

To: City of Milwaukee Common Council Members (via City Clerk)
Cc: Jim Owczarski - Milwaukee City Clerk (via email)
Jim Cooney City of Milwaukee License Division Manager (via email)
Richard's Grocery (via email)
JoAnna Bautch, Executive Director of VIA (via email)
Brisa Van Galen, Economic Director of VIA (via email)
From: Attorney Michael S. Maistelman
Date: March 2, 2026
Re: Class A Fermented Malt Beverage and Food Dealer License Renewal Application
Richard's Grocery – Revised Mitigation Plan and Amendment to Plan of Operation

INTRODUCTION

Richard's Grocery has proudly served the Greenfield Avenue neighborhood for approximately thirty-two (32) years. During that time, the store has not been suspended and has never been cited for the sale of alcohol or tobacco to minors.

The concerns raised at the February 18, 2026, hearing stemmed from an exterior incident and the failure of two employees to properly cooperate with Milwaukee Police Department (MPD). Those employees were temporarily working while the owner was out of the country attending to his seriously ill mother. The owner acknowledges that the response on that date fell short of expectations and accepts responsibility for ensuring that such circumstances do not recur and that those individuals will never work in the store again.

This Plan reflects the Applicant's commitment to accountability, cooperation with law enforcement, and continued service to the neighborhood.

COMMITMENT TO PROGRESSIVE AND PROPORTIONAL RESOLUTION

The Applicant respectfully recognizes the City's authority to impose discipline where warranted. At the same time, after three decades of operation without suspension, the Applicant respectfully requests that any discipline be proportionate and consistent with Milwaukee's tradition of progressive enforcement.

A lengthy suspension of beer sales would have significant operational consequences, including potential loss of perishable inventory. The Applicant therefore seeks a balanced resolution that ensures accountability while allowing continued grocery service to neighborhood families.

1. Full Cooperation Policy with Law Enforcement

Effective immediately:

- All employees are required to fully cooperate with MPD investigations.
- Surveillance footage will be retained for a minimum of 30 days.
- Video will be provided immediately upon lawful request.
- Any employee who fails to cooperate with law enforcement will be terminated.

2. Mandatory On-Site Ownership and Management Presence

- The owner and licensed agent, Nader A. Asad, will maintain regular, ongoing in-person oversight of the premises throughout the week to ensure continuous supervision, compliance, and operational accountability.
- The owner's brother, Naser A. Asad, will provide on-site operational support and supervision during store business hours.
- Management contact information will be provided to Milwaukee Police Department District 2, the Alderwoman's office, and the Licensing Division.
- A security person will be assigned to provide monitoring and deterrence during business hours. The security person will be unarmed and focused on maintaining lawful order and preventing nuisance activity.
- The following individuals are expressly prohibited from entering or being present on the premises:

Anas Shaukat Salem
Sadam Shaukat Salem

3. Surveillance and Exterior Monitoring

The premises is equipped with:

- Seven (5) interior cameras.
- Two (3) exterior cameras covering all entrances and perimeter areas.

Exterior activity is continuously visible to staff via live camera feeds. Current retention periods are thirty (30) days. The Applicant will evaluate upgrades to extend retention and will provide footage upon lawful request.

4. MPD Fusus Camera Integration

The Applicant will register the premises with Milwaukee Police Department District 2 under MPD's Fusus camera-sharing program.

- Coordinate onboarding with MPD.
- Provide remote access to designated exterior cameras.
- Maintain camera functionality and address outages promptly.
- Expand or reposition cameras if recommended by MPD.

5. MPD CPTED Assessment

The Applicant will schedule a Crime Prevention Through Environmental Design (CPTED) assessment with Milwaukee Police Department District 2 and implement reasonable recommendations regarding lighting, visibility, video coverage, and access control. A representative of VIA will be invited to attend this meeting.

6. Exterior Accountability and Perimeter Control

The Applicant accepts responsibility for maintaining order on the exterior perimeter.

- Continuous exterior monitoring via cameras.

- Enforcement of no-loitering policies.
- Contacting MPD when necessary.
- Filing restraining orders against repeat offenders.
- Three (3) documented exterior litter sweeps per day.
- Written sweep log maintained on-site.

7. Community Engagement and Transparency

- Join VIA and other neighborhood organizations.
- Attend monthly District 2 Crime and Safety Meetings.
- Periodically file public records requests to monitor reported activity.

8. Security and Environmental Improvements

A. Lighting

Per the recommendations of MPD District 2, the Applicant will install or adjust exterior light fixtures as needed to:

- Provide adequate illumination for security purposes;
- Deter loitering and criminal activity;
- Minimize glare and impact on neighboring properties.

B. Signage

Clear signage will be posted stating:

- “No Loitering”
- “Premises Under Video Surveillance”
- “Police Will Be Contacted for Loitering, Littering, Loud or Disruptive Behavior, or Criminal Activity.”

A security personnel member will continue to be at the premises at all times.

9. Loitering and Premises Control

Non-customers and customers who have completed purchases will not be permitted to loiter.

Individuals will not be permitted to:

- Remain on the premises without conducting legitimate business;
- Block entrances or exits;
- Park on the property without patronizing the store;
- Engage in disorderly, disruptive, or unlawful conduct.

Management and staff will promptly address loitering and nuisance activity and will contact MPD District 2 when necessary.

10. Litter Control

Staff will inspect and clean the exterior perimeter no fewer than three (3) times daily.

11. Employee Training and Operational Compliance

The Applicant will implement structured employee training to ensure compliance with all licensing and public safety requirements.

Training will include:

- Alcohol and tobacco sales compliance, including strict age-verification procedures and refusal-of-sale protocols.
- Prevention of sales to intoxicated persons.
- Immediate contact with Milwaukee Police Department when criminal or disorderly activity occurs.
- Enforcement of no-loitering policies.
- Exterior monitoring responsibilities and documentation of litter sweeps.
- Proper documentation and preservation of surveillance footage.

All employees will receive training upon hire and refresher training on a quarterly basis. Training sessions will be documented in writing and maintained on-site for inspection. Any employee found violating alcohol or tobacco compliance policies will be subject to disciplinary action, up to and including termination.

12. Employee Background Screening

All current and future employees will be screened through Wisconsin Circuit Court Access (CCAP).

If an employee is found to have a criminal record involving violence, firearms, theft, or other conduct inconsistent with public safety or lawful store operations, management will evaluate continued employment and may take appropriate corrective action, including termination.

13. Meeting with VIA Economic Development

On February 27, 2026, the Applicant and his counsel met with JoAnna Bautch, Executive Director of VIA and Brisa Van Galen, Economic Development Director of VIA to:

- Hear and understand VIA's concerns;
- Discuss safety and neighborhood quality-of-life issues;
- Identify additional operational safeguards;
- Establish a constructive working relationship moving forward.
- Joining and becoming active in VIA.
- We will stop selling single serving alcoholic beverages. We are permitted to sell our current stock of serving single alcoholic beverages for the next 6 months, concluding by September 3, 2026.

14. Participation in the City of Milwaukee Pivot Program

The Applicant will register for and participate in the City of Milwaukee Pivot Program to strengthen regulatory compliance and operational oversight and meet with MPD District 2 Community Liaison Officers.

15. Neighborhood and Community Engagement

The Applicant will engage with Neighborhood Watch groups and attend MPD District 2 safety meetings.

16. 24/7 Contact Availability

A direct phone number will be provided to Milwaukee Police Department District 2 and to the Alderwoman's office to ensure immediate access to store management regarding any concerns or incidents.

17. Ongoing Communication and Community Coordination

The store will maintain an active working relationship with neighborhood residents, Milwaukee Police Department, and the Alderwoman's office to promptly address any concerns.

Nader A. Asad Naser A. Asad
Phone: 414-334-0125 Phone: 414-241-8850
Email: naasad@aol.com

18. Bona Fide Grocery Operations and Premises Control

Richard's Grocery operates as a bona fide grocery store serving the daily needs of the surrounding neighborhood.

The store sells and will continue to sell staple food products including:

- Gallon milk and smaller container sizes
- Eggs
- Bread (multiple varieties)
- Fresh produce
- Rice and pasta
- Canned vegetables
- Fresh or frozen meat products

Richard's Grocery participates in Wisconsin's Electronic Benefit Transfer (EBT) program, including FoodShare, and accepts QUEST card benefits to serve low-income residents.

CONCLUSION

Richard's Grocery has proudly served the Greenfield Avenue neighborhood for approximately thirty-two (32) years. During that time, the store has not been suspended and has never been cited for the sale of alcohol or tobacco to minors. The Applicant values that history and does not take it lightly.

The concerns raised in this matter have been addressed directly and constructively through the structured safeguards outlined in this Plan. Ownership has accepted responsibility, implemented

corrective oversight measures, strengthened cooperation protocols with Milwaukee Police Department, and committed to ongoing community engagement.

In light of the store's long-standing compliance history, its clean disciplinary record, and the concrete mitigation measures now in place, the Applicant respectfully requests renewal of its beer license and the opportunity to continue serving the neighborhood under the enhanced operational standards set forth herein.

Respectfully submitted,

Michael S. Maistelman
Attorney for Applicant
Maistelman & Associates, LLC