



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, May 02, 2023

COMMITTEE MEETING NOTICE

AD 12

VARELA-CABALLERO, Jair A, Agent
BETO'S PIZZA LLC
1234 S CESAR E CHAVEZ DR
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, May 16, 2023 at 10:00 AM

The access code is https://meet.goto.com/500790805. If you wish to call in: +1 (646) 749-3122 and use Access Code: 500-790-805. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises. Food Dealer and Food Peddler License Renewal Applications Removing Jukebox and Adding 2 Amusement Machines (Total of 5) as agent for "BETO'S PIZZA LLC" for "Beto's Pizza LLC" at 1234 S CESAR E /EZ DR.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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 appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. 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 are present at the committee hearing and 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 bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing. You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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: [Signature]
Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

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

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 01/24/23  
**LICENSE TYPE:** Class B Tavern  
**NEW:**   
**RENEWAL:**

**No. 347351**  
**Application Date:** 01/23/23

**License Location:** 1234 S Cesar E Chavez Dr  
**Business Name:** Beto's Pizza

**Licensee/Applicant:** VARELA-CABALLERO, Jair A  
(Last Name, First Name, MI)

**Date of Birth:** 10/27/1990

**Home Address:** 2110 S 7<sup>th</sup> St  
**City:** Milwaukee **State:** WI **Zip Code:** 53215  
**Home Phone:**

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

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

1. On 02/02/2022, the applicant was convicted of Intoxicant in Vehicle-Operator.
2. On 02/26/22, officers responded to 1234 S. Cesar Chavez for a Shooting. Investigation revealed an employee was off duty sitting at the bar with a patron. The agent was in the kitchen and heard a bang. When the agent came out to see what happened, he observed the employee still holding the firearm and bleeding from his leg. The agent instructed the other customer to drive his employee to the hospital in the agent's truck. The agent never called the police and remained open the entire time during and after the incident. The firearm was later recovered on top of a freezer in the restaurant. The agent did provide officers with video surveillance of the incident.

=====

3. On 05/28/22 at 1:41a.m., officers were dispatched to 1234 S. Cesar Chavez for a Battery. On arrival, officers observed the victim lying unconscious in front of the business. Officers attempted to interview the agent regarding the incident, however, were told he didn't have time and they should come back during business hours. Officers were able to view video surveillance, which depicted the following: Victim is seen inside the restaurant when the two suspects enter, one armed with semi auto handgun. The suspects then leave the restaurant and are pacing outside. When the victim exits the restaurant, he is attacked by the suspects, kicked, punched and slammed into the concrete. A citizen attempts to intervene and the

suspects turn on the citizen and begin attacking the citizen. The suspects then return to the victim kicking him to the point he loses consciousness.

4. On 06/21/22, Milwaukee Police conducted follow up at 1234 S. Cesar Chavez., regarding a police request for food trucks to close at 1:30am., in an around Water St., due to public safety concerns. Investigation revealed the agent's food truck was parked on N. Martin Luther King Dr., and was asked to leave by 1:30am., however, the employee refused. The agent was alerted to the incident and he was cooperative stating he would talk to all his employees about complying with police requests.
5. On 08/25/22, Milwaukee Police held a meeting along with the agent of 1234 S. Cesar Chavez and community organizers, regarding the food trucks. Officers were advised of parking violations regarding the food trucks, as well as employees threatening and intimidating other businesses in the area, food truck operation hours, selling beer after hours, and an influx of garbage and broken glass in the area. The agent denied threatening or intimidation of other businesses and stated it is the other business causing the problems. The agent did state they would like to schedule a meeting with the neighboring business so the problems could be mediated.
6. On 11/09/22 at 11:36p.m., officers were dispatched to 1234 S. Cesar Chavez for a Subject with Gun. Investigation revealed two intoxicated subjects were arguing both inside and outside of the restaurant and another subject that was with them displayed a firearm. Officers located the subjects in the rear of the building and did find one of the patrons to be in possession of a firearm. As officers were investigating, the agent appeared on scene and punched one of the subjects, causing the subject to fall to the ground. The agent was subsequently cited for Assault and Battery.

Charge: Assault and Battery  
Finding: Arraignment 05/08/23  
Sentence:  
Date:  
Case: 23000657

7. On 03/17/23 at 11:55p.m., officers were dispatched to Subject with a Gun at 1234 S. Cesar Chavez. Officers were advised two subjects were inside the restaurant armed with firearms, however, they were gone on officer's arrival. The officers checked the area, however, were unable to locate the subjects.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230870056

OtherEvent #: 23-LP-0728

## Incident

### 1234 S CESAR E CHAVEZ DR MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 03/17/2023 23:52:00  
CAD Number:: 230761726  
District:: 2  
Beat:: 222  
Reporting Area:: 5376

## Business Agent (1)

### VARELA-CABALLERO, JAIR ARMANDO

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 10/27/1990  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-233-7080  
Phone 1 Type:: Phone  
Address:: 2110 S 7TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215

## Licensed Premise Data (1)

### BETOS PIZZA

Phone 1 Number:: (414)-559-1586  
Phone 1 Type:: Phone  
Address:: 1234 S CESAR E CHAVEZ DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 03/28/2023 10:22:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (if not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISES REPORT

Vodicka, Kevin E 018950

03/28/2023

This report is submitted by P.O. Kevin VODICKA assigned to District Two Day Shift CPU. The

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 230870056

OtherEvent #: 23-LP-0728

report is a summary of Incident Report(s) filed by other officers or information obtained from the Milwaukee Police Dept. CAD (Computer Aided Dispatch) system.

On Friday, March 17, 2023, at 11:55 pm, Squad 2290 (P.O. JUSTUS and P.O. ULICKEY) was dispatched to the premises to investigate a report of a "Subject with a Gun". The caller reported that two male subjects had entered the restaurant with firearms and had left prior to the arrival of officers. Officers checked the area but were unable to locate the actors.

## Officer (2)

Reporting Officer: Vodicka, Kevin E (018950) 03/28/2023 12:17:00

Section: (Work Location): 21

Approving Officer: Schmitz, William P (018955) 03/28/2023 12:39:00

Section: (Work Location): 21

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221480018

OtherEvent #: 23-LP-0725

## Incident

### 1234 S CESAR E CHAVEZ DR MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 05/28/2022 01:37:00  
CAD Number:: 221480151  
District:: 2  
Beat:: 222  
Reporting Area:: 5376

## Business Agent (1)

### VARELA-CABALLERO, JAIR A

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 10/27/1990  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-233-7080  
Phone 1 Type:: Phone  
Address:: 1234 S CESAR E CHAVEZ DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204

## Licensed Premise Data (1)

### BETOS PIZZA

Phone 1 Number:: (414)-559-1586  
Phone 1 Type:: Phone  
Address:: 1234 S CESAR E CHAVEZ DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 03/28/2023 10:10:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISES REPORT

Vodicka, Kevin E 018950

03/28/2023

This report is submitted by P.O. Kevin VODICKA assigned to District Two Day Shift

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221480018

OtherEvent #: 23-LP-0725

CPU. The report is a summary of Incident Report(s) filed by other officers or information obtained from the Milwaukee Police Dept. CAD (Computer Aided Dispatch) system.

On Saturday, May 28, 2022, at 1:41 a.m. Squad 2331 (P.O. KIBLER and P.O. Radivoje PUPOVAC) was dispatched to 1234 S. Cesar E. Chavez Dr. (Beto's Pizza) for a Battery Complaint.

Squad #2351 P.O. MARTINEZ-SANCHEZ and P.O. LLOYD responded and Squad 2390 P.O. LOMELLI and P.O. PETERSEN as a back-up squads.

Milwaukee Fire Department Engine 23, Green Shift, LT. Joestegen, MED UNIT 3, Green Shift, LT. Shepardson responded to the scene.

Upon arrival officers observed the victim, who was later identified as Fabian ESTRADA (M/H 05-10-2003), lying unconscious on the sidewalk in the front of Beto's Pizza.

Officers observed two females standing in a close proximity to ESTRADA. P.O. PUPOVAC spoke to the caller, who verbally identified herself as Estefanny AGUIRRE (W/F 01-21-1996).

### ***Interview of Estefanny AGUIRRE (W/F 01-21-1996):***

The following is a brief summary of that interview.

AGUIRRE stated that she was seated towards the back of the restaurant eating her food when she heard something hit the restaurant windows. AGUIRRE stated she then walked up to the window and saw ESTRADA laying on the sidewalk. AGUIRRE stated she then called the Police.

AGUIRRE stated that she did not have any more information regarding this incident.

I attempted to speak to second female who stated that she heard/seen the same and did not wish to identify herself.

At the scene, ESTRADA was treated by MFD. ESTRADA did not wish to be transported to the hospital for possible further treatment by MFD. ESTRADA had his cousin, Rodrigo ESTRADA (M/W 09-24-2002) drive ESTRADA to St' Luke's Hospital Emergency Department.

Note, Rodrigo ESTRADA arrived on scene after the incident and had no information regarding the incident.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221480018

OtherEvent #: 23-LP-0725

P.O. KIBLER and I followed ESTRADA to St' Luke's Hospital. At the hospital, ESTRADA stated that he did not wish to file a report at this time. ESTRADA appeared to be highly intoxicated.

Squad #2390 P.O. LOMELI attempted to retrieve the video but was unsuccessful.

I spoke to the owner of Beto's Pizza, Jair A. VARELA-CABALLERO (W/M 10-27-1990), who stated that he did not have time now, but we are welcome to come back during business hours. Follow up for video was requested.

At 4:00 PM on 06-04-22 P.O. Eric ROBILLARD was able to review and download the video footage at 1234 S. Cesar E. Chavez Dr. (Beto's Pizza)

The following is a brief synopsis of the events caught on video surveillance at 1234 S. Cesar E. Chavez Dr. please DVD disc for full events of the incident. It should be noted the following times are per the video footage, but the camera system is an hour behind.

**Suspect #1** - Hispanic male, heavier set, black hair with a fade, wearing a red/blue/white Tommy Hilfiger t-shirt, blue jeans, black bedazzled belt and white Nike Air Force Ones

**Suspect #2**- Hispanic male, shorter, shaved but not bald black hair, fully tattooed forearms, wearing a orange under shirt, green Green Bay Packer pullover fleece with white strips on arms, black jeans with white paint splatter, black and white Puma sneakers and armed with a black semi auto handgun.

**12:09 AM** Victim is seen inside the restaurant.

**12:11:58 AM** Suspect#1 arrives with an unknown Hispanic female and enter restaurant.

**12:15:20 AM** Suspect #2 arrives in camera view alone and enters the restaurant.

**12:28 AM** Suspect #1 and suspect #2 are waiting outside of restaurant pacing the sidewalk area looking into the front window of the restaurant.

**12:30:20 AM** Suspect #2 removes a black firearm from his pants and is seen fidgeting with it before returning it into his pants.

**12:31:13 AM** Victim exits the restaurant facing southbound on the sidewalk and begins to walk southbound.

**12:31:17 AM** Suspect #1 attacks victim and begins to punch him the face/head five times total with both fists and then picks the victim up in the air and slams victim to the concrete



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:221480018

OtherEvent #: 23-LP-0725

onto his back. Suspect#1 continues to kick victim in the back three times. Suspect# 1 than punches victim in the face/head seven more times as the victim is sitting in a upward position on the sidewalk. Suspect#2 begins to join in on the assault and kicks the victim in the face/head while holding the black firearm in his right hand. Both suspects begin kicking the victim at the same time.

**12:31:40 AM** A unknown citizen attempts to stop both suspects from attacking the victim. Suspect #1 pushes the citizen and begins punching the victim in the face/head six times before the citizen punches Suspect #1 to try to get him to stop the attack.

**12:31:49 AM** Suspect #1 and suspect #2 begin attacking the citizen and chase him into the street and northbound.

**12:32:31 AM** Suspect #1 returns and loads up his right leg and kicks the victim in the face as he is sitting on the ground, causing the victim to fly back, hit his head against the brick building and to be unconscious.

Suspect #1 and suspect #2 begin to leave the scene and walk southbound on the sidewalk of S. Cesar E. Chavez Dr. out of camera view.

## Officer (2)

|                           |                             |                     |
|---------------------------|-----------------------------|---------------------|
| Reporting Officer:        | Vodicka, Kevin E (018950)   | 03/28/2023 10:03:00 |
| Section: (Work Location): | 21                          |                     |
| Approving Officer:        | Schmitz, William P (018355) | 03/28/2023 12:58:09 |
| Section: (Work Location): | 21                          |                     |

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230870055

OtherEvent #: 23-LP-0727

## Incident

### 1234 S CESAR E CHAVEZ DR MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 11/09/2022 23:32:00  
CAD Number:: 223131949  
District:: 2  
Beat:: 222  
Reporting Area:: 5376

## Business Agent (1)

### VARELA-CABALLERO, JAIR A

Person Involvement: (Must choose Agent  
AGENT from drop down): Agent  
DOB:: 10/27/1990  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-233-7080  
Phone 1 Type:: Phone  
Address:: 1234 S CESAR E CHAVEZ DR  
City:: Milwaukee  
State:: WISCONSIN  
Zip Code:: 53204

## Licensed Persons Involved (1)

### VAREL-CABALLERO, JAIR A

Person Involvement:: Agent (License Holder)  
DOB:: 10/27/1990  
Sex:: MALE  
Race:: WHITE  
Address:: 2110 S 7TH ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215

## Licensed Premise Data (1)

### BETOS PIZZA

Phone 1 Number:: (414)-559-1586  
Phone 1 Type:: Phone  
Address:: 1234 S CESAR E CHAVEZ DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53204  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 03/28/2023 10:22:00  
Business Was Cited For Violation:: Yes

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230870055

OtherEvent #: 23-LP-0727

Citation Number: (Additional Citations List in Narrative): J981F03P47  
Violation/Ordinance Number:: 105-2  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISES REPORT

Vodicka, Kevin E 018950

03/28/2023

This report is submitted by P.O. Kevin VODICKA assigned to District Two Day Shift CPU. The report is a summary of Incident Report(s) filed by other officers, information obtained from the Milwaukee Police Dept. CAD (Computer Aided Dispatch) system, and by reviewing body-worn cameras.

On Wednesday, November 9, 2022, at 11:36 pm, Squads 2290 (P.O. JUSTUS), 2432 (P.O. POWELL and P.O. ROMEO, and 2453 (P.O. ARNOLD) were dispatched to the premises to investigate a report of a "Subject with gun". After initially receiving the incorrect address, officers arrived at the premises and spoke with the caller "Sam" who is an employee of the location and related to the licensee, Jair VARELO-CABALLERO. The caller reported that two intoxicated males were arguing inside and outside of the business and that a female that was with one of the males displayed a firearm. Officers located the subjects outside at the rear of the business and verified that the female subject had been armed during the incident. As officers were finishing the contact and had instructed one half of the parties that they could return to the business, VARELO-CABELLERO arrived on scene in a vehicle. VARELO-CABELLERO approached the subject with whom officers were still interacting and "sucker punched" him, striking him with a closed fist to the face and knocking him to the ground. VARELO-CABELLERO began to yell that the subject had, "Disrespected his daughter (the employee). VARELO-CABELLERO was taken into custody and later issued a citation for Assault and Battery #J981F03P47.

## Officer (2)

Reporting Officer: Vodicka, Kevin E (018950) 03/28/2023 10:24:00  
Section: (Work Location): 21  
Approving Officer: Schmitz, William P (018355) 03/28/2023 12:40:06  
Section: (Work Location): 21

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230870055

OtherEvent #: 23-LP-0727

## Photo Data (1)

Data retrieval failed for the subreport,  
'Subreport1', located at: /Inform  
RMS/TriTech/Default/ImagesSubReport  
. Please check the log files for more  
information.

Description: Body Cam Capture



Tuesday, May 02, 2023



# Notice of Public Hearing

Blank Notice

---

VARELA-CABALLERO, Jair A, Agent  
Beto's Pizza LLC at 1234 S CESAR E CHAVEZ DR  
Class B Tavern, Public Entertainment Premises. Food Dealer and Food Peddler License Renewal  
Applications Removing Jukebox and Adding 2 Amusement Machines (Total of 5)

**Tuesday, May 16, 2023 at 10:00 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 on 5/16/2023 at 10:00 AM in Room 301-B, Third Floor, City Hall. 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 via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

## **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 appear in person and 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 present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

| OCCUPANT         | MAIL ADDRESS                | CITY STATE ZIP           |
|------------------|-----------------------------|--------------------------|
| CURRENT OCCUPANT | 1204 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2267 |
| CURRENT OCCUPANT | 1204A S CESAR E CHAVEZ DR   | MILWAUKEE, WI 53204-2267 |
| CURRENT OCCUPANT | 1206 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1206A S 15TH PL             | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1208 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1208A S 15TH PL             | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1209 S 15TH PL              | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1211 S 15TH PL              | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1214 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1214 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1215 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1215A S CESAR E CHAVEZ DR   | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1217 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1218 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1218 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1218A S 17TH ST             | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1221 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1222 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1222A S 17TH ST             | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1222B S 17TH ST             | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1223 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1226 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1226 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1227 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1228 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1229 S CESAR E CHAVEZ DR# 1 | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1229 S CESAR E CHAVEZ DR# 2 | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1229 S CESAR E CHAVEZ DR# 3 | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1229 S CESAR E CHAVEZ DR# 4 | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1230 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1230 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1230 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2267 |
| CURRENT OCCUPANT | 1230A S 17TH ST             | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1232 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1232 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2267 |
| CURRENT OCCUPANT | 1234 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1234A S 17TH ST             | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1235 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1235B S CESAR E CHAVEZ DR   | MILWAUKEE, WI 53204-2268 |
| CURRENT OCCUPANT | 1236 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1238 S 15TH PL              | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1238 S 17TH ST              | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1238A S 15TH PL             | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1238B S 15TH PL             | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1239 S 15TH PL              | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1239 S CESAR E CHAVEZ DR    | MILWAUKEE, WI 53204-2268 |

|                  |                           |                          |
|------------------|---------------------------|--------------------------|
| CURRENT OCCUPANT | 1239A S 15TH PL           | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1240 S 15TH PL            | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1242 S 15TH PL            | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1242 S 17TH ST            | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1242A S 15TH PL           | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1243 S 15TH PL            | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1243A S 15TH PL           | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1246 S 15TH PL            | MILWAUKEE, WI 53204-2258 |
| CURRENT OCCUPANT | 1246 S 17TH ST            | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1246A S 17TH ST           | MILWAUKEE, WI 53204-2014 |
| CURRENT OCCUPANT | 1247 S 15TH PL            | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1247 S 15TH PL# A         | MILWAUKEE, WI 53204-2259 |
| CURRENT OCCUPANT | 1300 S 15TH PL            | MILWAUKEE, WI 53204-2707 |
| CURRENT OCCUPANT | 1300 S 17TH ST            | MILWAUKEE, WI 53204-2016 |
| CURRENT OCCUPANT | 1302 S 15TH PL            | MILWAUKEE, WI 53204-2707 |
| CURRENT OCCUPANT | 1304 S 15TH PL            | MILWAUKEE, WI 53204-2707 |
| CURRENT OCCUPANT | 1304 S 17TH ST            | MILWAUKEE, WI 53204-2016 |
| CURRENT OCCUPANT | 1304 S CESAR E CHAVEZ DR  | MILWAUKEE, WI 53204-2711 |
| CURRENT OCCUPANT | 1306 S 17TH ST            | MILWAUKEE, WI 53204-2016 |
| CURRENT OCCUPANT | 1307 S 15TH PL            | MILWAUKEE, WI 53204-2708 |
| CURRENT OCCUPANT | 1308 S 15TH PL            | MILWAUKEE, WI 53204-2707 |
| CURRENT OCCUPANT | 1310 S CESAR E CHAVEZ DR  | MILWAUKEE, WI 53204-2711 |
| CURRENT OCCUPANT | 1311 S 15TH PL            | MILWAUKEE, WI 53204-2708 |
| CURRENT OCCUPANT | 1311A S 15TH PL           | MILWAUKEE, WI 53204-2708 |
| CURRENT OCCUPANT | 1312 S CESAR E CHAVEZ DR  | MILWAUKEE, WI 53204-2711 |
| CURRENT OCCUPANT | 1312A S CESAR E CHAVEZ DR | MILWAUKEE, WI 53204-2711 |
| CURRENT OCCUPANT | 1312B S CESAR E CHAVEZ DR | MILWAUKEE, WI 53204-2711 |
| CURRENT OCCUPANT | 1315 S 15TH PL            | MILWAUKEE, WI 53204-2708 |
| CURRENT OCCUPANT | 1319 S 15TH PL            | MILWAUKEE, WI 53204-2708 |
| CURRENT OCCUPANT | 1557 W SCOTT ST           | MILWAUKEE, WI 53204-2274 |
| CURRENT OCCUPANT | 1557A W SCOTT ST          | MILWAUKEE, WI 53204-2274 |
| CURRENT OCCUPANT | 1565 W SCOTT ST           | MILWAUKEE, WI 53204-2274 |

Blank Notice

Total Records: 78

Radius 250.0 feet and Center of Circle: 1234 S Cesar E Chavez Dr

**2022-2023 Plan of Operation for 1234 S CESAR E CHAVEZ DR**

|  |                        |   |               |
|--|------------------------|---|---------------|
| <b>1. Litter &amp; Security Plans</b>  |                        |   |               |
| How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:   |                        |   |               |
| How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:   |                        |   |               |
| Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:  |                        |   |               |
| How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:  |                        |   |               |
| Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:  |                        |   |               |
| Number of garbage cans: Inside <u>4</u> Locations: <u>Lobby 2, Kitchen 2, dishwasher 1</u><br>Outside <u>1</u> Locations: <u>Big dumpster.</u>   |                        |   |               |
| Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:   |                        |   |               |
| Number of restrooms: <u>2</u>  |                        | Name of solid waste contractor: <u>eagle disposal.</u>  |               |
| Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:  |                        |   |               |
| Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:   |                        |   |               |
| Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____<br>AND What are their responsibilities? _____<br>What security equipment do they use? _____<br>List their licensing, certification or training credentials: _____   |                        |   |               |
| Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>outside front, lobby &amp; back door</u>  |                        |   |               |
| Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:  |                        |   |               |
| <b>2. Percentage of Sales (must total 100%)</b>  |                        |   |               |
| Alcohol <u>15</u> %  | Food Sales <u>75</u> % | Entertainment <u>10</u> %   | Other _____ % |
| <b>3. Businesses On The Premises (choose all that apply):</b>  |                        |   |               |
| <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility<br><input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other: |                        |   |               |
| <b>4. Hours of Operation and Age Restriction</b>   |                        |   |               |
| Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:  |                        |   |               |
| Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.<br>Your hours of operation and age restriction are listed on your current license.   |                        |   |               |
| <b>5. Floor Plan and Capacity</b>  |                        |   |               |
| Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.  |                        |   |               |
| Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.  |                        |   |               |
| <b>6. Sidewalk Dining: Fee: <u>no</u></b>  |                        |   |               |
| Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.   |                        |   |               |
| <b>7. Food License: FREST 17240 Fee: \$800.00</b>  |                        | <b>8. Weights and Measures: Fee: <u>N/A</u></b>   |               |
| Your current food license includes the following food operations:<br>DHS - MODERATE, Restaurant, Sales \$20,001 - \$200,000.<br>Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, If Yes, explain _____  |                        | Number/Type of Devices:<br>Are there any changes to the number or types of devices? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions. |               |

?



**1. CURRENT APPROVED ENTERTAINMENT for Beto's Pizza LLC 1234 S CESAR E CHAVEZ DR**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

~~Jukebox~~, 3 Amusement Machines

5 Amusement Machines

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians   | <input type="checkbox"/> Bands   | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input type="checkbox"/> Disc Jockey  | <input type="checkbox"/> Magic Shows   | <input type="checkbox"/> Poetry Readings                       | <input type="checkbox"/> Dancing by Performers                                |
| <input type="checkbox"/> Jukebox  | <input type="checkbox"/> Wrestling   | <input type="checkbox"/> Patron Contests                       | <input type="checkbox"/> Patrons Dancing                                      |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input type="checkbox"/> Karaoke   | <input type="checkbox"/> Bowling Alley<br>How many? _____      | <input type="checkbox"/> Pool Tables<br>How many? _____                       |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input checked="" type="checkbox"/> Amusement Machines<br>How many? <u>5 total</u> | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |

Other: 2 crane kids for Little Ducks, hockey table

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe:

**5. SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status, or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

Jair Varela

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



# FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

VARELA-CABALLERO, Jair A, Agent  
BETO'S PIZZA LLC  
1234 S CESAR E CHAVEZ DR  
Milwaukee WI 53204

License # FPMREST 1261 Unique ID# #0813  
Exp Date: 6/20/2023  
Renewal Fee: \$305.00  
File By Date: 3/30/2023 Date \$75 Late Fee Begins: 3/31/2023

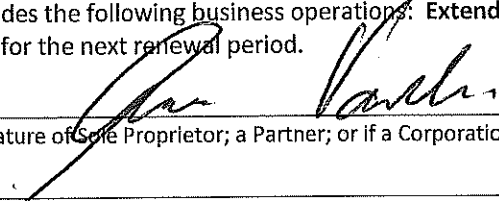
**CART / VEHICLE** *If this has changed, do not file this renewal application. A new application is required.*

Pushed, Pedaled, Pulled or Carried  
 Motorized Make: **International** Model: **Unknown**  
If any of this information is missing, please provide VIN #: **4KAMGAFM86A330400** License Plate #: **HD34967**

**LITTER & NOISE**

Who will be operating the cart/vehicle?  Licensee  Employees  
How will the area around the cart/vehicle be kept clean?  Sweep  Pick Up litter  Garbage Cans  Other \_\_\_\_\_  
How often will the area around the cart/vehicle be checked for litter?  Hourly  Daily/Nightly  Other \_\_\_\_\_  
Who will keep the area around the cart/vehicle clean?  Licensee  Employees  Other \_\_\_\_\_  
How will noise issues be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_  
How will disruptive behaviors to surrounding neighbors be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_

**ACKNOWLEDGEMENT & SIGNATURE**

The current license includes the following business operations: **Extended Hours** I confirm that no changes are being made to the business operations for the next renewal period.  
  
Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign

ALSO COMPLETE REVERSE SIDE

# FOOD PEDDLER RENEWAL ITINERARY

Legal Entity: BETO'S PIZZA LLC dba Beto's Pizza LLC  
 Premise Address: 1234 S CESAR E CHAVEZ DR Milwaukee WI 53204

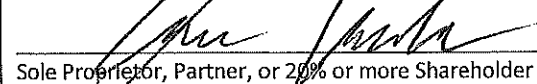
License Number: FPMREST 1261  
 Unique Id# #0813

| List all Vending Location Addresses | Check the Location Type  | Circle the Days of the Week at this Location | Start Time (include am/pm) | End Time (include am/pm) |
|-------------------------------------|--|--|----------------------------|--------------------------|
| 1234 S Cesar E                      | <input checked="" type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market | Sun Mon <u>Tue</u> Wed<br>Thu <u>Fri</u> Sat | 5pm                        | 3am                      |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |

**SIGNATURE(S)**

I understand that any changes I wish to make must be reported to the City Clerk (License Division) on an updated Itinerary form before any changes can be implemented. I will keep a copy of my current Itinerary on my mobile until and at my service base all times.

I understand that failure to maintain a current itinerary with the City Clerk (License Division) may result in progressive enforcement action including citation and permit suspension and/or revocation.

  
 Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
 Additional Partner



# FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

VARELA-CABALLERO, Jair A, Agent  
BETO'S PIZZA LLC  
1234 S CESAR E CHAVEZ DR  
Milwaukee WI 53204

License # FPMREST 1262 Unique ID# #0204  
Exp Date: 6/20/2023  
Renewal Fee: \$305.00  
File By Date: 3/30/2023 Date \$75 Late Fee Begins: 3/31/2023

**CART / VEHICLE** *If this has changed, do not file this renewal application. A new application is required.*

Pushed, Pedaled, Pulled or Carried

Motorized Make: GMC Model: Unknown

If any of this information  
is missing, please provide

VIN #: 1GDHP32T83500503

License Plate #: DG87300\*

**LITTER & NOISE**

Who will be operating the cart/vehicle?  Licensee  Employees

How will the area around the cart/vehicle be kept clean?  Sweep  Pick Up litter  Garbage Cans  Other \_\_\_\_\_

How often will the area around the cart/vehicle be checked for litter?  Hourly  Daily/Nightly  Other \_\_\_\_\_

Who will keep the area around the cart/vehicle clean?  Licensee  Employees

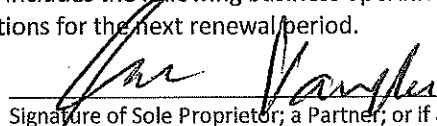
Other \_\_\_\_\_

How will noise issues be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_

How will disruptive behaviors to surrounding neighbors be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_

**ACKNOWLEDGEMENT & SIGNATURE**

The current license includes the following business operations: **Extended Hours** I confirm that no changes are being made to the business operations for the next renewal period.

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

ALSO COMPLETE REVERSE SIDE

# FOOD PEDDLER RENEWAL ITINERARY

Legal Entity: BETO'S PIZZA LLC dba Beto's Pizza LLC  
 Premise Address: 1234 S CESAR E CHAVEZ DR Milwaukee WI 53204

License Number: FPMREST 1262  
 Unique Id# #0204

| List all Vending Location Addresses | Check the Location Type  | Circle the Days of the Week at this Location | Start Time (include am/pm) | End Time (include am/pm) |
|-------------------------------------|--|--|----------------------------|--------------------------|
| Private Events<br>only              | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input checked="" type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat               |                            |                          |

**SIGNATURE(S)**

I understand that any changes I wish to make must be reported to the City Clerk (License Division) on an updated Itinerary form before any changes can be implemented. I will keep a copy of my current Itinerary on my mobile until and at my service base all times.

I understand that failure to maintain a current itinerary with the City Clerk (License Division) may result in progressive enforcement action including citation and permit suspension and/or revocation.

\_\_\_\_\_  
 Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
 Additional Partner



# FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

VARELA-CABALLERO, Jair A, Agent  
BETO'S PIZZA LLC  
1234 S CESAR E CHAVEZ DR  
Milwaukee WI 53204

License # FPMREST 1263 Unique ID# 0379  
Exp Date: 6/7/2023  
Renewal Fee: \$305.00  
File By Date: 3/30/2023 Date \$75 Late Fee Begins: 3/31/2023

**CART / VEHICLE** *If this has changed, do not file this renewal application. A new application is required.*

Pushed, Pedaled, Pulled or Carried

Motorized                      Make: **Unknown**                      Model: **Trailer**

If any of this information is missing, please provide                      VIN #: **56VBE1225DM602B0**                      License Plate #: **BT97163**

---

**LITTER & NOISE**

Who will be operating the cart/vehicle?  Licensee  Employees

How will the area around the cart/vehicle be kept clean?  Sweep  Pick Up litter  Garbage Cans  Other \_\_\_\_\_

How often will the area around the cart/vehicle be checked for litter?  Hourly  Daily/Nightly  Other \_\_\_\_\_

Who will keep the area around the cart/vehicle clean?  Licensee  Employees

Other \_\_\_\_\_

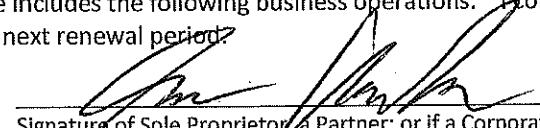
How will noise issues be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_

How will disruptive behaviors to surrounding neighbors be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_

---

**ACKNOWLEDGEMENT & SIGNATURE**

The current license includes the following business operations: I confirm that no changes are being made to the business operations for the next renewal period.



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

ALSO COMPLETE REVERSE SIDE

# FOOD PEDDLER RENEWAL ITINERARY

Legal Entity: BETO'S PIZZA LLC dba Beto's Pizza LLC  
 Premise Address: 1234 S CESAR E CHAVEZ DR Milwaukee WI 53204

License Number: FPMREST 1263  
 Unique Id# 0379

| List all Vending Location Addresses | Check the Location Type   | Circle the Days of the Week at this Location   | Start Time (include am/pm)     | End Time (include am/pm) |
|-------------------------------------|---|--|--------------------------------|--------------------------|
| <i>Catering Events</i>              | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input checked="" type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market            | Sun Mon Tue Wed<br>Thu Fri Sat |                          |

**SIGNATURE(S)**

I understand that any changes I wish to make must be reported to the City Clerk (License Division) on an updated Itinerary form before any changes can be implemented. I will keep a copy of my current Itinerary on my mobile until and at my service base all times.

I understand that failure to maintain a current itinerary with the City Clerk (License Division) may result in progressive enforcement action including citation and permit suspension and/or revocation.

*[Signature]*  
 Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
 Additional Partner



**FOOD PEDDLER PLAN OF OPERATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION

CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202

(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity: Betas Pizza LLC

Premises Address: 1234 S Cesar E Chavez Dr. 53204

**1. Mobile Unit Description**

Mobile Unit Type:  Motorized Vehicle - includes a peddler truck, vehicle, or trailer that must be pulled by a motorized vehicle  
 Pushed, Pedaled, or Pulled Vehicle - does not require a motorized vehicle to move from site to site  
 Carried Container

Provide the following information:

Color White Length 16ft ft Width 7ft ft Height 7ft ft

Make Dodge Model Promaster Year 2019

License Plate Number (if applicable) NP 9489 VIN (if applicable) 3CGTRVBC15KE500893

**2. Food Operations**

What type of food items will be sold?

- Restaurant Items (meals):**  
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, french fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.
- Retail Items (snacks and beverages):**  
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

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

Will food processing be done on the mobile unit?  No  Yes

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

Will food that requires temperature control be sold?  No  Yes Foods requiring temperature control include dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry  
 If yes, list the food items: \_\_\_\_\_

Do you intend to sell ice cream, popsicles, or other frozen confections?  No  Yes  
 If yes, you must also obtain an Ice Cream Peddler License. Submit your Ice Cream Peddler License Application with this application. If anyone else will be operating the mobile unit, they must also obtain an Ice Cream Peddler License.

**3. Litter & Noise**

- A. Who will be operating the cart/vehicle?  Licensee  Employees
  - B. How will the area around the cart/vehicle be kept clean?  Sweep  Pick Up litter  Garbage Cans  Other \_\_\_\_\_
  - C. How often will the area around the cart/vehicle be checked for litter?  Hourly  Daily/Nightly  Other \_\_\_\_\_
  - D. Who will keep the area around the cart/vehicle clean?  Licensee  Employees  Other \_\_\_\_\_
  - E. How will noise issues be addressed/prevented?  By the cart operator  Police will be called  Other \_\_\_\_\_
  - F. How will disruptive behaviors to surrounding neighbors be addressed/prevented?  By the cart operator  Police will be called
- Other \_\_\_\_\_



#### 4. Service Base

Food peddlers must obtain a Food Dealer License for their service base. If you do not have a base, you must obtain a variance from the Health Dept.

Check one:

- I will obtain a food dealer license for my service base located in the City of Milwaukee.
- I will obtain a food dealer license for my service base located outside the city of Milwaukee in another WI municipality. I will submit copies of the base license and health inspection report completed within the previous 12 month period to the License Division.
- I will contact the City of Milwaukee Health Department to apply for a variance.

#### 5. Affirmation of Understanding – License Needed to Operate & Requirements

Read and initial each item confirming your understanding:

- JV Health Department inspection and approval is required before my license may be issued.
- JV A license must be issued for my service base or a variance obtained before my Food Peddler License may be issued.
- JV The license must be issued and posted on the mobile unit prior to operating
- JV A current Food Peddler Itinerary must be on file with the License Division and at the service base.
- JV I must keep a written log of all days I am at the service base, including the time I arrive and leave.

Eric Vaneck  
Signature of Sole Proprietor, Partner, or 20% or more Shareholder

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

# FOOD PEDDLER ITINERARY

Business Name: Betas Pizza

| List all Vending Location Addresses | Check the Location Type  | Circle the Days of the Week at this Location  | Start Time (include am/pm)   | End Time (include am/pm) |
|-------------------------------------|--|---|--|--------------------------|
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input checked="" type="checkbox"/> Private Property<br><input checked="" type="checkbox"/> Seasonal Market | Sun Mon Tue Wed<br>Thu Fri Sat   | 4:00 pm<br>10 pm         |
| 1234 S Cesar                        | <input checked="" type="checkbox"/> Public Way<br><input type="checkbox"/> Event | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | <del>Sun</del> <del>Mon</del> <del>Tue</del> <del>Wed</del><br>Thu Fri Sat | 5 pm<br>2 am             |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |
|                                     | <input type="checkbox"/> Public Way<br><input type="checkbox"/> Event            | <input type="checkbox"/> Private Property<br><input type="checkbox"/> Seasonal Market                       | Sun Mon Tue Wed<br>Thu Fri Sat   |                          |

## SIGNATURE(S)

I understand that any changes I wish to make must be reported to the City Clerk (License Division) on an updated Itinerary form before any changes can be implemented. I will keep a copy of my current Itinerary on my mobile until and at my service base all times.

I understand that failure to maintain a current Itinerary with the City Clerk (License Division) may result in progressive enforcement action including citation and permit suspension and/or revocation.

Jam Vaula  
Sole Proprietor, Partner, or 20% or more Shareholder

\_\_\_\_\_  
Additional Partner