you can see just a sample of the problems
19 that go on, with not only with Envy, but some of

20 the clubs there, well, one other club. There is
21 public nuisance behavior, trash, loud music. This
22 has impacted our customer base, my customer base.

23 Now, we had a meeting last year like
24 around November. We had a meeting where even the
25 media was there. That resulted with the police --

1 thank you guys. That is, the police increased
2 their presence dramatically there. And that kind
3 of has helped a little bit. But I don't think it's
4 appropriate to have the police there most of the
5 weekends. And, you know, they hurt the resources
6 to circumstances that should not happen in the
7 first place.

8 I'm very concerned. And I have never
9 made an appearance here before this committee, but
10 I think this situation is kind of serious, and I
11 think that I should take action.

12 Without a change in their operation, I
13 don't think -- I think Envy and their customers are
14 going to continue to harm the neighborhood, and I
15 don't want that to happen. The neighborhood is
16 important to me.

17 CHAIRMAN BOHL: Thank you. Thank you for
18 your testimony. Questions by committee? No
19 questions by committee?

20 ALDERMAN HAMILTON: Mr. Chair.

21 CHAIRMAN BOHL: Alderman Hamilton.

22 ALDERMAN HAMILTON: I guess I would like

23 to know specific activity that you've witnessed

24 coming from the club that you feel like is bringing

25 the neighborhood down, so that we could pinpoint

1 that.

2 MR. ZARATE: Well, I have a couple of
3 videos if -- I just didn't bring them with me
4 today, I think the police have a copy of one of
5 them, where you can see the customers coming out
6 and having a great fight in front of the building,
7 in front of Envy's building.

8 I also see, I don't see it personally,
9 but I see in my parking lots, there are bottles of
10 liquor the next day. I mean, I clean up around
11 there. I want, we want to have a positive image
12 for the area. I talked to the owner of Envy -- how
13 you doing? He said that he was going to set up his
14 kitchen so that he could sell food there. He was
15 going to get a food license, and he was going to
16 have kind of like a restaurant operation.
17 Hopefully he will do that. Because again, only if
18 he changes his operation, things are going to stop,
19 otherwise I don't see it stopping. I mean, there

20 are too many things happening there according to
21 the police, not only me.

22 CHAIRMAN BOHL: Any other questions by
23 committee? Mr. Stein? Mr. Zarate, we may have
24 some questions for you from counsel.

25 MR. STEIN: Do you recall what day of the

1 -- the incident that you refer to, do you recall

2 what day of the week that one was?

3 MR. ZARATE: I don't remember.

4 MR. STEIN: Okay. Because our

5 recollection is that that incident occurred on a

6 Sunday, and Envy is only open Thursday night,

7 Friday night, and Saturday night. Now if it

8 occurred Sunday morning, you know, late

9 Saturday/early Sunday morning, it could have been

10 when they were open, but if it was any other day --

11 MR. ZARATE: I don't remember, but I do

12 have something on it.

13 MR. STEIN: Fair enough.

14 CHAIRMAN BOHL: Mr. Zarate, I do have a

15 follow-up. Alderman, go ahead.

16 ALDERMAN KOVAC: Are you sure you can --

17 I know that it's been mentioned that there are a

18 couple different bars, and you yourself mentioned

19 that. What kind of -- can you specify now, you

20 have it on the video, what specifically, what
21 you've seen that you're sure that's coming from
22 Envy?

23 MR. ZARATE: Yes, I just don't want to
24 mention all the names because we're here for Envy.

25 ALDERMAN KOVAC: Right, don't mention any

1 names, but just tell me what you can definitely
2 attribute to Envy, not to others.

3 MR. ZARATE: Well, what I can attribute
4 to Envy is that they have fights there. They have
5 the cars at night, they stop there. It's kind of
6 like, it's a blockade, and they get out of their
7 cars and they, you know, they have conversations,
8 so.

9 ALDERMAN KOVAC: In the traffic lane?

10 MR. ZARATE: Yes, they stop the traffic.
11 Now, like I said, the police, after around the
12 middle of November, the police started coming
13 around at bar time, and they have broken that up.

14 ALDERMAN KOVAC: So these people are
15 driving, so it's hard to know which bar they are
16 going to or coming from, or are you able to
17 ascertain that?

18 MR. ZARATE: You can see on my videos,
19 you can see where they are coming from.

20 ALDERMAN KOVAC: So they leave the bar

21 and immediately drive to the middle of the street?

22 MR. ZARATE: No, I wouldn't say that, no.

23 ALDERMAN KOVAC: No?

24 MR. ZARATE: No, they hang out around

25 there, talk to the people driving in the street.

1 ALDERMAN KOVAC: I see, so the people
2 coming out of Envy are the people that are talking
3 to the people blocking the traffic?

4 MR. ZARATE: Yes, it seems like. It
5 seems like they go from Envy to the bar across the
6 street.

7 ALDERMAN KOVAC: They don't go to your
8 bar?

9 MR. ZARATE: Well, I wish they did, but
10 no, they don't. I have a different bar there.

11 CHAIRMAN BOHL: Mr. Zarate, question for
12 you here, in relation to your restaurant, Envy is
13 on the same side of the street as you, further
14 south, is that correct?

15 MR. ZARATE: Yes.

16 CHAIRMAN BOHL: And then there is
17 another, there is an additional club, I don't know
18 if it's Texture, or whatever else, that is across
19 the street maybe just a slight bit to the north of

20 you. Is that -- would that be fair to say?

21 MR. ZARATE: There is Texture.

22 CHAIRMAN BOHL: That's Texture?

23 MR. ZARATE: Yes.

24 CHAIRMAN BOHL: But we're talking about

25 Envy being further south of you. Is that the only

1 other bar that's operating on your side of the

2 street, on that sort of block face?

3 MR. ZARATE: Yes.

4 CHAIRMAN BOHL: And then there are, there

5 is an additional restaurant, La Perla, which also

6 has another club sort of attached to it?

7 MR. ZARATE: Yes.

8 CHAIRMAN BOHL: Would those be basically

9 the four, rough, places that we are talking about

10 in that area or on that particular block at least?

11 MR. ZARATE: Again, maybe I'm being

12 biased, I have a bar, a nightclub across the street

13 from my place. I don't know if they have any

14 reports lately, maybe the police would have the

15 reports on that bar, it's called Club Tropical. So

16 far, I haven't had any problems there. I've been

17 lucky, I guess, or maybe I control it there. Then

18 there is Texture across the street to the north of

19 me. It's Envy to the south of me on the same side

20 of the street, and across the street to the south
21 is La Perla, who, which also has somewhat of a
22 nightclub sometimes.

23 CHAIRMAN BOHL: So in saying that if
24 someone starts asking questions about individuals
25 coming in and out of places, this would be the --

1 because your establishment, La Fuente is, has a bar
2 component but is a restaurant, and most of the
3 business that you garner there is coming, I'm going
4 to guess, from the restaurant based on what I've
5 experienced. This would be on your side of the
6 block. This would be the one other nightclub, then
7 there are some across the street. Is that fair to
8 say?

9 MR. ZARATE: Now that you ask me that
10 kind of stuff, I think I should put it down for the
11 record: The clubs, they fill up pretty quickly;
12 they have a capacity. So a lot of the customers,
13 and this used to happen more before, not anymore,
14 they used to come over and tailgate at La Fuente,
15 and I started experiencing a lot of problems. I
16 had to -- they would wait at my place for the clubs
17 to have enough room for them. And so, I ended up
18 having to hire security guards, and I am not a
19 club. That's why I'm saying, it has been very

20 negative to my business. I don't think I should

21 have any security guards in my place.

22 CHAIRMAN BOHL: Thank you. Questions?

23 MR. FRIESLER: Alderman, thank you. My

24 name is Perry Friesler. My office address is 320

25 East Buffalo, Suite 611, Milwaukee, 53202. I'm the

1 attorney for Mr. Zarate, La Fuente, Limited, and
2 several of the businesses that have establishments
3 on this, in this area.

4 If I can just give you a short
5 demographic. If you start on 5th and National
6 going north, on the corner of 5th and National on
7 the northeast corner is La Perla and the attached
8 establishment he has. A little farther north on
9 the west side of the street is Envy. If you go up
10 further north on the east side of the street, you
11 have what is now Tropical, which is, I guess, you
12 would call it a nightclub.

13 But therein lies one of the examples of
14 the problem: Tropical, before it became a
15 nightclub, was an eating establishment known as
16 "Hemingway's." Hemingway's was doing a nice
17 business. It brought a new type of business to the
18 area, to the city. It was, I guess, the second
19 establishment that served Cuban food to the

20 community. It was high-class Cuban food as opposed
21 to the sandwich-type, which occurs on Milwaukee
22 Street north of Wisconsin Avenue. Across the
23 street from that is La Fuente, which is a
24 restaurant. And then on the east side of the
25 street a little bit further north is Texture.

1 In November, there was a meeting with the
2 help of Alderman Witkowiak at which all of the
3 owners of all of the establishments and many
4 members of the community were brought together.
5 And we all talked about the problem and
6 acknowledged the situation and the problems that
7 were being -- that were occurring. And that was as
8 a result of a major fight that occurred a while
9 earlier in the streets in front of the area between
10 National Avenue and the end of the street, I think
11 that's Virginia. Everyone acknowledged the fact
12 that there was a problem, and the owners of Envy
13 together with the owners of the other
14 establishments agreed that they needed to do
15 something to stop the problem; acknowledged there
16 was a problem, and they needed to work with the
17 police department to stop the problem.

18 The police department of that district
19 indicated that they would let us know and advise us

20 what, if anything, had happened, what, if any,
21 resolutions have been made to stop this from
22 occurring. We have heard nothing, so we don't know
23 what, if anything, has been agreed to. When you
24 listen to the police reports, and when a lot of
25 those incidents occurred, you can hear that nothing

1 is happening.

2 We are not here to stop Envy from
3 operating as a business; we want them as a
4 business. If they have customers who are good,
5 honest, clean-living citizens, we hope that either
6 before they go to have their fun at Texture or
7 after, they'll come to our restaurant to eat, but
8 that's not what's happening. Instead, what's
9 happening is, fights are occurring, robberies are
10 occurring, litter is occurring.

11 At this meeting, there were reports about
12 all kinds of things that are occurring in that area
13 especially at bar time.

14 CHAIRMAN BOHL: I'm going to ask you to
15 wind up.

16 MR. FRIESLER: I am; this is the end.

17 What we want is, we want some way to
18 ensure that the establishment protects not just
19 itself but protects the neighborhood around it and

20 stops this from occurring. Thank you all.

21 CHAIRMAN BOHL: Thank you. Any questions
22 by committee? Are there any questions, Mr. Stein?

23 MR. STEIN: Again, do you know the day of
24 the week that the incident occurred?

25 MR. FRIESLER: You know --

1 MR. STEIN: My understanding is that it
2 was a Sunday incident.

3 MR. FRIESLER: But I think it was, if I'm
4 not mistaken, and I don't have it in -- but if I
5 remember correctly, it was a Saturday night/Sunday
6 morning. I may be wrong. It may have been a
7 Sunday night/Monday morning, but I don't know. But
8 the incident that was on tape may have been at a
9 time when Envy is not open. But that wasn't the
10 only one; that was the final straw.

11 MR. STEIN: Fair enough.

12 CHAIRMAN BOHL: Next witness, please.

13 MS. KAUFMANN: Good afternoon. Julie
14 Kaufmann, 602 South 3rd Street. I'm a resident
15 within about two blocks of the establishment. I
16 come before you a lot of -- I have about 36 alcohol
17 licensee owners within a quarter-mile of my
18 residence. So I want you to know that I'm actually
19 a volunteer for the neighborhood. And that's why

20 I'm here a lot because I represent the license
21 committee for my neighbors. They ask me to come
22 because I am self-employed and have a little more
23 flexibility. What that means is, I make it a point
24 to be very familiar with licensees. And so, while
25 you see me a lot, I'm also not here a lot, there

1 are plenty of businesses in my community who have
2 liquor licenses who run a good business. So I
3 don't just complain about every one. There were
4 three that got approved last week without incident
5 because they are really good operators. So I make
6 it my point to know.

7 And it's just very clear that Envy
8 operates differently. I do believe they are making
9 good efforts. In some respects, some of the things
10 they cited are positive, but the outcomes and the
11 direct result are not positive.

12 I personally understand you're going to
13 ask me to tell you what I personally have seen. So
14 therefore, last summer I had to make sure I had a
15 babysitter a couple nights because I'm often home
16 alone with children on a Thursday, Friday and
17 Saturday night. On three separate occasions in
18 three separate months, I made sure that when I was
19 awoken, which I am usually every weekend in the

20 summer, I went to observe directly where the
21 problems were coming from. And during the
22 summer -- there was a parking lot between 5th and
23 6th where I reside, which is actually owned by MPS,
24 where there are dozens and dozens of cars that
25 would park. And there would, essentially there

1 would be after-party/before-party in this lot. And
2 we have successfully worked with MPS to put up a
3 gate to shut down that lot. But before that
4 happened, I would observe just drag racing, loud
5 noises, bottles. So I went to observe where the
6 patrons were coming from, and each night that I
7 went to observe the behavior, it came directly --
8 there were patrons coming directly from Envy Lounge
9 to that parking lot causing those problems.

10 I consistently call the police for these
11 problems. Usually -- I imagine they are not
12 showing up in the reports because they don't
13 associate my calls at my address or that lot or the
14 patrons I see coming from Envy. Although I have
15 observed them directly.

16 So we have worked with MPS to resolve
17 that, like shutting down that parking lot. And the
18 police have now been responsive, and they have done
19 a great job. I think the police are really part of

20 the solution here. What's happened though is that
21 the customers are now dispersed further into the
22 neighborhood.

23 So I can cite to you all the things you
24 typically hear, which are also true: I have lots
25 of bottles; I have public urination; I have loud

1 noise; I have booming bases; I have drag racing. I
2 can't attribute every one of those to this club,
3 only some. But I just wanted to preface by
4 honestly saying I'm very familiar with operators,
5 I'm very familiar with businessowners. So I do
6 have a familiarity with where some activities do
7 come from and where they don't. So I'm very
8 concerned about their operations.

9 CHAIRMAN BOHL: Thank you, Ms. Kaufmann.

10 Questions by committee?

11 ALDERMAN KOVAC: Mr. Chair.

12 CHAIRMAN BOHL: Alderman Kovac.

13 ALDERMAN KOVAC: Are you able to pinpoint
14 when things really started to get out of hand?

15 MS. KAUFMANN: My recollection of when it
16 really started to escalate was summer, July. I
17 mean, before then, I wasn't really getting a sense
18 of where it was coming from. I hadn't really paid
19 attention. So I don't know how much it was really

20 happening before specifically to Envy, so I can't

21 say.

22 Through the summer -- and I thought I was

23 the only one, and we talked about this at the

24 meeting, but until the alderman called me in

25 November, I didn't realize so many other people

1 shared my personal concerns. I was just
2 frustrated. I would call and call and call and
3 call and call and call.

4 ALDERMAN KOVAC: Do you -- I mean, is it
5 sometimes you just have a conglomeration on the
6 street and just the overall, you know, the street
7 becomes a magnet for this misbehavior? When the
8 business down the street became a magnet for
9 misbehavior on the street, are you able to -- based
10 on how you pinpointed the time and the neighbors
11 from their knowledge, able to say it's because that
12 Envy is there that this is getting out of hand?

13 MS. KAUFMANN: Sociological behavior, I
14 don't know. I just can say that I see direct
15 behavior, that the problems are coming directly
16 from customers of Envy. Do I think the density or
17 that there is an accumulation effect? Quite
18 possibly. There is another, one other operation on
19 that street that I have a concern with. So I don't

20 think they are the sole problem, but I also have no
21 issues with La Fuente, and the neighborhood has not
22 raised concerns to me with La Fuente. There are
23 other business on that street that are not causing
24 a proportionate level of problems.

25 So we have too many licensees probably in

1 our neighborhood, but they are going to be there.

2 So we need to operate differently, and there are

3 examples of how you can operate well.

4 CHAIRMAN BOHL: Any other questions by

5 committee? Questions you have for this witness?

6 Thank you.

7 You had posed a question to two of our

8 previous individuals that provided testimony here

9 asking them if they were aware of the date of the

10 event. I'm wondering, are you referring to Item

11 No. 6?

12 MR. STEIN: I think that there is -- we

13 acknowledge that Item No. 6 happened, and that

14 happened on the evening that we were open. There

15 was also another incident that got quite a bit of

16 publicity that my client tells me occurred on a

17 Sunday. So that would have not have -- not saying

18 that it didn't happen, I'm just saying that he

19 didn't -- at least we --

20 CHAIRMAN BOHL: And what you're referring

21 to would be a Sunday night into a Monday?

22 MR. STEIN: Correct.

23 CHAIRMAN BOHL: Because then -- it was

24 then it would have gone on in the wee hours of

25 Sunday morning, may have transitioned --

1 MR. STEIN: Essentially, the aftermath of
2 a Saturday night.

3 CHAIRMAN BOHL: Okay. Thank you for
4 clarifying that. Are there other individuals here
5 who are here in opposition of the license who wish
6 to testify? No other individuals in opposition?
7 We'll hear from individuals who are here in support
8 of the license. If you could sit forward. And if
9 I could ask you so much if you might be able to
10 relinquish the seats in the front row? That way we
11 will just kind of ask all of the individuals to
12 move forward here, and we'll take you one by one.

13 Again, if you could take the standing
14 microphone, if you are physically able. If not,
15 please feel free to take a seat here before us if
16 you do need that assistance.

17 Hello, sir.

18 MR. NORTHERN: Hi, my name is Michael
19 Northern. I'm a resident of 720 South 6th Street,

20 which I have resided there since 1982.

21 I've got no problems with Envy being open

22 there. I am basically his neighbor directly behind

23 him. My property and yard and lot is directly next

24 to his parking lot. I'm a second-shifter RN for

25 the VA. I work from 3:30 to midnight, and I work

1 all weekends. So basically, I work Monday through
2 -- Thursday through Monday. So I come home at
3 midnight, and I observe the operations late at
4 night of what goes on there.

5 All I can say is that Sam runs, I feel, a
6 decent operation. I have seen things get, start to
7 get out of hand in the parking lot, and his
8 security people are out there immediately putting a
9 damper on things.

10 I got no problems walking in my alley at
11 12:30, 1:00 in the morning when I come home because
12 he has security personnel out there making sure the
13 alley is safe.

14 There was an incident of someone being
15 mugged in the alley, which his security person
16 stopped, broke, and that person was arrested, and
17 after that incident, he put cameras up in the alley
18 to make sure that the alley was safe in patrol.

19 Like I said, I have been here since '82.

20 I have never dealt with another owner like this
21 that has been more worried about the neighborhood.
22 He's got people that clean the alley, the parking
23 lot, he even makes sure the alley is plowed for the
24 rest of us, which is more than some of the other
25 establishments and businesses will do for us.

1 CHAIRMAN BOHL: Thank you. Questions by
2 committee of this witness? Follow-up questions
3 here?

4 ALDERMAN HAMILTON: Mr. Chair.

5 CHAIRMAN BOHL: Alderman Hamilton.

6 ALDERMAN HAMILTON: Can you recognize a
7 difference between the way the patrons at Envy
8 behave on the strip and the patrons of the other
9 establishments? Can you recognize noticeable
10 differences?

11 MR. NORTHERN: No, but I have noticed
12 when another specific nightclub has opened up on
13 6th and National, things have started getting out
14 of hand. And they opened up in mid summer. And I
15 heard her mention something about mid summer, and
16 this particular nightclub has brought in a
17 different element into the neighborhood. And I
18 think sometimes Sam is getting blamed for this.

19 But no, as for their patrons, I have no

20 problem.

21 ALDERMAN HAMILTON: I really don't -- not

22 necessarily that you have a problem with them, but

23 can you notice a difference? Can you tell the

24 difference between the patrons that go to Club Envy

25 and the patrons that go anywhere else?

1 MR. NORTHERN: No.

2 ALDERMAN HAMILTON: Okay.

3 MR. SCHRIMPF: Mr. Chairman.

4 CHAIRMAN BOHL: Mr. Schrimpf.

5 MR. SCHRIMPF: Question, sir. You talked
6 about a parking lot, and you were present in the
7 room when the other lady talked about the MPS
8 parking lot.

9 MR. NORTHERN: Right, I'm talking about
10 his parking lot.

11 MR. SCHRIMPF: So these are two different
12 parking lots?

13 MR. NORTHERN: Yes.

14 MR. SCHRIMPF: Okay. Do you have a view
15 of what was the MPS parking lot?

16 MR. NORTHERN: No.

17 MR. SCHRIMPF: Okay. That's all I have,
18 Mr. Chairman.

19 CHAIRMAN BOHL: Thank you. Thank you for

20 your testimony. Next witness.

21 MR. DYE: My name is Jonathan Dye. Do

22 you need my address?

23 CHAIRMAN BOHL: Please, and is it D-Y-E?

24 MR. DYE: D-Y-E.

25 CHAIRMAN BOHL: We do need your address.

1 MR. DYE: It's 1452 North 49th Street.

2 CHAIRMAN BOHL: Thank you. And your
3 testimony, sir.

4 MR. DYE: I'm here as a patron and
5 someone who frequences the nightclub. And I would
6 just like to say that I'm happy to be here because,
7 you know, we've heard testimony from people that
8 are either running an establishment up a block and
9 people that are two blocks away, and I think it's
10 important to hear firsthand testimony.

11 I just want to reiterate that the
12 security staff that's there is very professional.
13 They do a wonderful job, outstanding communication
14 with each other and are very professional to the
15 patrons of the club as well as others who may or
16 may not be out on the outside. They go above and
17 beyond, in my opinion, concerned to make an effort
18 to make sure that throughout the evening that
19 everything transpires in a productive manner for

20 everybody.

21 And just as far as the neighborhood is
22 concerned, for those who haven't been there,
23 haven't been in the area, the MPS lot that's in
24 question or was brought up earlier, it's, in my
25 mind, it's about two-and-a-half blocks away. And

1 also, there are a lot of clubs, there are a lot of
2 establishments, there are a lot of people gathering
3 on the block. So I can't imagine how somebody
4 would be able to ascertain from an incident
5 happening a block or two away or even in a parking
6 lot next door that patrons would be coming from one
7 particular establishment versus another.

8 Also, earlier, there was someone said
9 that bottles were being like taken out of the club,
10 and they were found either broken or outside, or
11 something like that. I find that, like, it would
12 be very highly unlikely that something like that
13 would happen, that the security is there in force.
14 One, there is not a lot of bottles of alcohol being
15 sold in that fashion and definitely wouldn't be
16 something that would be carried out of the front
17 door. So I'm just happy to be here to testify.

18 CHAIRMAN BOHL: Thank you. Questions by
19 committee of this witness? Any questions?

20 MR. SCHRIMPF: Mr. Chairman.

21 CHAIRMAN BOHL: Mr. Dye, if you could

22 return for a moment?

23 MR. SCHRIMPF: Have you seen bottles

24 being sold in Envy?

25 MR. DYE: I have seen bottles that

1 someone may have purchased, but they were in the
2 club with it.

3 MR. SCHRIMPF: No, no. They can't do
4 that. But they can purchase a bottle in Envy and
5 take it out and consume.

6 MR. DYE: I haven't seen anybody purchase
7 a bottle in Envy. Well, actually back it up, I
8 haven't seen anybody -- I've seen people consuming
9 alcohol, I haven't seen anybody purchase a bottle.
10 I'm not paying that close attention.

11 MR. SCHRIMPF: Okay. Are these beer
12 bottles or other kinds of bottles?

13 MR. DYE: Most of the bottles would be
14 bottles that are behind the bar that most of the
15 alcohol does get consumed or be it poured into
16 glasses.

17 MR. SCHRIMPF: Okay. That's all I have.

18 CHAIRMAN BOHL: Thank you. Next witness,
19 please.

20 MR. PAPA: Michael Papa, P-A-P-A, 3738

21 South 20th Street, Milwaukee, Wisconsin 53221.

22 CHAIRMAN BOHL: Thank you.

23 MR. PAPA: I have known Sam since the

24 business has opened. I used to be a nightclub

25 owner and a photographer. As far as bottles go

1 being outside the club or even inside the club, I
2 know, Pam -- I'm sorry, Sam has a policy that
3 bottles are not allowed to be carried around inside
4 of the club by patrons. When they are sold, they
5 are sold for the VIP suites only.

6 As far as the problems at the club or
7 outside the club, I have never seen any issues
8 outside the club. Any problems that have ever
9 happened are quickly handled by their security
10 staff, and which most of the time, they have more
11 than sufficient security staff at the club. And
12 anything -- anybody that is taken out of the club,
13 they usually don't leave the front of the club
14 until that problem is settled and they both walk
15 away happy. So I don't see any fights or anything
16 happening away from the club or in front of the
17 club.

18 As far as cruising or people hanging out
19 and just doing whatever after or before, I have

20 never witnessed it ever.

21 CHAIRMAN BOHL: Thank you. Questions by
22 committee? Any questions for this witness? Thank
23 you. Next witness.

24 MS. JENSEN: Hi, Leijha Jensen,
25 L-E-I-J-H-A J-E-N-S-E-N. I live at 924 East

1 Juneau Avenue, Milwaukee, Wisconsin 53221.

2 CHAIRMAN BOHL: Your testimony.

3 MS. JENSEN: I would like to say, I'm an
4 employee. I will clarify some of the things. I'm
5 a bartender; I also serve there also. I had to
6 personally go around with bottles and fill people's
7 glasses. I just want to clarify that no bottles
8 are being served in any type of fashion, like given
9 to people. There is no plausible way that people
10 would have had from Envy being handed over, being
11 out of the club. I think that is a little
12 ridiculous unless they come from somewhere else,
13 which may be a different patron.

14 I guess, just as an employee, I could say
15 what I know about the place. I've worked all over
16 in Milwaukee. I worked on Water Street, I worked
17 on 3rd Street. Sam honestly, like, cares about
18 who's in the club. Like I feel that he makes
19 people feel like there is a stagnation of what's

20 happening, or nothing is being taken care of.
21 Honestly, it's weekly. It's like he is constantly
22 on his security staff, constantly on the
23 bartenders, constantly on everyone to make sure
24 that, you know, the place is safe that, you know,
25 things are getting done, people are getting taken

1 care of. He personally goes to the door and makes
2 sure that no one, you know, questionable characters
3 are coming in the club.

4 They have pat-down services like,
5 honestly, I have never seen such care going into a
6 club or a bar or any establishments that I've
7 actually worked at. He, you know, he is fully
8 involved in everything, every aspect of the club.
9 His security staff is ridiculously large. I have
10 never felt as safe at any bar or club I've worked
11 at, you know, the east side.

12 Um, I guess, other than that, like just
13 any questions you guys have about working there.
14 I'd like to clarify some stuff. Obviously, there
15 have been a lot of questions with what's going on
16 there, so to leave certain times and stuff, which
17 he is working on everything. And I just hope that
18 the neighbors can see that it's not just a
19 stagnation of, you know, "Oh, this is fine." You

20 know, "We're just going to make money." He is
21 constantly, constantly working on every aspect of
22 the club trying to make it safer and better, you
23 know, more well run, and, um, as well as the bar
24 managers and security staff, everyone.

25 CHAIRMAN BOHL: Thank you. Questions for

1 this witness?

2 ALDERMAN HAMILTON: Mr. Chairman.

3 CHAIRMAN BOHL: Alderman Hamilton.

4 ALDERMAN HAMILTON: I just wanted to
5 clarify this issue because I don't think any of the
6 businesspeople or the neighbors around there are
7 making it up that it's bottles and trash.

8 MS. JENSEN: Oh, no.

9 ALDERMAN HAMILTON: I'm not suggesting
10 that you're saying it's not. You're making the
11 point that you're not selling those things out of
12 the club, and they are not walking out of the club
13 into the parking lots and throwing it out.

14 MS. JENSEN: Yes.

15 ALDERMAN HAMILTON: But I think the
16 suggestion is, it's coming from somewhere. So
17 maybe they're bringing it, and they are drinking it
18 in the car, and then before they go to the club,
19 they throw it out and walk to the club. And, you

20 know, they had a few already, so they only have to
21 buy one when they get in the club.

22 MS. JENSEN: Yeah.

23 ALDERMAN HAMILTON: That type of thing --
24 and, you know, they're attributing that to your
25 patrons. And so, I don't know if you can, you

1 know, curb that type of behavior. But I have been
2 to a lot of clubs, I've been to a lot of taverns,
3 very few of them allow you to purchase a bottle of
4 beer and then you walk out of the bar with that
5 bottle. Most of the time, it happens the other way
6 around; they're showing up with something in the
7 car, they finish it off in the car, then they toss
8 it on the way, you know, on their way to the club.
9 I mean, so, you know, I think that's where the
10 problem is occurring.

11 MS. JENSEN: I can't contest that, I'm
12 not outside of the club at all. But just like, um,
13 it was said, you know, like bottles being sold to
14 people at the tables, VIP tables, I know like there
15 was a law that was passed, whatever, but even
16 before that, Sam has, you know, established an
17 entire policy of how the bottles had to be behind
18 the bar, you know, it has to be poured by, you
19 know, regulation. He has perfect pourers on the

20 bottles to make sure it is exactly an
21 ounce-and-a-half of alcohol, making sure people
22 don't get overserved, making sure people aren't
23 getting rowdy, you know. There are so many
24 policies in place, I can't even tell you.

25 ALDERMAN ZIELINSKI: Mr. Chairman.

1 CHAIRMAN BOHL: Alderman Zielinski.

2 ALDERMAN ZIELINSKI: How many security
3 people are on staff?

4 MS. JENSEN: Oh, personally, I don't know
5 exactly the number. I do know I've seen the
6 security schedule, it's between 15 and 25. And I
7 know like per night, there's three or four guys at
8 the door, walking in there is a pat-down, walking
9 past that there are five or six floaters throughout
10 the club, and people in the stairwell making sure
11 no one is, you know, being hazardous, you know,
12 trying to keep crowd control, and upstairs are
13 numerous ones. I just know there is so many.

14 ALDERMAN ZIELINSKI: Well, yeah, I guess
15 the reason why I ask is, I've got a number of night
16 spots in my district, and I don't know of any of
17 them that, you know, have more than like one or two
18 persons at the door. And my question is, why do
19 you need like ten security, you know, people?

20 What's going on in there where you need ten
21 security people? I remember I had somebody calling
22 up, wanted to open up a place in my district, and I
23 asked her some questions, and she said, "Oh, don't
24 worry, we got ten security," you know, "people."
25 And, you know, to me, that raises a little bit of a

1 red flag. Why do you need ten people? I mean,
2 I've got plenty of night spots in my district, and
3 none of them have even anywhere near that number.

4 MS. JENSEN: I mean, I worked at Bar
5 Louis earlier on Water Street, we had 15. You
6 know, it's like, I'm not saying that -- you know,
7 maybe from your point of view that it's a red flag,
8 why so much protection? What are you trying to
9 guard from? To tell you the truth, the majority of
10 them aren't, you know, effectively trying like to
11 get people, you know, worrying about it, it's just
12 in case, you know, whether or not like you need
13 them all the time.

14 CHAIRMAN BOHL: I think that question was
15 directed to the applicant, as opposed to you.

16 MS. JENSEN: Oh, I'm sorry.

17 MR. ASAD: I actually would love to
18 answer that question. I've read, you know, I've
19 researched security prior to opening my

20 establishment. And I read somewhere that for every
21 40 people in the club, you are supposed to hire one
22 security guard. My capacity is, right now, 320,
23 which we always, always never hit because I do not
24 want to get it to that point. However, it's -- the
25 way that I have my security staff, I think right

1 now I have 15 or 16 guards that work for me, and
2 basically, the way that we do it, you know, some
3 nights we're busier than others, obviously. So the
4 reason she is saying there are three or four at the
5 door, there is one guy checking IDs, there is two
6 guys patting down so we can keep -- we don't get a
7 bottleneck effect going on at the front door and
8 causing a huge line to build outside. Then we have
9 one posted at the top of the ramp to watch the
10 front bar area, and we have another one posted in
11 the middle, and we have another one posted by the
12 DJ booth standing on top of the speaker, and we
13 have another one posted at the steps.

14 You know, in the club, there are a lot of
15 blind spots, and the only way to monitor what's
16 going on in the club -- and this is from just
17 making sure that somebody's not going to hurt
18 themselves falling down the steps, to overall just
19 crowd control and safety for the entire building.

20 You know, it's a bilevel nightclub,
21 which, if it was a single-floor club, I can
22 guarantee you I could manage it with six or seven
23 guards. However, since it's two levels, it is
24 about 6,000 or 7,000 square feet of a building, and
25 basically, what I do with my security guards, each

1 security guard is assigned a radio and a
2 flashlight, we all have earpieces. I'm on the
3 communication with the security. Basically, I pay
4 attention to the chatter, my guards call in stuff,
5 "Hey," you know, "Is Sam here"? Or "Is Sam there,"
6 or, you know, "We need security to respond here."

7 You know, speaking of policies, I did
8 actually print out a list of all of my policies
9 with regards to the entire club. I would be more
10 than happy to read them to you guys, because I
11 think you guys would find some of them very
12 interesting.

13 I think personally, I think I run a good
14 establishment. Any time there is -- you know,
15 you're saying it raises a red flag, Alderman. I'm
16 sorry, I don't agree with you. I'd rather have
17 them there and pay them there. I mean, security is
18 an expensive, it's a very expensive expense for me,
19 but if they're there and just the psychological

20 effect of it can prevent incidents, that makes me
21 feel better as an owner.

22 ALDERMAN ZIELINSKI: Just to wrap this
23 up, I'll just tell you my experience sitting on
24 this committee --

25 MR. ASAD: Yes, sir.

1 ALDERMAN ZIELINSKI: -- for a number of
2 years now.

3 MR. ASAD: Yes, sir.

4 ALDERMAN ZIELINSKI: The places where
5 we've had the most problems are the ones that have
6 all these security guards. The places where we
7 don't have problems, they can get by with a couple
8 security guards, and they never have to come here.
9 So that's just my experience anecdotally.

10 MR. ASAD: Yes, sir.

11 ALDERMAN ZIELINSKI: The places
12 statistically that I have dealt with that have
13 problems are the ones that have 10 or 12 or
14 whatever number of guards. And that has been my
15 experience.

16 MR. ASAD: Yes, sir.

17 ALDERMAN ZIELINSKI: That's all.

18 CHAIRMAN BOHL: Other questions?

19 ALDERMAN KOVAC: Mr. Chair.

20 CHAIRMAN BOHL: Alderman Kovac.

21 ALDERMAN KOVAC: I just want to clarify

22 the bottle service. So if a table in the VIP room

23 orders a bottle, that bottle is not put at that

24 table?

25 MS. JENSEN: No.

1 ALDERMAN KOVAC: It's just sort of kept
2 track of behind the bar?

3 MS. JENSEN: Yep, they actually have a
4 little station behind the service station, they
5 have perfect pourers on them. I don't know if you
6 know what that is, it's a bottle pourer that, you
7 know, an ounce-and-a-half of liquor. So they have
8 to come back, and it actually helps the servers
9 actually, can make more tips off the table if they
10 are actually pouring personally for them. But
11 yeah, the servers have to manually bring the
12 bottles over and pour it.

13 ALDERMAN KOVAC: But then if I -- if
14 someone does order a bottle, I mean, they pay for
15 the bottle whether they drink it or not?

16 MS. JENSEN: Yep, I mean, if they don't
17 drink the entire thing, I mean, they still have
18 regarding, you know, like for a bartender to still
19 be able to cut someone off, you know, like they are

20 not -- you know, if they don't have enough people
21 to drink from it, then sorry, you know, still have
22 a bottle.

23 MR. STEIN: They don't get to take it
24 with them.

25 MS. JENSEN: No.

1 ALDERWOMAN COGGS: Mr. Chair.

2 CHAIRMAN BOHL: Alderwoman Coggs.

3 ALDERWOMAN COGGS: Whether it's, you
4 know, people taking a bottle out of the
5 establishment or people coming to the establishment
6 throwing their own bottles along the way, what do
7 you, does your staff do to clean in the vicinity of
8 your establishment?

9 MR. ASAD: Definitely appreciate the
10 question. Basically, I have a guard that monitors
11 my rear parking lot, which is about 40 spots.
12 Basically, at the end of the night, he has to not
13 only walk our parking lot, he has to walk the
14 entire alley from Pierce to National, and in the
15 front of the building, the security guard is out
16 there.

17 Now, to combat the bottle problem in the
18 neighborhood, what we do is we actually pat-out;
19 pat down people on the way out, to make sure they

20 are not leaving with bottles. So what I've come to
21 find is sometimes I come to the club in the middle
22 of the week and Waste Management has come and our
23 trash can is maybe full, or whatever. And when
24 they dump it over their truck, I've found a lot.
25 Every week I come and I find shards of glass and

1 bottles actually in the alley. I go inside, I grab
2 a broom, and I sweep it up myself.

3 You know, I'm sure that's not the
4 majority of it. I do agree with the other aldermen
5 that maybe some people are pre-drinking in their
6 cars, and, you know, that is a very difficult thing
7 to stop. We do have lot attendants, so I can
8 guarantee they are not drinking in our lot because
9 every time somebody parks, they walk up, you know,
10 to the car, says hello to them; greets them. We do
11 also have surveillance cameras that I monitor if
12 I'm sitting in my office. I actually do quite a
13 bit to make sure that the neighborhood is clean. I
14 care a great deal about the neighborhood. I'm not
15 here for the short term; I would like to be here
16 for the long term.

17 You know, there is a lot of things about
18 some of the people that opposed that, you know,
19 there's things that I've never heard of before

20 because I've never been contacted about it. You
21 know, it's very frustrating sometimes that somebody
22 I've never even met -- I tried to contact the
23 Walker's Point Association, I was unable to get in
24 contact with them, because I wanted to see if they
25 did have any objections. I did meet with Mr.

1 Zarate with regard to his complaints. I did meet
2 with the other owner of the local nightclub in the
3 area. You know, to me, it almost seemed like I was
4 the only one being proactive.

5 I do care a great deal, and whatever the
6 committee wants, I'm willing to assist in making it
7 happen. I've found some good methods in crowd
8 control and whatnot. I personally think that some
9 things work great, and basically, when we do have a
10 problem, I like to look at it logically and adapt
11 and learn from the situation and grow by it. You
12 know, with experience comes growth.

13 So, you know, I'm hoping that whatever is
14 the end result that I can just do nothing but be a
15 value to the neighborhood and be a value to the
16 neighbors.

17 ALDERWOMAN COGGS: I would just recommend
18 that you do even more for the bottle cleanup,
19 because for a few people to come here and even have

20 to mention that, it is demonstrating, to me at

21 least, that enough is not being done.

22 MR. ASAD: Yes, ma'am.

23 ALDERWOMAN COGGS: Thank you.

24 CHAIRMAN BOHL: Other questions? Thank

25 you for your testimony. Next witness.

1 MR. HAWKIS: My name is Antoine Hawkis.
2 I live at 2906 West Howard, Apartment 1. And I
3 frequent Envy a lot. Most of time, any of the
4 issues that may occur, security is probably the
5 best I've seen in the city. I've been in
6 everywhere because I also work as a beer
7 distributor, and so I frequent a lot of the bars.
8 I see a lot of places that I deliver to. So a lot
9 of times, I'm in and out of these spots at night,
10 and I've been everywhere from the Escape, just
11 everywhere. And I've never seen a job, a security
12 company that's on their job as much as Envy is. I
13 prefer having 10 to 12 security officers in the
14 building because a lot of times the problems that
15 occur are between two and three people, and in a
16 crowd, it's hard to get there. So a lot of times
17 the placement of security, a lot of them get there
18 earlier and disperse any problems that may occur.
19 So I think that's probably the best, the best mode

20 of security I've seen in the city.

21 CHAIRMAN BOHL: Thank you for your

22 testimony. Questions by committee?

23 ALDERMAN HAMILTON: Mr. Chair.

24 CHAIRMAN BOHL: Alderman Hamilton.

25 ALDERMAN HAMILTON: Would you say the

1 same caliber of patron that was at Club Escape goes
2 to Envy?

3 MR. HAWKIS: Somewhat, but Envy is more,
4 is probably the most diverse crowd in the city as
5 well. You get everybody from the suit and tie, tie
6 guy that goes there, to a guy that's like me; I
7 tend to not wear a whole lot of suits.

8 ALDERMAN HAMILTON: But they ain't
9 wearing suit and ties at Club Escape.

10 MR. HAWKIS: No, they don't wear suit and
11 ties at Escape.

12 ALDERMAN ZIELINSKI: Do they wear
13 turtlenecks with their suits?

14 ALDERMAN HAMILTON: Not at Club Escape.
15 They might at some places.

16 CHAIRMAN BOHL: Other questions? Thank
17 you for your testimony.

18 THE COURT REPORTER: The spelling of your
19 name, sir?

20 MR. HAWKIS: Antoine, A-N-T-O-I-N-E,

21 Hawkis, H-A-W-K-I-S.

22 CHAIRMAN BOHL: Thank you. Is this the

23 last witness here?

24 MR. GONZALEZ: Yeah. Hi, my name is

25 Jordan Gonzalez. I reside at 5324 West Lapham,

1 which is in West Milwaukee. I'm actually their
2 host/DJ that works inside the nightclub. And we
3 are making efforts to make sure that we control our
4 crowds as they leave the establishment. I
5 personally make the announcements to make sure that
6 they respect their neighbors, to please leave the
7 premises as fast as they can, to leave in an
8 orderly fashion, making sure that they know that
9 there are police officers outside that are watching
10 our establishment that know we are trying to do
11 what we can to make sure that we respect our
12 neighbors as much as we can.

13 CHAIRMAN BOHL: Thank you for your
14 testimony. Questions by committee of this witness?
15 Questions? No. All right. Was there any
16 additional testimony that you wanted to make here
17 before closing?

18 MR. STEIN: No, I just want to make two
19 comments: One is, I want to reinforce the fact

20 that we do, that the club does do pat-downs on the
21 way out as well to try to minimize the effort of
22 anybody taking out primarily bottles of beer.

23 The other thing is, with all due respect
24 to attorney, I mean, Alderman Zielinski's -- and I
25 understand that there has been a lot of talk about

1 security, and you say to yourself, "Why do you need
2 so much security?" Sometimes security is part of
3 the problem; this is not. It's a very well-trained
4 force, and there is a desire to have a deterrent
5 factor. There is no question. That was something,
6 when Sam opened the club, something we talked about
7 in terms of -- because there is some bad publicity
8 that comes out of some of the clubs around town.

9 He is very -- he does all his promotions,
10 he does tie into primarily one radio station, which
11 tends to play top 40, and, you know, his club
12 brings a diverse clientele -- but it's -- I guess
13 all I can tell you is, I've been there, it's not a
14 scary clientele. And I think it's -- while there
15 may be some things that they could be doing better,
16 there is an awful lot that they do to try to be a
17 positive to the neighborhood. And I do fear that,
18 to some extent, and I understand it's difficult
19 because you have a number of establishments in the

20 neighborhood, that they're getting tagged with some
21 of the stuff that isn't necessarily coming from
22 them. And they are really doing what I think is
23 very reasonable actions in terms of carrying on
24 their business.

25 ALDERMAN ZIELINSKI: Mr. Chairman.

1 CHAIRMAN BOHL: Alderman Zielinski.

2 ALDERMAN ZIELINSKI: Okay. Just to go
3 back on the need for security. I'm looking at your
4 police report here. And I see in January of this
5 year, police were called that there was a
6 substantial battery. In December, police were
7 dispatched, victim said that she was assaulted
8 within the bar. October of last year, police were
9 dispatched for a battery complaint. I mean, I've
10 got -- you know, there's other things on here too:
11 September 27th, large fight breaks outside the
12 doors of the club. And I've got places in my
13 district and other places where there are only two
14 security guards, and they don't have any of those
15 incidents on the record.

16 So, you know, my experience has been,
17 people that have a lot of security is because they
18 got this type of stuff going on in their bar.
19 That's just my observation. Okay, that's all.

20 CHAIRMAN BOHL: Other questions by
21 committee? I'll give you an opportunity for a
22 closing in a moment here. I do want to hear from
23 the alderman.

24 ALDERMAN WITKOWIAK: Thank you, Mr.
25 Chairman and members. When the applicant first

1 applied for this license and first went in there,
2 he proposed a lounge, which was going to be a nice
3 place where people could go after visiting one of
4 the restaurants on the block, have a nice drink,
5 listen to some nice music. What happened, what I
6 -- what happened over time was he slowly converted
7 it into a club, which basically got out of hand;
8 it's become the Wild West over there.

9 Now, I don't have anything at all against
10 the applicant. As a matter of fact, he stays in
11 touch with me on a fairly regular basis. But I
12 reminded him a while back about, "You proposed
13 having a lounge. Now you have a full-blown club."
14 And he keeps telling me, "I'm making changes. I'm
15 switching it back. I'm going to go back to my
16 original format. I learned the hard way. Things
17 went wrong because I changed my format." And --
18 but he hasn't done it.

19 Referencing to this, I called a meeting

20 in November with neighbors and the other club
21 owners. I had the police captain there. Some of
22 you in this room were at this meeting. I said,
23 "Zero tolerance. Zero tolerance. If somebody
24 walks out of the door of one of these bars and
25 spits on the ground, I want him written a ticket.

1 Anybody who's got loud music you can hear 50 feet
2 away, I want them given a ticket." I think the
3 police department has been more vigilant, but
4 definitely not, they're not at the zero tolerance.
5 I don't -- we're going to revisit that subject
6 someday with the police department. Actually, at
7 the time I was setting up the meeting, the police
8 chief agreed to be there, but he wasn't. For
9 whatever reason, he wasn't able to come, so we had
10 the captain.

11 But this club that our applicant has
12 created is bringing in the people that are causing
13 these types of experiences. And he keeps telling
14 me he is going to change back to his original
15 business plan and turn it into a lounge, but he
16 doesn't do it.

17 So if you want -- and we all know the
18 story where the bottles and stuff are coming from;
19 they're travelers. They are people that come to

20 visit your club, they drink while -- they are
21 called travelers because they are drinking while
22 they are traveling. So they don't have to spend
23 \$100 in your place, only spend \$20. They spend the
24 rest of their money at a liquor store. They drink,
25 and then they don't want to leave that bottle in

1 the car because they are going to drive home,
2 they're going to get stopped by the cops. They are
3 going to say, "What are all those empty booze
4 bottles in there?." So they say, "Hey, let's throw
5 this." When they get out of the car to come into
6 your establishment, they throw a bottle on the
7 ground. That is where those bottles are coming
8 from, you know, that's no mystery.

9 I said at the meeting that we had in
10 November, I'll say it again, that a combination of
11 some of the establishments in the neighborhood are
12 collectively trashing what we took 20 years to
13 build over there. So, I mean, you want my two
14 cents, and you want my opinion, because this place
15 has not been run the way the applicant said he was
16 going to run it, the neighborhood would be much
17 blessed without it. That's exactly how I feel.

18 Thank you.

19 ALDERMAN HAMILTON: Mr. Chair.

20 CHAIRMAN BOHL: Alderman Hamilton.

21 ALDERMAN HAMILTON: Question for the

22 applicant.

23 MR. ASAD: Yes, sir.

24 ALDERMAN HAMILTON: Why have you gone

25 toward a more club atmosphere as opposed to the

1 lounge that you presented before?

2 MR. ASAD: Excuse me, I apologize for not
3 bringing a copy of that business plan with me.
4 However, in that business plan -- and I -- you
5 know, Jim, I like Jim. I think he is a great guy,
6 alderman. He is fantastic in the neighborhood. I
7 think he does a great job. It was in the business
8 -- I wrote that business plan myself. It was a
9 nightclub in there. The genre of music was top 40.
10 We don't advertise on the hip-hop stations; we
11 advertise on KISS FM. As far as promotions go, we
12 deal with, I deal with all the promotions myself
13 making sure that the flyer is classy, that they are
14 promoted to -- pretty much we use Facebook and
15 MySpace as the major ways we promote.

16 With regard to the change, I can -- I
17 really -- I know that this is televised. So for me
18 to sit here in front of you guys and tell you
19 what's coming would be kind of a breach of my own

20 things because I still have to apply for it with
21 regard to the changes I have coming up, because I
22 don't want to disclose it to other nightclub owners
23 in the area. However, I can tell you that we are
24 very close to this change that I have been talking
25 to Jim about.

1 Jim, do you remember I showed you
2 pictures --

3 ALDERMAN WITKOWIAK: Yes.

4 MR. ASAD: -- of what -- it is coming.
5 However, it is being built. I have designers in
6 Chicago that are taking care of it. Alderman did
7 see the design pictures. I'm honestly shooting
8 for, I'm hoping by June 1st to be completely ready
9 to go with it. And that includes a name change.

10 ALDERMAN HAMILTON: So you're saying that
11 you haven't done the lounge thing because that
12 wasn't your intention from the beginning?

13 MR. ASAD: From the beginning, it was a
14 lounge and nightclub. Even on the business plan, I
15 think it -- I don't remember if we had the name
16 picked at that point. I believe we did. I believe
17 it was from the beginning, lounge and nightclub. I
18 would have no problem -- if I'm mistaken, I
19 apologize. But just from my previous meetings with

20 the other owners, I believe it was lounge and
21 nightclub. And if I am mistaken, I apologize, and
22 I apologize to you, Jim, but I think it was a
23 lounge and nightclub.

24 ALDERMAN HAMILTON: And so your plan that
25 you have now, that you don't want to disclose, is

1 the same thing?

2 MR. ASAD: No. Basically, we're going to
3 -- you know, I would love to cooperate with other
4 local businesses in the area and kind of form a
5 task force to combat the problems in the
6 neighborhood. I want to be a part of the solution,
7 not part of the problem. However, I have met with
8 other, a couple of the other local businessowners,
9 and, you know, I've talked to them, and it almost
10 seems like it's kind of a stalemate. And I don't
11 really have the authority, since I'm the new guy in
12 the neighborhood, to kind of force people into
13 cooperating together and working together.

14 I do want to work and communicate with
15 the alderman. That's why I stay in contact with
16 them. I know there is a plan for 5th Street, which
17 I would have absolutely no problem initiating
18 change for. I want to be an asset, and I want this
19 man that gave me the chance to open my nightclub

20 to, you know, be proud of the choice that he made
21 and not be angry at thinking that I made the wrong
22 choices. So I am definitely, definitely interested
23 in working with anybody that wants to talk.

24 And, you know, one last thing, you know,
25 my neighbors, I know all my neighbors pretty much

1 around me. The only person I'd never met was the
2 gentleman, Mr. Schroeder. I'm kind of disappointed
3 that I haven't met him. However, I speak to my
4 neighbors all the time. The incident that was
5 brought up with regard to the robbery attempt that
6 my security thwarted, I called my neighbors the
7 next day, because I know that they had seen all the
8 police cars and squad cars in the alley. And, I,
9 you know, "Hey, this is what happened. This is why
10 the police were here." I keep them informed on
11 what's going on in the neighborhood.

12 I think it's important for everybody to
13 communicate. And I'm a very approachable guy. I
14 like people. That's why I love this business, and
15 this is what I plan to do for the rest of my life.
16 I'm not here for just the short run. I literally
17 love waking up in the morning and going to work. I
18 think it's a great, great thing for me. I love it
19 to death. I don't think I could have any better

20 job.

21 ALDERMAN HAMILTON: And this is your

22 third, you're going into your third year of

23 operation?

24 MR. ASAD: This would be, yes, the third

25 year.

1 ALDERMAN KOVAC: Mr. Chair.

2 CHAIRMAN BOHL: Alderman Kovac.

3 ALDERMAN KOVAC: Follow-up question for
4 the applicant.

5 MR. ASAD: Yes, sir.

6 ALDERMAN KOVAC: This committee and then
7 the council has to make a decision on whether or
8 not to renew your license.

9 MR. ASAD: Yes, sir.

10 ALDERMAN KOVAC: We've been advised by
11 neighbors who have a proven track record in the
12 area and by the alderman who knows the area as
13 well, they think we would be better off not
14 renewing your license.

15 MR. ASAD: Yes, sir.

16 ALDERMAN KOVAC: You're now telling us
17 that you have a plan that will address these
18 concerns, but it's a secret plan. The reason it's
19 secret is other nightclubs will steal the idea if

20 you reveal it on TV.

21 MR. ASAD: Yes. It's just kind of one of

22 those things that, you know, I would have no

23 problem assigning each one of you a brand new

24 business plan with pictures of what --

25 ALDERMAN KOVAC: Well, I don't need to

1 see the details of the decor, just give us a broad
2 sense. Are you going to stop having a club and
3 being a lounge, and how --

4 MR. ASAD: Basically, what we are going
5 to do is we are going to stick to -- we're going to
6 definitely go more lounge. Right now, the lounge
7 aspect of it, I guess, our budget, from when we
8 first opened, prevented us from being able to maybe
9 fully do what we wanted to do with the
10 establishment at first. However, over the past
11 year-and-a-half, I've been working on a different
12 project where, basically, the seating would remain
13 the same, it would just make it a lot more
14 comfortable, a lot, I guess, lushier, maybe as the
15 word goes.

16 There are different methods that we're
17 going to use to try to attract a different crowd.
18 Like I said, I would love to work with local
19 restaurants in the area, La Fuente, La Perla,

20 Botana's, any of the local businesses interested in
21 working together. But when they say they are
22 intimidated by me, I don't feel as if I'm a very --
23 you know, I'm a 6'1" skinny nerd, you know. I have
24 a degree in accounting. Who am I going to
25 intimidate? I would like to work with anybody that

1 has problems. I would love it if they come to me
2 because that way, they wouldn't have to wait the
3 full year and address them. I'm very, like I said,
4 I'm very, very willing to work with --

5 ALDERMAN KOVAC: What's stopping you from
6 making this change immediately? It sounds to me
7 like you just need to change --

8 MR. ASAD: There's -- it's almost paid
9 off, I guess you could say.

10 MR. STEIN: Economics.

11 ALDERMAN KOVAC: So there is physical
12 renovation that you need to make in order to do
13 this?

14 MR. ASAD: No, it's just kind of --
15 basic-type painting. Painting is pretty much the
16 main thing, painting, name change, a brand new
17 marketing plan. And that marketing plan involves
18 working with the other local businesses to kind of
19 regenerate the neighborhood and make sure that we

20 go the route they go.

21 ALDERMAN KOVAC: My concern is we have

22 testimony here that your current plan isn't

23 working. Regardless of the economics, your current

24 plan that you're doing now isn't working for the

25 neighborhood and the other businesses.

1 MR. ASAD: Yes, sir.

2 ALDERMAN KOVAC: So typically, this
3 committee would demand that you commit to changes.
4 I don't think I've ever seen it where you say, "The
5 changes are coming. I can't tell you what they
6 are."

7 MR. ASAD: Well, I have --

8 CHAIRMAN BOHL: Richard Nixon, 1968.

9 MR. ASAD: Gentlemen, I'm new to this,
10 and I apologize, but here is what I can tell you:
11 I can tell you that from what I've told him to
12 where I am now, this is why I started this a year
13 ago, long before we had the meeting in November
14 this was in the works. And basically, with regards
15 to a new business plan, a new operating procedure
16 with regards to our marketing and advertising to
17 make sure that we draw a local crowd to the
18 neighborhood instead of, you know -- what did you
19 call them, "travelers." So I'd prefer, you know,

20 without travelers, then there are no bottles.

21 I'm trying to, again, work with anybody

22 and everybody that wants to work with me, but, you

23 know, I can only do so much. It's definitely a

24 team effort, and I have absolutely no problem

25 teaming up with every other nightclub and

1 restaurant in the area.

2 ALDERMAN KOVAC: Mr. Chair.

3 CHAIRMAN BOHL: Go ahead.

4 ALDERMAN KOVAC: I have a question, too,
5 for Alderman Witkowiak. One thing we've been
6 trying to ask from some of the neighbors, and I
7 trust them because I know they know the
8 neighborhood well and so do you, you guys seem to
9 know that this is Envy and not some of the other
10 bars on the block. I'm looking at the map, I don't
11 know the area as well as you do, but it looks to me
12 like a lot of the other establishments are a block
13 north of this place. Does this place have its own
14 block, and that's why you are able to tell it's
15 Envy, or do you know anything about that?

16 ALDERMAN WITKOWIAK: Actually, if people
17 have observed things -- it does stand alone. It's
18 the only one on that side of the block besides the
19 bonafide restaurant. And it's actually, it's in

20 the middle of that strip, you know, from National
21 to Florida. So it does -- it's not like there is
22 one next door on this side and one next door on
23 that side and you can't tell where it's coming
24 from.

25 ALDERWOMAN COGGS: Mr. Chair.

1 CHAIRMAN BOHL: Alderwoman Coggs.

2 ALDERWOMAN COGGS: What was here before
3 Envy?

4 MR. STEIN: Frat House.

5 MR. ASAD: No, CO2.

6 MR. STEIN: You're right.

7 MR. ASAD: Just -- I'd like to toss out,
8 I did talk to my neighbor directly to the north of
9 me, he lives literally next door. And I'm very
10 hard on myself, and I asked him, I said, "Do you
11 think that I'm doing a better job than C02 did, or
12 do you think we're about the same, or do you think
13 I'm doing worse?" Because it matters to me,
14 feedback is important. Without feedback, without
15 information, I can't change. And he said, "I think
16 you're doing a great job." And this isn't even --
17 this is my other neighbor to the north of me,
18 again. He was supposed to show up and something
19 came up.

20 But like I said, here is what I can
21 promise you guys: I can guarantee you that we will
22 refocus our plan, remarket our neighborhood and
23 co-op with -- if the other local businesses are
24 willing to work together, and make sure that this
25 neighborhood that they worked so hard for in the

1 past 20 years doesn't go a way that they don't want
2 it to go.

3 Can I hand you a piece of paper with the
4 business plan right now? No, because I was
5 honestly -- excuse me, if you guys give me a day or
6 two, I can then bring you guys one, but at this
7 point -- I'm sorry, go ahead.

8 ALDERMAN KOVAC: Would your new plan --

9 MR. ASAD: Yes, sir.

10 ALDERMAN KOVAC: -- not giving away state
11 secrets here, would your new plan require the
12 Tavern Amusement License that you currently have?

13 MR. ASAD: Yes, we'd still have it. You
14 know, the club -- do you guys -- are you guys
15 familiar with the club itself?

16 MR. STEIN: One of the difficulties with
17 any club is trying to focus where you, where you
18 market, so where your clientele comes from. You
19 can't always pick and choose who your clientele is.

20 You can focus your marketing a certain way, and
21 that's what we've tried to do.

22 I do want to also mention that I do have
23 a letter from the current owner of the building who
24 is the landlord, who is also, has a business in the
25 area. And for what it's worth, I would like to at

1 least submit that for the council, or the board's
2 consideration in terms of it making a positive
3 statement about Mr. Samer, Mr. Asad and his
4 business.

5 ALDERMAN KOVAC: What specific activities
6 are going on now and will continue even after July
7 1, if you get there, that you need the Tavern
8 Amusement for?

9 MR. ASAD: Basically, the entire upstairs
10 is, there is a seating section upstairs and then a
11 small dance floor. That's really where -- and the
12 entire downstairs is carpeted; there is no dance
13 floor downstairs. You know, the club itself has
14 been, you know, prior to us taking it over, this is
15 why I'm pretty sure in the original business plan
16 that I gave to the alderman, I wouldn't have put
17 just a lounge because there was a full dance floor
18 to utilize upstairs. That's pretty much the main
19 thing is the dance floor. You know, it's an entire

20 floor that's half seating and half dance floor,

21 and, obviously, a bar upstairs.

22 But I guess the main thing is to refocus

23 and remarket and re-strategize the entire

24 operation.

25 ALDERMAN KOVAC: It sounds to me through

1 your repeated contacts with the alderman, he has
2 tried to encourage you to go back to what he
3 thought you were going to do originally. Which, my
4 understanding of a lounge, you wouldn't need the
5 Tavern Amusement to run a lounge.

6 So maybe this is a question for the
7 alderman: Do you feel like if the Tavern Amusement
8 is what's causing the issue, and would that be the
9 more important license for us to take action on?

10 ALDERMAN WITKOWIAK: Yes.

11 MR. STEIN: The Tavern Amusement is what
12 allows the dancing, and that, I think, was always
13 integral to the business.

14 CHAIRMAN BOHL: I hope we have just about
15 covered this here. Any other questions by
16 committee? I'll allow you to make a closing here
17 at this time.

18 MR. STEIN: I guess in closing, we've
19 talked a lot about it. I think the club is run

20 consistent with its current license. I think it's

21 tried to be a good citizen and a good neighbor.

22 And in terms of the actions, I do still

23 think some of the actions, despite the fact that

24 there have been conflicting reports, some of them

25 may not emanate from this particular location.

1 Having said that, Mr. Asad is interested
2 in trying to cooperate with the board, with council
3 and with whatever license restrictions might be
4 there, and wants to continue to operate his club
5 with your permission.

6 CHAIRMAN BOHL: Thank you. With that,
7 we're in committee.

8 ALDERMAN HAMILTON: Mr. Chair.

9 CHAIRMAN BOHL: Alderman Hamilton.

10 ALDERMAN HAMILTON: You know, I think
11 they have a good thing over there on 6th, 5th and
12 National. That entertainment area is -- they have
13 a good thing going. And I think they offer a
14 variety of different forms of entertainment. And I
15 think it's extremely welcoming for the whole city.
16 I'll go over there and every place is packed, you
17 know, it's enough for everybody. And I really find
18 it disturbing that businessowners over there would
19 come and, you know, express concerns about the type

20 of operation that is going on at this establishment
21 because it benefits everybody to have that, that
22 activity over there. It's bustling, and it's, for
23 the most part, it's positive.

24 And I would hate for a business to come
25 in to present itself as one thing and then operate

1 as another. And then, you know, despite
2 conversations with the local representative and the
3 businesses over there, to not completely switch
4 around their operation once they realize they have
5 problems with it. And you should have anticipated
6 those problems because they were communicated to
7 you. And I think that's what's disturbing to me.
8 I don't know how the rest of the committee feels
9 about it.

10 But I'm going to make this motion and,
11 you know, we'll see how it goes, but I think the
12 expectation -- I'm going to make the motion that we
13 approve the Class B Tavern License, that we not
14 approve the Cabaret License and allow the applicant
15 to rebuild trust with this business area, to
16 provide his business plan to the businesses and to
17 the alderman that he is actually going to implement
18 as opposed to this secret thing that he has going.
19 And it seems as if this business plan didn't come

20 into -- it's not to be implemented until this

21 summer.

22 MR. ASAD: There is no set time limit on

23 -- I could start it this week. Would it work as

24 well as if I would give myself time to prepare?

25 And, you know, being an owner in that

1 neighborhood, you know, it's definitely a tough
2 job. I am up to it, and like I said, I do love it,
3 but, you know, that Cabaret is essential to the
4 business.

5 CHAIRMAN BOHL: I mean, I understand
6 that. Right now, we are in committee.

7 MR. ASAD: Oh, I'm sorry. I thought he
8 was asking a question.

9 CHAIRMAN BOHL: Right now there is a
10 brick wall that you can't see. It can't be
11 penetrated. It's like Superman's impenetrable
12 fortress of solitude here.

13 MR. ASAD: I apologize.

14 CHAIRMAN BOHL: No problem.

15 ALDERMAN HAMILTON: Thank you, Mr.
16 Chair.

17 But I think it's essential to rebuild
18 that trust, and having the Tavern, the Class B
19 Tavern, I mean, it allows them to stay open and

20 allows them to make adjustments. And, you know,
21 I'm hoping that this will force the communication
22 between he and the businesses and the neighbors and
23 the alderman to present something that works.
24 Because, you know, it's working over there. This
25 is a good thing, and I would hate for one business

1 to come in and offset that. So that would be my
2 motion, Mr. Chair.

3 CHAIRMAN BOHL: Thank you. Motion by
4 Alderman Hamilton is to recommend approval of the
5 renewal Class B Tavern and denial of the Tavern
6 Amusement Cabaret Nightclub portion of the
7 application. Alderman, that is based upon a
8 combination?

9 ALDERMAN HAMILTON: A combination of the
10 police report and the testimony by the neighbors
11 and the alderman's office.

12 CHAIRMAN BOHL: Okay. Thank you. Based
13 upon the matters contained in the police report,
14 testimony of the neighbors as well as additional
15 comments by the alderman. Is there discussion on
16 that motion? Okay. There being no discussion, are
17 there any objections to the motion?

18 ALDERWOMAN COGGS: Objection.

19 CHAIRMAN BOHL: Hearing one objection,

20 the motion will carry on a 4 to 1 vote. Mr.

21 Schrimpf.

22 MR. SCHRIMPF: Okay. The committee is

23 going to be doing findings of facts and conclusions

24 of law recommending renewal of your Class B Tavern

25 License, denial of your Cabaret Tavern

1 Entertainment License. You will receive a copy of
2 that. You may submit written objections to that.
3 If so, they must be received by the close of
4 business March 19, 2010, at 4:45 p.m. in Room 205
5 of this building. If you submit written
6 objections, then you also have the opportunity to
7 appear before the Milwaukee Common Council when it
8 considers this matter at approximately 9:00 a.m. on
9 March 24, 2010, in the Council Chambers of this
10 building, the floor that you're on but the opposite
11 end. Okay?

12 MR. STEIN: Thank you.

13 MR. SCHRIMPF: And I take it, Mr. Stein,
14 you will accept service on behalf of the licensee?

15 MR. STEIN: Absolutely.

16 CHAIRMAN BOHL: Thank you very much.

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1 STATE OF WISCONSIN)
) SS:
2 COUNTY OF MILWAUKEE)

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5 I, KAREN RENEE, Court Reporter and Notary

6 Public in and for the State of Wisconsin, do hereby

7 certify that the above proceeding of the City of

8 Milwaukee Licenses Committee was recorded by me on March

9 8, 2010, and reduced to writing under my personal

10 direction.

11 I further certify that I am not a

12 relative or employee or attorney or counsel of any of

13 the parties, or a relative or employee of such attorney

14 or counsel, or financially interested directly or

15 indirectly in this action.

16 In witness whereof I have hereunder set

17 my hand and affixed my seal of office at Milwaukee,

18 Wisconsin, this 17th day of March, 2010.

19

20

21

Karen Renee
Court Reporter and Notary Public
In and for the State of Wisconsin

22

23

24 My Commission Expires: March 11, 2012.

25