



**JOCASTA ZAMARRIPA**  
ALDERWOMAN, 8TH DISTRICT

**COMMITTEE ASSIGNMENTS**

**CHAIR**

- Licenses Committee

**VICE-CHAIR**

- Community and Economic Development Committee

**MEMBER**

- Steering and Rules Committee
- Zoning, Neighborhoods, and Development Committee

July 3, 2025

To the Honorable, the Common Council

Honorable Members:

Common Council File Number 250411 contains the following recommendations:

Nonrenewal of the Class D Operator's license for Latasha L. Tharp based upon third nonappearance.

Nonrenewal of the Loading Zone license for Auria Rodriguez located at 3105 S 8<sup>th</sup> St. based on the aldermanic and applicant testimony for "Evolution Beauty and Barbershop" in the 14<sup>th</sup> aldermanic district.

Sincerely,

JoCasta Zamarripa  
Chairperson, Licenses Committee

cc: All Council Members  
File 250411





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ALDERWOMAN, 8TH DISTRICT

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Date: July 3, 2025

To: All Members of the Milwaukee Common Council

From: Licenses Committee

Re: Report on the Renewal Application of the Class "D" Operator's  
License of Latasha L. Tharp

**FINDINGS OF FACT**

1. Latasha L. Tharp (hereinafter the "Licensee") is the holder of a Class "D" Operator's License in the City and County of Milwaukee, Wisconsin. Said license expired on December 31, 2024.
2. An application to renew said license was thereafter filed with the Office of the City Clerk.
3. Pursuant to Chapter 90 of the Milwaukee Code of Ordinances and Chapter 125 of the Wisconsin Statutes, the matter was referred to the Milwaukee Police Department for investigation. On March 21, 2025, the Milwaukee Police Department responded with a report that could form the basis for the suspension or nonrenewal of said licenses.
4. On June 17, 2025 the City Clerk's Office provided timely notice to the Licensee pursuant to Chapter 90 of the Milwaukee Code of Ordinances and Chapter 125 of the Wisconsin Statutes of the report of the Milwaukee Police Department and included therewith a copy of the Milwaukee Police Department report. The matter was scheduled for a hearing on the police department report on July 1, 2025 at 9:00 a.m. in Room 301B of City Hall. At said date, time and place, the Licensee did not appear.
5. Based upon the sworn testimony heard and the evidence received at the hearing, the Committee finds the following:
  - A. A notice of the hearing as well as a copy of the police report was sent to Latasha L. Tharp, 1862 West Fond du Lac Avenue, #3, Milwaukee, WI 53205 on June 17, 2025 by U.S. prepaid first-class mail in an envelope bearing the return address of the License Division. The address of 1862 West Fond du Lac Avenue, #3, Milwaukee, WI 53205 is the address given by the Licensee on the application. The envelope was not returned to the License Division by the United States Postal Service.





- B. Alderman Burgelis moved denial based upon third nonappearance. There were no objections. (Prevailed 5-0)

## CONCLUSIONS OF LAW

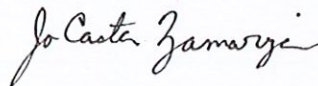
1. The Committee has jurisdiction to hold hearings and provide Findings of Fact, Conclusions of Law and a Recommendation to the full Common Council pursuant to Chapter 125 of the Wisconsin Statutes and Chapter 90 of the Milwaukee Code of Ordinances.
2. Based on the above facts found, the Committee concludes that the Licensee, Latasha L. Tharp has not met the criteria of Chapter 125 of the Wisconsin Statutes or Chapter 90 of the Milwaukee Code of Ordinances to allow renewal of the Class "D" Operator's license based upon Licensee's third nonappearance.
3. In order to protect the health, safety and welfare of the citizens of the City of Milwaukee, it is the recommendation of the Licenses Committee that the full Common Council should exercise its discretion to not renew the Class "D" Operator's license held by Latasha L. Tharp based upon the Licensee's third nonappearance.

## RECOMMENDATION

Based upon the Findings of Fact and Conclusions of Law stated above, the Committee, by a vote of **five (5) ayes, and zero (0) noes** recommends that the Class "D" Operator's License of Latasha L. Tharp not be renewed based upon Licensee's third nonappearance.

Said nonrenewal is effective July 15, 2025.

Dated and signed at Milwaukee, Wisconsin this 3 day of July, 2025.



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JOCASTA ZAMARRIPA  
Chairperson Licenses Committee

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**JOCASTA ZAMARRIPA**  
ALDERWOMAN, 8TH DISTRICT

**COMMITTEE ASSIGNMENTS**

**CHAIR**

• Licenses Committee

**VICE-CHAIR**

• Community and Economic Development Committee

**MEMBER**

• Steering and Rules Committee

• Zoning, Neighborhoods, and Development Committee

Date: July 3, 2025

To: All Members of the Milwaukee Common Council

From: The Licenses Committee

Re: Report on the Loading Zone License Renewal Applications, for Auria Rodriguez, Agent for Evolution Beauty and Barbershop, LLC, for the premises located at 803 West Oklahoma Avenue in the City and County of Milwaukee, Wisconsin ("Evolution Beauty and Barbershop").

**FINDINGS OF FACT**

1. Auria Rodriguez (hereinafter the "Licensee") is the holder of Loading Zone licenses located at 803 W Oklahoma Ave and 3105 S 8<sup>th</sup> St for the premises located at 803 West Oklahoma Avenue in the City and County of Milwaukee, Wisconsin ("Evolution Beauty and Barbershop"). Said licenses expire on July 27, 2025.
2. Applications to renew said licenses were filed with the Office of the City Clerk on May 21, 2025.
3. On June 16, 2025 the City Clerk's Office provided timely notice to the Licensee pursuant to Chapters 85 and 101-23.7 of the Milwaukee Code of Ordinances and included therewith a copy of the neighborhood objections. The matter was scheduled for a hearing on July 1, 2025, commencing at approximately 9:35 a.m. in Room 301B of the third floor of City Hall. At said date, time and place, the Licensee was present along with Bryan Morales as interpreter.
4. Based on the sworn testimony heard and evidence received at the hearing, the Committee finds the following:
  - A. Notice was sent to Auria Rodriguez at 803 West Oklahoma Avenue, Milwaukee, WI 53215, on June 16, 2025 in an envelope which was sent by U.S. first-class prepaid mail in an envelope bearing the return address of the License Division, 200 East Wells Street, Room 105, Milwaukee, Wisconsin 53202. The address of 803 West Oklahoma Avenue, Milwaukee, WI 53215 was the address given by the Licensee on her renewal application.

*Individuals also present:*





- B. Alderwoman Zamarripa said that the application was scheduled due an aldermanic objection and read the email on file and also included in the notice.
- C. The Licensee read a document with the reasons why they should be allowed to renew the loading zones.
- D. Alderwoman Pratt said that 4 parking spaces are excessive for a business.
- E. Alderman Burgelis asked the Licensee how many customers she has a day.
- F. The Licensee said about 25 customers per day.
- G. Alderman Burgelis said that the loading zones are not private parking spaces and that it seems that she is favoring her clients and tenants with public parking spaces.
- H. Ms. Lopez read the loading zone definition from the application information sheet for the record.
- I. There were no neighbors present to testify.
- J. Alderman Burgelis moved nonrenewal of the Loading Zone at 3105 South 8<sup>th</sup> Street based on aldermanic objection and the Licensee's testimony and approval of the Loading Zone at 803 West Oklahoma Avenue. There were no objections. (Prevailed 5-0)

## CONCLUSIONS OF LAW

1. The Committee has jurisdiction to hold hearings and provide Findings of Fact and Conclusions of Law and a Recommendation to the full Common Council pursuant to Chapters 85 and 101-23.7 of the Milwaukee Code of Ordinances.
2. Based upon the above facts found, the Committee concludes that the licensee, Auria Rodriguez has not met the criteria to allow renewal of the Loading Zone License at 3105 South 8th Street based on aldermanic objection and the Licensee's testimony, but approval of the Loading Zone License at 803 West Oklahoma Avenue.
3. In order to protect the health, safety and welfare of the citizens of the City of Milwaukee, it is the recommendation of the Licenses Committee that the full Common Council of the City of Milwaukee should exercise its judgment not to renew the Loading Zone license held by Auria Rodriguez for the Loading Zone located at 3105 South 8th Street based on aldermanic objection and the Licensee's testimony, but approval for the renewal of the Loading Zone license at 803 West Oklahoma Avenue, in the City and County of Milwaukee, Wisconsin.




## RECOMMENDATION

Based upon the Findings of Fact and Conclusions of Law stated above, the Committee, by a vote of **five (5) ayes, and zero (0) noes** recommends that the Loading Zone license of Auria Rodriguez for the Loading Zone located at 3105 South 8<sup>th</sup> Street not be renewed based on aldermanic objection and the Licensee's testimony, but approval of the Loading Zone license at 803 West Oklahoma Avenue in the City and County of Milwaukee, Wisconsin be renewed.

Said nonrenewal is effective July 27, 2025.

Dated and signed at Milwaukee, Wisconsin this 3 day of July, 2025.



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JOCASTA ZAMARRIPA  
Chairperson, Licenses Committee

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