



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, March 05, 2015

COMMITTEE MEETING NOTICE

AD 08

JUAN C CURIEL

2039 W NATIONAL Av

MILWAUKEE, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, March 17, 2015 at 08:30 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications for "EL TORO BRAVO" at 2039 W NATIONAL Av.

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. 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 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:

Jason Schunk
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

LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/20/2015

LICENSE TYPE: BTAVN

NEW:

RENEWAL: X

No. 204824

Application Date: 02/16/2015

Expiration Date:

License Location: 2039 W National Avenue

Aldermanic District: 12

Business Name: El Toro Bravo Restaurant Bar

Licensee/Applicant: Curiel, Juan C

(Last Name, First Name, MI)

Date of Birth: 10/17/65

Male:

Female:

Home Address: 2039 West National Ave.

City: Milwaukee

State: WI

Zip Code: 53204

Home Phone: (414) 337-5288

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

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

1. On 02/11/07 at 12:57 am, Milwaukee Police conducted a license premise check at 611 W National. As officers entered, they spoke to the doorman who stated that there were at least 250 patrons inside the business, not including employees. Capacity is 248. Officers observed 3 bartenders behind the bar and no one had a bartender's license. They were advised to shut down the tavern and to not serve alcohol until they are able to provide a valid bartenders license. An underage patron was also found inside the tavern and was cited for Presence of Underage. Officers did speak with the licensee, Juan Curiel and he was advised of the violations found. A warning was given for the over capacity and Curiel was cited for the Presence of Underage. On 07/17/07, the charge was amended to Noise Nuisance. One other patron was arrested and cited for Disorderly Conduct.

Charge: Noise Nuisance

Finding: Guilty

Sentence: Fined \$250.00

Date: 07/17/07

Case: 07023886

The following incident occurred at listed location where the applicant is the licensee:

2. On 03/10/07 at 12:12 am, Milwaukee Police were dispatched to 810 S 6th Street for a Battery complaint. Investigation revealed that the victim was at the Fusion Restaurant and Bar when an unknown subject hit him in the face with a bottle. The victim suffered a lacerated upper lip that required stitches and a cut to the retina of his left eye, causing permanent blindness to this eye. Officers spoke to the licensee, Juan Curiel, who stated he did not witness the battery because he was tending bar. Curiel further stated that he was aware of the incident and that his private security officers ushered the victim outside.

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3. On 09/17/08 at 10:05 pm, Milwaukee police conducted a License Premise check at 2039 W National Avenue. Investigation found a rear exit door did not have a working light illuminating the exterior of the rear exit door and officers found a deadbolt on the same exit door from inside which would have prevented patrons from leaving in an emergency. Police spoke to the bartender, Jorge Cuevas who stated he was unaware of the rear door being locked. Cuevas stated to officers that the licensee, Juan Curiel was been in Mexico for the past year. Citations were issued to the licensee for Lighted Open Entry and Safe Egress.

Charge: Lighted Open Entry
Safe Egress
Finding: Dismissed w/o prejudice
Guilty
Sentence: Fined \$356.00
Case: 08127653
08127654
Date: 04/17/09

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Item # 3 previously reported, disposition now added on 02/11/10.

4. On 04/04/09 at 11:57 pm, Milwaukee police conducted a License Premise Check at 2039 W National Avenue. Investigation found a patron inside the tavern who was under the age of 21. Officers spoke to the bartender Hector Galvan who stated he was cleaning the bathroom and that is why he didn't card the patron. Another bartender identified as Juan Torres was also found bartending and when officers spoke to him, Torres stated she had been the bar for only 20 minutes and that she was not drinking. Torres further stated he thought it would be ok for her (the patron) to be inside the tavern. The licensee, Juan Curiel was advised and cited for Presence of Underage.

Charge: Presence of Minor at Licensed Premised
Finding: Guilty
Sentence: Fined \$367.00
Date: 10/22/09
Case: 09063990

5. On 06/11/09 at 11:15 pm, Milwaukee police were conducting Sales of Alcohol To Minors and had a Milwaukee police aide, who is under the age of 21, enter 2039 W National in attempts to purchase alcohol. The bartender, identified as Rigoberto Gallegos, served the aide two alcoholic beverages without asking for any ID. When questioned by officers, Gallegos apologized and stated he should have asked for ID. The licensee Juan Curiel was advised of the incident and cited for Presence of Underage. Gallegos was cited for Sale To Underage Prohibited.

As to Juan Curiel:

Charge: Presence of Minor at Licensed Premises
Finding: Guilty
Sentence: Fined \$250.00
Date: 08/04/09
Case: 09096623

As to Rigoberto Gallegos:

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$160.00
Date: 08/05/09
Case: 09096630

6. On 06/22/09 at 1:15 am, Milwaukee police conducted a Licensed Premise Check at 2039 W National. Investigation revealed an officer found a patron to be in possession of powder cocaine while he was in the bathroom of the tavern. The subject was placed under arrest and taken to the district station. Officers spoke with Juan Curiel and advised him of what they found.

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7. On 11/24/2013 Milwaukee police conducted a licensed premise check at 2039 West National Avenue (El-Toro Bravo Tavern) based on an anonymous tip that ordinance violations had been occurring at the business. Officers discovered a 20-year-old patron inside the business. The patron was cited.

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8. On 01/04/2015 Milwaukee police conducted a licensed premise check at 2039 West National Avenue (El-Toro Bravo Tavern), relative to a fight that occurred across the street from that location. Officers discovered the front doors to the business were locked and had to knock several times before being allowed entry. Officers spoke to Luis Lopez-Gonzalez, who identified himself as the bar manager. At one point during the investigation, Lopez-Gonzalez refused to provide officers with the name of the bartender, who was no longer on the scene. Lopez-Gonzalez received two citations and the applicant received three citations.

As to Luis Lopez-Gonzalez:

Charge	1:	Class B Managers License Required
	2:	Safe Egress from All Doors/Serving Rooms
Finding	1:	Due for initial court appearance 03/18/2015 1:15pm
	2:	Due for initial court appearance 03/18/2015 1:15pm
Sentence	:	
Date	:	
Case	1:	(citation) 48968711082
	2:	(citation) 48968711083

As to the applicant:

Charge	1:	Responsible Person on Premises
	2:	Safe Egress from All Doors/Serving Rooms
	3:	Immediate Entry to Police
Finding	1:	Due for initial court appearance 03/18/2015 1:15pm
	2:	Due for initial court appearance 03/18/2015 1:15pm
	3:	Due for initial court appearance 03/18/2015 1:15pm
Sentence:		
Date:		
Case	1:	(citation) 48968711079
	2:	(citation) 48968711080
	3:	(citation) 48968711081

9. On 01/23/2015 Milwaukee police conducted a licensed premise check at 2039 West National Avenue (El-Toro Bravo Tavern). No violations were observed.

10. On 02/09/2015 Milwaukee police conducted a licensed premise check at 2039 West National Avenue (El-Toro Bravo Tavern). Officers spoke to the bartender, Loreno Carlos-Carillo, who stated Luis L. Gonzalez was in charge of business. Luis L. Gonzalez told officers he was in charge of the day-to-day operations of the bar while the applicant is in Mexico. Gonzalez did not have a current class D operator's license on his person, but officers conducted a check of the Milwaukee Municipal License database (LIRA) and discovered a current class D operator's license in Gonzalez's name.

11. On 02/11/2015 a meeting was held at Milwaukee police district #2. Attending that meeting were Milwaukee police officer's Velasquez and Vodicka, Safe and Sound Coordinator Maritza Ugarte, Assistant City Attorney Nick Desiato and Luis L. Gonzalez. Gonzalez explained that the applicant was in Mexico and that he (Gonzalez) was in charge of the business's day-to-day operations until the applicant returned. Discussed during this meeting was the apparent lack of cooperation police received on 01/04/2015, as well as neighborhood complaints about noise, prostitution and strippers in the tavern. Gonzalez told officers that dancing by performers had been added to the Public Entertainment Premise license, but they had not yet

had any performers. Officer Velasquez read city ordinance 90-27 and 90-4-4 to Gonzalez, who stated he understood that the doors to the business could not be locked to restrict access to new patrons and that he (Gonzalez) needs to apply for a class B manager's license. Additionally, Gonzalez was provided with the Milwaukee police non-emergency phone number and encouraged to call when he observes prostitutes in the area.

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

ORIGINAL

TO: Captain Alfonso MORALES

Business Name: El Toro Bravo
Address of Licensed Premises: 2039 W National Av, Milwaukee, WI 53204
Business Phone: Type of License: CLASS "B" TAVERN 201844

District: 2

Violation / Incident # Date of Incident: 01-04-15

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer: P.O. Roman MARTINEZ Date: 01-04-15 Time: 02:36A

Licensee or Agent's Name: CURIEL, Juan C Date of Birth: 10-17-65
Home Address: 2039 W National Av, Milwaukee, WI, 53204 Home Phone: 414-3775288

Co-Licensee Name: Date of Birth:
Home Address: Home Phone:
Class S License Number:

Bartender Name: Date of Birth:
Home Address: Home Phone:
Class D License Number:

Licensed Person / Public Pass. Vehicle, etc.: GONZALEZ-LOPEZ, Luis Date of Birth: 01-20-71
Home Address: 2002 S Muskego Av, Milwaukee, WI, 53215 Home Phone: 414-303-3176
Class D License Number: Unlicensed/None Class "B" Manager - Expired Class "D" Operator's EXP 12/31/14

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Juan C. CURIEL Date of Birth: 10-17-65
Citation Number: 48969711079 Violation & Ord. / Statue No.: Responsible Person Upon Premises - 90-8-1 Court Date: 03-18-15

Name of Person Cited: Juan C. CURIEL Date of Birth: 10-17-65
Citation Number: 48969711080 Violation & Ord. / Statue No.: Safe Egress From All Doors/Serving Rooms - 90-27-1-d Court Date: 03-18-15

Name of Person Cited: Juan C. CURIEL Date of Birth: 10-17-65
Citation Number: 48969711081 Violation & Ord. / Statue No.: Immediate Entry to Police - 90-27-1-c Court Date: 03-18-15

Name of Person Cited: Luis GONZALEZ-LOPEZ Date of Birth: 01-20-71
Citation Number: 48969711082 Violation & Ord. / Statue No.: Class B Manger's License Required - 90-4-4-a Court Date: 03-18-15

Name of Person Cited: Luis GONZALEZ-LOPEZ Date of Birth: 01-20-71
Citation Number: 48969711083 Violation & Ord. / Statue No.: Safe Egress From All Doors/Serving Rooms - 90-27-1-d Court Date: 03-18-15

Investigating Officer: P.O. Roman MARTINEZ District / Bureau: 24 Date: 01-13-15

Captain Alfonso Morales

Commanding Officer Date: 2/3/15

DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

PA-33E Narrative

This report was written by P.O. Roman MARTINEZ, assigned to District Two/Late Power Shift.

On Sunday, January 4th, 2015 at approximately 2:00AM, Squad 2470 (P.O. MARTINEZ/P.O. CARTAGENA) responded to Squad 2320 (P.O. ULATOWSKI/P.O. STACHOWIAK) investigation regarding a fight. Squad 2320 had a vehicle stopped at the intersection of S 20th St/W National Av with an injured subject in the vehicle that stated they came from the tavern on the corner of S 21st St/W National Av, which would be the tavern El Toro Bravo (2039 W National Av). P.O. CARTAGENA and I went to check the area around the bar for a possible scene. As officers walked past the tavern, I (P.O. MARTINEZ) observed several patrons inside the tavern dancing to the music and disco lights operating within. While checking the exterior of the tavern, Officers were approached by Luis LOPEZ-GONZALEZ (W/M 01-20-71), who stated that he was the tavern manager of "El Toro Bravo". LOPEZ-GONZALEZ stated that the fight occurred across the street in the lot of 2127 W National Av and it came from a "Latin King" gang house that was on the block.

P.O. CARTAGENA and I then walked back to Squad 2320's traffic stop and requested Squad 2340 (P.O. BOHEM/P.O. RATKOWSKI) to help conduct a tavern check at El Toro Bravo. Upon returning to the tavern, Officers went to the front door at approximately 2:16AM and observed the interior lights turned off in the tavern and the front door was locked. Officers then knocked on the door of the tavern multiple times and LOPEZ-GONZALEZ unlocked the door and allowed officers inside. As officers entered the tavern, several subjects fled out the rear side door. I (P.O. MARTINEZ) went towards the subjects and ordered them to stop. I managed to stop and detain a W/M subject and W/F subject as they exited the rear side door. Several other subjects entered into vehicles parked outside the tavern and disregarded officers orders to stop. The vehicles then fled eastbound on W. National Av.

P.O. BOHEM and P.O. RATKOWSKI interviewed the two detained subjects and identified them with ID cards as Geovanni A RUGIO (W/M 04-28-92) and Yesenia VARELA (W/F 03-13-84). Upon speaking with RUGIO and VARELA, they stated that they arrived at the tavern at approximately 12:30AM and at about 2:00AM they were kicked out of the tavern by the staff. RUGIO and VARELA stated that they did not witness any fight within the tavern. RUGIO and VARELA were released after being interviewed.

While inside the tavern, I (P.O. MARTINEZ) observed several alcoholic shots and beers that were not drunk on the bar and the pool table appeared to have had a game being played but was abruptly stopped as if patrons were forced to leave immediately. I did not locate any blood within the tavern. P.O. CARTAGENA asked where the bartender was and LOPEZ-GONZALEZ stated she left and refused to provide officers with her name. Officers then informed LOPEZ-GONZALEZ that they needed to cooperate with police and that a license premises report will be filed regarding this incident.

(REF CAD# 140040281)

Manger Information:

Luis LOPEZ-GONZALEZ (W/M 01-20-71) 2002 S Muskego Av, Milwaukee, WI, 53215, P# 414-303-3176

Patron Information:

Geovanni A. RUGIO (W/M 04-28-92) 1556 S 30th St, Milwaukee, WI, 53215 P# 414-236-8034

Yesenia VARELA (W/M 03-13-84) 2060 B S 13th St, Milwaukee, WI 53215 P# None Provided

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Alfonso MORALES

Business Name: El Toro Bravo
Address of Licensed Premises: 2039 W National Ave
Business Phone: 414 383-1660
Type of License: Class B Tavern 201844

ORIGINAL
District: 2

Violation / Incident # Date of Incident:

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer: PO Eliel CONTRERAS Date: 2-9-15 Time: 9:27pm

Licensee or Agent's Name: Juan C CUIEL Date of Birth: 10-17-65
Home Address: 2039 W National Ave Home Phone: 377-5288

Co-Licensee Name: Date of Birth:
Home Address: Home Phone:
Class S License Number:

Bartender Name: Lorena CARLOS-CARILLO Date of Birth: 11-12-74
Home Address: 2257 S 21st St Home Phone: 698-5462
Class D License Number: 0209056

Licensed Person / Public Pass. Vehicle, etc.: Date of Birth:
Home Address: Home Phone:
Class D License Number:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

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Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

Investigating Officer: PO Eliel CONTRERAS District / Bureau: 24 Date: 2-10-15

Commanding Officer Date

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date

This report is written by PO Eliel CONTRERAS assigned to District 2, Late Power Shift.

On Monday, 2-9-15, at approximately 9:27pm Squad 2440 (PO Roman MARTINEZ and I) responded to 2039 W National Ave for a License Premise Check. Upon arriving on scene, I made contact with the bartender, Lorena CARLOS-CARILLO (W/F 11-12-74). I asked CARLOS-CARILLO who was in charge of El Toro Bravo and she stated Luis L GONZALEZ (W/M 1-20-71). While on scene, CARLOS-CARILLO called GONZALEZ and GONZALEZ responded to El Toro Bravo shortly after that.

Upon arriving on scene, I spoke with GONZALEZ regarding his responsibilities at El Toro Bravo. GONZALEZ stated he was responsible for the daily business transactions of the establishment, in charge of the employees, and the daily operation of the license premises. GONZALEZ stated he was in charge of El Toro Bravo because the owner/licensee, Juan C CURIEL (W/M 10-17-65) was out of town. I asked GONZALEZ where CURIEL was and he stated that CURIEL was in Mexico doing missionary work for under privileged children. I asked GONZALEZ how long CURIEL had been gone for and GONZALEZ stated CURIEL has been in Mexico since November of 2014. GONZALEZ stated CURIEL would return from Mexico by the end of February. I asked GONZALEZ how long CURIEL has been going to Mexico and GONZALEZ stated CURIEL has been going to Mexico the last two years during the winter seasons. I then asked GONZALEZ if he had a Class D Bartender's License and he stated yes but did not have it on him because he left it at his restaurant, El Manantial, located at 604 W Historic Mitchell St. GONZALEZ stated he just recently renewed his Class D Bartender's License. While at El Toro Bravo, GONZALEZ showed me a copy of an expired Class D Bartender's License (0209056). The license GONZALEZ showed me, expired on 12-31-14. I asked GONZALEZ for a valid contact number where he could be reached and he gave me the phone number of (414) 303-8176. GONZALEZ stated he could be reached at that phone number after 12 noon. While on scene, I did not observe any visible violations and GONZALEZ was cooperative during the license premise check.

While at District 2, I looked up GONZALEZ in LIRA and located an updated Class D Bartender's license which was issued on 2-9-15 and granted on 2-10-15. The license (215382-25) had an expiration of 12-31-16. I also checked in LIRA to see if GONZALEZ had a Class B Manager's License and I could not locate one in LIRA.

End of report.

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Alfonso MORALES

Business Name: El Toro Bravo
Address of Licensed Premises: 2039 W. National Av.
Business Phone: 414-377-5288

Type of License: Class B

District: 2

ORIGINAL

Violation / Incident #

Date of Incident:

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer:

Date:

Time:

Licensee or Agent's Name: Juan C. CURIEL
Home Address: 2039 W. National Av., Milw. WI 53204

Date of Birth: 10/17/1965
Home Phone: 414-377-5288

Co-Licensee Name:
Home Address:
Class S License Number:

Date of Birth:
Home Phone:

Bartender Name: Luis L. GONZALEZ
Home Address: 604 W. Historic Mitchell St., Milw. WI 53204
Class D License Number:

Date of Birth: 01/20/71
Home Phone: 414-303-8176

Licensed Person / Public Pass. Vehicle, etc.:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:
Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

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Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Investigating Officer: P.O. Guadalupe VELASQUEZ

District / Bureau: 22

Date: 02/15/2015

Commanding Officer

2/17/15
Date

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date. Multiple rows for recording dispositions.

This report is written by P.O. Guadalupe VELASQUEZ, assigned to District 2, Early Shift, Community Prosecution Unit.

On Wednesday, February 11, 2015, at 1:00 p.m., Luis L. GONZALEZ, was ordered in to the District 2 Police Station for a meeting. The meeting was attended by P.O. Guadalupe VELASQUEZ, P.O. Kevin VODICKA, A.D.A. Ann LOPEZ, Safe and Sound Coordinator Maritza UGARTE, A.C.A. Nick DESIATO, and Luis L. GONZALEZ.

At the beginning of the meeting GONZALEZ explained that the licensee, Juan C. CURIEL, was in Mexico. He stated he had been out of the country since November and was scheduled to return in February.

I explained to GONZALEZ that District 2 Captain Alfonso MORALES asked me to contact the licensee, or the person in charge to discuss the lack of police cooperation on 01/04/15, neighborhood complaints, and citations that were issued. The lack of cooperation concerns included that the police were not granted immediate access to the tavern and that they had the exit doors lock while there were patrons inside. I also explained that we had received neighborhood complaints about prostitution and strippers in the tavern. At this point, I brought up IR: 14-156-0004 from 06/05/14 the Milwaukee Police Department investigated a shots fired complaint and one of the female patrons of El Toro Bravo fought a prostitute. The incident escalated and a male who was believed to be the prostitute's pimp pointed a firearm at the security officer and fired a shot into the air. GONZALEZ was advised of the 80-10 Nuisance Ordinance and advised if these types of activities continued the tavern would be designated a nuisance.

Regarding the bar operations GONZALEZ stated that CURIEL left him in charge of operating the bar. He identified himself as the manager and he stated his duties included opening and closing the tavern, placing the beer and liquor order every week, and he was designated as the person to contact for problems. GONZALEZ stated that CURIEL's son is in charge of paying the staff which includes GONZALEZ, three female bartenders, and the security company. He stated they have security at the tavern on Friday and Saturday and Benjamin is the individual in charge. He stated Benjamin used to be armed but his permit expired so he does not carry a firearm anymore. Security pat downs the patrons and checks their identification cards. GONZALEZ acknowledged that CURIEL added Dancing by Performers to his PEP license but that they have not had any performers. It should be noted that CPU had received an email complaint on 03/14/14 that showed two dancers on the bar.

A.C.A. DESIATO had me read City Ordinance 90-27 and 90-4-4-a to GONZALEZ so he understood that the doors could not be locked when the tavern was operating and that if he was in charge of bar operations, especially if the licensee would be out of the country for long periods of time, he needed to apply for a Manager's License. It was also recommended that he have a door man control the door after 1:30 a.m. instead of their usual, illegal, practice of locking the doors to restrict access to new patrons. GONZALEZ was also provided with the non-emergency number to call the police department when he observes prostitutes in the area. GONZALEZ stated that he would apply for a Class B Manager's License and that he understood that the doors could not be locked while the bar was operating.

GONZALEZ was provided with contact information for CPU and A.C.A. DESIATO.

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Alfonso MORALES

CRIMINAL

Business Name: El Toro Bravo
Address of Licensed Premises: 2039 W National Ave
Business Phone: 414 383-1660

District: 2

Type of License: Class B Tavern 201844

Violation / Incident #

Date of Incident:

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (If no, explain in narrative section)

Licensee Notified by Officer: PO Eliel CONTRERAS

Date: 1-23-15

Time: 1:03am

Licensee or Agent's Name: Juan C CURIEL
Home Address: 2039 W National Ave

Date of Birth: 10-17-65
Home Phone: 377-5288

Co-Licensee Name:
Home Address:
Class S License Number:

Date of Birth:
Home Phone:

Bartender Name: Juliana Jessica PAREDES-JIMENEZ
Home Address: 1527 S 23rd St
Class D License Number: 0211550

Date of Birth: 1-4-92
Home Phone: 414 840-0946

Licensed Person / Public Pass. Vehicle, etc.:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:
Citation Number:

Violation & Ord. / Statute No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statute No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statute No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statute No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number:

Violation & Ord. / Statute No.:

Date of Birth:
Court Date:

Investigating Officer: Eliel CONTRERAS

District / Bureau: 24

Date: 1-25-15

Signature of Commanding Officer

Date: 2/2/15

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date. Includes a 'LICENSE INVESTIGATION UNIT' stamp and 'Received 2-6-15'.

Referred
By: [Signature]

PA-33E Narrative

This report is written by PO Eliel CONTRERAS assigned to District 2, Late Power Shift.

On Friday, 1-23-15, at approximately 1:03am Squad 2470 (PO Roman MARTINEZ and I) responded to 2039 W National Ave for a license premise check. Upon arriving on scene, I spoke with the bartender, Juliana Jessica PAREDES-JIMNENZ. During our license premise check I did not observe any visible violations and PAREDES-JIMENEZ was cooperative. End of report.



Thursday, March 05, 2015



Notice of Public Hearing

CURIEL, Juan C
EL TORO BRAVO at 2039 W NATIONAL Av
Class B Tavern and Public Entertainment Premises License Renewal Applications

Tuesday, March 17, 2015 at 8:30 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 3/17/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	2006 W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2008 W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2023 W NATIONAL AVE	MILWAUKEE, WI 53204-1158
CURRENT RESIDENT	2024 W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2024A W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2025 W NATIONAL AVE	MILWAUKEE, WI 53204-1158
CURRENT RESIDENT	2027 W NATIONAL AVE	MILWAUKEE, WI 53204-1158
CURRENT RESIDENT	2034 W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2036 W NATIONAL AVE	MILWAUKEE, WI 53204-1157
CURRENT RESIDENT	2039 W NATIONAL AVE	MILWAUKEE, WI 53204-1158
CURRENT RESIDENT	2039A W NATIONAL AVE	MILWAUKEE, WI 53204-1158
CURRENT RESIDENT	2104 W NATIONAL AVE	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2110 W NATIONAL AVE	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2114 W NATIONAL AVE 1	MILWAUKEE, WI 53204-1175
CURRENT RESIDENT	2114 W NATIONAL AVE 2	MILWAUKEE, WI 53204-1175
CURRENT RESIDENT	2114 W NATIONAL AVE 3	MILWAUKEE, WI 53204-1175
CURRENT RESIDENT	2114 W NATIONAL AVE 4	MILWAUKEE, WI 53204-1175
CURRENT RESIDENT	2114 W NATIONAL AVE 5	MILWAUKEE, WI 53204-1175
CURRENT RESIDENT	2132 W NATIONAL AVE 1	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2132 W NATIONAL AVE 2	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2132 W NATIONAL AVE 3	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2132 W NATIONAL AVE 4	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2132 W NATIONAL AVE 5	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	2132 W NATIONAL AVE 6	MILWAUKEE, WI 53204-1159
CURRENT RESIDENT	736 S 21ST ST	MILWAUKEE, WI 53204-1147
CURRENT RESIDENT	736A S 21ST ST	MILWAUKEE, WI 53204-1147
CURRENT RESIDENT	745 S 21ST ST	MILWAUKEE, WI 53204-1148
CURRENT RESIDENT	747 S 21ST ST	MILWAUKEE, WI 53204-1148
CURRENT RESIDENT	748 S 21ST ST	MILWAUKEE, WI 53204-1147
CURRENT RESIDENT	759 S 21ST ST 1	MILWAUKEE, WI 53204-1196
CURRENT RESIDENT	759 S 21ST ST 2	MILWAUKEE, WI 53204-1196
CURRENT RESIDENT	759 S 21ST ST 3	MILWAUKEE, WI 53204-1196
CURRENT RESIDENT	759 S 21ST ST 4	MILWAUKEE, WI 53204-1196
CURRENT RESIDENT	810 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	816 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	816A S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	819 S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	819A S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	820 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	820A S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	820B S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	821 S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	821A S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	824 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	825 S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	826 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	828 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	829 S 20TH ST	MILWAUKEE, WI 53204-1144
CURRENT RESIDENT	829 S 21ST ST	MILWAUKEE, WI 53204-1150
CURRENT RESIDENT	829A S 21ST ST	MILWAUKEE, WI 53204-1150
CURRENT RESIDENT	832 S 21ST ST	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	832 S 21ST ST B	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	832 S 21ST ST C	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	832 S 21ST ST D	MILWAUKEE, WI 53204-1149
CURRENT RESIDENT	833 S 21ST ST	MILWAUKEE, WI 53204-1150

CURRENT RESIDENT	833A S 21ST ST	MILWAUKEE, WI 53204-1150
CURRENT RESIDENT	833B S 21ST ST	MILWAUKEE, WI 53204-1150
CURRENT RESIDENT	900 S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	900A S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	900B S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	901 S 21ST ST	MILWAUKEE, WI 53204-1152
CURRENT RESIDENT	902 S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	902A S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	902B S 21ST ST	MILWAUKEE, WI 53204-1151
CURRENT RESIDENT	903 S 20TH ST	MILWAUKEE, WI 53204-1146
CURRENT RESIDENT	903 S 21ST ST	MILWAUKEE, WI 53204-1152
CURRENT RESIDENT	903A S 21ST ST	MILWAUKEE, WI 53204-1152
CURRENT RESIDENT	909 S 20TH ST	MILWAUKEE, WI 53204-1146

Total Records: 69

Radius: 250.0 feet and Center of Circle: 2039 W National AV

2014-2015 Plan of Operation for 2039 W NATIONAL AV

1. Litter and Noise

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: Licensee Building Owner Employees Hired Maintenance Other: _____

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____

2. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes

If yes, describe the area(s) and provide location(s): _____

Number of Garbage Cans: Inside: 2 Locations: _____
 Outside: 3 Locations: Driveway

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): 3 RESTROOMS

Provide name of solid waste contractor: ADVANCE DISPOSAL

3. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No Yes If yes, how many? 2

AND What are their responsibilities? REQUIRE ID FROM PATRONS FOR ENTRY

What security equipment do they use? BATONS

List their licensing, certification or training credentials: LICENSED COMPANY

Are there security cameras? No Yes If yes, list all locations: _____

Are searches and/or identification checks conducted upon entry? No Yes If yes, describe: _____

4. Percentage of Sales (must total 100%)

Alcohol 100 % Food Sales _____ % Entertainment _____ % Other _____ %

5. Businesses On The Premise (choose all that apply):

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Rest. | <input type="checkbox"/> Private/Fraternal/Veterans' Club |
| <input type="checkbox"/> Night Club | <input checked="" type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Hotel | <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Corner Store | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Convenience Store |
| <input type="checkbox"/> Gas Station | <input type="checkbox"/> Other _____ | | |

6. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No 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. Your hours of operation and age restriction are listed on your current license.

7. Floor Plan

Are there any changes to the current floor plan? No Yes If yes, describe _____

AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.

(1) CURRENT ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:
 Dancing by Performer(s), Karaoke, Disc Jockey, Patrons Dancing, Jukebox, 3 Amusement Machines, 2 Pool Tables

(2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD *No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

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

(3) REMOVE ENTERTAINMENT

If applicable, list any entertainment you wish to remove: _____

(4) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No Yes, describe: _____

(5) LEGAL CAPACITY OF PREMISES

92 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

(6) IDENTIFY IF SOUND AMPLIFICATION IS USED

No Yes, describe: _____

(7) DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- 1 J.C. 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.
- 2 J.C. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- 3 J.C. 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 an employee or discriminate in the selection of personnel for training or promotion on the basis of such information.
- 4 J.C. 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.
- 5 J.C. I request that my Public Entertainment Premises License Application be held subject to the processing and review requirements of the other licenses to which it is applying. I, therefore, waive the requirement of the Milwaukee Code of Ordinances Section 108-5-1b requiring that the Common Council grant or deny my Public Entertainment Premises License Application within 60 days of certification. (If you do not wish to waive this requirement, you must complete the Public Entertainment Premises Waiver Exemption Form (ccl-pepxmpt) and submit it with this application.)

(9) NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 10th day of February, 20 15

 (Clerk/Notary Public)

My Commission Expires March 22, 2015

[Signature]
 Agent/Owner/Partner

Additional Owner/Partner

*Notary Seal must be affixed.



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, March 09, 2015

COMMITTEE MEETING NOTICE

AD 13

LINA M DIEZ, RODRIGO DIEZ, Partners

908 S 4th St

Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, March 17, 2015 at 08:30 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications With 25+ Age Distinction and Requesting Disc Jockey and Patrons Dancing partnership as agent for "" for "Colombia Tropical" at 3577 S 13th St.

There is a possibility that 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 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.

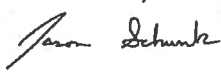
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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 OWZARSKI, CITY CLERK

BY: 

Jason Schunk
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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, March 09, 2015

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AD 13

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JIM OWCZARSKI, CITY CLERK

BY:

Jason Schunk

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: 01/08/2015
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 202442
Application Date: 01/05/2015

License Location: 3577 South 13th Street
Business Name: Colombia Tropical

Licensee/Applicant: Diez, Rodrigo
(Last Name, First Name, MI)

Date of Birth: 03/26/1940

Home Address: 908 South 4th Street
City: Milwaukee State: WI Zip Code: 53204
Home Phone: (414) 383-2382

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

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

1. On 02/14/2013 the applicant was cited at 1026 West Maple Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: \$230.00 fine
Date: 04/30/2014
Case: 14016441

This CPTED report is being submitted by Officer Carlos Felix assigned to the Community Liaison Office and Community Prosecution Unit at District Six, early shift .

On January 14, 2015 at 1:00PM, I met potential owner Rodrigo Diez at 3577 S. 13th Street which is a closed bar with no alcohol license issued at this time. I conducted a CPTED inspection of the property. The property is described as a multi use building with the business located on the first floor and an apartment above. The building is located on South 13th street, which is a two-lane road with heavy to moderate traffic. There is a cemetery across the street (east) from this property and a neighboring house less than 100 feet to the south, and a restaurant to the north, and houses across the alley to the west (rear). The business is divided into three sections that total 4400 square feet. The bar area is located in the center of the building with a large hall on north side and a dining area with a kitchen on south side. There are two bathrooms located in the center area of the building. Diez stated that he would like to confirm that the city would grant him a license before finalizing an agreement on the property and making any changes. His plans are to open and operate the bar and have someone lease out the dining area as a restaurant. I did conduct a walkthrough of the building and the parking lot as Diez discussed his plans for the business.

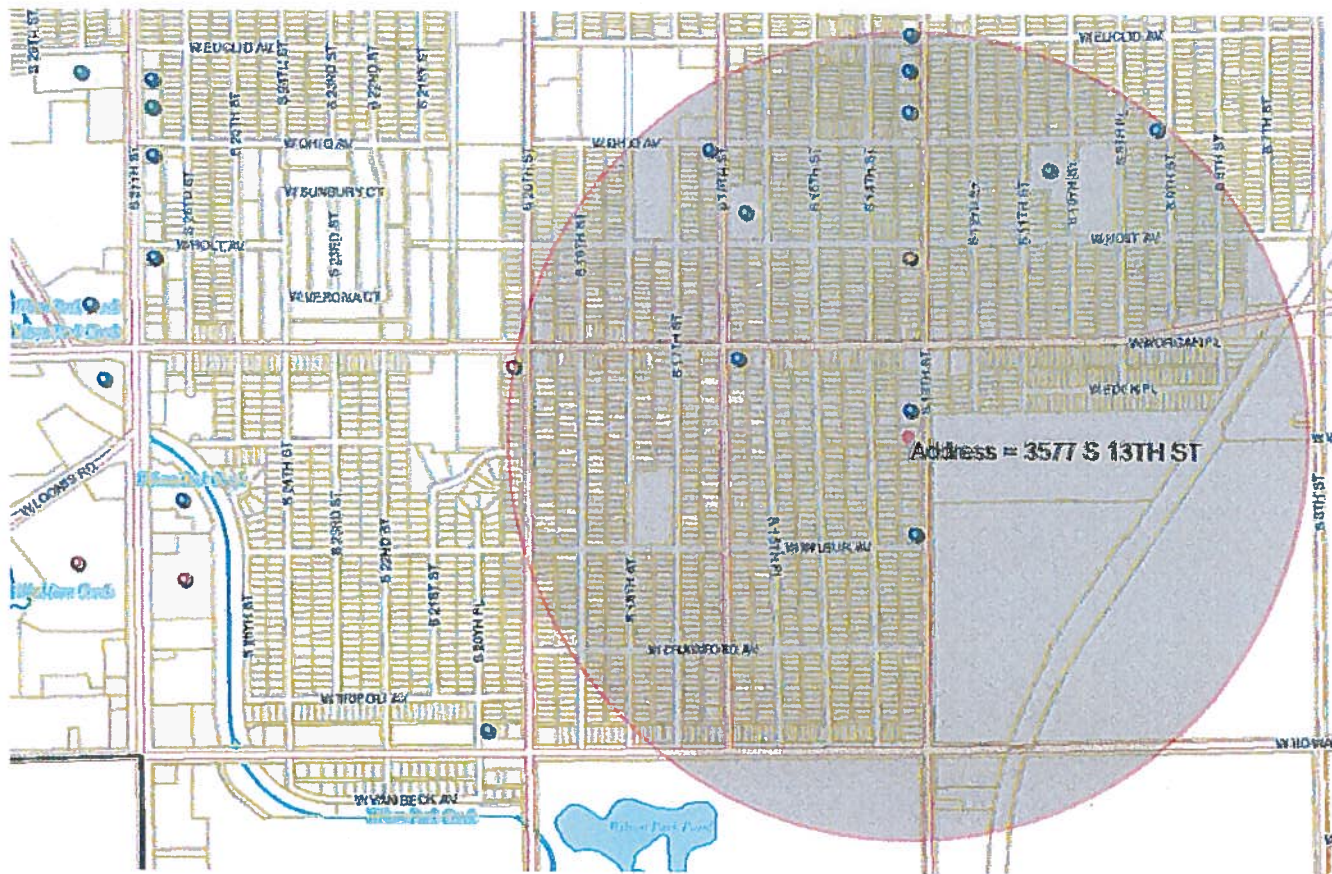
Diez stated that his projected date to open the bar area is around May 1, 2015. The hours of operation would be Sundays 9AM till 3PM, Wednesdays 8PM till 12AM, Friday 1PM till 2:15AM, and Saturdays 1:00PM till 2:15PM.

There are small windows on the building but they do not allow much of the interior to be viewed from the street. There are no security cameras in the interior or exterior of the building. Diez stated that he would have two cameras installed on the interior and four on the exterior. Diez plans on his son who will be the manager to act as security during business hours. A dress code would be enforced, which would not allow hats, sport attire, gang associated attire, and pants below the waist (butt area). A D.J. would be playing music on Friday and Saturday nights, and there would be a cover charge at the door with an age restriction of 25 years of age and above. The capacity is estimated at around 208 people for all three sections. The parking lot is located to the west behind the building and it is unknown if the lights work at this time. Diez stated that the lighting would be improved in the parking area for safety. At the minimum two people would be working during business hours.

This was the end of the CPTED inspection and Diez was given my contact information if he had any question or concerns.

Carlos Felix 015476
District Six, 935-7198

Licensed Alcohol beverage Establishments within a .5 Mile Radius Centered on 3577 S 13th St 01/05/2015							Total
License Summary							
Class A Fermented Malt Beverage Retailer's License							1
Class B Fermented Malt Beverage Retailer's License							2
Class B Tavern License							8
							Grand Total : 11
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date
J NAGADA, INC	BEST FOOD STORE	JAYANTILAL L NAGADA, Agt	3405 S 13TH ST	Class A Fermented Malt Beverage Retailer's License			12/20/2015
Blessed John Paul II Congregation	Blessed John Paul II Congregation	Diane S Miderski-Azzarello, Agt	3329 S 10th ST	Class B Fermented Malt Beverage Retailer's License			2/27/2015
Blessed John Paul II Congregation	Blessed John Paul II Congregation	Diane S Miderski-Azzarello, Agt	3344 S 16th ST	Class B Fermented Malt Beverage Retailer's License			2/27/2015
P T G, LLC	COOP'S TAVERN	JASON L MOELLER, Agt	1577 W MORGAN AV	Class B Tavern License	73		11/4/2015
CJ'S SPORTS BAR	CJ'S SPORTS BAR	JOHN E KASPRZYK, SP	3279 S 9TH ST	Class B Tavern License	51		5/2/2015
BUCKSHOTS BAR LLC	BUCKSHOTS BAR	David Nunez Cruz, Agt	3219 S 13TH ST	Class B Tavern License	25		9/20/2015
GARY J'S PUB	GARY J'S PUB	GARY M JASICKI, SP	3303 S 16TH ST	Class B Tavern License	25		12/20/2015
Southern Style Saloon LLC	Southern Style Saloon	AIMEE L REINKE, Agt	3675 S 13th ST	Class B Tavern License	80		2/10/2015
WALKER'S MAPLE GROVE, INC	MAPLE GROVE TAVERN	JULIE A MATHER, Agt	3555 S 13TH ST	Class B Tavern License	404		7/30/2015
CHRISTIE'S PUB AND GRILL, INC	CHRISTIE'S PUB AND GRILL	JASON A SCHULTZ, Agt	3261 S 13TH ST	Class B Tavern License	65		3/17/2015
SPERA, LLC	THE GYM	PETER J SPERA, Agt	3173 S 13TH ST	Class B Tavern License	45		5/21/2015



Koberstein, Jonathan

From: License
Sent: Friday, January 09, 2015 2:32 PM
To: Koberstein, Jonathan
Subject: FW: Colombia Tropical Application for License

REDACTED RECORD

From:
Sent: Friday, January 09, 2015 2:26 PM
To: License
Subject: Colombia Tropical Application for License

are objecting to the granting of license approval of applicants: Rodrigo Diez & Lina M Diez, Partners, to open a business at 3577 S. 13th St., Milwaukee.

Contact Information:

Objections:

- There is already a tavern (Walker's Maple Grove) right next door to the proposed business. Two taverns next door to each other is too many in this quiet neighborhood along the alley.
- Especially in warm weather patrons congregate in the parking lot and are exceedingly noisy, especially at closing time.

cannot leave our windows open because of loud music and loud patrons. This can result in loss of sleep and the disruption of the neighborhood.
- There is a concern for safety since the passage of the concealed carry laws have resulted in more guns on the streets. People who are drunk shoot first and regret it later. The innocent are the usual victims.
- The business parking lot (Drunken) patrons could easily cause damage to property.

garbage/trash containers have been hit by cars leaving the congested parking lot of the previous business.
- Some patrons park directly in the alley instead of the lot.
- The close proximity has resulted in patrons parking , as well as blocking the entrance to garage by parking too close to the edge of the alley.

Koberstein, Jonathan

From: License
Sent: Wednesday, January 14, 2015 11:23 AM
To: Koberstein, Jonathan
Subject: FW: colombia tropical

REDACTED RECORD

From:
Sent: Wednesday, January 14, 2015 11:15 AM
To: License
Subject: colombia tropical

I lived in the area long enough to be aware of what could and probably will happen to the neighbor in the past, meaning loud music loud noise late at night, people drinking to much and being loud, parking cars where they should not park in peoples driveways, throwing empty beer bottles and urinating in public. this is basically a residential neighbor acustomed to peace and quiet. Myself as a resident I am strong against such a business entering the neighbor. I spoke to other neighbors and they have similar concerns. This residential nieghbor is not designed to accomodate the type of establishment with the entertainment you listed on your report.

HOW TO SUBMIT OBJECTIONS:

Written objections to the granting of the license based on the proposed operation of the license premises should be submitted immediately by any interested party to the Office of the City Clerk-License Division, City Hall, Room 105, 200 East Wells Street, Milwaukee, WI 53202, or via email to license@milwaukee.gov

CITY OF MILWAUKEE
LICENSE DIVISION

WHAT TO SUBMIT IN OBJECTIONS:

Written objections must include the following information:

1. Name of the person objecting.
2. Contact information for the objector. (Mailing or Email address)
3. Information personally known to the objector that may form a basis for denial of the license application. Such information should relate to the manner in which the operation of the proposed premises will have an adverse impact on the health, safety, and welfare of the public and the neighborhood.

2015 JAN 05 P 12:07

Monday, January 05, 2015

That's all we need... to look like the streets north of Oklahoma Ave. Can't we do better? Property values will be affected.

REDACTED RECORD



JK

2015 JAN 05 P 12:07



*Office of the City Clerk
License Division
Room 105
200 East Wells Street
Milwaukee, WI 53202*

MARCH 4, 2015

CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK
ATTENTION: LICENSE DIVISION/ COMMITTEE

RE: LICENSE APPLICATION OF "COLUMBIA TROPICAL" TO OPERATE
BUSINESS SERVING ALCOHOL WITH ENTERTAINMENT (DJ/DANCING)
AT 3577 S. 13TH STREET IN MILWAUKEE , WISCONSIN 53221

THE ATTACHED EIGHT (8) PAGES CONSTITUTE A PETITION SIGNED BY
NEIGHBORHOOD RESIDENTS/HOMEOWNERS WHO **OPPOSE THE
GRANTING OF A LICENSE** TO OPERATE THE BUSINESS KNOWN AS
"COLUMBIA TROPICAL" AT THE ADDRESS SHOWN ABOVE.

THE SIGNATURES ON THIS PETITION WERE OBTAINED DURING THE
PERIOD BEGINNING FEBRUARY 9, 2015 THROUGH MARCH 3, 2015.

ON FEBRUARY 9, 2015 A MEETING WAS HELD TO DISCUSS RESIDENTIAL/
HOMEOWNER CONCERNS ABOUT THE PROPOSED BUSINESS WITH THE
PARTNERS OF THE PROPOSED BUSINESS. THE DISTRICT'S ALDERMAN,
TERRY WITKOWSKI ALSO PARTICIPATED.

SOME PETITIONERS SIGNED THE PETITION ON FEBRUARY 9, 2015.

OTHER PETITIONERS SIGNED IN RESPONSE TO A MONTH LONG DOOR-TO-
DOOR CANVASSING EFFORT CONDUCTED AFTER THAT MEETING. THE
INDIVIDUALS WHO WERE SUBSTANTIALLY INVOLVED IN COLLECTING
SIGNATURES FOR THIS PETITION INCLUDE:

THIS MULTI-PAGE PETITION IS BEING DELIVERED TO THE OFFICE OF THE
CITY CLERK OFFICE-LICENSE DIVISION ON MARCH 4, 2015. WE REQUEST
THAT IT BE ENTERED TO THE OFFICIAL RECORD OF THE LICENSE
COMMITTEE FOR THEIR REVIEW AND CONSIDERATION.

**THE PETITION REFLECTS THE DEEPLY HELD BELIEF OF
HOMEOWNERS IN THIS PRIMARILY RESIDENTIAL AND FAMILY-
ORIENTED NEIGHBORHOOD THAT THE PROPOSED BUSINESS WOULD
HAVE A SUBSTANTIAL AND NEGATIVE IMPACT ON THE QUALITY OF
LIFE THAT WE VALUE AND WISH TO PROTECT.**



BUSINESS LICENSE APPLICATION

SEE INFORMATION SHEET FOR THE TYPE OF LICENSE FOR WHICH YOU ARE APPLYING FOR ADDITIONAL FORMS REQUIRED

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

ccf busapp 10/27/14

BUSINESS CONTACT INFORMATION

Section 1

Sole Proprietor Partnership LLC Corporation Other
Legal Entity Name: Seller's Permit#:
Trade/DBA Name: COLOMBIA TROPICAL
Phone: 414-530-8221 E-mail:
Premises Address (include city, state, zip code): 3577 S. 13TH ST. MILWAU, WI 53221
Mailing Address: Same as premises address Same as home address in Section 2 Other (include city, state, zip code):

AGENT / SOLE PROPRIETOR / 1ST PARTNER INFORMATION

Section 2

FULL LEGAL NAME (Last, First & Middle Initial): DIEZ RODRIGO Date of Birth: 03-26-1940
Home Address (include city, state, and zip code): 908 S 4TH ST MILWAUKEE WI 53204
Driver's License Number/State ID #: D200-7204-0106-02 State: WI
Home Phone: 414-383-2382 Cell Phone: 414-530-8221 Cell Phone Provider: Verizon AT&T T-Mobile US Cellular Cricket Virgin Other
Percent % of Ownership Interest: Email:

LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNER(S)

Section 3

FULL LEGAL NAME (Last, First & Middle Initial): DIEZ LINA A Date of Birth: 5-18-69
Home Address (include city, state, and zip code): 906 A. SO. 4TH
Driver's License Number/State ID #: D200-5336-9678-06 State: WI
Home Phone 414-383-2382 Cell Phone: 414-347-7084 Cell Phone Provider: Sprint
Percent % of Ownership Interest: Email:
FULL LEGAL NAME (Last, First & Middle Initial): Date of Birth:
Home Address (include city, state, and zip code):
Driver's License Number/State ID #: State:
Home Phone: Cell Phone Cell Phone Provider:
Percent % of Ownership Interest: Email:

Check if there are additional partners or persons with 20% or more ownership interest. Complete additional sheets as necessary.

OCCUPANCY PERMIT STATUS AND SIGNATURE(S)

CHECK ONE: An occupancy permit has been obtained has been applied for will be obtained before operating
is not needed (will obtain home occupation statement) is not needed-reason:

I/we understand that I am/we are required to inform the City Clerk within 10 days of any substantial changes in any of the information supplied in this application. I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.
I/we understand that I/we 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.
The undersigned understands that the filing of an application does not entitle applicants to permits, and that granting of permits is in the sole discretion of the Common Council.
I/we state that this application for a license is not made for and behalf of any other person and that the applicant is not acting as an agent for, or in the employ of another. I/we certify that I am/we are the applicant and all statements are true and correct.

Rodriguez Signature of additional partner or 20% or more shareholder
Sole Proprietor, Partner, 20% or more Shareholder, or the Agent - only if there are no 20% or more shareholders

Office Use Only: Initials: Filed: Applications:
NL or NA: Last License New or Renewal Granted with No Issues or Exp Date
Paid: MPD Granted License # Note Other Lic

We, the undersigned, are making notice that we do not approve the addition of another bar or nightclub to our neighborhood, and specifically at 3577 S. 13th St."



Monday, March 09, 2015



Notice of Public Hearing

DIEZ, Lina M AND DIEZ, Rodrigo

Colombia Tropical at 3577 S 13th St

Class B Tavern and Public Entertainment Premises License Applications With 25+ Age Distinction
and Requesting Disc Jockey and Patrons Dancing

Tuesday, March 17, 2015 at 8:30 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 3/17/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	3532 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3534 S 13TH ST	MILWAUKEE, WI 53221-1721
CURRENT RESIDENT	3535 S 13TH ST	MILWAUKEE, WI 53221-1720
CURRENT RESIDENT	3536 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3538 S 13TH ST	MILWAUKEE, WI 53221-1721
CURRENT RESIDENT	3542 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3544 S 13TH ST	MILWAUKEE, WI 53221-1721
CURRENT RESIDENT	3547 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3547A S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3548 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3549 S 12TH ST	MILWAUKEE, WI 53221-1718
CURRENT RESIDENT	3549A S 12TH ST	MILWAUKEE, WI 53221-1718
CURRENT RESIDENT	3552A S 13TH ST	MILWAUKEE, WI 53221-1721
CURRENT RESIDENT	3553 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3554 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3555 S 12TH ST	MILWAUKEE, WI 53221-1718
CURRENT RESIDENT	3555 S 13TH ST	MILWAUKEE, WI 53221-1720
CURRENT RESIDENT	3557 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3557A S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3560 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3563 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3563A S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3568 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3569 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3573 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3574 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3578 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3578A S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3579 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3586 S 14TH ST	MILWAUKEE, WI 53221-1640
CURRENT RESIDENT	3589 S 13TH ST	MILWAUKEE, WI 53221-1720
CURRENT RESIDENT	3589 S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3589A S 13TH ST	MILWAUKEE, WI 53221-1720
CURRENT RESIDENT	3589A S 14TH ST	MILWAUKEE, WI 53221-1639
CURRENT RESIDENT	3600 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3601 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3606 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3607 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3607 S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3607A S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3610 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3611 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3616 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3617 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3622 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3623 S 13TH ST	MILWAUKEE, WI 53221-1722

Total Records: 47

Radius: 250.0 feet and Center of Circle: 3577 S 13th ST



Monday, March 09, 2015

Licenses Committee Notice of Hearing

Thomas & Joel Rewolinski
3577 S 13th St

Milwaukee, WI 53227

Date: 3/17/2015
Time: 08:30 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications With 25+
Age Distinction and Requesting Disc Jockey and Patrons Dancing
LINA M DIEZ, RODRIGO DIEZ, Partners
Colombia Tropical at 3577 S 13th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Monday, March 09, 2015

Licenses Committee Notice of Hearing

Lina M Diaz, Rodrigo Diaz
908 S 4th St

Milwaukee, WI 53204

Date: 3/17/2015
Time: 08:30 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications With 25+
Age Distinction and Requesting Disc Jockey and Patrons Dancing
LINA M DIEZ, RODRIGO DIEZ, Partners
Colombia Tropical at 3577 S 13th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





**ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES
SUPPLEMENTAL PLAN OF OPERATION**

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

Legal Entity Name: COLOMBIA TROPICAL

Premise Address: 3577 S. 13TH ST.

Proximity of Premises to Church, School, Daycare Center or Hospital

Is there at least 300 feet between the building and any church, school, daycare center or hospital? Yes No

Building & Business Information

a) Property Owners Name: RODRIGO/LINA DIEZ Phone Number: 414-645-8540
Address: 908 S. 4TH ST MILW. WI 53204

b) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list name and address: _____

c) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

d) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____

e) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?
 No Yes If yes, list name and address: _____

f) If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lease/buyer

Property Information (new & transfer applicants only)

a) Do you own or lease the building? Own Lease

b) Who owns the fixtures (for example, coolers, etc.)? I do

c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ included in price.

d) Total amount paid for business \$ 305000.00

e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

Submit this form with the Business License Application & Business Plan of Operation (additional forms are also required for alcohol establishments)

Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins _____ Ends _____
- b) Monthly rental \$ _____
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? _____
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
 If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): _____

Public Entertainment Premises Applicants Only

Types of Entertainment (Choose all that apply):

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

Will promoters ever be used for any of the entertainment?

No Yes, describe: _____

Legal Capacity of Premises:

_____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity: _____

If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

Notarized Signatures of Applicants

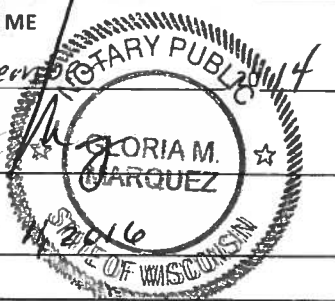
SUBSCRIBED AND SWORN TO BEFORE ME

This 20 day of December, 2014

(Clerk/Notary Public)

My Commission Expires Sept 11, 2016

*Notary Seal must be affixed.



Rodrigo Ozy
Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

[Signature]
Additional partner or 20% or more shareholder

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

New and transfer of premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



**PUBLIC ENTERTAINMENT PREMISES
SUPPLEMENTAL APPLICATION**

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

TYPES OF ENTERTAINMENT (CHOOSE ALL THAT APPLY)

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

WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No Yes, describe: _____

LEGAL CAPACITY OF PREMISES

130 (Call the Milwaukee Development Center at 414-286-8211 w questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity 5. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

IDENTIFY IF SOUND AMPLIFICATION IS USED

No Yes, describe: SPEAKERS

DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

The undersigned understands 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.
The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
The undersigned understands that applicants 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.
The undersigned has knowledge of the City Ordinances currently regulating public entertainment, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicant violates any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

60 DAY WAIVER (FOR APPLICANTS ALSO APPLYING FOR OTHER LICENSES AT THIS TIME)

I request that my Public Entertainment Premises LICENSE application be HELD subject to the review requirements of the other licenses for which I am applying. I THEREFORE waive the requirement of Milwaukee Code of Ordinances SECTION 108-5-1-b requiring THAT THE COMMON COUNCIL DENY OR GRANT MY Public Entertainment Premises application within 60 days after certification.

Signature of Applicant: Rodriguez

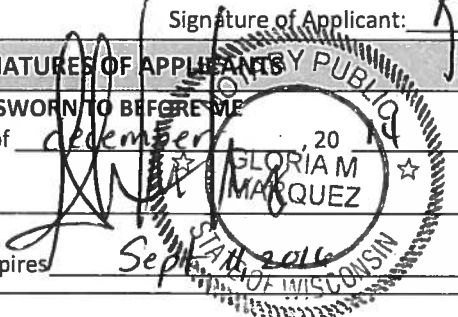
NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 20 day of December, 2014

(Clerk/Notary Public)

My Commission Expires Sept 2016



Agent/Owner/Partner

Additional Owner/Partner

*Notary Seal must be affixed.

Office Use Only: Initials: _____ Filed: _____ App: _____ Waiver Signed
 Only PEP or Waiver Not Signed: Email Mgr: _____ Granted _____ License # _____



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 11/5/14

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

1. Type of Business

Is this application for an Extended Hours Establishment License? No Yes

Provide a detailed description of the type of business you plan on operating:

BAR

Do you have any experience operating this type of business? No Yes

If yes, explain: I HAD A BAR FOR 13 YRS. (OLD HOUSE)

2. Business Operations

- a) Proposed Opening Date: APRIL 30/15
- b) Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c) Is this a franchise? No Yes
- d) Is this premises currently licensed? No Yes If yes, list type of license: _____
- e) Is the current licensee operating? No Yes If no, list date closed: _____
- f) What other types of licenses/permits will you hold at this location? (check all that apply)
 - Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
 - Secondhand Dealer Precious Metal & Gem Other: None.
- g) Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- h) Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- i) Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Premises Description

- a) Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 - 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 - Other: Describe: _____
- b) Describe Location: Major Thoroughfare Secondary Street Other: 13th st.
- c) Nearest Major Cross Street: MORGAN ST.
- d) Describe Building: Free Standing Building Strip Mall Other: _____
- e) Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f) Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g) Are there off-street parking places? No Yes If yes, how many? 30 CARS
- h) Property Owner's Name: RODRIGO DIEZ Phone Number: 414-645-8540
Address: 908 S 4TH ST.

4. Businesses On The Premises (check all that apply):

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
 Night Club Tavern Cocktail Lounge Teen Club
 Bowling Alley Hotel Banquet Hall Sports Facility

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
 Gas Station Amusement/Phonograph Distributor Auto Wrecker
 Used Car Dealer Used Auto Parts Personal Service Establishment Recording Studio

5. Legal Capacity (only if a Type 1 premises in #4 above)

Capacity _____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Cigarettes _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Food _____ %	Entertainment _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

7. Litter and Noise Control

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. Number of Garbage Cans: Inside: 4 Locations: Bar and BATHROOMS
 Outside: 1 Locations: _____
- e. Describe sanitation facilities (restrooms): _____
- f. Name of solid waste contractor: Waste Management
- g. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- h. Will a sound amplification system be used? No Yes If yes, describe: SPEAKERS

8. Customers

- a. Will customers be entering the premises? No Yes
- b. Are there designated outdoor smoking areas? No Yes If yes, describe: PARKING LOT
- c. Is a crowd control barrier used? No Yes If yes, describe: _____

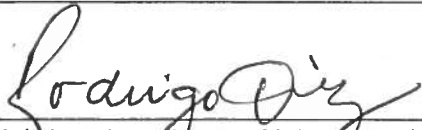
9. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday					
Monday	1.00 PM	1.00 AM	20	25 AND UP	25 & up
Tuesday	1.00 "	1.00 "	20	"	25 up
Wednesday	1.00 "	1.00 "	15	"	25 up
Thursday	1.00 "	1.00 "	15	"	25 up
Friday	1.00 "	2.00 "	40	"	25 up
Saturday	1.00 "	2.30 "	70	"	25 up

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday,
unless otherwise approved by Common Council in licensee's plan of operation.

10. Required Signature(s)



Sole Proprietor, Partner, 20% or more Shareholder, or
Agent - only if there are no 20% or more shareholders

Signature of additional partner or 20% or more
shareholder

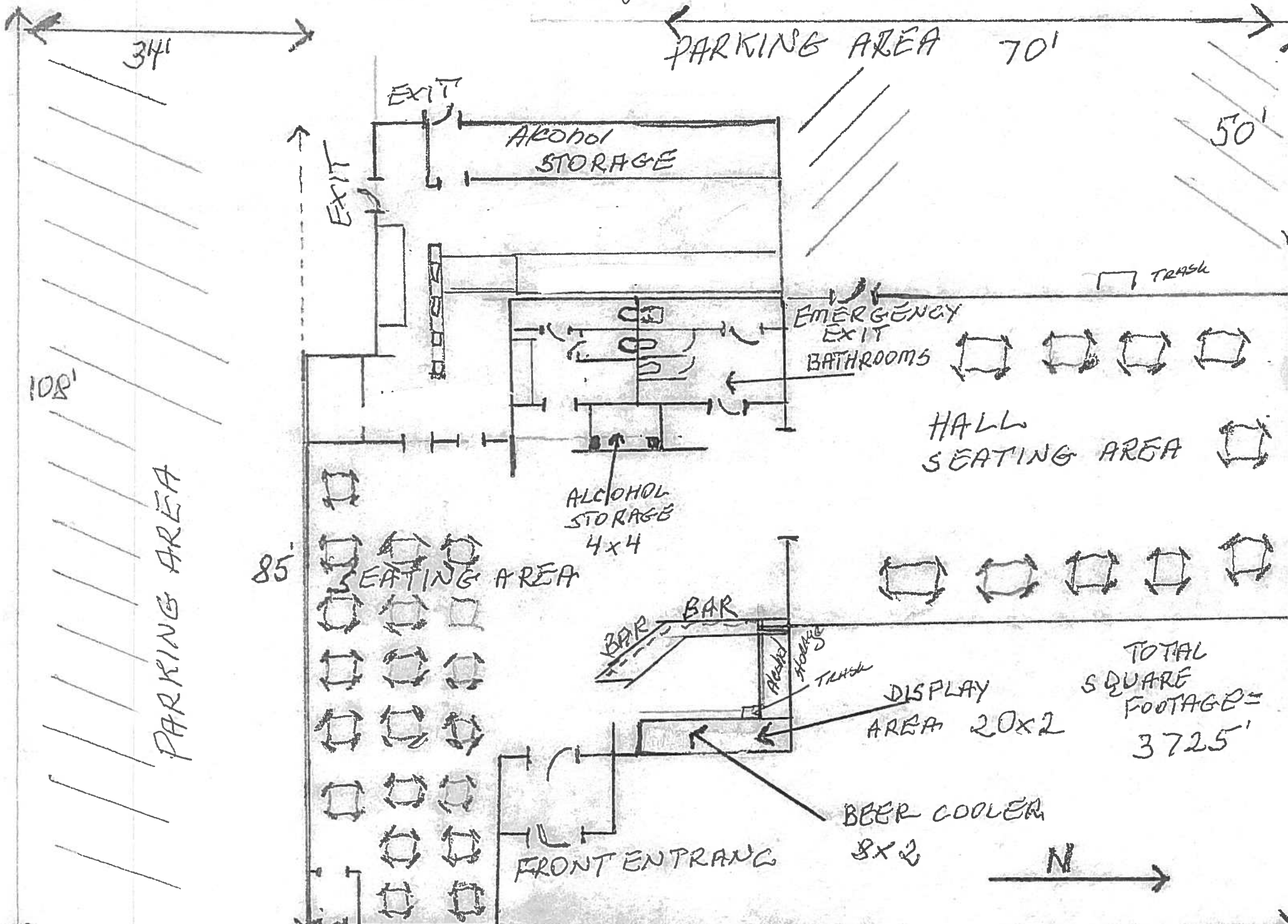
SUBMIT THIS FORM WITH:

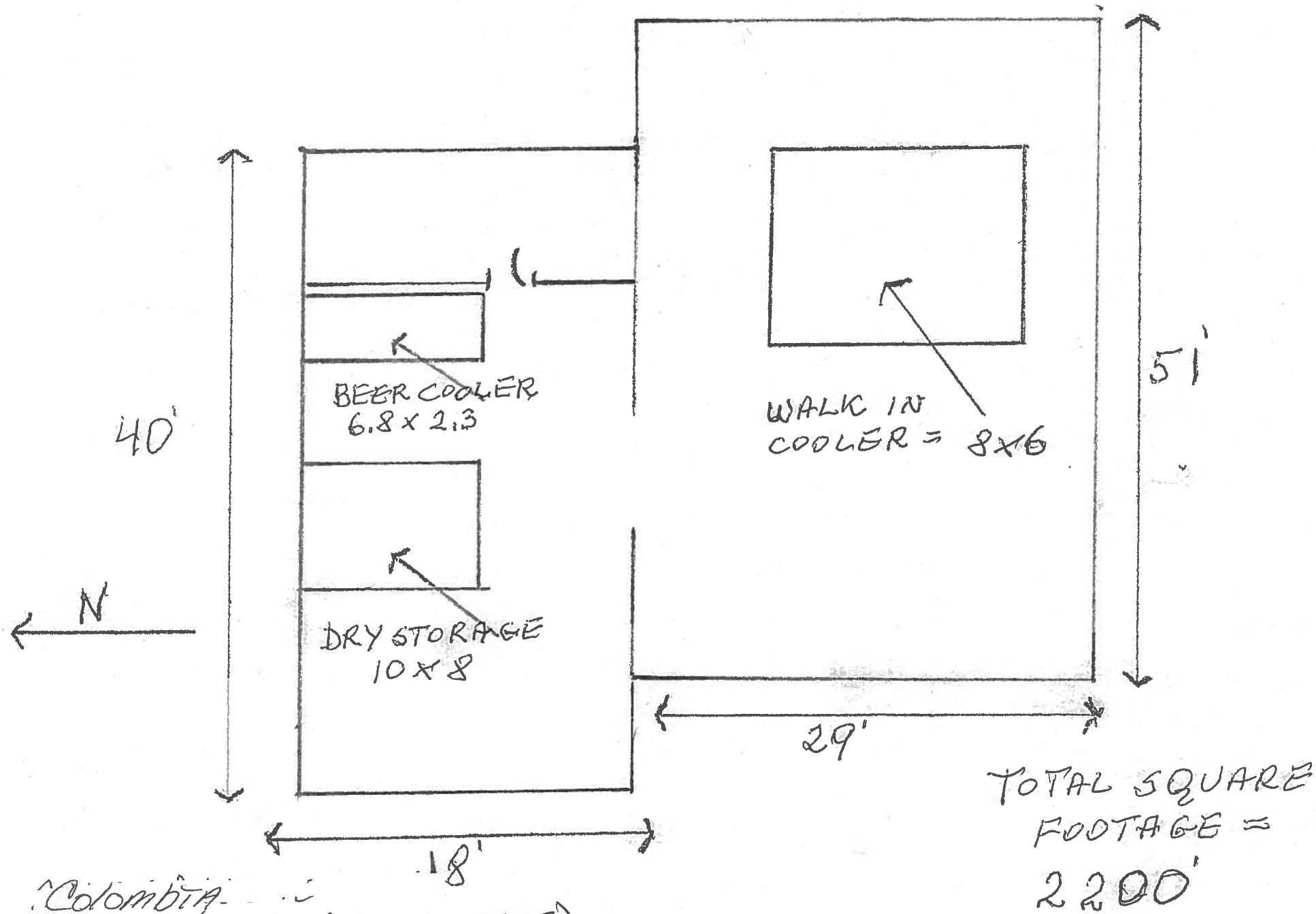
BUSINESS LICENSE APPLICATION &

SUPPLEMENTAL PLAN OF OPERATION

FOR THE SPECIFIC LICENSE TYPE FOR WHICH YOU ARE APPLYING

Colombia Tropical Rodríguez & Lina Díez 3577 S. 13th ST DATE Dec 19, 201





Colombia
TROPICAL (BASEMENT)

35 77 5, 13 5T
DATE: Dec 19 2014

Rodrigo & Lina Diez