



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, March 06, 2026

COMMITTEE MEETING NOTICE

AD 12

ESCOBAR, Valdemar, Agent
FIESTA 1407, LLC
3621 S CHEROKEE WA
MILWAUKEE, WI 53221

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, March 24, 2026 at 08:45 AM

Regarding: Your Class B Tavern License Application as agent for "FIESTA 1407, LLC" for "FIESTA CAFE" at 1407 S 1ST St.

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

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/14/26

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 3898108

Application Date:

License Location: 1407 S 1st St

Business Name: Fiesta Cafe

Licensee/Applicant: Escobar, Valdemar
(Last Name, First Name, MI)

Date of Birth: 12/09/67

Home Address: 3621 S Cherokee Way

City: Milwaukee

State: WI Zip Code: 53221

Home Phone:

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

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

1. On 11/06/20 the applicant was cited in the City of Milwaukee at 1937 W. Forest Home Avenue for Food Dealers License Required and Mask Required Indoors

Charge 1: Food Dealers License Req'd / Mask Required

Finding: Guilty

Sentence: Fine

Date: 10/18/21

Case: 20043597/20043599

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/14/26

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 389108

Application Date:

License Location: 1407 S. 1st

Business Name: Fiesta Café & Bar Dos

Licensee/Applicant: Coto-Valentin, Roberto
(Last Name, First Name, MI)

Date of Birth: 02/20/74

Home Address: 3026 S. 39th St

City: Milwaukee

State: WI Zip Code: 53215

Home Phone:

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

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

1. On 06/06/15, Saul Mazaba-Jimenez (33% Shareholder) was charged with OWI in West Allis Municipal Court. On 09/23/15, he was convicted and his license was revoked for 6 months.

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2. On 06/06/24 at 10:11a.m., Milwaukee Police conducted a License Premise check at 1407 S. 1st St., along with an agent from the Wisconsin Department of Revenue Alcohol and Tobacco. This was in regards to complaints the business was operating without licensed bartenders. The officers found the agent to be on scene and were advised a spouse and business partner were in the process of obtaining their licenses. The agent was advised to retain invoices on premises for two years.

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PREVIOUS PREMISE

Date:1/14/26
Officer: PO Vodicka

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Fiesta Café
Address: 1407 S 1st St
Phone:

Owner: Fiesta 1407 LLC
Owner address: 1407 S 1st St
City State Zip: Milwaukee, WI 53204
Owner Phone: 414-349-0200
Owner email: fiestagaribaldiact@gmail.com

Licensee/Agent: Valdemar ESCOBAR
Home Address: 3621 S Cherokee Way
City State Zip: Milwaukee, W 53221
Phone: 414-349-0200
Email: fiestagaribaldiact@gmail.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date:

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 8a-2a 24 hours Y N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: "
Sat: "

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: PEP #:
Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: 4 months
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many: 4

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned/posted capacity 99
 26. What is the minimum number of employees that will be on premise 7
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

32. How many security personnel are going to be employed: 3-4*
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Security
 39. Will a guard monitor the overflow crowd at all times? Yes No

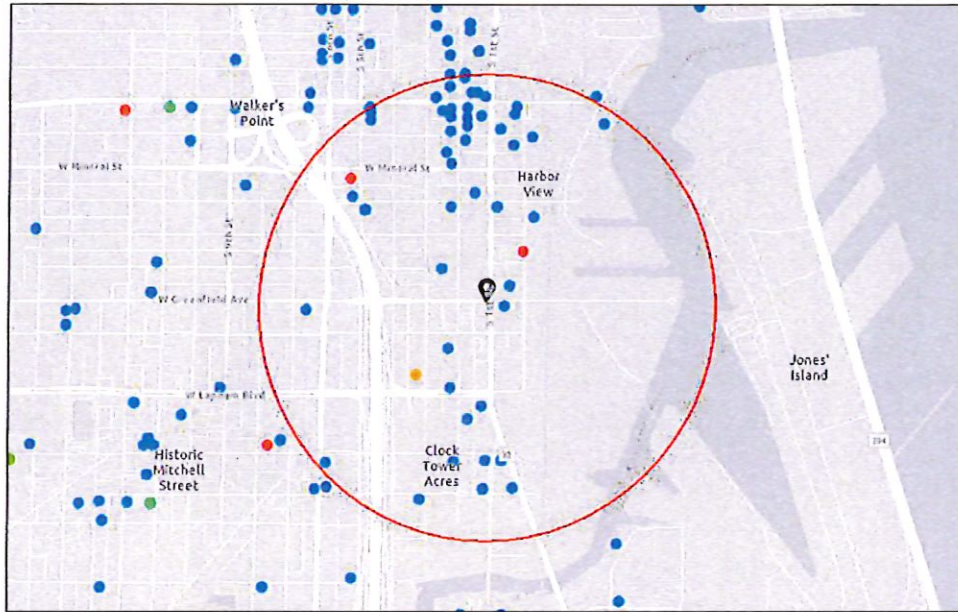
ADDITIONAL COMMENTS/RECOMMENDATIONS:

* 3-4 security will be at location during special events only

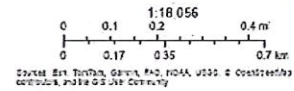
Area of Interest (AOI) Information

Area : 21,862,585.55 ft²

Jan 12 2026 14:29:17 Central Standard Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
 - Class A Liquor and Malt
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	51		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2026, 6:00 PM	1
2	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		1/19/2026, 6:00 PM	1
3	ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160	2/12/2026, 6:00 PM	1
4	Cheesehead Events, LLC	The Factory on Barclay	MEI LYN NELSON, Agt	1120 S Barclay ST	Class B Tavern License	400	1/22/2026, 6:00 PM	1
5	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2026, 6:00 PM	1
6	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	939 S 2nd ST	Class B Tavern License		2/26/2026, 6:00 PM	1
7	Love's Lounge, LLC	Love's Lounge	MONTE A LOVE, Agt	201 W Mitchell ST	Class B Tavern License		2/9/2026, 6:00 PM	1
8	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/4/2026, 7:00 PM	1
9	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2026, 7:00 PM	1
10	FREIGHT38 LLC	FREIGHT 38	ADAM L SMITH, Agt	838 S 1ST ST	Class B Tavern License	80	3/2/2026, 6:00 PM	1
11	La Dama, LLC	La Dama	Emmanuel Corona Melendez, Agt	839 S 2ND ST	Class B Tavern License		3/8/2026, 7:00 PM	1
12	AAL MM, INC.	Arts At Large Cafe	Ursula G Flores, Agt	1100 S 5th ST	Class B Tavern License		3/31/2026, 7:00 PM	1
13	AAL MM, INC.	Arts At Large Cafe	Ursula G Flores, Agt	1100 S 5th ST	Class B Tavern License	512	3/31/2026, 7:00 PM	1
14	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2026, 7:00 PM	1
15	TwoBirds, LLC	Fernweh/Ivy House	Tyler T Curran, Agt	906 S BARCLAY ST	Class B Tavern License	355	3/31/2026, 7:00 PM	1
16	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	4/20/2026, 7:00 PM	1
17	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2026, 7:00 PM	1
18	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2026, 7:00 PM	1

19	LA BARBUE LLC	Giving Tree Garage	Nathaniel A Davauer, Agt	902 S 2ND ST	Class B Tavern License		5/29/2026, 7:00 PM	1
20	Dream Lab LLC	Dream Lab	Shawn A Kazubowski, Agt	738 S 3RD ST	Class B Tavern License		5/19/2026, 7:00 PM	1
21	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2026, 7:00 PM	1
22	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2026, 7:00 PM	1
23	Owl Club LLC	Boone & Crockett / The Cooperage	Emily C Dell, Agt	818 S Water ST	Class B Tavern License	685	6/15/2026, 8:46 AM	1
24	Liquid Elevation LLC	La Pina	Patrick L Todd, Agt	1801 S 3RD ST	Class B Tavern License		6/1/2026, 7:00 PM	1
25	LaCage, LLC	LaCage Nite Club	DAVID G WOLZ, Agt	801 S 2ND ST	Class B Tavern License		6/15/2026, 7:00 PM	1
26	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/30/2026, 7:00 PM	1
27	La Mexicana	La Mexicana	Arturo Cuevas-Silvestre, SP	101 E MITCHELL ST	Class B Tavern License	82	7/14/2026, 7:00 PM	1
28	WISCONSIN INVESTMENT GROUP, INC	HARBOR ROOM	Robert K Murphy, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2026, 7:00 PM	1
29	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2026, 7:00 PM	1
30	Kaizenmke, LLC	Cute Robot Japanese Kitchen	Janet L Boettner, Agt	704 S 2ND ST	Class B Tavern License		7/28/2026, 7:00 PM	1
31	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2026, 7:00 PM	1
32	Experience Milwaukee LLC	Experience Milwaukee	Steven L Glynn, Agt	123 E WALKER ST 115	Class B Tavern License		7/14/2026, 7:00 PM	1
33	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	7/21/2026, 7:00 PM	1
34	POP MKE, LLC	POP	Marcus L Wise, Agt	124 W NATIONAL AV	Class B Tavern License		9/22/2026, 7:00 PM	1
35	Braise Restaurant, LLC	Braise Restaurant	David K Swanson, Agt	1101 S 2nd ST	Class B Tavern License	202	9/2/2026, 7:00 PM	1
36	A&H Foods LLC	El Paso Foods	Amir Nagati F Mavrakis, Agt	1559 S 3rd ST	Class A Fermented Malt Beverage Retailer's License		9/20/2026, 7:00 PM	1
37	MULTIVERSE, INC	WOODY'S	Alan F Kettering, Agt	1579 S 2ND ST	Class B Tavern License	99	10/12/2026, 7:00 PM	1

38	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		10/8/2026, 7:00 PM	1
39	Canni LLC	Canni	Colin J Gazinski, Agt	810 S 5TH ST	Class B Tavern License		10/1/2026, 7:00 PM	1
40	LA BARBUE LLC	Pomeroy	Nathaniel A Davauer, Agt	723 S 2ND ST	Class B Tavern License		10/23/2026, 7:00 PM	1
41	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2026, 7:00 PM	1
42	MJ DePalma, LLC	The Dark Horse Tavern	MONICA J DE PALMA, Agt	1517 S 2ND ST	Class B Tavern License	80	11/27/2026, 6:00 PM	1
43	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2026, 6:00 PM	1
44	Momo Mee INC	Momo Mee	Alexis T Henningsen, Agt	110 E GREENFIELD AV	Class B Tavern License	150	11/18/2026, 6:00 PM	1
45	Creative Increase LLC	Vieux	Marcos A Ramos Garcia, Agt	1619 S 1st ST	Class B Tavern License		11/24/2026, 6:00 PM	1
46	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2026, 6:00 PM	1
47	1033 Omakase LLC	1033 Omakase	Theeraporn Phelleung, Agt	1033 S 1ST ST	Class B Tavern License		12/15/2026, 6:00 PM	1
48	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/23/2026, 6:00 PM	1
49	CORK MKE LLC	CORK MKE	Christopher M Homayouni, Agt	1039 S 5TH ST	Class B Tavern License		1/21/2027, 6:00 PM	1
50	TRANSFER, INC	TRANSFER PIZZERIA CAFE	JOHN M ROSSETTO, Agt	101 W MITCHELL ST	Class B Tavern License	99	1/13/2027, 6:00 PM	1
51	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2027, 6:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Friday, March 06, 2026



Notice of Public Hearing

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ESCOBAR, Valdemar, Agent
Fiesta Cafe at 1407 S 1ST St
Class B Tavern License Application

Tuesday, March 24, 2026 at 8:45 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 3/24/2026 at 8:45 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

CURRENT OCCUPANT	1320 S 1ST ST# 321	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 322	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 323	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 324	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 325	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 326	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 327	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 404	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 405	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 406	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 407	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 408	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 409	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 410	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 411	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 412	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 413	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 414	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 415	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 416	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 417	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 418	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 419	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 420	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 421	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 422	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 423	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 424	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 425	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 426	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 427	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1429 S 2ND ST	MILWAUKEE, WI 53204-2927
CURRENT OCCUPANT	1431 S 2ND ST	MILWAUKEE, WI 53204-2927

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Total Records: 79

Radius 250 feet and Center of the Circle: 1407 S 1st St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

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

Cafe and coffee bar

Do you have any experience operating this type of business? No Yes If yes, explain: *Ran it before I leased it*

2. Business Operations

- a. Proposed Opening Date: ASAP
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 1/19/26
- 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. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): 1937 W. Foresthome, 2086 S. 20th
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 8 Locations: Bathroom, kitchen, bar, front area
Outside: 2 Locations: Dumpster, patio
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Eagle

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 24 and describe the parking security plan: Cameras
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) _____
- d. Will there be security cameras? No Yes If yes, how many? 6 and list locations: Bar, dining kitchen, outside
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>15</u> %	Food <u>85</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other _____% Describe: _____
Pawnbroker Activity _____%			

7. Businesses/Licenses 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
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel : Number of Floors: _____ Number of Rooms: _____
 Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
- Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
- Used Car Dealer Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit Cigarette, Tobacco, Electronic Vape Products Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. 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: 1st Street off Greenfield

c. Nearest Major Cross Street: Greenfield Ave

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: Milan Damjanovich Phone Number: Tom Miller in charge 414-331-2219

Building Owner Address: 4703 W Jackson Pkwy, Milwaukee, WI 53219

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes


Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8am	2am	50	30+	None
Monday	↓	↓	↓	↓	↓
Tuesday	↓	↓	↓	↓	↓
Wednesday	↓	↓	↓	↓	↓
Thursday	↓	↓	↓	↓	↓
Friday	↓	↓	↓	↓	↓
Saturday	↓	↓	↓	↓	↓

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)


Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



**ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES
SUPPLEMENTAL APPLICATION**

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: <u>Fiesta 1407, LLC</u>
Premise Address: <u>1407 S. 1st Street</u>
Proximity of Premises to Church, School, Daycare Center or Hospital
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
"Service Bar Only" Designation
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.
Business Information
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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.
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
Property Information (New & Transfer Applicants Only)
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>Valdemar Escobar</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>0</u>
e) Total amount paid for goodwill of the business \$ <u>0</u>
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.

Form Continues on next page →

See Application Information for a list of all required application forms.

Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins 2018 Ends 2027
- b) Monthly rental \$ 4300.00
- 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)? 15
- 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 taxes - which have included
- 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): _____

Responsible Beverage Server Training

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin? No Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? No Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? No Yes

If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

Valdemar Escobar
Print Name of Individual/Partner/Agent

[Signature]
Signature of Individual/Partner/Agent

Signature

[Signature]
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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.

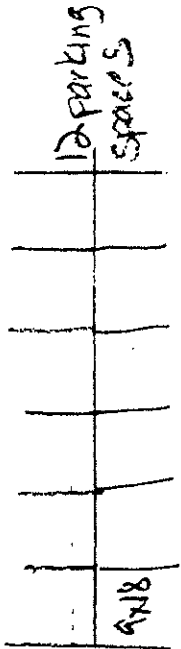
New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu

Greenfield Avenue

N 91

Fiesta 14071, LLC
DBA Fiesta Cafe
1407 S. 1st Street
Milwaukee, WI 53204
Agent Valdemar Escobar



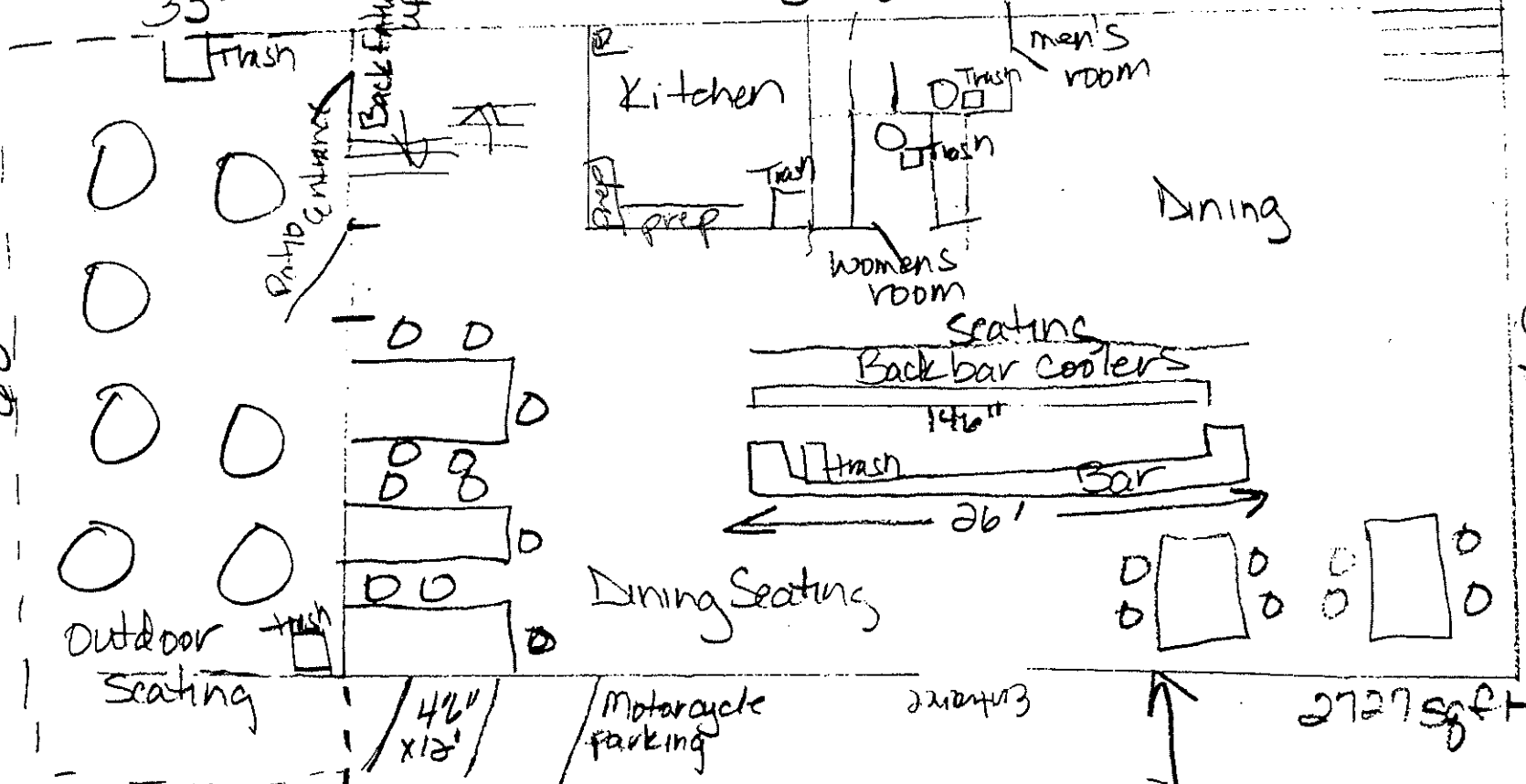
63'

35'

50'6"

Entrance

1/9/26



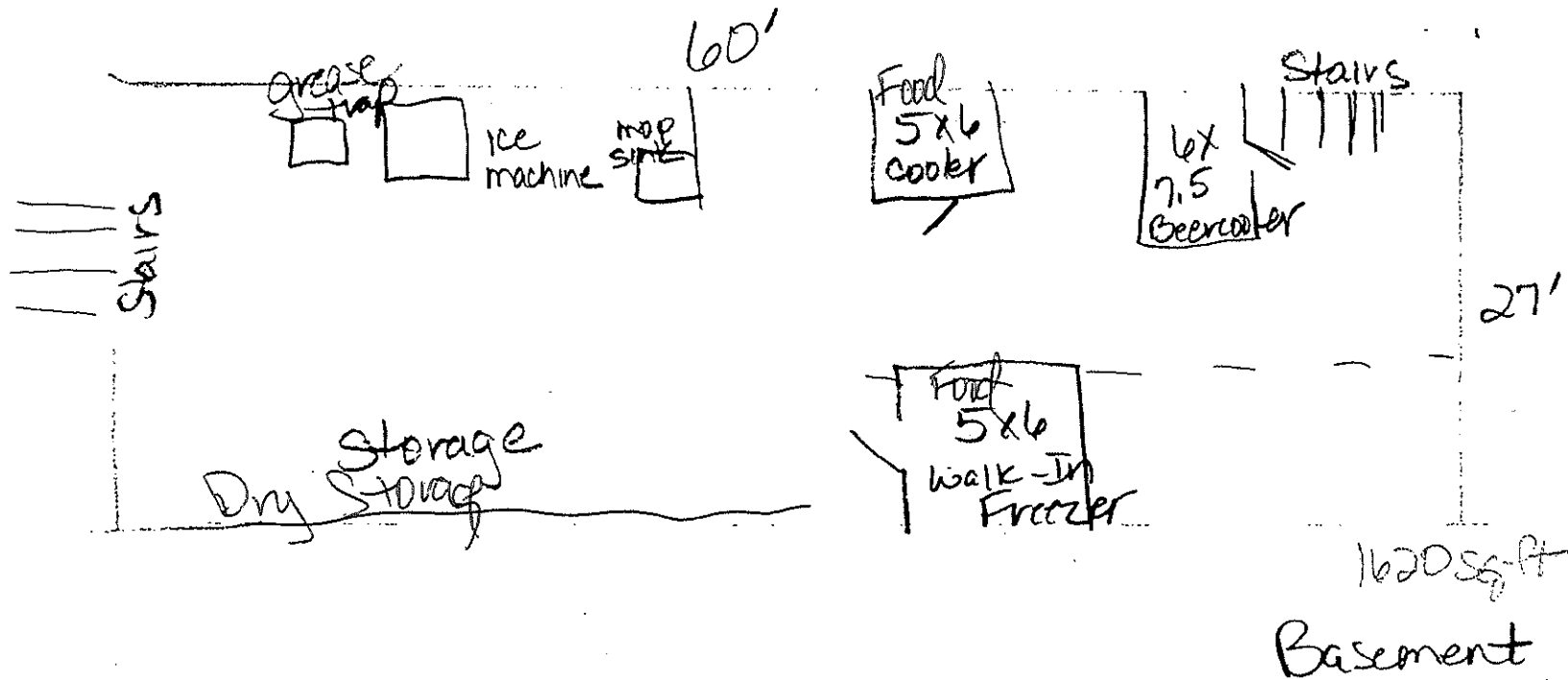
51'

First Street

93' →

144'

N ↑



Fiesta 1407, LLC
DBA Fiesta Cafe
1407 South First Street
Milwaukee, WI 53204
Agent Valdemar Escobar
1/9/20