



**CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK**

Thursday, October 08, 2020

**COMMITTEE MEETING NOTICE**

AD 14

LOPEZ-GONZALEZ, Luis, Agent  
La Pasadita Bar LLC  
1993 S MUSKEGO St

Milwaukee, WI 53215

You are requested to attend a virtual hearing to be held on:

**Tuesday, October 20, 2020 at 10:35 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "La Pasadita Bar LLC" for "La Pasadita Bar" at 2691 S 6th St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/675254709>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 675-254-709.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: \_\_\_\_\_

Jessica Celella  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

Roman, Carmen

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**From:** Celella, Jessica  
**Sent:** Tuesday, April 7, 2020 8:38 AM  
**To:** Roman, Carmen  
**Cc:** Becker, Keren; Byrd, Yashica; Cooney, Jim  
**Subject:** FW: La Pasadita Bar 2691 South 6th St/ letting people in at night

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please add as possible objection

Jessica Celella  
Deputy City Clerk  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2362

REDACTED RECORD

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

**From:** Zielinski, Tony <[tzieli@milwaukee.gov](mailto:tzieli@milwaukee.gov)>  
**Sent:** Monday, April 6, 2020 4:02 PM  
**To:** Acevedo, Jose <[jaceve@milwaukee.gov](mailto:jaceve@milwaukee.gov)>; Contreras, Eliel <[econtr@milwaukee.gov](mailto:econtr@milwaukee.gov)>; McBride, Christopher E <[cmcbri@milwaukee.gov](mailto:cmcbri@milwaukee.gov)>; Celella, Jessica <[Jessica.Celella@milwaukee.gov](mailto:Jessica.Celella@milwaukee.gov)>; Byrd, Yashica <[Yashica.Byrd@milwaukee.gov](mailto:Yashica.Byrd@milwaukee.gov)>; Zielinski, Tony <[tzieli@milwaukee.gov](mailto:tzieli@milwaukee.gov)>  
**Subject:** La Pasadita Bar 2691 South 6th St/ letting people in at night

Good afternoon,

Constituent says there has been a person letting people in at night through the back door. There is a camera to see who has been doing this.

Licensing, please add the findings for renewal of their license.

Respectfully,

Sent from my iPad

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/28/2020  
LICENSE TYPE: BTAVN  
NEW:   
RENEWAL:

No. 313368  
Application Date: 08/27/2020

License Location: 2691 South 6<sup>th</sup> Street  
Business Name: La Pasadita Bar

Licensee/Applicant: Lopez Gonzalez, Luis  
(Last Name, First Name, MI)

Date of Birth: 01/20/1971

Home Address: 604 West Mitchell Street  
City: Milwaukee State: WI Zip Code: 53215  
Home Phone: (414) 303-8176

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

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

1. On 01/04/2015 the applicant, under the name Luis Gonzalez-Lopez, received three citations at 2039 West National Avenue in the city of Milwaukee.

Charge	1:	Class B Managers License
	2:	Licensed Premises-Safe Egress
	3:	Licensed Premises-Immediate Police Entry
Finding	1:	Guilty
	2:	Guilty
	3:	Guilty
Sentence	1:	\$189.00 fine
	2:	\$189.00 fine
	3:	\$189.00 fine
Date	:	11/09/2015
Case	1:	15008620
	2:	15008621
	3:	15008622

2. The applicant, under the name Luis Gonzalez-Lopez, owes \$88.80 to the city of Milwaukee for an unlawful U/Y turn at South Greenfield Avenue and West 14<sup>th</sup> Street in the city of Milwaukee on 12/19/2012 under case #13005128.

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Item #1 previously reported disposition added 09/12/2016.

3. On 11/15/2015 Milwaukee police were dispatched to a robbery complaint at 610 West Cleveland Avenue. The victims had been patrons of La Pasadita tavern (2691 South 6<sup>th</sup> Street) and were battered and robbed by other patrons when they left the business. One of the suspects was identified from video provided by the applicant. This person was taken into custody. The suspect, who is 20 years of age, is depicted on video entering the premises and being served a beer. The applicant was notified to enroll in Respect 21.
4. On 12/11/2015 Milwaukee police were notified by Assistant City Attorney Nicholas Desiato that the applicant had not enrolled in program Respect 21 regarding item #3. The applicant was cited.

Charge: Allow Underage Person on Premises  
Finding: Guilty  
Sentence: Fined \$321.00  
Date: 09/06/2017  
Case: 16003033

5. On 07/25/2016 Milwaukee police conducted a licensed premise check at 2691 South 6<sup>th</sup> Street (La Pasadita Bar). No violations were observed.

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Items #4 updated with new court date on 08/18/2017

6. On 02/04/2017 officers conducted a licensed premises check on La Pasadita Bar, 2961 S 6<sup>th</sup> St. No violations were observed.

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Item #4 updated with disposition on 08/21/2018

7. On 10/31/2017 at 12:14am officers conducted a licensed premise check at La Pasadita Bar, 2691 S 6<sup>th</sup> St. The applicant was on scene with a manager, Zeferino GUERRERO. The officers found a 19 year old on the premise who the bartender, Leticia DIAZ-LIMA, stated she did not card because he is a regular at the business. DIAZ-Lima admitted to serving alcohol to the underage person. The applicant was cited for Presence of Minor at Licensed Premise.

Charge: Presence of Minor at Licensed Premise  
Finding: Guilty  
Sentence: Fined \$384.00  
Date: 12/18/2017  
Case: 17064043

8. On 07/01/2018 at 12:22am officers were dispatched to an armed robbery at 2691 S 6<sup>th</sup> St. The investigation revealed the victim was at the bar and left with a subject he met at the bar to purchase narcotics. The victim was shot buy the suspect at 700 W. Cleveland. The applicant was on scene and cooperative with the investigation.
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Thursday, October 8, 2020



# Notice of Public Hearing

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notice

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LOPEZ-GONZALEZ, Luis, Agent  
La Pasadita Bar at 2691 S 6th St  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Tuesday, October 20, 2020 at 10:35 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 virtually on 10/20/2020 at 10:35 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

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## 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 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 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	2688 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2677A S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2683 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2682A S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2690 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2677B S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2679A S 6TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2689 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2682 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2677 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2679 S 6TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685D S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2686 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2672 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685A S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685C S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2673 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685B S 7TH ST	MILWAUKEE, WI 53215

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Total Records: 18

Radius: 250.0 feet and Center of Circle: 2691 S 6th St

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	2688 S 7TH ST	MILWAUKEE, WI 53215
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CURRENT OCCUPANT	2685D S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2686 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2672 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685A S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685C S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2673 S 7TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2685B S 7TH ST	MILWAUKEE, WI 53215

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notice

Total Records: 18

Radius: 250.0 feet and Center of Circle: 2691 S 6th St

# 2020-2021 Plan of Operation for 2691 S 6TH ST

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean?		<input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:	
How often will grounds be cleaned?		<input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:	
Who cleans the grounds?		<input checked="" type="checkbox"/> Licensee <input checked="" type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input checked="" type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:	
How are noise issues prevented and/or addressed?		<input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other: <u>We will use all of the above</u>	
Are there designated outdoor smoking areas?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:	
Number of garbage cans:		Inside <u>24</u> Locations: <u>2 behind Bar 2 barroom</u> Outside <u>2</u> Locations: <u>2 (1) in the front (1) back</u>	
Is a crowd control barrier used?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:	
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>Ecogre</u>	
Are there parking spaces on the premises?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>8</u> and describe security plans: <u>Security constantly checks parking &amp; well lighted Security cameras</u>	
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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1</u>	
AND What are their responsibilities?		<u>check ID, weapons control noise</u>	
What security equipment do they use?		<u>pepper spray</u>	
List their licensing, certification or training credentials:		_____	
Are there security cameras?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>one in each side of building</u>	
Are searches and/or identification checks conducted upon entry?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>no allow unless check by security. card ID + weapons</u>	
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>100</u> %	Food Sales _____ %	Entertainment _____ %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input type="checkbox"/> Liquor Store	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Other:	_____		
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: Fee:</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: 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**

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

Disc Jockey, Jukebox, Karaoke, 5 Amusement Machines, 2 Pool Tables

**2. ADDING ENTERTAINMENT**

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

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

**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.

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