



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, May 16, 2024

COMMITTEE MEETING NOTICE

AD 14

MALACARA, Mario C, Agent
Blackwood Bros Restaurant and Social Club LLC
3001 S KINNICKINNIC Av
Milwaukee, WI 53207

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

Wednesday, May 29, 2024 at 11:25 AM

The access code is <https://meet.goto.com/790544861>. If you wish to call in: [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 790-544-861
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Renewal Applications as agent for "Blackwood Bros Restaurant and Social Club LLC" for "Chowder" at 3001 S KINNICKINNIC 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

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

Crite, Yvette

From: Cooney, Jim
Sent: Tuesday, May 14, 2024 9:35 AM
To: Crite, Yvette
Cc: Martin, Faviola; Milano, Marissa
Subject: FW: License Committee: Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC (Mario Diaz Herrera and Mario Malacara)

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED
BY


Please add

From: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>
Sent: Monday, April 29, 2024 1:43 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: FW: License Committee: Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC (Mario Diaz Herrera and Mario Malacara)

From:
Sent: Monday, April 29, 2024 1:11 PM
To: Perez, Jose <JoseG.Perez@milwaukee.gov>
Cc: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: License Committee: Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC (Mario Diaz Herrera and Mario Malacara)

Hi Alderman Perez,

Unfortunately I am writing to you today regarding a rather unpleasant situation. The License Committee has a hearing on May 7th at 11:20AM for Mario Malacara/ Cholo Power at 3001 S Kinnickinnic Ave. I understand that any testimonies regarding this license approval are required to be in person; however, one of the representing Cholo Power (Mario Diaz Herrera)

I am writing to formally express objections to the License Renewal Application submitted by Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC, located at 3001 S Kinnickinnic Ave. Mario Malacara and Mario Diaz Herrera are associates, and while Malacara is the applicant on the paperwork for the license; Diaz Herrera is directly-associated Cholo Power's operations.

Diaz Herrera has a troubling history of financial irresponsibility and legal disputes. Specifically, Diaz Herrera's involvement with Triciclo Peru LLC ended abruptly, leaving numerous creditors unpaid and resulting in ongoing legal proceedings regarding outstanding debts.

Furthermore, there are alarming reports regarding Diaz Herrera's conduct, including confirmed legal charges for violence and aggression where he was found guilty. Such behavior not only poses a threat to public safety but also undermines the integrity of any establishment with which he is associated.

In addition to these concerns, there are serious doubts regarding the ethical practices of Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC. Evidence suggests significant tax evasion, defaulting on business loans, illegally selling property, and a pattern of disregarding contractual obligations.

Moreover, since the commencement of operations, there have been numerous complaints from residents regarding noise disturbances, particularly late at night. The use of outdoor speakers during unsociable hours demonstrates a lack of consideration for the surrounding community.

I strongly urge you to carefully reconsider the approval of the License Renewal Application for Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC. Granting such approval would not only compromise public safety and welfare but also risk damaging the reputation of neighborhood.

Thank you for your consideration,

REDACTED
BY


FW: Reconsider License Renewal Application for Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC

License <LICENSE@milwaukee.gov>

Thu 4/11/2024 9:22 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Please add objection

Marissa Milano

She/her/hers

License Coordinator

City Clerk-License Division

200 E Wells St #105

www.milwaukee.gov/license[Take Our Survey!](#)**REDACTED
BY**
RC**From****Sent:** Thursday, April 11, 2024 8:25 AM**To:** License <LICENSE@milwaukee.gov>; Dimitrijevic, Marina <Marina@milwaukee.gov>**Subject:** Reconsider License Renewal Application for Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC

Milwaukee License Division
200 E Wells St Room 105
Milwaukee, WI 53202

To Whom It May Concern:

I am writing to formally express objections to the License Renewal Application submitted by Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC, located at 3001 S Kinnickinnic Ave.

Upon reviewing the application and considering the implications for our community, I feel compelled to raise several significant concerns. Mario Malacara and Mario Diaz Herrera are associates, and while Malacara is the applicant on the paperwork for the license; Diaz Herrera is directly associated Cholo Power's operations.

Firstly, Diaz Herrera has a troubling history of financial irresponsibility and legal disputes. Specifically, Mr. Diaz Herrera's involvement with Triciclo Peru LLC ended abruptly, leaving numerous creditors unpaid and resulting in ongoing legal proceedings regarding outstanding debts.

Furthermore, there are alarming reports regarding Mr. Diaz Herrera's conduct, including confirmed legal charges for violence and aggression. Such behavior not only poses a threat to

public safety but also undermines the integrity of any establishment with which he is associated.

In addition to these concerns, there are serious doubts regarding the ethical practices of Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC. Evidence suggests significant tax evasion, defaulting on business loans, and a pattern of disregarding contractual obligations.

Moreover, since the commencement of operations, there have been numerous complaints from residents regarding noise disturbances, particularly late at night. The use of outdoor speakers during unsociable hours demonstrates a lack of consideration for the surrounding community.

In light of these issues, I strongly urge you to carefully reconsider the approval of the License Renewal Application for Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC.

Granting such approval would not only compromise public safety and welfare but also risk damaging the reputation of our neighborhood.

Thank you for your attention to this matter. I trust that you will give due consideration to the concerns raised and take appropriate action in the best interests of our community.

REDACTED
BY
RC

Roman, Carmen

From: License
Sent: Tuesday, April 9, 2024 8:47 AM
To: Roman, Carmen
Subject: FW: Cholo Power MKE/ Blackwood Bros License Renewal Application

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY
ca



Take Our Survey!

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Monday, April 8, 2024 5:02 PM
: License <LICENSE@milwaukee.gov>
Subject: Re: Cholo Power MKE/ Blackwood Bros License Renewal Application

Thank you for sharing your objections. Licensing, please add to the Cholo Power MKE file and let the objector know when the hearing is scheduled so she and anyone else that is interested may speak to the issues outlined before the committee.



Terri Williams
Legislative Aide | 14th District
She/Her/Hers/Ella
p: (414) 286-3769
e: terri.williams@milwaukee.gov
200 E Wells Street, Room 205

Use our [Click for Action](#) online system to report city service requests [here](#).
Sign up for the Aldermanic District 14 monthly e-newsletter and other updates [here](#).

From:
Sent: Saturday, April 6, 2024 4:06 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Subject: Cholo Power MKE/ Blackwood Bros License Renewal Application

REDACTED
BY
ca

To Whom It May Concern:

I am writing to formally express objections to the License Renewal Application submitted by Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC, located at 3001 S Kinnickinnic Ave.

Upon reviewing the application and considering the implications for our community, I feel compelled to raise several significant concerns. Mario Malacara and Mario Diaz Herrera are associates, and while Malacara is the applicant on the paperwork for the license; Diaz Herrera is directly associated Cholo Power's operations.

Firstly, Diaz Herrera has a troubling history of financial irresponsibility and legal disputes. Specifically, Mr. Diaz Herrera's involvement with Triciclo Peru LLC ended abruptly, leaving numerous creditors unpaid and resulting in ongoing legal proceedings regarding outstanding debts.

Furthermore, there are alarming reports regarding Mr. Diaz Herrera's conduct, including confirmed legal charges for violence and aggression. Such behavior not only poses a threat to public safety but also undermines the integrity of any establishment with which he is associated.

In addition to these concerns, there are serious doubts regarding the ethical practices of Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC. Evidence suggests significant tax evasion, defaulting on business loans, illegally selling property, and a pattern of disregarding contractual obligations.

Moreover, since the commencement of operations, there have been numerous complaints from residents regarding noise disturbances, particularly late at night. The use of outdoor speakers during unsociable hours demonstrates a lack of consideration for the surrounding community.

In light of these issues, I strongly urge you to carefully reconsider the approval of the License Renewal Application for Cholo Power MKE/Blackwood Brothers Restaurant and Social Club LLC. Granting such approval would not only compromise public safety and welfare but also risk damaging the reputation of our neighborhood.

Thank you for your attention to this matter. I trust that you will give due consideration to the concerns raised and take appropriate action in the best interests of our community.

Sincerely,

REDACTED
BY 

REBACTED
BY AC

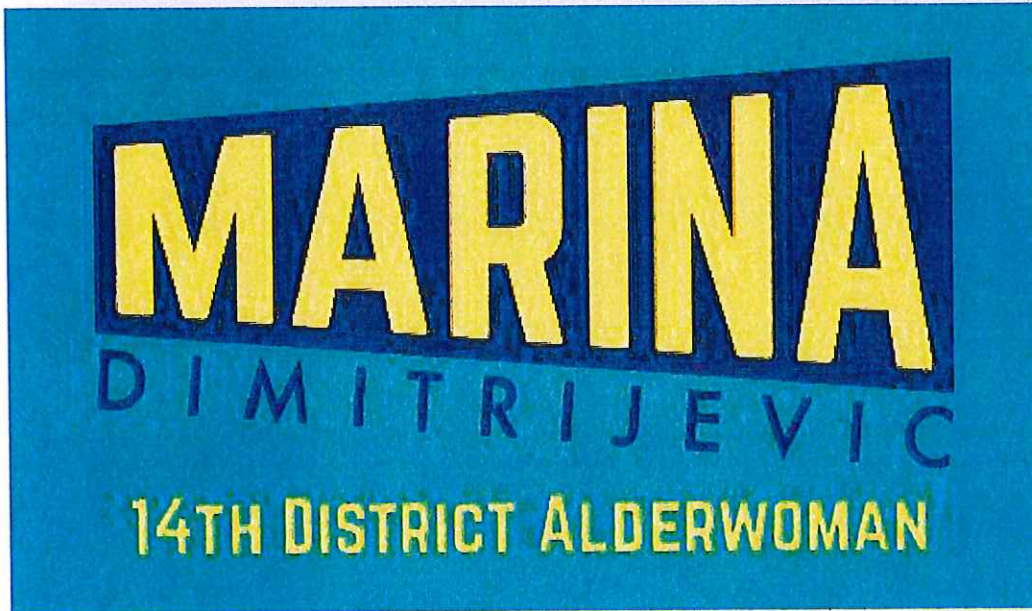
Cox, Andrew

From: Cooney, Jim
Sent: Thursday, April 11, 2024 8:34 AM
To: Cox, Andrew
Cc: Martin, Faviola; Milano, Marissa
Subject: FW: 3001 S. Kinnickinnic Ave.

Please add.

Thanks

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Wednesday, April 10, 2024 10:11 PM
To: License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
Subject: Fwd: 3001 S. Kinnickinnic Ave.



Marina Dimitrijevic
Alderwoman | 14th
District
Chairwoman: Finance
and Personnel
Committee
She/Her/Hers/Ella
p: (414) 286-3769
e: marina@milwaukee.gov
200 E Wells Street, Room
205

Use our *Click for Action* online system to report city service requests [here](#).
Sign up for the Aldermanic District 14 monthly e-newsletter and other updates [here](#).

From:
Sent: Wednesday, April 10, 2024 10:08:45 PM
To: License <LICENSE@milwaukee.gov>
Cc: ; Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: 3001 S. Kinnickinnic Ave.

Hello,

I am writing to share some concerns I have with respect to a renewal application for a Class B Tavern License for Cholo Power, Blackwood Bros Restaurant and Social Club LLC at 3001 S. Kinnickinnic Ave.

I have concerns about any expansion of hours or live entertainment due to the involvement of the building owner Mario Malacara as co-owner of the restaurant. I urge the city to keep close tabs on this business if they do approve this renewal. I'm all in support of new, unique, and interesting businesses in the neighborhood, but only when they follow the rules.

Things that give me pause:

- During the past year there were a number of times the dumpsters were overflowing with trash blowing into the alley and street. This is especially troubling in light of the recent increase in reported rat activity nearby at KK & Bennett and KK & Ellen.
- A period of time while Blackwood was still a going concern with no contracted dumpster service where trash was being placed in municipal bins and/or piled up and hauled away in a pickup truck.
- Operating without proper licensing after converting to Cholo Power.
- Hearing from several neighbors about loud music being played outside, including a confrontation amounting to "I can do what I want" when asked to turn it down late at night.
- Live performances advertised on Instagram despite not having a PEP, including this coming Friday, April 12.
- Perpetual unfinished construction and painting on the exterior of the building.
- Mr. Malacara's extensive history of flouting neighborhood service orders, building codes, and court orders during his now resolved, but impressively long nuisance case with the city that involved such things as doing renovations without a permit, a garage wall collapsing into the alley during renovations, excavating beneath the city's sidewalk and alley causing their closure, jackhammering the alley and attempting to improperly use it as backfill for a foundation.
- A concerning thread on Bay View Town Hall about the other co-owner's abrupt closing of his last business Triciclo Peru, his unpaid bills, alleged threatening behavior, and a restraining order.

Sincerely,

**REDACTED
BY AC**

On Mar 29, 2024, at 7:34 AM, Milwaukee.E-Notify@enotify.milwaukee.gov wrote:

You have a Milwaukee.Gov E-Notification for Licenses Applied for By Address.

At **3001 S KINNICKINNIC AV** a **RENEWAL Class B Tavern License** license was applied for on **03/28/2024** for Cholo Power, Blackwood Bros Restaurant and Social Club LLC.

Please do not respond to this email. It is not set up to receive emails.

If you wish to express your concerns regarding this application you should contact the License Division by email at license@milwaukee.gov or send a letter to the License Division at 200 E. Wells St., Room 105, Milwaukee, WI 53202.

The email or letter should include the following:

- *Your name*
- *Your mailing address*
- *The specific reason for your concerns*

REDACTED
BY AC

If the email or letter is received in a timely manner, you will receive notification when the application will be scheduled before the appropriate Common Council committee for review and hearing.

You may also wish to call your local Alderperson at (414) 286-2221 to discuss your concerns.

If you have any other questions, please call the City Clerk License Division at (414) 286-2238.

You have received this notification because you subscribed to be notified for the City Clerk License Division Notification category from the City of Milwaukee.

Please use this link to add or remove categories from your account or to delete your account <http://itmdapps.milwaukee.gov/Enotify/>

REDACTED

BY
AC

Cox, Andrew

From: License
Sent: Tuesday, April 2, 2024 4:44 PM
To: Cox, Andrew
Subject: FW: 3001 S Kinnickinnic Av a RENEWAL Blass B Tavern License (Cholo Power)

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

From:
Sent: Tuesday, April 2, 2024 3:51 PM
To: License <LICENSE@milwaukee.gov>
Subject: 3001 S Kinnickinnic Av a RENEWAL Blass B Tavern License (Cholo Power)

Hello,

My name is and I reside with my husband and children at and am a resident neighbor of the newly operational Cholo Power restaurant. I am concerned about the new license due to the partners involved. One of the owners of this new establishment previously ran Triciclo Peru and destroyed the business while also leaving his ex-wife with over \$500,000 of debt. He skipped town, sold off the restaurant property and defaulted on his loans only to leave her to file for bankruptcy. He also plead guilty to multiple misdemeanors and currently has a restraining order against him for assaulting his ex-wife in our community. On top of that, since its opening Cholo power has done no outreach in the community and has continued to play loud music outdoors at night in a family neighborhood. As much as I would love to support a restaurant at the end of my block, I advise the Common Council to **NOT** renew this license.

Thank you,

Crite, Yvette

From: License
Sent: Monday, April 8, 2024 8:28 AM
To: Crite, Yvette
Subject: FW: License Renewal for Cholo Power, Blackwood Bros Restaurant and Social Club LLC

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

REDACTED
BY
(16)

From:
Sent: Saturday, April 6, 2024 11:48 AM
To: License <LICENSE@milwaukee.gov>
Subject: License Renewal for Cholo Power, Blackwood Bros Restaurant and Social Club LLC

To Whom It May Concern:

I am writing to express my concerns regarding the license renewal for Cholo Power, Blackwood Bros Restaurant, and Social Club LLC, located in our neighborhood. As a resident of this community, I have observed several issues related to the operation of this establishment that have significantly impacted the quality of life for my neighbors and me.

First and foremost, the owner's disregard for the noise ordinance has been a persistent problem. On numerous occasions, loud music and rowdy behavior from patrons have disrupted the peace of our residential area, particularly during the late hours of the night. Despite multiple complaints from residents, the owner has made little to no effort to mitigate these disturbances.

Additionally, the atmosphere created by Cholo Power lacks the warmth and inclusivity that should be expected from a neighborhood establishment. Instead of fostering a welcoming environment for all members of the community, there is a palpable sense of exclusion and discomfort, which has led many residents, myself included, to refrain from patronizing the establishment altogether.

Given these ongoing issues, I firmly believe that renewing the license for Cholo Power, Blackwood Bros Restaurant, and Social Club LLC would not be in the best interest of our community. It is imperative that the License Division thoroughly evaluates the impact of this establishment on the neighborhood and considers the residents' concerns before deciding on the renewal.

I urge you to take appropriate action to address these concerns and ensure that any renewal of the licensee is contingent upon concrete steps being taken to improve the operation of Cholo Power. Our neighborhood deserves better, and the License Division must prioritize its residents' well-being and peace of mind.

Thank you for your attention to this matter.

REDACTED
BY


Crite, Yvette

From: License
Sent: Monday, April 1, 2024 10:02 AM
To: Crite, Yvette
Subject: FW: Cholo Power/Blackwood Brothers Tavern License

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY


Take Our Survey!

-----Original Message-----

From:
Sent: Friday, March 29, 2024 12:41 PM
To: License <LICENSE@milwaukee.gov>
Subject: Cholo Power/Blackwood Brothers Tavern License

To Whom It May Concern,

I am writing to express concerns with the Tavern License renewal for Blackwood Brothers, which is now Cholo Power.

The new owner/operator of Cholo Power has repeatedly played blaring loud music almost every night, even on week nights, until 12/1am in the morning outside of the restaurant. This can be heard down the street
he has been rude, yelled, and basically said he can do whatever he wants.

very concerned if the license is to be renewed. of course want to support local business in Bayview but this is just rude and affecting the lives of people on the street. There were never any issues before it was Cholo Power. I have no problem with them operating but do have issue with the loud music outside of the restaurant until late hours.

Please take these concerns into consideration when looking at their application.

Thank you,

Cox, Andrew

From: Cooney, Jim
Sent: Monday, March 25, 2024 1:05 PM
To: Cox, Andrew
Cc: Martin, Faviola; Milano, Marissa
Subject: FW: Cholo Power MKE/Blackwood

Follow Up Flag: Follow up
Flag Status: Flagged

Please add.

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Monday, March 25, 2024 12:47 PM
To: License <LICENSE@milwaukee.gov>;
Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola
<Faviola.Martin@milwaukee.gov>
Cc: ; Pfeiffer, Eric <epfeif@milwaukee.gov>
Subject: Re: Cholo Power MKE/Blackwood

Hi all,

Sorry to hear this is happening. I am sharing this issue again with our license office so they can share what steps have been and will be taken to ensure this restaurant/bar has a license, and that the operator understands the limitations on entertainment and outdoor amplified music. I did share with the License office Friday that they seemed to be operating a new restaurant and bar with a new agent but not a new license. The Blackwood License is still active, however as you point out it is unlikely that it allows outdoor music for as long as they want.

I would urge you to please continue to call non emergency every time you hear a noise disturbance from there. Give them the address for the location that is the issue so it comes up when their license is up.

Terri



Terri Williams
Legislative Aide | 14th District
She/Her/Hers/Ella
p: (414) 286-3769
e: terri.williams@milwaukee.gov
200 E Wells Street, Room 205

Use our Click for Action online system to report city service requests [here](#).
Sign up for the Aldermanic District 14 monthly e-newsletter and other updates [here](#).

From: :
Sent: Sunday, March 24, 2024 11:59 AM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>

REDACTED
BY
AC

Cc:
Subject: Cholo Power MKE/Blackwood

Hi Marina,

I live at _____ and am significantly concerned with the new restaurant operations at 3001 S Kinnickinnic Ave. Blackwood Brothers restaurant closed. New equipment has been steadily being moved into the location over the past 2 weeks. Cholo Power MKE opened in its place Wednesday 3/20/24. I had never received notification of a license application for them, so I searched online and there is no application pending or filed. This is highly concerning they they are still allowed to operate. Furthermore, this past evening Saturday 3/23 into Sunday 3/24, the establishment was playing extremely loud music until 1:45 am, which is highly disrespectful and disturbing of all of our neighborhood families. None of the restaurants in this area have approval for outdoor noise that late, but when confronted, the employee said "we can play music outside until 2 am" and had no regard for this. It was reported to non emergency police and we will continue to do so if this keeps up.

Can you please follow up with me on the multiple issues present here with Cholo Power MKE and the landlord operating the business here? I know _____ another neighbor of mine, reported these concerns to Terri on Wednesday 3/20/24, but the noise issues are since additive to the issue.

Thank you for your attention to this matter.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/28/24

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 363489

Application Date:

License Location: 3001 S Kinnickinnoc

Business Name: Blackwood Bros

Licensee/Applicant: Malacara, Mario C
(Last Name, First Name, MI)

Date of Birth: 05/04/59

Home Address: 3003 S Kinnickinnic

City: Milwaukee

State: WI Zip Code: 53207

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. The applicant owes the following past due fines to Milwaukee Municipal Court

22010105	Non-Registration of Vehicle	\$98.80	8/9/22
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- =====
2. On 05/16/213 at 5:23p.m., Milwaukee Police were dispatched to a Theft at 3001 S. Kinnickinnic. Investigation revealed no theft occurred and a subject was retrieving their own property.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231360144

OtherEvent #: 23-LP-1603

Incident

3001 S KINNICKINNIC AV MILWAUKEE, WISCONSIN 53207

Incident Date/Time:: 05/16/2023 16:40:00
CAD Number:: 231361157
District:: 6
Beat:: 640
Reporting Area:: 6363

Business Agent (1)

MALACARA, MARIO L

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 05/04/1959
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-418-3388
Phone 1 Type:: Cell
Address:: 2841 S LOGAN AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207

Licensed Persons Involved (1)

MALACARA, MARIO L

Person Involvement:: Agent (License Holder)
DOB:: 05/04/1959
Sex:: MALE
Race:: WHITE
Phone 1 Number:: 4144183388
Phone 1 Type:: CELL
Address:: 2841 S LOGAN AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207

Licensed Premise Data (1)

BLACKWOOD BROTHERS RESTAURANT

Address:: 3001 S KINNICKINNIC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231360144

OtherEvent #: 23-LP-1603

Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Tomasino, Dennis P 024307

05/16/2023

This report is written by PO Dennis Tomasino assigned to District 6 Early Shift on Squad 6240 along with PO Manuel Lucena-Martinez.

On Tuesday, May 16, 2023, at 5:30pm we were dispatched to 3001 S. Kinnickinnic Ave for a "Theft" complaint. Upon arrival I spoke with the owner/caller, Mario L. MALACARA (W/M, 05/04/1959) who stated he allowed an ex-employee to enter the restaurant. He stated the employee then went into the basement and removed a table after he asked the employee not too.

MALACARA stated the table did belong to the employee. There was no theft at the location, however, MALACARA stated he does not want the employee to return to the location. MALACARA was advised to file a restraining order. MALACARA was cooperative with police.

End of Report

Officer (2)

Reporting Officer:	Tomasino, Dennis P (024307)	05/16/2023 17:48:00
Section: (Work Location):	62	
Approving Officer:	Laroque, Brian C (021484)	05/16/2023 23:57:03
Section: (Work Location):	62	



Thursday, May 16, 2024



Notice of Public Hearing

Blank Notice

MALACARA, Mario C, Agent
Cholo Power at 3001 S KINNICKINNIC Av
Class B Tavern and Food Dealer License Renewal Applications

Wednesday, May 29, 2024 at 11:25 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/29/2024 at 11:25 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1827 E RUSK AVE	MILWAUKEE, WI 53207-2555
CURRENT OCCUPANT	1828 E RUSK AVE	MILWAUKEE, WI 53207-2556
CURRENT OCCUPANT	1829 E RUSK AVE	MILWAUKEE, WI 53207-2555
CURRENT OCCUPANT	1832 E BENNETT AVE	MILWAUKEE, WI 53207-2961
CURRENT OCCUPANT	1832 E RUSK AVE	MILWAUKEE, WI 53207-2556
CURRENT OCCUPANT	1833 E RUSK AVE	MILWAUKEE, WI 53207-2555
CURRENT OCCUPANT	1836 E BENNETT AVE	MILWAUKEE, WI 53207-2961
CURRENT OCCUPANT	1836 E RUSK AVE	MILWAUKEE, WI 53207-2556
CURRENT OCCUPANT	1837 E RUSK AVE	MILWAUKEE, WI 53207-2555
CURRENT OCCUPANT	1900 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1901 E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1902 E RUSK AVE	MILWAUKEE, WI 53207-2558
CURRENT OCCUPANT	1904 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1907 E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1909 E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1912 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1913 E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1913A E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1915 E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1915A E RUSK AVE	MILWAUKEE, WI 53207-2557
CURRENT OCCUPANT	1916 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1920 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1920A E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1926 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1930 E RUSK AVE	MILWAUKEE, WI 53207-2558
CURRENT OCCUPANT	1930 E RUSK AVE# A	MILWAUKEE, WI 53207-2558
CURRENT OCCUPANT	1932 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1934 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1938 E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	1938A E BENNETT AVE	MILWAUKEE, WI 53207-2963
CURRENT OCCUPANT	2006 E RUSK AVE	MILWAUKEE, WI 53207-2527
CURRENT OCCUPANT	2007 E RUSK AVE	MILWAUKEE, WI 53207-2526
CURRENT OCCUPANT	2012 E RUSK AVE	MILWAUKEE, WI 53207-2527
CURRENT OCCUPANT	2016 E RUSK AVE	MILWAUKEE, WI 53207-2527
CURRENT OCCUPANT	2022 E RUSK AVE	MILWAUKEE, WI 53207-2527
CURRENT OCCUPANT	2883 S MABBETT AVE	MILWAUKEE, WI 53207-2522
CURRENT OCCUPANT	2883A S MABBETT AVE	MILWAUKEE, WI 53207-2522
CURRENT OCCUPANT	2903 S MABBETT AVE	MILWAUKEE, WI 53207-2524
CURRENT OCCUPANT	2909 S MABBETT AVE	MILWAUKEE, WI 53207-2524
CURRENT OCCUPANT	2915 S MABBETT AVE	MILWAUKEE, WI 53207-2524
CURRENT OCCUPANT	2915A S MABBETT AVE	MILWAUKEE, WI 53207-2524
CURRENT OCCUPANT	2919 S MABBETT AVE	MILWAUKEE, WI 53207-2524
CURRENT OCCUPANT	2975 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	2975A S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	2976 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2563
CURRENT OCCUPANT	2980 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2563

CURRENT OCCUPANT	2981 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	2987 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	2991 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	2995 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2518
CURRENT OCCUPANT	3002 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2521
CURRENT OCCUPANT	3006 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2521
CURRENT OCCUPANT	3015 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2520
CURRENT OCCUPANT	3016 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2521
CURRENT OCCUPANT	3017 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-2520
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 1	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 2	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 3	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 4	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 5	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 6	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 7	MILWAUKEE, WI 53207-2566
CURRENT OCCUPANT	3036 S KINNICKINNIC AVE# 8	MILWAUKEE, WI 53207-2566

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Total Records: 63

Radius 250.0 fet and Center of the Circle: 3001 S Kinnickinnic Av

2024-2025 Plan of Operation for 3001 S KINNICKINNIC AV

1. Litter & Security Plans			
How are the grounds kept clean? <input type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input type="checkbox"/> Licensee <input checked="" type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <i>Outside of Bldg</i>			
Number of garbage cans: Inside _____ Locations: _____ Outside <i>2</i> Locations: <i>Alley</i>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <i>2</i>		Name of solid waste contractor: <i>Waste Management</i>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____ AND What are their responsibilities? _____ What security equipment do they use? _____ List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <i>Corners of Bldg / K. Entry / Basement</i>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
2. Percentage of Sales (must total 100%)			
Alcohol <i>50</i> %	Food Sales <i>50</i> %	Entertainment _____ %	Other _____ %
3. Businesses On The Premises (choose all that apply):			
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input checked="" type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: <i>MC M</i>			
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.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: FREST 18706 Fee: \$800.00		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for Blackwood Bros Restaurant and Social Club 3001 S KINNICKINNIC AV

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

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

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

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

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used? No Yes If Yes, Describe: *Small 2 speaker sound system*

5. SIGNATURE

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

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

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

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

Ma. c. M.
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign