



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

Friday, October 08, 2021

COMMITTEE MEETING NOTICE

AD 03

CUNNINGHAM, Ellis, Agent
goBrands Inc
537 N 3rd St
Philadelphia, PA 19123

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

Tuesday, October 19, 2021 at 10:05 AM

Regarding: Your Extended Hours Establishments and Food Dealer License Renewal Applications as agent for "goBrands Inc" for "gopuff" at 2037 N FARWELL AVE 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition attend the virtual hearing and are willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK



BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Cooney, Jim

From: Cervantes, Amanda
Sent: Thursday, September 30, 2021 12:48 PM
To: Cooney, Jim
Subject: FW: Go puff

Amanda (Williams) Cervantes
Legislative Assistant
Alderman Nik Kovac, 3rd District
200 E. Wells St. Room 205
Milwaukee, WI 53202
414.286.3447 / aide3@milwaukee.gov

-----Original Message-----

From: [REDACTED]
Sent: Monday, August 23, 2021 8:11 PM
To: Kovac, Nik <nkovac@milwaukee.gov>
Cc: [REDACTED]
Subject: Go puff

Once again there are people from go puff that are out of their cars and talking loud. I don't know why you think I can take care of this problem. No matter who I talk to, nothing seems to solve the problem. Please take care of this problem in a A timely matter.

Sent from my iPhone

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 09/15/21

LICENSE TYPE: FOOD/ EXT HOURS

NEW:

RENEWAL:

No. 329152/329150

Application Date:

License Location:

Business Name:

Licensee/Applicant:

(Last Name, First Name, MI)

Date of Birth:

Home Address:

City:

State:

Zip Code:

Home Phone:

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

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

1. On 03/08/21 at 5:30pm, Milwaukee Police conducted follow up at 2037 N. Farwell Ave. The complaint is regarding loud noises and possible drug activity in the parking lot. The manger was cooperative and explained to officers that the business is an online grocery store opened until 3:00am. The manger stated that most drivers wait in their vehicles until employees take out the food to them. Officers observed three employees in the store stocking items, taking food out to drivers and did not observe any unreasonable noises. Officers advised the manger to have the drivers have their car radios off when picking up food deliveries.



Friday, October 8, 2021



Notice of Public Hearing

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Notice

CUNNINGHAM, Ellis
gopuff at 2037 N Farwell Av
Extended Hours Establishments and Food Dealer License Renewal Applications

Tuesday, October 19, 2021 at 10:05 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 10/19/2021 at 10:05 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stas5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
BUSINESS OCCUPANT	1607 E WINDSOR PL	MILWAUKEE, WI 53202-1038
BUSINESS OCCUPANT	2000 N FARWELL AVE	MILWAUKEE, WI 53202-1104
BUSINESS OCCUPANT	2003 N OAKLAND AVE	MILWAUKEE, WI 53202-1106
BUSINESS OCCUPANT	2004 N FARWELL AVE	MILWAUKEE, WI 53202-1104
BUSINESS OCCUPANT	2008 N FARWELL AVE	MILWAUKEE, WI 53202-1104
BUSINESS OCCUPANT	2010 N FARWELL AVE	MILWAUKEE, WI 53202-1104
BUSINESS OCCUPANT	2014 N FARWELL AVE	MILWAUKEE, WI 53202-1104
BUSINESS OCCUPANT	2037 N FARWELL AVE	MILWAUKEE, WI 53202-1103
BUSINESS OCCUPANT	2038 N BARTLETT AVE	MILWAUKEE, WI 53202-1059
BUSINESS OCCUPANT	2108 N FARWELL AVE	MILWAUKEE, WI 53202-1115
BUSINESS OCCUPANT	2116 N FARWELL AVE	MILWAUKEE, WI 53202-1115
BUSINESS OCCUPANT	2120 N FARWELL AVE	MILWAUKEE, WI 53202-1115
BUSINESS OCCUPANT	2120 N FARWELL AVE	MILWAUKEE, WI 53202-1115
BUSINESS OCCUPANT	2124 N FARWELL AVE	MILWAUKEE, WI 53202-1115
BUSINESS OCCUPANT	2202 N BARTLETT AVE	MILWAUKEE, WI 53202-1022
BUSINESS OCCUPANT	2202 N BARTLETT AVE	MILWAUKEE, WI 53202-1022
CURRENT OCCUPANT	1700 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1702 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1704 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1706 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 1	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 3	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 4	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 5	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1708 E LAFAYETTE PL, 6	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1710 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1712 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1714 E LAFAYETTE PL	MILWAUKEE, WI 53202-1165
CURRENT OCCUPANT	1718 E LAFAYETTE PL, 1	MILWAUKEE, WI 53202-1187
CURRENT OCCUPANT	1718 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1187
CURRENT OCCUPANT	1718 E LAFAYETTE PL, 3	MILWAUKEE, WI 53202-1187
CURRENT OCCUPANT	1718 E LAFAYETTE PL, 4	MILWAUKEE, WI 53202-1187
CURRENT OCCUPANT	1720 E LAFAYETTE PL, 1	MILWAUKEE, WI 53202-1100
CURRENT OCCUPANT	1720 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1100
CURRENT OCCUPANT	1720 E LAFAYETTE PL, 3	MILWAUKEE, WI 53202-1100
CURRENT OCCUPANT	1720 E LAFAYETTE PL, 4	MILWAUKEE, WI 53202-1100
CURRENT OCCUPANT	1720 E LAFAYETTE PL, 5	MILWAUKEE, WI 53202-1100
CURRENT OCCUPANT	1726 E LAFAYETTE PL, 1	MILWAUKEE, WI 53202-1155
CURRENT OCCUPANT	1726 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1155
CURRENT OCCUPANT	1728 E LAFAYETTE PL, 1	MILWAUKEE, WI 53202-1179
CURRENT OCCUPANT	1728 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1179
CURRENT OCCUPANT	1728 E LAFAYETTE PL, 3	MILWAUKEE, WI 53202-1179
CURRENT OCCUPANT	1728 E LAFAYETTE PL, 4	MILWAUKEE, WI 53202-1179
CURRENT OCCUPANT	1728 E LAFAYETTE PL, 5	MILWAUKEE, WI 53202-1179
CURRENT OCCUPANT	1732 E LAFAYETTE PL, 2	MILWAUKEE, WI 53202-1175

CURRENT OCCUPANT	2030 N OAKLAND AVE, 302	MILWAUKEE, WI 53202-1137
CURRENT OCCUPANT	2030 N OAKLAND AVE, 303	MILWAUKEE, WI 53202-1137
CURRENT OCCUPANT	2030 N OAKLAND AVE, 304	MILWAUKEE, WI 53202-1137
CURRENT OCCUPANT	2030 N OAKLAND AVE, 305	MILWAUKEE, WI 53202-1138
CURRENT OCCUPANT	2030 N OAKLAND AVE, 306	MILWAUKEE, WI 53202-1138
CURRENT OCCUPANT	2030 N OAKLAND AVE, 307	MILWAUKEE, WI 53202-1138
CURRENT OCCUPANT	2030 N OAKLAND AVE, 308	MILWAUKEE, WI 53202-1138
CURRENT OCCUPANT	2030A N FARWELL AVE	MILWAUKEE, WI 53202-1104
CURRENT OCCUPANT	2032 N FARWELL AVE	MILWAUKEE, WI 53202-1104
CURRENT OCCUPANT	2033 N FARWELL AVE	MILWAUKEE, WI 53202-1103
CURRENT OCCUPANT	2033 N PROSPECT AVE	MILWAUKEE, WI 53202-1108
CURRENT OCCUPANT	2033 N PROSPECT AVE, 1	MILWAUKEE, WI 53202-1108
CURRENT OCCUPANT	2034 N FARWELL AVE	MILWAUKEE, WI 53202-1104
CURRENT OCCUPANT	2035 N PROSPECT AVE	MILWAUKEE, WI 53202-1108
CURRENT OCCUPANT	2039 N PROSPECT AVE	MILWAUKEE, WI 53202-1108
CURRENT OCCUPANT	2039 N PROSPECT AVE, A	MILWAUKEE, WI 53202-1108
CURRENT OCCUPANT	2100 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2102 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2106 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2108 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2114 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2116 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2118 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2120 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2122 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2124 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2126 N OAKLAND AVE	MILWAUKEE, WI 53202-1132

Total Records: 261

Radius: 250.0 feet and Center of Circle: 2037 N Farwell Av



BUSINESS LICENSE RENEWAL PLAN OF OPERATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202

Licenses to be Renewed	Renewal Fee(s)	
Food Dealer - FOOD 11217	\$575.00	Expiration Date: 8/22/2021 File By Date: 5/27/2021 Date Late Fee Begins: 5/28/2021 Late Fee Amount: \$75.00
Extended Hours - 24HRS 199348	\$225.00	
Filling Station -		
Cigarette & Tobacco - CIG 1029461	\$100.00	
Weights & Measures -		
Sidewalk Dining -		
TOTAL DUE	\$900.00	

Legal Entity Name: goBrands Inc

Premises Address: 2037 N FARWELL AV

Changes Since Last Application?

Are there any changes in your plans to address litter, noise, and/or security? No Yes If yes, describe: _____

Are there any changes to the hours of operation (as listed on your current license)? No Yes If yes, describe: _____

Are there any changes to your current plan of operation or floor plan*? No Yes If yes, describe: _____

*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Weights & Measures Licensees Only

Number/Type of Devices:
Are there any changes to the number or types of devices?
 No Yes If yes, contact our office for further instructions.

Sidewalk Dining

Are there any changes to the sidewalk dining site plan?
 No Yes If yes, submit an updated site plan with this application.

Food Dealer Licensees Only

Your current food license includes the following business operations: No Processing, Hazardous Foods, Sales \$200,001 - \$2,000,000
Are there any changes to your plan of operation (for example, adding processing, changing sales amount or complexity, etc.)? No Yes
If yes, you must complete a "Request to Modify Food Establishment/Food Operation Plan" which can be obtained at www.milwaukee.gov/licenses under "Forms and Related Information" or by contacting our office.

All Applicants: Signature

Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign