



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

Monday, December 13, 2021

COMMITTEE MEETING NOTICE

AD 14

MERAZ AGUILERA, Jorge, Agent
Verde Holdings LLC
3021 S 13th St
Milwaukee, WI 53215

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

Wednesday, January 05, 2022 at 09:05 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines, Patrons Contests and Patrons Dancing as agent for "Verde Holdings LLC" for "The George Tavern" at  S 13th 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/397740933> If you wish to call in, please call **+1 (408) 650-3123** and use Access Code: **397-740-933**

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 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: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stas5@milwaukee.gov



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JIM OWCZARSKI, CITY CLERK

BY: _____

**Jim Cooney
License Division Manager**

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stas5@milwaukee.gov

STAVN 329345

Regardin the license To open the George
Tavern. Address 3021 S 13th st. Milwaukee.

I do not agree with the opening of this vice
center in our neighborhood for various reasons.

There would be a lot of drunks, riots, scandals
and the people who come out of there could be
disrespectful mainly To women and there would be
a lot of noise and drugs lawsuits.

What we want is a quiet and safe
neighborhood.

I hope you take our request into account.

Thank you.

WISCONSIN
LICENSING DIVISION

2021 OCT 15 A 8:11

Date:
Officer:

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

Name of Premise: The George Tavern
Address: 3021 S. 13th St.
Phone: 414-731-9825

Owner: Jorge Meraz-Aguilera
Owner address: 3031 W Arthur Ave, Milwaukee, WI
City State Zip: 53215
Owner Phone: 414-731-9825
Owner email: Jorge_M3raz@yahoo.com

Licensee/Agent: Same as above
Home Address:
City State Zip:
Phone:
Email:

Preferred contact:

Location currently open: ☒ YES ☐ NO – Under Current Agent

Projected open date: Once License is approved

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

Hours of Operation: Sun: 7am-2am ☐24 hours ☐Y ☒N
Mon: Closed
Tue: 7am-2am
Wed: 7am-2am
Thu: 7am-2am
Fri: 7am-2:30am
Sat: 7am-2:30am

Premise Type: ☒Tavern/Bar
☐Restaurant
☐Other:

Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #:
Tobacco: ☐ Yes ☐ No #:
Food: ☐ Yes ☐ No #:
Extended Hours: ☐ Yes ☐ No #:
Secondhand Dealer: ☐ Yes ☐ No Type: #:
Other: ☐ Yes ☐ No Type: #:
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 – **Minimal signage**
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☒ No
8. Off-Street parking ☐ 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 – **Planning on adding some**
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 3
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. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: **7 days**
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
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 capacity 49 covid,
26. What is the minimum number of employees That will be on premise 2
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. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. 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

33. How many security personnel are going to be employed: 1
34. How will they be deployed: Interior yes Exterior
35. What days will they be deployed ☐ Mon ☒ Tue ☒ Wed ☒ Thu ☒ Fri ☒ Sat ☒ Sun
36. Will the security be managed by business ☐ or contracted ☒
37. Will they be armed ☒ Yes ☐ No
38. What type of security measures to be used:
☐ Wanding/metal detector
☒ ID Scanner
☐ Dress Code
☐ Cover Charge
☒ Age restriction
☐ Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is written by Police Officer Michael Ward, assigned to District 6, Early Power, and Community Liaison Office.

Comments:

There is a back patio that exits to an alley where the garage is located.
2 occupied units above the bar.
Panic alarm for employees.
Two ways to the basement, secured no access to tenants.
Only management has access to the camera system.

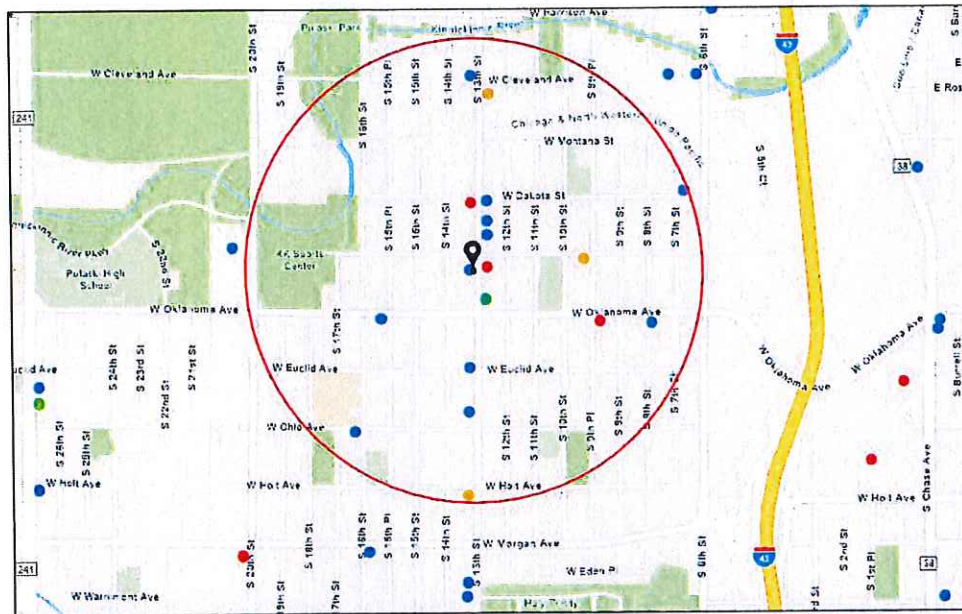


Concentration Map 3021 S 13th St

Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Sep 20 2021 15:18:20 Central Daylight Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
 - Class B Fermented Malt Beverage
 - Class C Wine Retailer
 - Class B Tavern
 - Class A Liquor and Malt
 - City Limits

1:18,056
0 0.1 0.2 0.4 mi
0 0.17 0.35 0.7 km
Data Community Maps Contributors: City of Milwaukee, WI, Mapbox

Concentration Map 3021 S 13th St

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	19		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	BROWNS PLACE, LLC	BROWNS PLACE	JO ANN BROWN, Agt	2874 S 7TH ST	Class B Tavern License	25	10/8/2021, 7:00 PM	1
2	Singh's Corner Grocery Inc	South Star Food	BALJINDER SINGH, Agt	2714 S 13th ST	Class A Fermented Malt Beverage Retailer's License		10/31/2021, 7:00 PM	1
3	Rajdip Inc	Oklahoma Liquor	Rupen A Patel, Agt	933 W Oklahoma AV	Class A Malt & Class A Liquor License		11/5/2021, 7:00 PM	1
4	JJ STRIPES	JJ STRIPES	JAMES J DORANGRIC HIA, SR, SP	3101 S 15TH PL	Class B Tavern License	55	12/16/2021, 6:00 PM	1
5	GARY J'S PUB	GARY J'S PUB	GARY M JASICKI, SP	3303 S 16TH ST	Class B Tavern License	25	12/19/2021, 6:00 PM	1
6	Gurmehar, LLC	Best Foods	Kanwal B Singh, Agt	3405 S 13th ST	Class A Fermented Malt Beverage Retailer's License		2/28/2022, 6:00 PM	1
7	C & R MARKET, LLC	C & R MARKET	LISA J YANKE, Agt	3001 S 9TH PL	Class A Fermented Malt Beverage Retailer's License		2/27/2022, 6:00 PM	1
8	Karina's Pizza LLC	Karina's Pizza	Gabriela Zapot Mendoza, Agt	2952 S 13TH ST	Class B Tavern License	28	4/14/2022, 7:00 PM	1
9	El Relajo LLC	El Relajo	JOSE S VIDRIO, Agt	733 W Oklahoma AV	Class B Tavern License	76	4/11/2022, 7:00 PM	1
10	IGG, LLC	Mi Tierra Food Mart	Parminder S Ghotra, Agt	2901 S 13th ST	Class A Malt & Class A Liquor License		6/14/2022, 7:00 PM	1
11	MONTE ENTERPRISE S LLC	MONTERREY MARKET	Robert Montemayor, Agt	3014 S 13TH ST	Class A Malt & Class A Liquor License		6/8/2022, 7:00 PM	1
12	BOB-E-LANES, INC	BOB-E-LANES	JAMES R RYDZEWSKI, Agt	2932 S 13TH ST	Class B Tavern License	51	6/13/2022, 7:00 PM	1
13	Nick's Anvil Inn	Nick's Anvil Inn	Nancy J Tribbey, SP	2900 S 13th ST	Class B Tavern License	25	6/29/2022, 7:00 PM	1
14	URBAL LLC	Urbal Tea Company	Nicholas T Nowaczyk, Agt	3060 S 13TH ST	Class C Wine Retailer's License		7/13/2022, 7:00 PM	1
15	URBAL LLC	Urbal Tea Company	Nicholas T Nowaczyk, Agt	3060 S 13TH ST	Class B Fermented Malt Beverage Retailer's License		7/13/2022, 7:00 PM	1
16	Taqueria La Sierrita LLC	Taqueria La Sierrita	Miguel Leon Santos, Agt	2689 S 13th ST	Class B Tavern License	64	7/22/2022, 7:00 PM	1
17	JOBIN, INC	B & B TAP	PATRICIA L WESTPHAL, Agt	3021 S 13TH ST	Class B Tavern License	49	7/25/2022, 7:00 PM	1

9/20/21, 3:18 PM

18	El Tucanazo Taqueria Y Mariscos Corp	El Tucanazo Taqueria Y Mariscos	FRANCISCO J GONZALEZ, Agt	3261 S 13TH ST	Class B Tavern License	65	7/26/2022, 7:00 PM	1
19	JAZZ'S CLUB 2020 LLC	Jazz's Club 2020	Yazmin Fernandez Otero, Agt	3173 S 13TH ST	Class B Tavern License		7/27/2022, 7:00 PM	1

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

Concentration Map 3021 S 13th St

Summary

Name	Count	Area(ft²)	Length(mi)
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Alcohol Licenses



Monday, December 13, 2021



Notice of Public Hearing

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MERAZ AGUILERA, Jorge

The George Tavern at 3021 S 13th St.

Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines, Patrons Contests and Patrons Dancing

Wednesday, January 05, 2022 at 09:05 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 01/05/2022 at 9:05 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, 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 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	1211 W MANITOBA ST	MILWAUKEE, WI 53215-3831
CURRENT OCCUPANT	1231 W MANITOBA ST	MILWAUKEE, WI 53215-3831
CURRENT OCCUPANT	2970 S 14TH ST	MILWAUKEE, WI 53215-3842
CURRENT OCCUPANT	2972 S 14TH ST	MILWAUKEE, WI 53215-3842
CURRENT OCCUPANT	2976 S 14TH ST	MILWAUKEE, WI 53215-3842
CURRENT OCCUPANT	2976A S 14TH ST	MILWAUKEE, WI 53215-3842
CURRENT OCCUPANT	2977 S 13TH ST	MILWAUKEE, WI 53215-3823
CURRENT OCCUPANT	2979 S 13TH ST	MILWAUKEE, WI 53215-3823
CURRENT OCCUPANT	3000 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3001 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3002 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3003 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3003 S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3007 S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3008 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3009 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3009 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3009A S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3011 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3011A S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3011A S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3012 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3013 S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3013A S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3015 S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3016 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3017 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3017 S 13TH ST, A	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3017 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3017A S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3019 S 13TH ST	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3019 S 13TH ST, A	MILWAUKEE, WI 53215-3825
CURRENT OCCUPANT	3021 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3022 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3024 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3025 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3025A S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3026 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3026A S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3027 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3027A S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3029 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3029A S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3032 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3033 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3033 S 14TH ST	MILWAUKEE, WI 53215-3843

CURRENT OCCUPANT	3033A S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3034 S 13TH ST	MILWAUKEE, WI 53215-3873
CURRENT OCCUPANT	3034 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3037 S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3037A S 14TH ST	MILWAUKEE, WI 53215-3843
CURRENT OCCUPANT	3039 S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3039A S 12TH ST	MILWAUKEE, WI 53215-3821
CURRENT OCCUPANT	3040 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3044 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3044A S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3046 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3050 S 14TH ST	MILWAUKEE, WI 53215-3844
CURRENT OCCUPANT	3050A S 13TH ST, 1	MILWAUKEE, WI 53215-3800
CURRENT OCCUPANT	3050A S 13TH ST, 2	MILWAUKEE, WI 53215-3800
CURRENT OCCUPANT	3050A S 13TH ST, 3	MILWAUKEE, WI 53215-3800
CURRENT OCCUPANT	3050A S 13TH ST, 4	MILWAUKEE, WI 53215-3800
CURRENT OCCUPANT	3056 S 14TH ST	MILWAUKEE, WI 53215-3844

Blank Notice

Total Records: 63

Radius: 250.0 feet and Center of Circle: 3021 S 13th St



BUSINESS LICENSE PLAN OF OPERATION

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

ccl-busplan 5/12/2020

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:
Bar / Tavern

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Bar Managing

2. Business Operations

- a. Proposed Opening Date: 06/01/2021
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☐ No ☒ Yes If yes, list type of license: Class B Tavern
- 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: Add more food, cigars night in patio.
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- 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: Rockola Jukebox

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: Patio on the back of the bar
- b. Number of Garbage Cans: Inside: 3 Locations: Around the bar
Outside: 2 Locations: One by the front door and one by the 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 Disposal

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? ☐ No ☒ Yes If yes, how many? 1 and answer the following:
What are their responsibilities? Crowd control and review ID's
Is security equipment used? ☒ No ☐ Yes If yes, describe _____
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 10 and list locations: 4 in the bar area, 2 by the front entrance, 2 in the patio area and another 2 by the back of the building
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Anyone under 40 years old

6. Percentage of Sales (must total 100%)

Alcohol <u>75</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>20</u> %	Cigarettes <u>5</u> %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club | <input checked="" type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> Bowling Alley | |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____
Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____
Number of Rooms: _____ | | |

Type 2

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

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

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

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

Capacity 49 (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: _____

c. Nearest Major Cross Street: 13th Street & Oklahoma 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: Meraz Investments, LLC Phone Number: 414-731-9825

Building Owner Address: 3031 W. Arthur Ave Milwaukee WI 53215

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	6:00AM	2:00AM	50	21 AND UP	21 AND UP
Monday	6:00AM	2:00AM	50	21 AND UP	21 AND UP
Tuesday	6:00AM	2:00AM	50	21 AND UP	21 AND UP
Wednesday	6:00AM	2:00AM	50	21 AND UP	21 AND UP
Thursday	6:00AM	2:00AM	50	21 AND UP	21 AND UP
Friday	6:00AM	2:30AM	70	21 AND UP	21 AND UP
Saturday	6:00AM	2:30AM	70	21 AND UP	21 AND UP

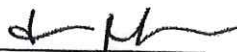
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: 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)

Jorge Meraz Owner 

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

ccl-alcpeplan 4/29/19

Legal Entity Name: Verde Holdings, LLC

Premise Address: 3021 S. 13th Street Milwaukee WI 53215

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

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to 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? ☒ No ☐ 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? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

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

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ 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?

☐ No ☒ Yes If yes, list name and address: First Federal Bank

Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? Verde Holdings, LLC

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

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

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

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

a) Date lease begins 06/01/2021 Ends 06/01/2023

b) Monthly rental \$ 2,000.00

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)? 20 years.


Lease Information (Continued)

- 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 Utilities
- 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):

Signature

Jorge Hernandez Owner 
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



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

ccl-pepapp 8/23/18

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

PREMISES ADDRESS: 3021 S. 13th Street Milwaukee WI 53215

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? <u>5</u> |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input type="checkbox"/> Magic Shows | <input checked="" type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

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.

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:

Jukebox

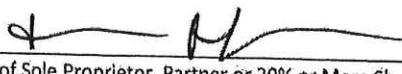
LEGAL CAPACITY OF PREMISES

49 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/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.

 **Jorge Hernandez Owner**

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

5 ↑

Verde Holdings, LLC DBA The George Tavern.
3021 S. 13th Street Milwaukee WI 53215
Agent: Jorge Alvarez Aquilera

8/11/21

1st Floor Front.

Front View
of Bar.



13th Street

← E

Cigarette & Tobacco Display

221

Beer Coolers

Alcohol Display

2'

Beer Coolers

SINK

4"

Storage

Dance

Entrance

Customer Counter

SINK

10'

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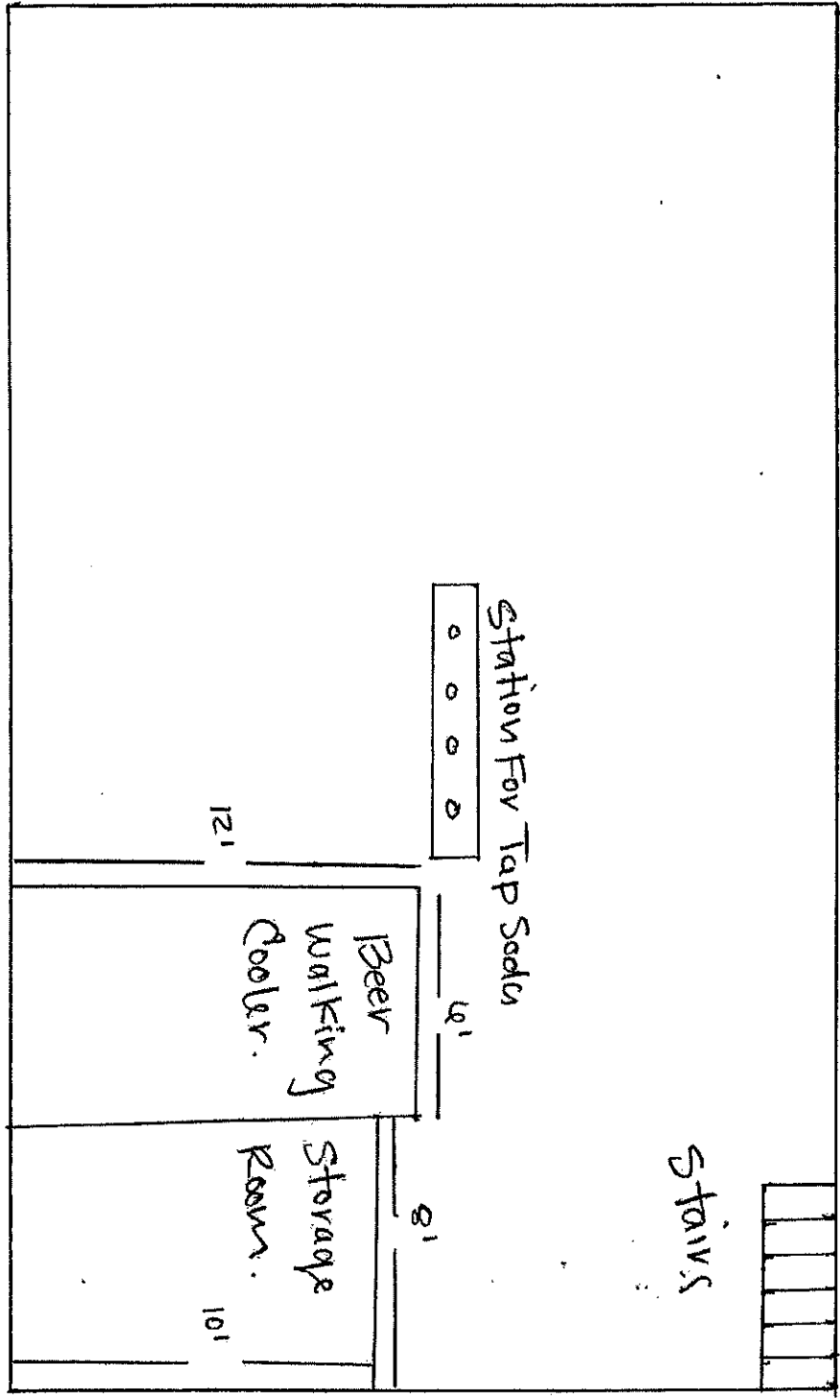
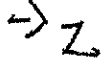
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Verde Holdings, LLC DBA The George Tavern
3021 S. 13th Street Milwaukee, WI 53215
Agent: Jorge Pavez Aguilera

- Basement



W

S.

Verde Holdings LLC DBA The George Tavern
3021 S. 13th Street Milwaukee WI 53215
Agent: Jorge Perez Aguilar

8/11/21

Over View

