



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, April 14, 2025

COMMITTEE MEETING NOTICE


AD 13

MALIK, Nida S, Agent  
SM PETRO WORLD LLC  
108 W HOWARD 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.

**Tuesday, April 29, 2025 at 09:00 AM**

The access code is <https://meet.goto.com/329456501>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Filling Station, Food Dealer and Weights & Measures Licenses  Renewal Application as agent for "SM Petro World LLC" for "Home Town" at 108 W Howard 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. See attached police report or correspondence.

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY:

\_\_\_\_\_  
Jim Cooney  
License Division Manager

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

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

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/19/25

LICENSE TYPE: FOOD, FILLING

NEW:

RENEWAL:

No. 378188 378189

Application Date:

License Location: 108 W Howard

Business Name: SM Petro

Licensee/Applicant: Malik, Nida  
(Last Name, First Name, MI)

Date of Birth: 07/26/1986

Home Address: 9195 S Meyer Lane #10110

City: Oak Creek

State: WI Zip Code: 53154

Home Phone:

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

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

1. On 12/18/22 at approximately 3:07a.m., officers were dispatched to an Entry at 108 W. Howard Av. Investigation revealed 3 subjects broke a window and gained entry to the closed business obtaining tobacco and cash. The agent was cooperative providing video surveillance of the incident.

2. On 04/24/2024, at 6:38 PM., officers conducted a Wisconsin WINS Tabaco compliance investigation at 108 W. Howard Ave. An employee sold a pack of ZYN coffee flavor nicotine pouches to a minor person under 18 years of age. The agent was cited for the violation.

=====  
Charge: Sale of Cigarettes to a Minor/ Underage.  
Finding: Guilty  
Sentence: Fine  
Date: 058/13/2024  
Case: 24014544

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2404240121

OtherEvent #: 24-LP-0834

## Incident

### 108 W HOWARD AV MILWAUKEE, WISCONSIN 53207

Incident Date/Time:: 04/24/2024 18:38:00  
CAD Number:: P2404241301  
District:: 6  
Beat:: 640  
Reporting Area:: 7060

## Business Agent (1)

### MALIK, NIDA S

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 07/26/1986  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (414)-467-0955  
Phone 1 Type:: Phone  
Address:: 9195 S MEYER LN #10110  
Apartment or Suite:: 10110  
City:: OAK CREEK  
State:: WISCONSIN  
Zip Code:: 53154

## Licensed Premise Data (1)

### Hometown Gas Station

Address:: 108 W HOWARD AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53207  
License Type:: Tobacco  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 04/24/2024 18:45:00  
Business Was Cited For Violation:: Yes  
Licensee was cooperative: (If not  
explain in narrative): Yes  
Licensee or Manager was on  
premises at time of  
violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Schilling-Mess, Eric L 022641

04/25/2024

This report is written by P.O. Eric Schilling-Mess, assigned to the Office of Community Relations, Engagement, and Recruitment Days, equipped with a working Body Camera and Full MPD Uniform.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2404240121

OtherEvent #: 24-LP-0834

On Wednesday, April 24, 2024, at approximately 6:38p, I conducted an investigation at the location (Hometown Gas Station) 108 W Howard Av (Located in the City and County of Milwaukee) This was in partnership with the Memorandum of Understanding with Community Advocates, Coalition Coordinator the City of Milwaukee Tobacco-Free Alliance, Charlie Leonard. Wisconsin Wins Campaign (WI WINS is an intervention program designed to help the State of Wisconsin come into and stay in compliance with requirements of the federal Synar Regulations

The two teens that were assigned to this deployment were as follows:

Ashleigh Contreras (W/F, 08/08/2006)

Aidan Morrison (W/M, 11/06/2006)

Upon arrival to the location, CONTRERAS and MORRISON entered the location attempting to purchase products for sale, not intended for minors. The goal was for the organization to request identification and turn the minors away after they found out the teens were ineligible for the sale. CONTRERAS requested pack Zyn Coffee Nicotine Pouches from the cashier. The cashier requested for her identification, to which she complied. CONTRERAS provided her ID which indicated that she was 17 years of age. After briefly looking at the identification the cashier completed the transaction paying approximately \$5.06. CONTRERAS and MORRISON returned the vehicle and provided me the description of the person hold sold the item to them, who was the only cashier on duty.

Product purchased- Zyn Coffee Mg 3 -\$5.06

I then entered the location and requested a manager. However, the cashier was the only person at the location at the time. I requested the license permits and advised the cashier that he sold to a minor. He stated that he checked the ID and stated that it was 08/08/2024. I then advised him to that the date provided indicated that CONTRERAS was 17 years of age, and the age for sale was 21. The cashier provided the permits and contacted the agent. I spoke with the agent on the phone about the incident and made a notification that they would be receiving a citation. I left my community contact card with the cashier if there was any other questions.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2404240121

OtherEvent #: 24-LP-0834

CIG-1032734

End of Report

<b>Officer (2)</b>
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Reporting Officer:	Schilling-Mess, Eric L (022641)	04/25/2024 07:56:00
Section: (Work Location):	02	
Approving Officer:	Velasquez, Guadalupe (018673)	04/26/2024 15:31:45
Section: (Work Location):	04	



Monday, April 14, 2025



# Notice of Public Hearing

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MALIK, Nida S, Agent  
Home Town at 108 W Howard Av  
Filling Station, Food Dealer and Weights & Measures Licenses Renewal Application

**Tuesday, April 29, 2025 at 9:00 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 4/29/2025 at 9:00 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](mailto: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.

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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 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	114 W HOWARD AVE	MILWAUKEE, WI 53207-3835
CURRENT OCCUPANT	118A W HOWARD AVE	MILWAUKEE, WI 53207-3835
CURRENT OCCUPANT	124 W HOWARD AVE	MILWAUKEE, WI 53207-3835
CURRENT OCCUPANT	132 W HOWARD AVE	MILWAUKEE, WI 53207-3835
CURRENT OCCUPANT	139 W HOWARD AVE	MILWAUKEE, WI 53207-3834
CURRENT OCCUPANT	3828 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3829 S HOWELL AVE	MILWAUKEE, WI 53207-3840
CURRENT OCCUPANT	3830 S HOWELL AVE	MILWAUKEE, WI 53207-3841
CURRENT OCCUPANT	3831 S HOWELL AVE	MILWAUKEE, WI 53207-3840
CURRENT OCCUPANT	3834 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3840 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3846 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3852 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3858 S 1ST ST	MILWAUKEE, WI 53207-3825
CURRENT OCCUPANT	3901 S 1ST ST	MILWAUKEE, WI 53207-4301
CURRENT OCCUPANT	3903 S 1ST ST	MILWAUKEE, WI 53207-4301
CURRENT OCCUPANT	3906 S 1ST ST	MILWAUKEE, WI 53207-4302
CURRENT OCCUPANT	3911 S 1ST ST	MILWAUKEE, WI 53207-4301
CURRENT OCCUPANT	3911A S 1ST ST	MILWAUKEE, WI 53207-4301
CURRENT OCCUPANT	3914 S 1ST ST	MILWAUKEE, WI 53207-4302
CURRENT OCCUPANT	3914A S 1ST ST	MILWAUKEE, WI 53207-4302
CURRENT OCCUPANT	3915 S HOWELL AVE	MILWAUKEE, WI 53207-4421
CURRENT OCCUPANT	3922 S 1ST ST	MILWAUKEE, WI 53207-4302

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Total Records: 23

Radius 250 feet and Center of the Circle: 108 W Howard Av



# BUSINESS LICENSE RENEWAL PLAN OF OPERATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202

Licenses to be Renewed	Renewal Fee(s)	
Food Dealer - FOOD 14983	\$575.00	Expiration Date: 5/2/2025 File By Date: 2/20/2025 Date Late Fee Begins: 2/21/2025 Late Fee Amount: \$75.00
Extended Hours -		
Filling Station - FILL 2292	\$250.00	
Cigarette & Tobacco - CIG 1032734	\$100.00	
Weights & Measures - W&M 8713	\$1,080.00	
Sidewalk Dining -		
<b>TOTAL DUE</b>	<b>\$2005</b>	

Legal Entity Name: SM Petro World LLC

Premises Address: 108 W HOWARD AV

## Changes Since Last Application?

Are there any changes in your plans to address litter, noise, and/or security?  No  Yes If yes, describe: \_\_\_\_\_

Are there any changes to the hours of operation (as listed on your current license)?  No  Yes If yes, describe: \_\_\_\_\_

Are there any changes to your current plan of operation or floor plan\*?  No  Yes If yes, describe: \_\_\_\_\_

\*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses) under License Forms and Related Information.

### Weights & Measures Licensees Only

Number/Type of Devices: **Retail Petroleum Meters = 18**  
Are there any changes to the number or types of devices?  
 No  Yes If yes, contact our office for further instructions.

### Sidewalk Dining

Are there any changes to the sidewalk dining site plan?  
 No  Yes If yes, submit an updated site plan with this application.

### Food Dealer Licensees Only

Your current food license includes the following business operations: **Processing, Hazardous Foods, Sales \$20,001 - \$200,000**  
Are there any changes to your plan of operation (for example, adding processing, changing sales amount or complexity, etc.)?  No  Yes  
If yes, you must complete a "Request to Modify Food Establishment/Food Operation Plan" which can be obtained at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses) under "Forms and Related Information" or by contacting our office.

### All Applicants: Signature

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