



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, April 15, 2025

COMMITTEE MEETING NOTICE

AD 03

WRIGHT, Kaitlyn, Agent  
GOBRANDS INC  
537 N 3RD ST  
Philadelphia, PA 19123

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 01:50 PM**

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

**Regarding:** Your Extended Hours Establishments and Food Dealer Licenses Renewal Application Adding Stockholders as agent for "goBrands Inc" for "gopuff" at 2037 N FARWELL 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)

**Collins, Rolanda**

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**From:** Cooney, Jim  
**Sent:** Friday, September 20, 2024 11:21 AM  
**To:** Collins, Rolanda  
**Cc:** Lopez, Faviola  
**Subject:** Fw: Go puff.

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

Please add

Jim Cooney  
License Division Manager  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2238



REDACTED  
BY  
RE

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**From:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Sent:** Friday, September 20, 2024 11:20 AM  
**To:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Subject:** Re: Go puff

We will flag it and notify you of the hearing, likely December 3rd.

Jim Cooney  
License Division Manager  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2238



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**From:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Sent:** Friday, September 20, 2024 11:12 AM

**Cc:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** Re: Go puff

Thanks and Jim do you know when? Also can you add to file?

In service,

Jonathan Brostoff

Alderson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
Milwaukee, WI 53202  
(414) 286-3765  
Facebook Twitter

On Sep 20, 2024, at 10:04,

wrote:

Hi Jonathan, yesterday I called your office because Go Puff driver was again parking in the middle of Windsor blocking traffic from both directions and the alley and both directions. He was particularly surly with me and when I spoke to the people at Go Puff they were particularly surly with me as well. So after talking to your assistant just to make note of time and day and she suggested giving the nonemergency cop a call which I did and a community liaison officer supposedly talk to them yesterday.

My favorite quote from Employee was I really don't care if this place gets shut down!

This is the second time my workmen couldn't get into the alley to work on our fence because there was a truck blocking it so it cost me 20 minutes twice on the clock.

In other news, I almost stepped on a rat the other day because he was right next to our garage, that was a first

I'm attaching a couple pictures of that truck. Oh also, I tried calling the Manager. I believe his name is \_\_\_\_\_ and he responded to me with a text saying he does not work there anymore. So I don't have a contact for Go Puff.

If you can tell me when the licensing meeting is, I would certainly like to be in attendance

I respect that these guys pay taxes even if I don't like their business model but the other day the fire department couldn't get through because of the trucks so it's an issue. I'm sure you have a lot of people chronically complaining and I don't like to be that person, but this is an ongoing problem.

REDACTED  
BY  
RC

As far as rats do you have any addresses or businesses?

In service,

Jonathan Brostoff  
Alderson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
Milwaukee, WI 53202  
(414) 286-3765  
Facebook Twitter

REDACTED  
BY  
RC

REDACT  
BY

On Sep 5, 2024, at 21:07  
role:

Well, now I feel like I'm really being a pest but... Today a semi truck delivering to Go Puff, was parked, blocking the alley in both directions and the street and both directions and I had a worker who was on the clock trying to get into my alley who had to wait 20 minutes until I could convince the semi truck driver to back up 8 feet. he was less than happy with me.

So I was talking to our neighbor next-door about this and watching the rats run back-and-forth between the apartment building and Go Puff and he told me that while I was gone, another truck was parked there and the fire department was trying to get through and honking the airhorn until the guy finally came and moved the vehicle into the alley so they could pass.

on the east side, we ran down Wisconsin often because it's hard to negotiate the one ways, so it is pretty important to keep that very busy thoroughfare unblocked. I would lobby for no parking on one side of the street, but I know what a premium parking is at;

a situation like this where Go Puff has a steady stream of cars coming and going and trucks coming and going and blocking that through fair for sometimes half hour at a time it's not acceptable. They could pull into the alley behind

go puff and only block four parking spaces. Instead there's a steady turning around of cars trying to get through.

And did I mention the rats? I started naming them but there are too many and they all dress alike but big Harry stands out, he's the size of a cat.

Sorry to be so squeaky a wheel but this place is very unpopular with the neighbors.

Thank you

Sent from my iPhone

REDACTED  
BY  
RC

On Aug 15, 2024, at 11:38 AM,  
Brostoff, Jonathan  
<Jonathan.Brostoff@milwaukee.gov  
> wrote:

Thanks! Will follow up ASAP

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

Sent: Thursday, August 15, 2024  
11:04 AM  
To: Brostoff, Jonathan  
<Jonathan.Brostoff@milwaukee.gov  
>  
Subject: Go puff

For the file

I'm sorry to harp on this, but in case I'm not available for the next license hearing I want you to have this material available.

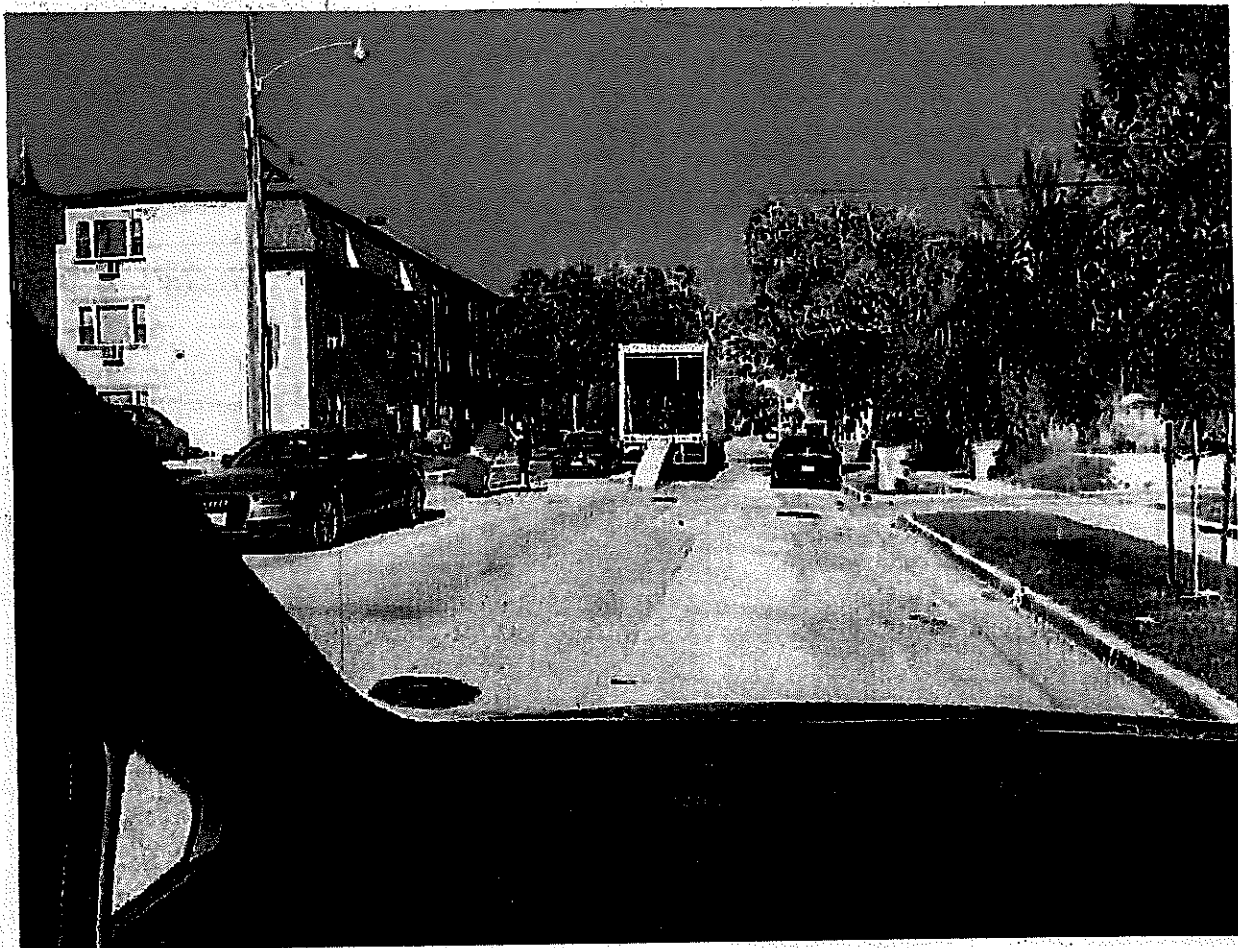
This truck unloading at Go puff stopped traffic for a quarter hour on Windsor, one of the busier streets on the east side. This is causing traffic to back up, turnaround and navigate multiple extra blocks because of the one ways to access our homes.

Not a Benefit to the neighborhood.

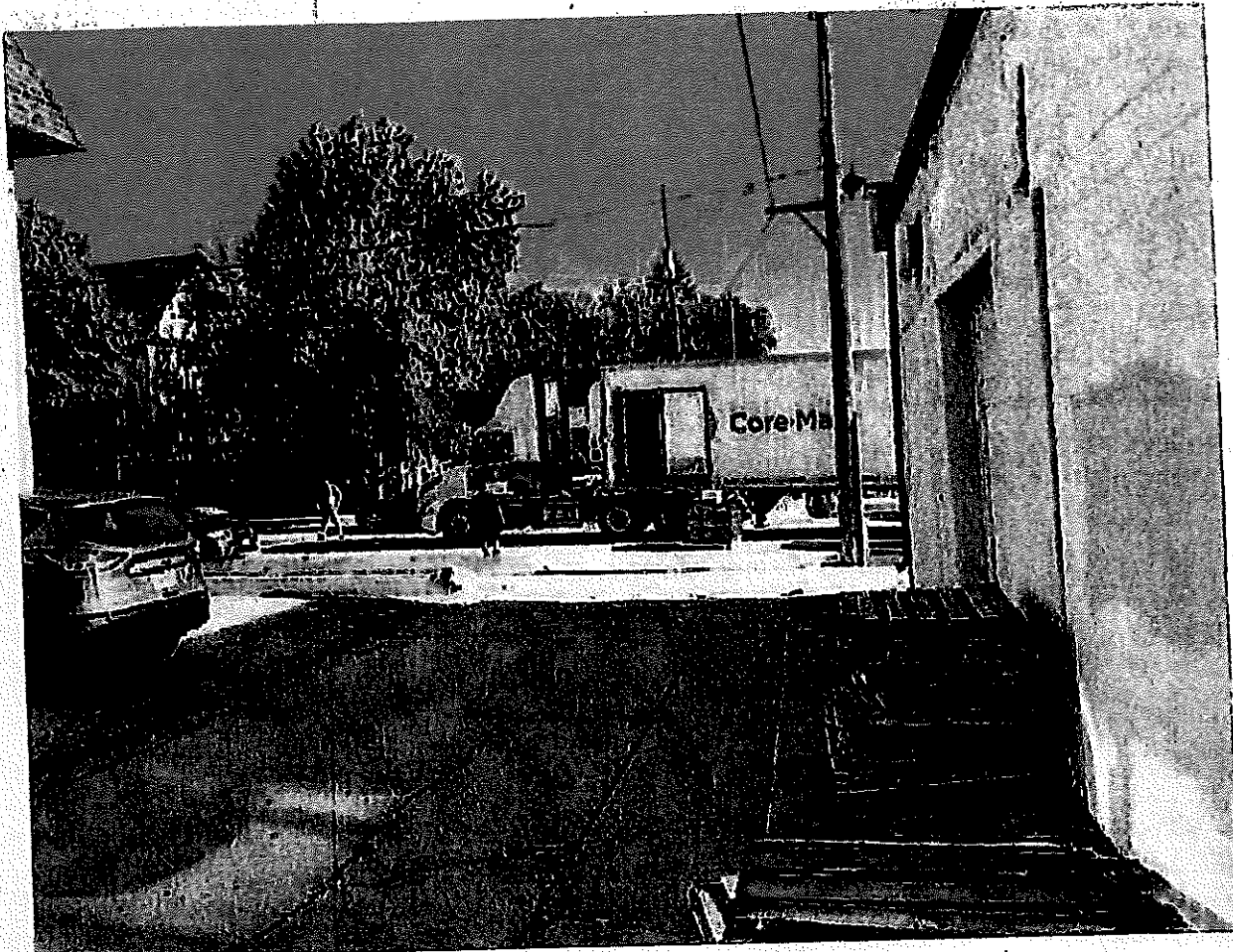
Sent from my iPhone

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

REDACTED  
BY  
RC



REDACTED  
BY  
RC



Sent from my iPhone

On Sep 6, 2024, at 8:44 AM,

Well, in fairness, Go Puff did put out rat traps and overall I'd say the population decreased for about a month, the traffic seems to all be between the Go Puff parking lot to the south side of the building and the Eagle dumpster behind the apartment building that faces on Oakland at the corner of Oakland and Windsor

REDACTED

I can get you an address.

Rats are pretty tough to get rid of, if I had a 22 and a scope, we could have a whole pile of them, But obviously, that's not an option.

Sent from my iPhone

On Sep 5, 2024, at 11:10 PM, Brostoff, Jonathan  
<Jonathan.Brostoff@milwaukee.gov> wrote:

no bother at all and yes I'll follow up asap!



Tuesday, April 15, 2025



# Notice of Public Hearing

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WRIGHT, Kaitlyn, Agent  
gopuff at 2037 N FARWELL Av  
Extended Hours Establishments and Food Dealer Licenses Renewal Application Adding  
Stockholders

**Tuesday, April 29, 2025 at 1:50 PM**

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 1:50 PM 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.**











CURRENT OCCUPANT	2100 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2102 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2106 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2108 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2114 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2116 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2118 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2120 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2122 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2124 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2126 N OAKLAND AVE	MILWAUKEE, WI 53202-1132

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Total Records: 245

Radius 250 feet and Center of the Circle: 2037 N Farwell 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 14694	\$575.00	Expiration Date: 1/16/2025 File By Date: 10/17/2024 Date Late Fee Begins: 10/18/2024 Late Fee Amount: \$75.00
Extended Hours - 24HRS 200365	\$225.00	
Filling Station -		
Cigarette & Tobacco - CIG 1032510	\$100.00	
Weights & Measures -		
Sidewalk Dining -		
<b>TOTAL DUE</b>	<b>\$900</b>	

Legal Entity Name: goBrands Inc

Premises Address: 2037 N FARWELL 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:  
Are there any changes to the number or types of devices?  
 No  Yes If yes, contact our office for further instructions.

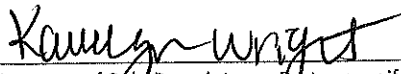
### Sidewalk Dining

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: No Processing, Hazardous Foods, Sales \$200,001 - \$2,000,000  
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