



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, September 22, 2015


COMMITTEE MEETING NOTICE

AD 03

DONOVAN, Ryan W, Agent  
Ian's Pizza Milwaukee, LLC  
2035 E NORTH AV  
Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, September 29, 2015 at 09:00 AM**

**Regarding:** Your Class B Fermented Malt Beverage and Class C Wine Retailer's, and  walk Dining Facility License Applications as agent for "Ian's Pizza Milwaukee, LLC" for "Ian's Pizza Milwaukee" at 2035 E NORTH 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 85-2.7-4, 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. Possible denial because: This proposed location is in an area that has previously been found by the Common Council to be over concentrated with alcohol outlets. Attached is the concentration of alcohol beverage outlets in the area map existing at the time of the determination of the over concentration based on an address of 2219 N Farwell Av. The Licenses Committee will consider concentration of alcohol beverage outlets as one question regarding the suitability of this location to be licensed as an alcohol beverage establishment. You may present evidence supporting your application. One issue that evidence should address is whether the licensure of this location is appropriate in light of the concentration of alcohol beverage outlets.

**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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:



Jason Schunk  
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)





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Tuesday, September 22, 2015

COMMITTEE MEETING NOTICE

AD 03

DONOVAN, Ryan W, Agent  
Ian's Pizza Milwaukee, LLC  
2547 N 69<sup>th</sup> St  
Wauwatosa, WI 53210

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, September 29, 2015 at 09:00 AM**

**Regarding:** Your Class B Fermented Malt Beverage and Class C Wine Retailer's, and Sidewalk Dining Facility License Applications as agent for "Ian's Pizza Milwaukee, LLC" for "Ian's Pizza Milwaukee" at 2035 E NORTH Av.

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



Date:09/10/2015  
Officer: Thomas Kline

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

Name of Premise: Ian's  
Address: 2035 E North Ave.  
Phone: 608 609 7530

Owner:  
Owner address:  
City State Zip:  
Owner Phone:  
Owner email:

Licensee/Agent: Donovan, Ryan W  
Home Address: 2547 N 69<sup>th</sup> Street  
City State Zip: Wauwatosa, WI. 53217  
Phone: 608 609 7530  
Email:

Preferred contact: Agent

Location currently open: ☐ YES ☒ NO

Projected open date:

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

Hours of Operation: Sun: 11 am-2:30 am 24 hours ☐Y ☒N  
Mon: 11 am-2:30 am  
Tue: 11 am-2:30 am  
Wed: 11 am-2:30 am  
Thu: 11 am-2:30 am  
Fri: 11 am-3:00 am  
Sat: 11 am-3:00 am

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



Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #:  
Tobacco: ☐ Yes ☐ No #:   
Food: ☒ Yes ☐ No #:   
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 many4
  - 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
6. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☐ Yes ☒ No
8. Is the parking lot clean? ☐ 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
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
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. VCR ☐ Yes ☒ No
  - d. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras ☐ Yes ☒ No How many:
22. Are there interior cameras ☒ Yes ☐ No How many: 10



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/posted capacity Unknown at this time, waiting on permit  
26. What is the minimum number of employees that will be on premise 4  
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. Are emergency and non-emergency numbers posted near the phone? ☒Yes ☐No  
31. 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**

32. How many security personnel are going to be employed: 1  
33. How will they be deployed: Interior Yes ExteriorNo  
34. What days will they be deployed ☐Mon☐Tue☐Wed☒Thu☒Fri☒Sat☐Sun  
35. Will the security be managed by business ☒or contracted☐  
36. Will they be armed ☐Yes ☒No  
37. What type of security measures will be used:  
☐Wanding/metal detector  
☐ID Scanner  
☐Dress Code  
☐Cover Charge  
☐Age restriction  
☐Other  
38. When at capacity, how will the overflow crowd be managed? Line outside  
39. Will a guard monitor the overflow crowd at all times? ☒Yes ☐No

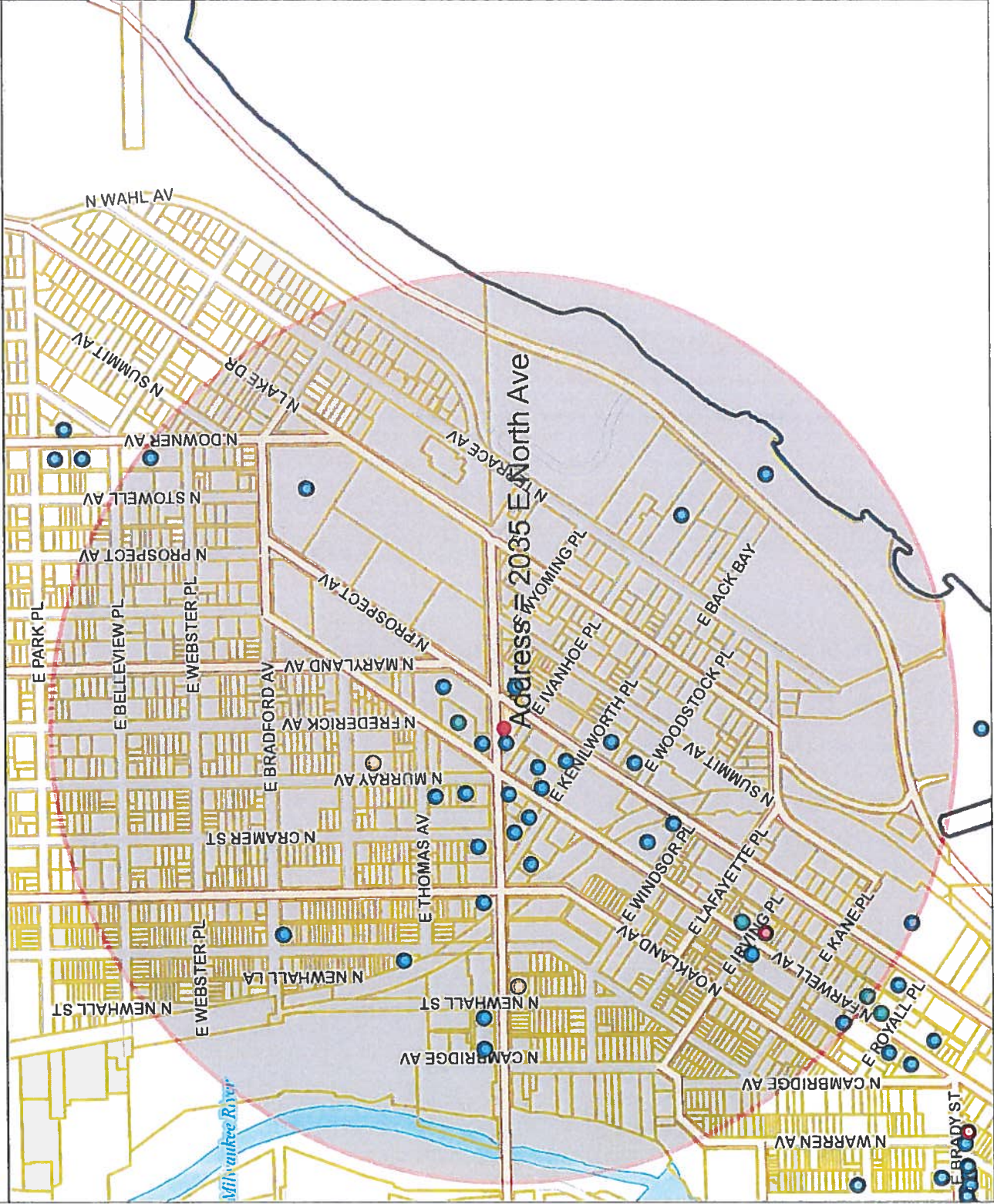
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

- Requesting 10 tappers for beer
- Agent stated they will not be posting any beer signs in the windows
- Loitering signs will be posted inside the store
- Renovation \$350,000.00



# Alcohol License Concentration for 2035 E North Ave

City of Milwaukee, Wisconsin



## - Legend -

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer

## - Notes -

Licensed Alcohol Establishments Within  
a .5 Mile Radius Centered on 2035 E  
North Ave on 08/18/2015

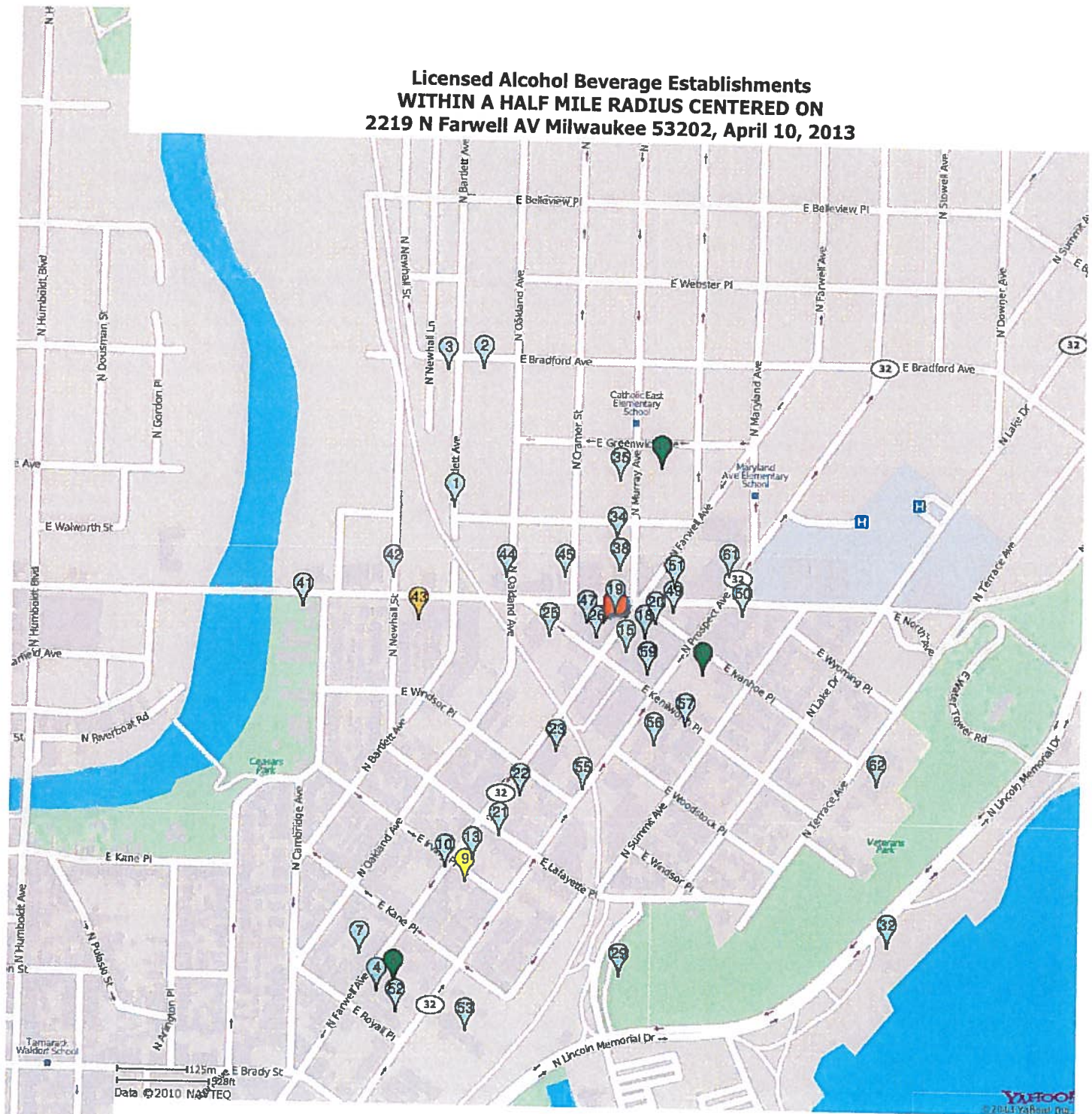




5 Mile Radius Centered on 2035 E North Ave on 08/18/2015										Total
Licensed Alcohol Beverage Establishments Within a 5 Mile Radius Centered on 2035 E North Ave on 08/18/2015										
License Summary										
Class A Fermented Malt Beverage Retailer's License										2
Class A Malt & Class A Liquor License										1
Class B Fermented Malt Beverage Retailer's License										5
Class B Tavern License										38
Class C Wine Retailer's License										4
Grand Total = 50										
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date			
FOUR STAR INC OF MILWAUKEE	MURRAY PANTRY	MURAD M ALI, Agt	2430 N MURRAY AV	Class A Fermented Malt Beverage Retailer's License			1/15/2016			
Midwest Retail Group-North Avenue, Inc	7-Eleven #55852A	JAMES F FIENE, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License			7/1/2016			
Krishveer LLC	Koppa's Fulbell Deli	Shachen A Shah, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License			2/4/2016			
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YITLETU DEBEDE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75		1/15/2016			
J & J KOH LLC	OsaKa	Sung Hee Kim, Agt	2336 N Farwell Av	Class B Fermented Malt Beverage Retailer's License			11/4/2015			
MAJOR GOOLSBY'S, INC	MAJOR GOOLSBY'S	ANGELA ST LEDGER, Agt	2272 N LINCOLN MEMORIAL DR	Class B Fermented Malt Beverage Retailer's License			6/13/2016			
SPTreto, LLC	Rice N Roll Bistro	Pamoth Letsungserm, Agt	1952 N Farwell Av	Class B Fermented Malt Beverage Retailer's License			3/30/2016			
YANGJI, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray Av	Class B Fermented Malt Beverage Retailer's License			11/1/2015			
ALLIUM LLC	ALLIUM	STEPHEN D MARKS, Agt	2101-03 N PROSPECT AV	Class B Tavern License	49		4/12/2016			
BEANS & BARLEY, INC	BEANS & BARLEY	LYNN V SBRONIK, Agt	1901 E NORTH AV	Class B Tavern License	180		6/30/2015			
Bradford View LLC	Bradford Beach	DONATO SALVO, Agt	2400 N LINCOLN MEMORIAL DR	Class B Tavern License			5/21/2016			
BRG LOTTA BURGER, LLC	NORTH POINT	JOHN M WISE, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License			9/22/2015			
Buddha Lounge Inc	Buddha Lounge	Claudia Gallegos, Agt	1504 E North Av	Class B Tavern License		1st floor indoor - 68 beer garden - 80	1/6/2016			
CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENVA, Agt	2417 N BARTLETT AV	Class B Tavern License	145		6/29/2016			
CINEMA BEVERAGES HOLDING COMPANY, LLC	THE ORIENTAL	ERIC A LEVIN, Agt	2230 N FARWELL AV	Class B Tavern License	1260		4/13/2016			
CMR FOODS, LLC	THE RED DOT CAFE	MARTIN A BEAUDOIN, Agt	2498 N BARTLETT AV	Class B Tavern License	160	1st Floor - 99, Beer Garden - 61	5/19/2016			
COMET CAFE, INC	COMET CAFE	LESUE S MONTEMURRO, Agt	1943-47 N FARWELL AV	Class B Tavern License	160		2/21/2016			
Cripple Creek, LLC	The Hotel Foster	DOUGLAS A WILLIAMS, Agt	2028 E North Av	Class B Tavern License	143		3/22/2016			
EASTCASTLE PLACE, INC	EASTCASTLE PLACE	LAURA A WENGLER, Agt	2505 E BRADFORD AV	Class B Tavern License			6/19/2016			
Forever Young Enterprises Inc	Two Bucks	Lynn M Forthaus, Agt	2321-23 N Murray Av	Class B Tavern License	99		4/30/2016			
G-DADDY'S, INC	G-DADDY'S BBC	GARY R JOHNSON, Agt	2012-24 E NORTH AV	Class B Tavern License	360	240 First Floor, 120 Second Floor	12/30/2015			
GPI OF MILWAUKEE, INC	MA FISHER'S	HEIDI A PANAGIOTOPoulos, Agt	2214 N FARWELL AV	Class B Tavern License			4/12/2016			
GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ELEEN N ZILLI, Agt	2220 N TERRACE AV	Class B Tavern License			7/25/2016			
HENRY'S TAVERN, LLC	HENRY'S TAVERN	NADER H PAKROO, Agt	2523 E BELLEVUE PL	Class B Tavern License	50		5/29/2016			
HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118		6/30/2016			
ITC II ENTERPRISE, LLC	EASTSIDER	JASON C GROWEL, Agt	1732 E NORTH AV	Class B Tavern License	71		1/4/2016			
LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240		4/12/2016			
Lin & Chen Fushimi, LLC	Fushimi Sushi Seafood Buffet	Gui Lin, Agt	2116 N Farwell Av	Class B Tavern License			11/26/2015			
MERGE, INC	YIELD	JAMES R ZEISLER, Agt	1932 E KENILWORTH PL	Class B Tavern License	150		6/13/2016			
Murray Avenue Restaurant, LLC	Divino Wine & Dine	DEAN M CANNISTRA, Agt	2315 N Murray Av	Class B Tavern License	99		11/26/2015			
Nick's House	Nick's House	NICHOLAS A DE PALMA, SP	1854 E KENILWORTH PL	Class B Tavern License	99		5/19/2016			
PADDY'S PET & PUB	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	1791		2/21/2016			
PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N FARWELL AV	Class B Tavern License	150		3/7/2016			
PROSPECTOR PARTNERSHIP LLC	VINTAGE	BRIAN W GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	137		4/11/2016			
R C'S	RASCAL'S ON MURRAY	ROBERT C SCHMIDT, JR, SP	1530 E NORTH AV	Class B Tavern License	2321		6/30/2016			
Saint John's Communities, Inc	Saint John's on the Lake	JAMES A BAAD, Agt	2311 N MURRAY AV	Class B Tavern License	80		5/7/2016			
SEOL KOREAN RESTAURANT	SEOL KOREAN RESTAURANT	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License			2/4/2016			
Stone Bowl Grill, LLC	Stone Bowl	HAE JIN PARK, SP	2278 N PROSPECT AV	Class B Tavern License	99		3/21/2016			
Storm's 5 Plus 2 LLC	The Hotch Spot	ANGELA B STORM, Agt	1958-62 N Farwell Av	Class B Tavern License	102		11/15/2015			
TAQUERIA JALISCO, INC	JALISCO RESTAURANT	RUBEN HERRERA, Agt	1813 E Kenilworth Pl	Class B Tavern License	102		5/30/2016			
The Mason Tavern Group, LLC	School Yard Bar & Grill	Rachel A Krich, Agt	1815 E KENILWORTH PL	Class B Tavern License	240		5/23/2016			
Togo Corp	Izumi's Restaurant	TATSUYA GOTO, Agt	2150 N Prospect Av	Class B Tavern License	99		9/24/2015			
VITUCCI'S, INC	VITUCCI'S COCKTAIL LOUNGE	Angela M Vitucci-Bonfiglio, Agt	1832 E NORTH AV	Class B Tavern License	150		6/30/2016			
VTT ENTERPRISES, INC	VON TRIER TAVERN	CYNTHIA L SIDOFF, Agt	2235 N FARWELL AV	Class B Tavern License	153		11/30/2015			
WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Michael L Buetow, Agt	2305 N PROSPECT AV	Class B Tavern License			6/13/2016			
Za Man, LLC	Pizza Man	MICHAEL AMIDZICH, Agt	2595-97 N Downer Av	Class B Tavern License			6/10/2016			
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YITLETU DEBEDE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License			1/15/2016			
J & J KOH LLC	OsaKa	Sung Hee Kim, Agt	2336 N Farwell Av	Class C Wine Retailer's License			11/4/2015			
SPTreto, LLC	Rice N Roll Bistro	Pamoth Letsungserm, Agt	1952 N Farwell Av	Class C Wine Retailer's License			3/30/2016			
YANGJI, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray Av	Class C Wine Retailer's License			11/1/2015			



**Licensed Alcohol Beverage Establishments  
WITHIN A HALF MILE RADIUS CENTERED ON  
2219 N Farwell AV Milwaukee 53202, April 10, 2013**



**LICENSE SUMMARY**

 Class B Tavern License	- 50 LICENSES	 Class A Fermented Malt Beverage Retailer's License	- 2 LICENSES
 Class C Wine Retailer's License	- 3 LICENSES		
 Class B Fermented Malt Beverage Retailer's License	- 6 LICENSES		
 Class A Malt & Class A Liquor License	- 1 LICENSES		



TOTAL: 62 LICENSES

**Licensed Alcohol Beverage Establishments  
WITHIN A HALF MILE RADIUS CENTERED ON  
2219 N Farwell AV Milwaukee 53202, April 10, 2013**

**License Summary:**

BTAVN - Class B Tavern License	- 50 LICENSES
CWINE - Class C Wine Retailer's License	- 3 LICENSES
BBEER - Class B Fermented Malt Beverage Retailer's License	- 6 LICENSES
ALQML - Class A Malt & Class A Liquor License	- 1 LICENSES
AMALT - Class A Fermented Malt Beverage Retailer's License	- 2 LICENSES

**TOTAL: 62 LICENSES**

<u>Premises Address</u>	<u>Establishment Name</u>	<u>Lic. Type</u>	<u>Exp. Date</u>
1. 2417 N BARTLETT Av	CHAMPION'S PUB	BTAVN	6/29/2013
2. 2498 N BARTLETT Av	THE RED DOT CAFE	BTAVN	5/19/2013
3. 2499 N BARTLETT Av	TESS	BTAVN	7/31/2013
4. 1806 N FARWELL Av	EE SANE THAI CUISINE	BTAVN	10/29/2013
5. 1824 N FARWELL Av	ETHIOPIAN COTTAGE RESTAURANT	CWINE	1/15/2014
6. 1824 N FARWELL Av	ETHIOPIAN COTTAGE RESTAURANT	BBEER	1/15/2014
7. 1827 N FARWELL Av	PIZZA SHUTTLE	BTAVN	3/7/2014
8. 1828 N FARWELL Av	MIZU	BBEER	1/14/2014
9. 1940 N FARWELL Av	Koppa's	ALQML	2/4/2014
10. 1943-47 N FARWELL Av	COMET CAFE	BTAVN	2/21/2014
11. 1952 N FARWELL Av	SOBELMANS TALLGRASS GRILL	CWINE	11/30/2013
12. 1952 N FARWELL Av	SOBELMANS TALLGRASS GRILL	BBEER	11/30/2013
13. 1958-62 N FARWELL Av	MAYURA RESTAURANT	BTAVN	6/15/2013
14. 2214 N FARWELL Av	MA FISCHER'S	BTAVN	4/12/2013
15. 2214 N FARWELL Av	MA FISCHER'S	BTAVN	4/12/2014
16. 2220 N FARWELL Av	LANDMARK LANES	BTAVN	4/12/2013
17. 2220 N FARWELL Av	LANDMARK LANES	BTAVN	4/12/2014
18. 2230 N FARWELL Av	THE ORIENTAL	BTAVN	4/13/2014
19. 2235 N FARWELL Av	VON TRIER TAVERN	BTAVN	11/30/2013
20. 2238 N FARWELL Av	Replay Sports Bar	BTAVN	6/14/2013
21. 1978 N Farwell Av	Jow Nai Fouquet	BTAVN	11/29/2013
22. 2012-14 N Farwell Av	The Eatery on Farwell	BTAVN	5/24/2013
23. 2116 N Farwell Av	Fushimi Sushi Seafood Buffet	BTAVN	11/26/2013
24. 1813 E KENILWORTH PI	The Hotch Spot	BTAVN	5/30/2013
25. 1815 E KENILWORTH PI	School Yard Bar & Grill	BTAVN	9/24/2013
26. 1854 E KENILWORTH PI	Y-NOT Y-NOT Y-NOT TAVERN	BTAVN	5/19/2013
27. 1932 E KENILWORTH PI	YIELD	BTAVN	6/13/2013
28. 1700 N LINCOLN MEMORIAL DR	MILWAUKEE YACHT CLUB	BTAVN	7/6/2013
29. 1750 N LINCOLN MEMORIAL DR	PITCH'S EXPRESS	BTAVN	6/14/2013
30. 2272 N LINCOLN MEMORIAL DR	MAJOR GOOLSBY'S	BBEER	6/13/2013
31. 2272 N LINCOLN MEMORIAL DR	NORTH POINT	BTAVN	5/14/2013
32. 2400 N LINCOLN MEMORIAL DR	Bradford Beach	BTAVN	5/21/2013
33. 2311 N MURRAY Av	RASCAL'S ON MURRAY	BTAVN	5/7/2013
34. 2339-A N MURRAY Av	PADDY'S PET & PUB	BTAVN	2/21/2014
35. 2423 N MURRAY Av	THE ESTATE	BTAVN	3/20/2014
36. 2430 N MURRAY Av	MURRAY PANTRY	AMALT	1/15/2014
37. 2315 N Murray Av	Divino Wine & Dine	BTAVN	11/26/2013
38. 2321-23 N Murray Av	Two Bucks	BTAVN	4/10/2014
39. 2428 N Murray Av	Huan Xi	CWINE	11/1/2013
40. 2428 N Murray Av	Huan Xi	BBEER	11/1/2013
41. 1431 E NORTH Av	JUDGE'S IRISH PUB	BTAVN	3/7/2014
42. 1530 E NORTH Av	R C'S	BTAVN	6/30/2013
43. 1609 E NORTH Av	7 Eleven #35852H	AMALT	10/15/2013
44. 1732 E NORTH Av	EASTSIDER	BTAVN	1/4/2014
45. 1832 E NORTH Av	VITUCCI'S COCKTAIL LOUNGE	BTAVN	6/30/2013
46. 1901 E NORTH Av	BEANS & BARLEY	BTAVN	6/30/2013
47. 1905 E NORTH Av	THE LIBRARY CLUB	BTAVN	2/5/2014



48. 2012-24 E NORTH Av  
49. 2017 E NORTH Av  
50. 2207 E NORTH Av  
51. 2028 E North Av  
52. 1801 N PROSPECT Av  
53. 1840 N PROSPECT Av  
54. 2101-03 N PROSPECT Av  
55. 2101-03 N PROSPECT Av  
56. 2150 N PROSPECT Av  
57. 2178 N PROSPECT Av  
58. 2203 N PROSPECT Av  
59. 2203 N PROSPECT Av  
60. 2228 N PROSPECT Av  
61. 2305 N PROSPECT Av  
62. 2220 N TERRACE Av

G-DADDY'S BBC  
HOOLIGAN'S  
JALISCO RESTAURANT  
The Hotel Foster  
ZILLI HOSPITALITY GROUP  
Saint John's on the Lake  
Allium  
Allium  
IZUMI'S RESTAURANT  
SEOUL KOREAN RESTAURANT  
VINTAGE  
VINTAGE  
QDOBA MEXICAN GRILL  
WHOLE FOODS MARKET  
ZILLI HOSPITALITY GROUP

BTAVN 12/20/2013  
BTAVN 6/30/2013  
BTAVN 5/23/2013  
BTAVN 3/22/2014  
BTAVN 7/25/2013  
BTAVN 2/4/2014  
BTAVN 4/12/2013  
BTAVN 4/12/2014  
BTAVN 5/15/2013  
BTAVN 3/21/2014  
BTAVN 4/11/2013  
BTAVN 4/11/2014  
BBEER 5/29/2013  
BTAVN 6/13/2013  
BTAVN 7/25/2013





Tuesday, September 22, 2015



# Notice of Public Hearing

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DONOVAN, Ryan W, Agent  
Ian's Pizza Milwaukee at 2035 E NORTH Av  
Class B Fermented Malt Beverage and Class C Wine Retailer's, and Sidewalk Dining Facility  
License Applications

**Tuesday, September 29, 2015 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 9/29/2015 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	1924 E KENILWORTH PL	MILWAUKEE, WI 53202-1122
CURRENT OCCUPANT	2009 E IVANHOE PL 201	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 202	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 203	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 204	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 205	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 206	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 207	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 208	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 209	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 210	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 211	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 212	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 214	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 215	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 301	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 302	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 303	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 304	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 305	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 306	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 307	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 308	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 309	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 310	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 311	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 312	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 314	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2009 E IVANHOE PL 315	MILWAUKEE, WI 53202-1118
CURRENT OCCUPANT	2017 E NORTH AVE	MILWAUKEE, WI 53202-1127
CURRENT OCCUPANT	2022 E NORTH AVE	MILWAUKEE, WI 53202-1128
CURRENT OCCUPANT	2028 E NORTH AVE	MILWAUKEE, WI 53202-1128
CURRENT OCCUPANT	2045 E NORTH AVE	MILWAUKEE, WI 53202-1127
CURRENT OCCUPANT	2116 E IVANHOE PL	MILWAUKEE, WI 53202-1201
CURRENT OCCUPANT	2116 E IVANHOE PL A	MILWAUKEE, WI 53202-1201
CURRENT OCCUPANT	2120 E IVANHOE PL	MILWAUKEE, WI 53202-1201
CURRENT OCCUPANT	2122 E IVANHOE PL	MILWAUKEE, WI 53202-1201
CURRENT OCCUPANT	2207 E NORTH AVE	MILWAUKEE, WI 53202-1211
CURRENT OCCUPANT	2215 E NORTH AVE	MILWAUKEE, WI 53202-1211
CURRENT OCCUPANT	2216 N FARWELL AVE	MILWAUKEE, WI 53202-1117
CURRENT OCCUPANT	2217 N PROSPECT AVE 201	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 202	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 203	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 204	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 205	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 206	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 207	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 208	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 209	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 210	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 211	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 212	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 213	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 301	MILWAUKEE, WI 53202-0000
CURRENT OCCUPANT	2217 N PROSPECT AVE 302	MILWAUKEE, WI 53202-0000



[illegible]



[illegible]



CURRENT OCCUPANT	2266 N PROSPECT AVE 330	MILWAUKEE, WI 53202-6327
CURRENT OCCUPANT	2266 N PROSPECT AVE 334	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 336	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 400	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 400A	MILWAUKEE, WI 53202-6314
CURRENT OCCUPANT	2266 N PROSPECT AVE 400B	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 400C	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 410	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 410B	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 415	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 425	MILWAUKEE, WI 53202-6319
CURRENT OCCUPANT	2266 N PROSPECT AVE 426	MILWAUKEE, WI 53202-6313
CURRENT OCCUPANT	2266 N PROSPECT AVE 430	MILWAUKEE, WI 53202-6313
CURRENT OCCUPANT	2266 N PROSPECT AVE 440	MILWAUKEE, WI 53202-6329
CURRENT OCCUPANT	2266 N PROSPECT AVE 450	MILWAUKEE, WI 53202-6319
CURRENT OCCUPANT	2266 N PROSPECT AVE 501	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 503	MILWAUKEE, WI 53202-6309
CURRENT OCCUPANT	2266 N PROSPECT AVE 504	MILWAUKEE, WI 53202-6386
CURRENT OCCUPANT	2266 N PROSPECT AVE 505	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 506	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 507	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 509	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 510	MILWAUKEE, WI 53202-6318
CURRENT OCCUPANT	2266 N PROSPECT AVE 511	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 514	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 518	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 520	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 524	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 600	MILWAUKEE, WI 53202-6325
CURRENT OCCUPANT	2266 N PROSPECT AVE 600A	MILWAUKEE, WI 53202-6309
CURRENT OCCUPANT	2266 N PROSPECT AVE 601	MILWAUKEE, WI 53202-6309
CURRENT OCCUPANT	2266 N PROSPECT AVE 602	MILWAUKEE, WI 53202-6325
CURRENT OCCUPANT	2266 N PROSPECT AVE 604	MILWAUKEE, WI 53202-6300
CURRENT OCCUPANT	2266 N PROSPECT AVE 608	MILWAUKEE, WI 53202-6300
CURRENT OCCUPANT	2266 N PROSPECT AVE 610	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 611	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 612	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 615	MILWAUKEE, WI 53202-6306
CURRENT OCCUPANT	2266 N PROSPECT AVE 616	MILWAUKEE, WI 53202-6320
CURRENT OCCUPANT	2275 N SUMMIT AVE	MILWAUKEE, WI 53202-1245
CURRENT OCCUPANT	2303 N FARWELL AVE	MILWAUKEE, WI 53211-4402
CURRENT OCCUPANT	2305 N PROSPECT AVE	MILWAUKEE, WI 53211-4445
CURRENT OCCUPANT	2311 N PROSPECT AVE 2	MILWAUKEE, WI 53211-4445
CURRENT OCCUPANT	2326 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2330 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2332 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2334 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2336 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2338 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2340 N FARWELL AVE	MILWAUKEE, WI 53211-4401
CURRENT OCCUPANT	2342 N FARWELL AVE	MILWAUKEE, WI 53211-4401

**Total Records: 219**

**Radius: 250.0 feet and Center of Circle: 2035 E North AV**





Tuesday, September 22, 2015

## Licenses Committee Notice of Hearing

BV PROSPECT III LLC  
C/O Boulder Venture LLC  
311 E CHICAGO St #STE 210  
MILWAUKEE, WI 53202

Date: 9/29/2015  
Time: 09:00 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Fermented Malt Beverage and Class C Wine Retailer's, and Sidewalk  
Dining Facility License Applications  
DONOVAN, Ryan W, Agent  
Ian's Pizza Milwaukee at 2035 E NORTH Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.







# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)Legal Entity Name: Tan's Pizza Milwaukee LLCPremise Address: 2035 E North Ave Milwaukee WI 53202

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital? ☒ Yes ☐ No

## "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 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 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 ☒ YesIf yes, explain: additional owners holding less than 20%

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: BMO Harris Bank, 1 W. Main St Madison WI 53703

## Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lessee/buyer

## Property Information (new & transfer applicants only)

a) Do you own or lease the building? ☐ Own ☒ Leaseb) Who owns the fixtures (for example, coolers, etc.)? Tan's Pizza Milwaukee LLCc) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ \_\_\_\_\_d) Total amount paid for business \$ 300,000e) Total amount paid for goodwill of the business \$ 0

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

**See Application Information for a list of all required application forms.**



### Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 10/01/09 Ends 04/30/20
- b) Monthly rental \$ 5,023.08
- c) Do you have an option to renew the lease? ☐ No ☒ Yes exercised.
- 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)? \_\_\_\_\_
- 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 Property tax & CAM
- 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): see attached; expanding space.

### Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 18th day of August, 20 15

[Signature]  
(Clerk/Notary Public)

My Commission Expires March 23, 2017

\*Notary Seal must be affixed.

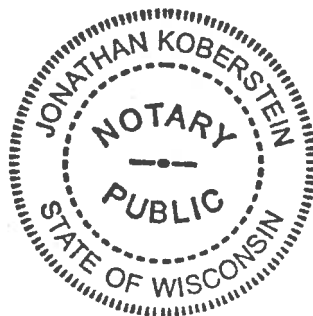
[Signature]  
Sole Proprietor, Partner, 20% or more Shareholder, or  
Agent – only if there are no 20% or more shareholders

[Signature]  
Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building ☐ Detailed floor plan ☐ If a restaurant, copy of the menu







## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/17/15

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](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☐ Extended Hours Establishment License ☐ Filling Station License ☒ Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating: Pizza by the Slice restaurant.

Do you have any experience operating this type of business? ☐ No ☒ Yes

If yes, explain:

### 2. Business Operations

- a. Proposed Opening Date: Currently open. Closing for remodel in August & re-open 8/20/15
- 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: Food Dealer, Extended hours, Sidewalk cafe, sellas permit
- 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: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee? ☐ No ☒ Yes  
If yes, list address(es): 2035 E North Ave Milwaukee WI 53202
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: Burger King in the adjacent unit

### 3. Litter & Noise Control

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☒ Hired Maintenance  
☐ Building Owner Responsibility ☒ Garbage Cans Outside ☐ 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: \_\_\_\_\_  
Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: Stereo system inside building
- e. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- f. Number of Garbage Cans: Inside: 6 Locations: customer areas, bathrooms, kitchen areas  
Outside: 1 Locations: by entrance/exit
- g. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: to help with line control/organization at peak times
- h. Describe sanitation facilities (restrooms): 1 mens, 1 women multiple stalls.
- i. Name of solid waste contractor: ☒ Advanced Disposal ☐ Waste Management ☐ Other: \_\_\_\_\_



#### 4. Parking & Security

- a. Are there off-street parking places? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_

Describe security plan for parking lot: \_\_\_\_\_

- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe security for loading zone \_\_\_\_\_

- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_

What are their responsibilities? \_\_\_\_\_

Is security equipment used? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

List their licensing, certification, or training credentials \_\_\_\_\_

Will there be security cameras? ☐ No ☒ Yes If yes, where? Multiple locations inside

Will searches or identification checks be conducted upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

#### 5. Percentage of Sales (must total 100%)

Alcohol <u>3</u> %	Food <u>91</u> %	Secondhand Merchandise <u>5</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Other <u>6</u> % Describe: <u>Non-alcoholic beverages</u>	

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

##### Type 1

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

##### 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"/> Auto Wrecker                   |  |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Used Auto Parts                  | <input type="checkbox"/> Personal Service Establishment | <input type="checkbox"/> Recording Studio  |

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #6 above)

Capacity \_\_\_\_\_ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



## 8. Premises Description

d. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☒ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: \_\_\_\_\_

e. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_

f. Nearest Major Cross Street: Prospect Ave

g. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_

h. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories \_\_\_\_\_ ☐ Other: \_\_\_\_\_

i. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: \_\_\_\_\_

j. Property Owner's Name: Boulder Venture Phone Number: 414.271.5385

Address: 311 E Chicago St Suite 20 Milwaukee WI 53202

## 9. Hours of Operation & Customers

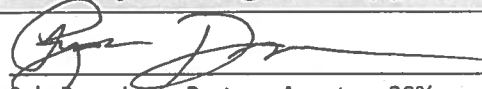
Will customers be entering the premises? ☐ No ☒ Yes

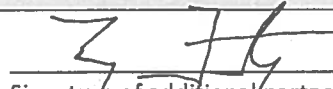
Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	9am	1am	<del>220</del> 340	All ages	None
Monday	9am	1am	220	All ages	None
Tuesday	9am	1am	245	All ages	None
Wednesday	9am	1am	280	All ages	None
Thursday	9am	1am	440	All ages	None
Friday	9am	1am	635	All ages	None
Saturday	9am	1am	675	All ages	None

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday,  
unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



License Applied for.

- Class B Fermented Malt Beverage.
- Class C Wine License.

Hours of operation.

- Pizza/salad service: 11am-3am daily.
- Beer/wine service: 11am-midnight daily.

Average number of patrons expected on a daily basis.

- Monday.
  - Food: 200.
  - Food and alcohol: 20.
- Tuesday.
  - Food: 225.
  - Food and alcohol: 20.
- Wednesday.
  - Food: 250.
  - Food and alcohol: 30.
- Thursday.
  - Food: 400.
  - Food and alcohol: 40.
- Friday.
  - Food: 575.
  - Food and alcohol: 60.
- Saturday
  - Food: 600.
  - Food and alcohol: 75.
- Sunday.
  - Food: 350.
  - Food and alcohol: 40.

Occupancy.

- Current occupancy: 49.
- After expansion: 75 (estimated).

Off street parking availability.

- No current off street parking available.
- Parking meters run along North Ave and Prospect Ave.

Litter and noise plan.

- Waste containers.
  - Two trash and two recycling containers in customer areas.
    - One of each located by both exits.
  - Trash in both bathrooms.
  - One external trash and recycling container when outdoor seating is set up.
- Cleanliness.
  - Staff cleans premises before, during and after shifts.
  - Pressure washing of external areas monthly or as needed.
- Noise and loitering.
  - 'No Loitering' signage posted.



- Extra staff during peak times to monitor customer areas.

#### Licenses and permits.

- Food Dealer.
- Sidewalk
- Extended Hours.
- Pandora for Business Music License.

#### Other business on premises.

- In the same building.
  - Burger King.
- On the same side of the street on our block.
  - Hooligan's Super Bar.
- Directly behind our building.
  - Educator's Credit Union.
- Across the street on the same block.
  - Whole Foods.
  - Hotel Foster.
  - BBC.
- Schools, hospitals and churches.
  - 1500 feet from Columbia St Mary's.
  - 1000 feet from Maryland Montessori School.

#### Age distinctions.

- Our business is open to customers of all ages during all hours of operation.
- Only customers 21 years of age or older will be served beer/wine.
  - All customers who order beer/wine will be carded upon sale..

#### Off street parking security.

- Not applicable.

#### Security.

- Normal lunch and dinner business.
  - General staff is responsible for customer management.
  - Supervisors and management are responsible for dealing with any problem customers or issues during these times.
- Normal late night hours.
  - Currently, at least two additional staff members are scheduled to monitor customer areas and help where necessary.
    - General staff rotate positions throughout their shifts.
  - As we will not be serving beer/wine after midnight we do not foresee a need to increase security outside of what is currently working.
- Peak days and special events.
  - In addition to extra staff monitoring customer areas we occasionally schedule a Door Person for days when we are forecasting our highest volume business.
    - Summer Solstice Block Party.
    - Summerfest weekends.
    - St Patricks Day and surrounding weekends.
    - Halloween weekend.
    - Local bar crawls.



- Door Person position expectations.
  - Overall
    - Main purpose of a Door Person is to maintain a steady line flow, regulate the maximum occupancy set forth by local fire codes, provide guests with a warm Ian's Pizza welcome upon entry, and prevent customer problems before they happen.
  - Qualifications
    - Must have the ability to maintain a positive attitude when dealing with unruly customers.
    - Must be able to defuse all altercations that do arise in a non-violent manner.
    - Must exercise initiative, good judgment, decision-making, and problem-solving skills.
    - Must be able to handle stressful situations that require quick action.
    - Maintain and practice all of the standards and values set by Ian's Pizza entity.
    - Must work within the "big 6" areas of Ian's Pizza performance expectations.
  - Operational Expectations.
    - Regulate the line during peak times of operations.
      - Make sure the store stays under capacity.
      - Keep the line organized both inside and outside of the store.
    - Treat all customers equally, fairly and with the utmost respect.
      - Avoid allowing people to cut the line.
    - Maintain a prestigious appearance of the front of store.
      - Cleaning sidewalks, store walls, windows, and any other outside area affected by patrons.
    - Manage all emergency situations and contact emergency services when necessary.
      - Ask for assistance if you are in a situation you are not comfortable with.
    - Assist with problem customers so the FOH staff can focus on serving and keeping the line moving.
    - Assist with End of Night cleanup and End of Shift checklists.
  - Additional Expectations.
    - Must have the general knowledge of how the front of house and Ian's Pizza operates.
    - Must complete the dispatch training.
    - Must complete customer service class.

#### Waste and recycling.

- Current waste contractor.
  - Advanced Disposal.
- Receptacles.
  - Two trash coral areas are shared with Burger King.
  - Pick up schedule.
    - Waste.
      - Mon-Sat.
      - Max amount of pick ups available.
    - Recycling.
      - Mon-Fri.
      - Max amount of pick ups available.

#### Operational procedures and floor plan detail.

- Service counter.
  - Pizza and salad will be prominently displayed on a service counter that runs across the middle of the entire restaurant separating the customer area from the back of house (kitchen, prep and storage areas).
  - The customer line will start at the salad station, then pass the pizza display and will finish with the



- register and serving areas.
  - The beer and wine serving area will be separated from the food serving area to allow us to shut down that portion of operations at midnight.
    - Customers who purchase beer and/or wine will be ID'd and pay for those items at the register then move down to the beer/wine serving area to be served separately from other customers.
    - All customers looking to purchase beer and/or wine will be carded, regardless of appearance in age.
- Equipment and storage.
  - 12 Tap system located on the walk in cooler wall. This will keep taps out of customer reach.
    - 1-2 taps for soda.
    - 2-4 taps for ciders.
    - 2-6 taps for wines.
    - 4-8 taps for beer.
  - Kegs will be stored on a specific rack in the walk in cooler separate from other storage.
    - Additional alcoholic beverage storage will be on wire racks above the kegs.
  - Other items in this walk in cooler.
    - Non-alcoholic beverages stored on separate racks.
    - Unopened boxed food items requiring cold storage.
    - Dough on mobile carts.
  - An additional separate walk in cooler will be used for all prepped food items and a majority of unprepped food items.
  - A specific undercounter beverage cooler will be used for all ready to serve, non-kegged cold alcoholic beverage storage and will be located under the tap system.
- Beer and wine menu.
  - Alcohol sales are projected at 2-3% of our total sales.
  - Beer and cider selection will feature local and craft brews at price points between \$4 and \$8 per pint glass. Selection will rotate depending on vendor availability and pricing.
  - Wine selection will feature 2-4 red and 2-4 white wines between \$4 and \$6 a glass. Selection will rotate depending on vendor availability and pricing.
  - Majority of beer and cider will be available on tap, but occasional bottle/can options may also be available. These options will be available for in store consumption only as we will not have inventory to sell by the case.
  - Wine will be available both by tap and bottles depending on what works best with the tap system. Some red wines may not work through our refrigerated tap system.
    - Recorking options would be available upon request before 9pm for bottle purchases. This is limited to one per customer and the transaction must be completed before midnight.
- Service.
  - All beer, cider and wine will be poured into specific pint glasses to help differentiate from non-alcoholic beverages.
  - We will put a two alcoholic beverage maximum for each customer.
    - When available, bottles of wine will be limited to a maximum of one per table.
- Serving License and Training.
  - Class B Managers License.
    - At this time we will not have anyone apply for the Class B Manager's license as the Majority Partner and Registered Agent are both actively managing the business.
    - If/When a new General Manager, and all new subsequent General Managers, is/are appointed they will obtain the Class B Manager's License.
  - Class D Bartenders License.
    - All Shift Supervisors and Assistant Managers will be required to obtain the Class D



- This license will be required before an employee officially becomes a shift supervisor.
- Initially, all current Supervisors and Managers will be required to obtain their license before Ian's starts serving beer and wine.

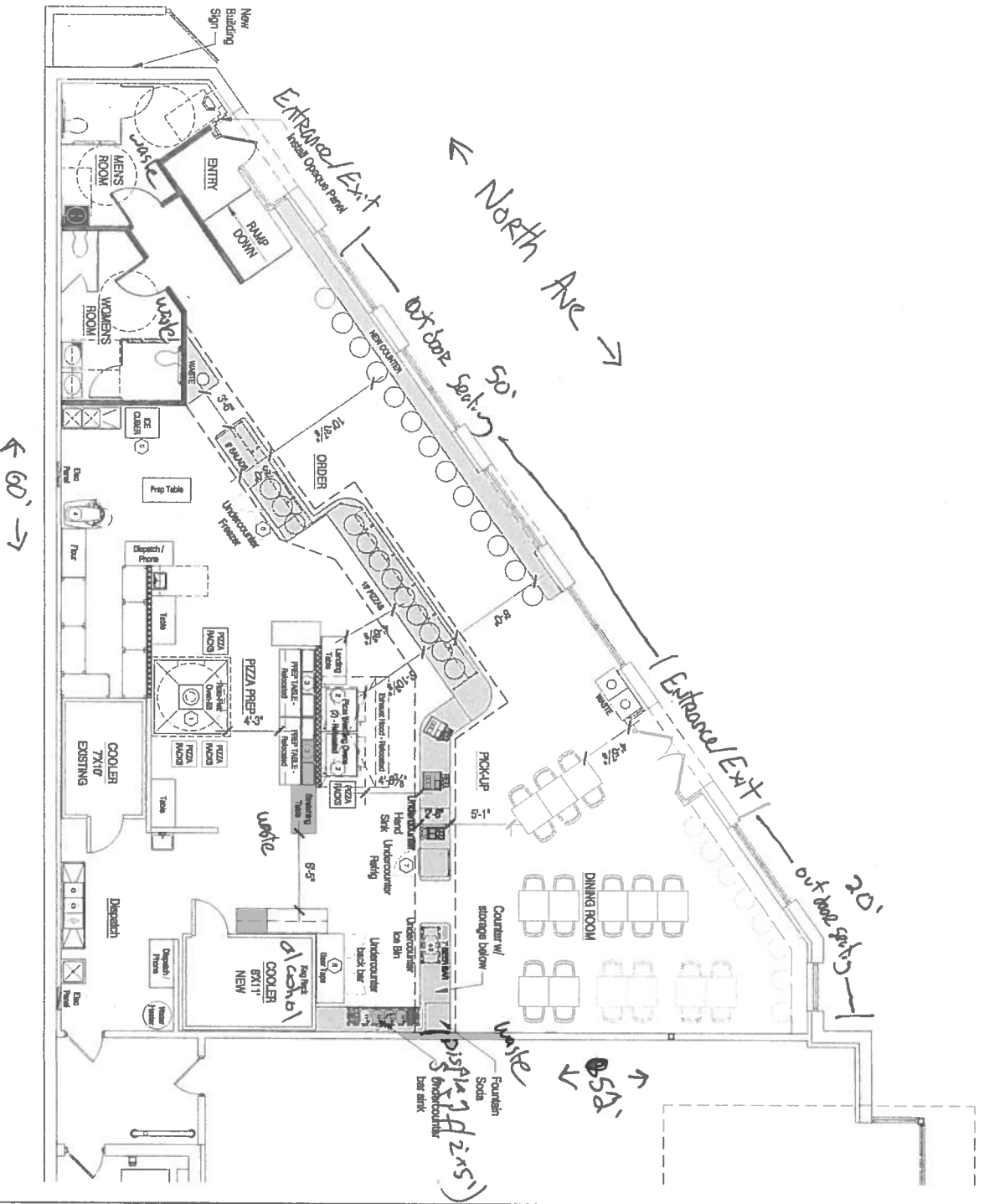
- All general staff will be encouraged to obtain the Class B Bartenders license as part of their Advanced New Hire training.
  - Most employees should reach this benchmark around 90 days of employment after completing their Initial Hire Training.
- Anyone obtaining a beer and wine license will be directed to use the Online Wisconsin Responsible Beverage Server Training offered through [www.learn2serve.com](http://www.learn2serve.com) or similar pre-approved class.
- Only employees holding Class D Bartenders License will ID and serve beer and wine.
- Detailed Ian's Pizza Beer and Wine Bottom Line Training (BLT).
  - A thorough training guide detailing the internal processes and procedures for Ian's Pizza Beer and Wine storage, service, products, dealing with unruly customers, rules and general regulations will be a required part of the General Staff Initial Hire Training for ALL employees.
  - As with all of our BLT Training Guides a written and performance test will accompany the training to ensure knowledge has been retained.
- Ian's Pizza will reimburse all costs associated with obtaining Beer and Wine for employees after they receive their license and with submitted receipts of payment.
  - If employees are required to take additional testing because of failed first attempts, only partial reimbursement may apply.
  - If employees hold any license obtained before employment Ian's Pizza will not reimburse until any required recertification is necessary.
- Signage.
  - To keep the emphasis of our business on Pizza and Salad we will limit the amount of alcohol signage to 25% or less of our overall signage.
  - We are also going to limit our signage to internal only and have no outward facing alcohol signage.
    - This will be done to avoid people coming in strictly for alcoholic beverages.



10/10/11

1007 Kizza Milwaukee 6635 E North Ave Milwaukee WI 53202

Ryan Donovan Agent  
Iain's Pizza Milwaukee LLC



PLAN NOTES

1. 1007 Kizza Milwaukee LLC, NEW
2. 1007 Kizza Milwaukee LLC, NEW
3. 1007 Kizza Milwaukee LLC, NEW
4. 1007 Kizza Milwaukee LLC, NEW
5. 1007 Kizza Milwaukee LLC, NEW
6. 1007 Kizza Milwaukee LLC, NEW
7. 1007 Kizza Milwaukee LLC, NEW
8. 1007 Kizza Milwaukee LLC, NEW
9. 1007 Kizza Milwaukee LLC, NEW
10. 1007 Kizza Milwaukee LLC, NEW

← Prospect Ave →

FLOOR PLAN 1/4" = 1'-0"



McGraw Hill  
GENERAL CORP  
P.O. BOX 7  
HIGHTSTOWN, NJ  
08520-0007  
TEL: 609.426.7000  
FAX: 609.426.7001



PROJECT ADI  
IAIN'S PIZZA  
2008 E. NORTH AVE.  
MILWAUKEE, WI 53202

A-101  
P11286  
FLOOR PLAN  
10/23/11  
KRM N



# Application Requesting Neighborhood Support of Liquor License in North Avenue Corridor

**Milwaukee East Side Neighborhood Stakeholders** seek to maintain and improve the quality of life for residents, employees, students, and visitors to our community. One area of great interest to our neighborhoods is reducing the negative impacts to our community that stem from overconcentration of alcohol outlets and overserving of patrons. These negative impacts include nuisance noise, litter, vandalism, property damage, and crimes in varying degrees.

Business Name: Ian's Pizza Milwaukee.	
Owner(s): Lexy Frautschy- Majority owner. Ryan Donovan- Owner/Agent. *Other minority owners names available upon request, but not listed on the application with the city.	Phone Number(s): 414.727.9200. Ext: 1
Date of Request:	06.22.15.
Location of Business: 2035 E North Avenue, Milwaukee WI 53202.	Do you own or rent the building you plan to occupy? Rent.
Type of Business:	Restaurant <input checked="" type="checkbox"/> Bar <input type="checkbox"/> Retail Store <input type="checkbox"/> Other <input type="checkbox"/> _____
Days & Hours of Operation:	Mon-Sun 9am-5am.
Days & Hours of Alcohol Sales:	Mon-Sun 9am-1am (service stops at 12am, but will clear all items by 1am).
Maximum Capacity at this location:	Currently 49. After remodel TBD. Estimated 80.
Percentage of floor plan for bar uses (vs. restaurant / other):	5%.
ALCOHOL DESCRIPTION: Describe the type of alcohol you plan to sell (beer, wine, liquor, taps & how many, bottles, bottle service, etc):	12 Tap system located on the walk in cooler wall. This will keep taps out of customer reach. Estimated usage is as follows; 1-2 taps for soda, 2-4 taps for ciders, 2-6 taps for wines, 4-8 taps for beer. We plan to focus mostly on selling craft beers and craft cider with our taps along with Sprecher soda. Our menu will rotate frequently similarly to our pizza selection. Along with the tap system we may offer a limited selection of bottled/can beer and cider. We will also offer wine via glass from a bottle and taps depending on how successful the wine tap system is. The tap system may not give us the quality results we are looking for in red wine.



**BASIC CRITERIA:**

(Marking Yes or having alcohol revenue greater than 50% will likely result in denial of support)

1. What percentage of your revenue will come from sale of alcohol?

Estimated 3-5%.

2. Will alcohol be sold on a carry-out basis?

No ☒

Yes ☐

If yes, describe:

3. Do you intend to offer any drink specials?

No ☒

Yes ☐

If yes, describe:

4. Will you have outdoor or outward-facing advertising for alcohol?

No ☒

Yes ☐

If yes, describe:

**SERVICES DESCRIPTION:** Describe other services you intend to provide, such as music and/or food (wait service, counter service, food type, etc.):

We are a pizza by the slice restaurant that also offers salads and whole pies. Customers order food and beverages from a service counter and take all food and beverages to their seat to eat. There is some follow up with our staff at tables, but no wait staff.

**USE OF OUTDOOR SPACE:** Do you intend to serve in outdoor spaces (patio, courtyard, sidewalk)? If yes, describe:

During warmer months we have outdoor seating available along the front of our building and allow food and beverage to be consumed out there before 12am. The patio is broken down by 12am daily.

**TARGET MARKET:** What is your target market?

18-35 is our target market. We appeal most directly to college students, young adults and young families, but try and accommodate all ages and demographics.

**BENEFITS TO NORTH AVENUE:** Describe the benefits your business will bring to the North Avenue Area, and how your business will fit in to the "mix" of businesses on North Avenue.

We offer a unique style of pizza by the slice available in an atmosphere that is open to all types of people. We are open for lunch, dinner and late night to cater to a meal at any time of day depending on the individual's schedule. We generate \$1.5-\$2M in revenue and pay roughly \$30,000 annually in property taxes along with the numerous other licenses and taxes associated with running a business. We provide quality jobs with fully covered benefit packages and profit sharing. We receive several



	<p>donation requests daily from local organizations and budget a percentage of our sales to fulfill those requests monthly. Our business model is built on strong ethical values and sets a great example for other businesses to run in the community. Numerous individual and business awards and top 10 lists demonstrate our success as a strong Wisconsin business.</p>
<p><b>APPLICANT'S EXPERIENCE:</b> Describe your business experience in general, and the experience of you and the staff selling liquor:</p>	<p>Our majority owner and original Managing Partner, Lexy Frautschy, has 14 years of experience running Ian's Pizza. He was acting Managing Partner during the three years our State Street location in Madison, WI offered beer and wine with much success. He has ownership in the Denver location, which also offers beer and wine, and helped launch that business focusing on staff development. He currently has taken on the Chief Officer of Operations role for the Franchise and our other owner and registered Agent, Ryan Donovan, is moving from the General Manager role into the Managing Partner role. Mr. Donovan has 10 years experience with Ian's Pizza and 5 years as General Manager of this location. Mr. Donovan also worked as a supervisor at our State Street location for part of the time beer and wine was offered there.</p>
<p><b>UNDERAGE PATRONS:</b> What methods will you use to ensure that underage patrons are not served alcohol in your establishment?</p>	<p>Only employees who have completed Responsible Beverage Server Training and obtained a Class D Bartenders license will ID customers and serve alcohol. We will ID all customers. Our floor plan is open concept that allows for easy view of all customer areas to monitor beverage consumption. Our location has large windows that allow for view of all patio areas as well. During late nights on weekends we have extra staff scheduled to monitor customer areas and work as crowd control as necessary.</p>
<p><b>STAFF TRAINING:</b> Describe any basic and/or specialized training your staff will have in addressing intoxicated patrons, crowd control, monitoring drink quantities, etc.:</p>	<p><b>Class B Managers License.</b>  At this time we will not have anyone apply for the Class B Manager's License as the Majority Partner and Registered Agent are both actively managing the business. If/When a new General Manager, and all new subsequent General Managers, is/are appointed they will obtain the Class B Manager's License.</p> <p><b>Class D Bartenders License.</b>  All Shift Supervisors and Assistant Managers will be required to obtain the Class D Bartenders license as there is always at least one of these people working at all times. This license will be required before an employee officially becomes a shift supervisor.  Initially, all current Supervisors and Managers will be required to obtain their license before Ian's starts serving beer and wine.</p>



All general staff will be encouraged to obtain the Class B Bartenders license as part of their Advanced New Hire training. Most employees should reach this benchmark around 90 days of employment after completing their Initial Hire Training.

Anyone obtaining a beer and wine license will be directed to use the Online Wisconsin Responsible Beverage Server Training offered through [www.learn2serve.com](http://www.learn2serve.com) or similar pre-approved class. Only employees holding Class D Bartenders License will ID and serve beer and wine.

**Detailed Ian's Pizza Beer and Wine Bottom Line Training (BLT).**

A thorough training guide detailing the internal processes and procedures for Ian's Pizza Beer and Wine storage, service, products, dealing with unruly customers, rules and general regulations will be a required part of the General Staff Initial Hire Training for ALL employees.

As with all of our BLT Training Guides a written and performance test will accompany the training to ensure knowledge has been retained.

COMMUNITY NUISANCE: Please describe your strategy for dealing with loud patrons, litter created by your patrons, and other community nuisance created by your customers:

We schedule extra staff to help with crowd control during busier times. After introducing beer and wine this will include a door person who will help monitor and address any customer issues. Our staff and managers are trained to deal with problem situations as part of our general training. We will not hesitate to involve the police when necessary.

OFFENSES: Have you, other owners, partners, officers, or directors been convicted of a felony, denied or had a liquor license suspended, if so describe:

No.

MAIN CONTACT: Who will be the main contact for the business?

Name: Ryan Donovan.  
Business Phone: 414.727.9200. Extension 1.  
Home Phone:

Please list the names and phone numbers of two business references:

Name: Roxanne Brazeau  
Business: BMO Harris Bank (V  
Phone : 608.252.5946

Name: Robert E Schmidt  
Business: Boulder Venture (Landlord)  
Phone: 414.271.5385



I/we understand that the content of this application will be relied on and will form some of the basis for consideration for my/our liquor license application by the **Milwaukee East Side Neighborhood Stakeholders**. I/we understand that this application may be submitted by the **Milwaukee East Side Neighborhood Stakeholders** to the Common Council Licenses Committee, and that a violation or misstatement of any of the information set forth in this application would be sufficient for termination of the Association's endorsement and possible revocation of my/our license.

Furthermore, I/we agree to submit an annual written update on all items included in this application to the Alderman's office, the City of Milwaukee License Division, and the **Milwaukee East Side Neighborhood Stakeholders** (contact info available via Alderman's Office) at least 60 days before our license renewal hearing. We understand that failure to do so could result in future opposition to the renewal of our license.

Furthermore, I/we agree to inform the Alderman's office, the City of Milwaukee License Division, and the **Milwaukee East Side Neighborhood Stakeholders** (contact info available via Alderman's office) of significant changes in the operation of the business named above in writing. We understand that failure to do so could result in future opposition to the renewal of our license.

 Applicant Name, Signed	Lexy Frantschy owner Applicant Name & Title, Printed	6/22/15 Date
 Applicant Name, Signed	Ryan Donovan MP Applicant Name & Title, Printed	6-22-15 Date

Applicant Name, Signed	Applicant Name & Title, Printed	Date
Applicant Name, Signed	Applicant Name & Title, Printed	Date

For Use by **Milwaukee East Side Neighborhood Stakeholders**:

Reviewed by:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Consensus:

\_\_\_\_\_

Date: \_\_\_\_\_



Hours of operation.

- Pizza/salad service: 11am-3am daily.
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- Current occupancy: 49.
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- No current off street parking available.
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    - Main purpose of a Door Person is to maintain a steady line flow, regulate the maximum occupancy set forth by local fire codes, provide guests with a warm Ian's Pizza welcome



upon entry, and prevent customer problems before they happen.

- Qualifications
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    - Cleaning sidewalks, store walls, windows, and any other outside area affected by patrons.
  - Manage all emergency situations and contact emergency services when necessary.
    - Ask for assistance if you are in a situation you are not comfortable with.
  - Assist with problem customers so the FOH staff can focus on serving and keeping the line moving.
  - Assist with End of Night cleanup and End of Shift checklists.
- Additional Expectations.
  - Must have the general knowledge of how the front of house and Ian's Pizza operates.
  - Must complete the dispatch training.
  - Must complete customer service class.

#### Waste and recycling.

- Current waste contractor.
  - Advanced Disposal.
- Receptacles.
  - Two trash coral areas are shared with Burger King.
  - Back coral pick up schedule.
    - Waste.
      - Mon-Sat.
      - Max amount of pick ups available.
    - Recycling.
      - Mon-Fri.
      - Max amount of pick ups available.
  - Front coral pick up schedule.
    - Waste.
      - Mon.
      - This is for weekend overflow, but can be increased, if necessary.
    - Recycling.
      - Mond.
      - This is for weekend overflow, but can be increased, if necessary.

#### Operational procedures and floor plan detail.

- Service counter.
  - Pizza and salad will be prominently displayed on a service counter that runs across the middle of



the entire restaurant separating the customer area from the back of house (kitchen, prep and storage areas).

- The customer line will start at the salad station, then pass the pizza display and will finish with the register and serving areas.
- The beer and wine serving area will be separated from the food serving area to allow us to shut down that portion of operations at midnight.
  - Customers who purchase beer and/or wine will be ID'd and pay for those items at the register then move down to the beer/wine serving area to be served separately from other customers.
  - All customers looking to purchase beer and/or wine will be carded, regardless of appearance in age.
- Equipment and storage.
  - 12 Tap system located on the walk in cooler wall. This will keep taps out of customer reach.
    - 1-2 taps for soda.
    - 2-4 taps for ciders.
    - 2-6 taps for wines.
    - 4-8 taps for beer.
  - Kegs will be stored on a specific rack in the walk in cooler separate from other storage.
    - Additional alcoholic beverage storage will be on wire racks above the kegs.
  - Other items in this walk in cooler.
    - Non-alcoholic beverages stored on separate racks.
    - Unopened boxed food items requiring cold storage.
    - Dough on mobile carts.
  - An additional separate walk in cooler will be used for all prepped food items and a majority of unprepped food items.
  - A specific undercounter beverage cooler will be used for all ready to serve, non-kegged cold alcoholic beverage storage and will be located under the tap system.
- Beer and wine menu.
  - Alcohol sales are projected at 2-3% of our total sales.
  - Beer and cider selection will feature local and craft brews at price points between \$4 and \$8 per pint glass. Selection will rotate depending on vendor availability and pricing.
  - Wine selection will feature 2-4 red and 2-4 white wines between \$4 and \$6 a glass. Selection will rotate depending on vendor availability and pricing.
  - Majority of beer, cider and wine will be available on tap, but occasional bottle/can options may also be available. These options will be available for in store consumption only as we will not have inventory to sell by the case.
    - Recorking options would be available upon request before 9pm.
- Service.
  - All beer, cider and wine will be poured into specific pint glasses to help differentiate from non-alcoholic beverages.
  - We will put a two alcoholic beverage maximum for each customer.
    - When available, bottles of wine will be limited to a maximum of one per table.
- Signage.
  - To keep the emphasis of our business on Pizza and Salad we will limit the amount of alcohol signage to 25% or less of our overall signage.
  - The only external signage for alcohol promotion will be done via our sidewalk chalkboard. All other alcohol signage will be displayed internally.
    - This will be done to avoid people coming in strictly for alcoholic beverages.



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## **Business Plan Overview.**

### **Purpose.**

- The purpose of this business plan is to detail the plans for expansion of the Ian's Pizza Milwaukee location and the reasons why our leaders have decided to move forward.

### **Goal.**

- The goal of writing this business plan is to gain support from our internal and external partners, lenders, the City of Milwaukee and the community for the expansion of our restaurant.
- We hope to be as transparent as possible throughout this process..

### **Specific Document explanation.**

- This business plan will be broken into three sections.
  - Ian's Pizza Company Overview.
    - This section will include information and background on the Ian's United Franchise history and performance as well as a glimpse to where we are heading.
  - Ian's Pizza Milwaukee Cluster Overview.



- This section will include performance history and information on the first Ian's Pizza location in Milwaukee as well as the plan for the overall future all affiliated entities in Milwaukee fueled by the people in our family and community.
  - Ian's Pizza Milwaukee Expansion.
    - This section will include performance history and general background information regarding the 2035 E. North Avenue location.
    - This section will detail financials, construction and plans for operation for the expansion.
- The information in this document is confidential in nature and it is requested that you ask permission before sharing with necessary parties.
  - In most cases requests should be granted.
- This business plan will attempt to account for any and all available information that should be considered.
  - Read through this document thoroughly and make a list of comments, questions and/or concerns as they come up.
  - Please understand that as we continue to develop and execute this plan, unforeseen factors may change the situation and force us to reconsider/alter our plan.
- Contact [lexy@ianspizza.com](mailto:lexy@ianspizza.com) and [ryan@ianspizza.com](mailto:ryan@ianspizza.com) with further inquiries.

#### Strategic plan.

- Research and develop construction plan for expansion.
  - Budget expenses.
- Finalize business plan and share with the following for feedback and approval.
  - Ian's Pizza Milwaukee owners.
  - Ian's Pizza Company key players.
  - Neighborhood associations.
- Apply for a Business Loan for construction from BMO Harris Bank.
  - Banker: Roxanne Brazeau.
- Finalize construction timeline and apply for construction permits.
  - Determine best dates to be closed.
- Apply for required State and City licenses/permits.
  - Food Premise Extension.
  - Class B Fermented Beverage License and Class C Wine License.
- Complete preclose construction.
  - Estimated 2 weeks.
- Complete construction requiring store closing.
  - Estimated 2 weeks.
- Grand Re-Opening!

#### Ian's Pizza Company Overview.

Website; <http://ianspizza.com>

- Check it out for more general information on our company.

#### Terminology.

- Ian's United.
  - The collection of Ian's pizza business: stores and auxiliary entities.
- Store.
  - Any Ian's Pizza by the Slice business entity.
- Auxiliary entities.
  - Any Ian's Pizza United business that is not an Ian's Pizza by the Slice entity, but owned by partners or employees.
- Ian's Franchising Inc.



- Owned by the founders, Ian's Franchise Inc holds the branding rights (name/trademark) of Ian's Pizza and exclusively collects branding fees from all Ian's Pizza United Companies.
    - A portion of the collected Franchise fees are use for services.
- Founders.
  - Individuals who created the original Ian's Pizza concept and opened the first location at 319 N. Frances Street in Madison WI.
- Managing Partners (MP).
  - An individual and owner (managing share) that is the ultimate executive power of their cluster.
    - They have the executive power to make any decisions with respect to their store/cluster, but ultimately their actions/behaviors are held responsible to the board.
- Cluster.
  - Collection of one or more stores under a Managing Partner in their territory or territories.
- Territory.
  - Is an area that one Managing Partner has existing stores and can expand within.
    - No other Managing Partner can exist or do business within another MP's territory without prior expressed written consent.
  - Territories are currently defined by a 5 mile radius and/or city limits.
- Executive Board.
  - Collective voting group of Founders and Managing Partners who make decisions and drive the direction of the company under the guidelines of a legally binding Operating Agreement.
  - The main purpose of The Executive Board is to provide direction for the organization, maintain a decentralization of power by engaging in collective decision-making, and preserve the common vision of our organization; all while adhering to the values and business philosophies of the organization.
- MP Board.
  - Non-voting group of General Managers, Store representatives and Trial Run Managing Partners who assist the Executive Board with deliberation and decision-making..
  - Due to the growing number of stores/clusters/Managing Partners it is important to have ideas, initiatives, and other topics that will require Executive Board meeting decisions to be thoroughly discussed and deliberated on by the MP Board before it goes for final approval.
- Ian's Soul Central (ISC).
  - Service-providing entity that works for the stores on behalf of the Executive Board and Ian's Franchise Inc.
  - ISC assists with the regulation and enforcement of all Board decisions.
  - ISC assists with driving the growth of the company and executing the 2020 vision.

#### Company Mission Statement.

- We aim to be a company of entrepreneurs who operates profitable cult classic gourmet pizza concepts that integrate naturally into destination communities throughout the US.

#### Ian's Pizza United Values.

- Link to the detailed company values; <http://ianspizza.com/ians-values/>
  - We champion entrepreneurship and innovation.
  - We measure success by our collective and individual achievements.
  - We are self-aware, transparent, accountable and act with integrity.
  - We are a force of good in our community.
  - We strive to write a great final chapter.
- Values Statement.
  - We believe that one of the best ways to spread large and lasting change to the business environment is by setting the bar high for how businesses should run. To that end, our goal at Ian's Pizza is to provide the best service and the highest quality products to our customers with more class and style than our competitors while creating great jobs and opportunities for our employees. We surround ourselves with energetic people eager to learn, hustle, and grow in a challenging and exciting environment. Our concept depends on people working hard together and pushing one



another, and our businesses, to get better and better. We believe that the people working at each location define the culture of the location and this means we are looking for people with big personalities who are able to bring new things that fit within the culture that we've fostered over the years.

#### Ian's United 2020 Vision.

- Link to the written version of the document on our website; <http://ianspizza.com/a-2020-vision/>
- Links to youtube video versions of our 2020 vision.
  - Part one; <https://www.youtube.com/watch?v=n94GxnLnF9c>
  - Part two; [https://www.youtube.com/watch?v=L\\_chcf9oWs8](https://www.youtube.com/watch?v=L_chcf9oWs8)

#### The Product.

- Ian's Pizza serves an eclectic variety of progressive pizzas which are now hallmarks of the Ian's brand. Varieties include Mac n' Cheese, a selection of homemade pesto options, Smoked meats and veggies as well as several Grilled, Buffalo and/or BBQ Chicken options. Ian's Pizza also features traditional options made with local and in house prepared meats.
- In recent years Ian's Pizza has gained a reputation among Vegetarian, Vegan and Gluten Free communities as a great place to accommodate those with dietary restrictions.
- Ian's is most well known for serving pizza by the slice, but all also offers 12", 16" and 20" pizzas made to order. Most locations offer in store, carryout and delivery options.
- Ian's also features an attended salad bar incorporating local and seasonal produce prepared fresh daily in house.

#### Marketing.

- Target market.
  - The company's original primary target market was college students and young adults.
    - According to the National Restaurant Association young people between 18-24 consume more fast food than any other demographic group.
    - The late night crowd and 'after bar' scene is a big part of our sales.
  - As the menu and business model have evolved Ian's has broadened it's target market to young professionals and families as well.
- The company's goal is to become an "institution" in the communities they are located in achieved by the following:
  - Defying the stereotype associated with most pizza parlors (i.e., dark, dirty, cheap, etc.) and creating a unique dining experience that keeps customers coming back.
  - Continuing to build a values driven company focused on employee satisfaction and quality service.
  - Tailoring marketing campaigns to specifically address the needs of our target markets.
    - Partnerships with college clubs and fraternities: Develop promotional partnerships with college clubs and fraternities with the goal of becoming the pizza of choice for events and parties. Special catering services will also be offered to leverage those relationships.
    - Promotions geared towards entering freshmen: Target incoming freshmen to ensure a growing base of loyal clients. Working with the universities student orientation event staff to distribute cups, t-shirts, and free pizza that will help spread Ian's name among this group of new prospective consumers.
    - Promotions with University departments: offer special deals to university's social departments and housing to encourage their business with Ian's when promoting school events. Seek to develop a close relationship with these departments.
    - Sponsorship of charity events: Sponsor charities/event with free products by promoting them in Ian's locations and with cash contributions when appropriate.



## The Story.

- Although our claim to fame started with Mac N' Cheese pizza, today it is our business image, culture and dining experience that sets us apart from our competitors.
- While pursuing a degree in Economics and Philosophy from UMass, Ian worked for a family owned pizzeria called Antonio's. After graduation Ian constructed a business plan based on his experience there, but with a whole new twist that hoped to change the pizza landscape in America. He traveled the country for months looking for the perfect spot to open a late night pizza by the slice restaurant and Madison WI was perfect. A hard working and hard partying college scene full of kids who stay up late and ate out late year round was a perfect recipe for success.
- Ian partnered up with an El Salvadorian couple and together they combined the east coast style pizza with Latino inspired recipes that gave Ian's Pizza that unique flavor and opened Ian's Pizza by the Slice in Madison WI. This original location, started as a dinner and late night in store pizza by the slice restaurant only. After a successful couple of years of foot traffic driven sales Ian and his developing management team decided to open for lunch as well as offering delivery.
- In 2005 with the addition of delivery service, business became too big for one location and a second location was opened on State Street. This location quickly developed its own personality and catered more towards families and business crowds that were more prevalent on the capitol square. For the first two years, this store was run by the management team who originally developed at the first location and they purchased it from the Founders 2007 with Lexy Frautschy in the first MP role. At the time of purchase with growing sales and an increased demand for seating the store was expanded to twice it's size and started offering beer and wine. The store continued to grow exponentially over the next couple of years and in 2010 it moved across the street to double in size again.
- At this time in 2010, Lexy Frautschy handed over the MP role in Madison to Nick Martin (part of the original management team) and he opened the second employee owned store in Milwaukee WI near UWM with business partner Ryan Donovan and other employee owners. This location blended the original business model with the new model developed at State Street. This allowed the Milwaukee store to capture the campus and bar scene foot traffic as well as delivery and the salad sales from the start.
- In 2012 as the Milwaukee management team grew and developed new leaders, a second employee owned Milwaukee location was opened downtown to capture the Marquette, MSOE and MATC campuses and work in tandem with the original location as a cluster similar to the Madison model. In 2014 with the Milwaukee management team continuing to grow and develop, the fourth employee owned location opened in Denver CO by some of the senior leaders allowing newer leaders in Milwaukee to step up.
- As Ian's Pizza continues to grow we want to ensure that each location has its own identity, which is defined by the people working at the store as well as the communities they are a part of. We think there are already too many cookie cutter businesses in this world and we want to do better. Ian's Pizza is currently redefining how a Franchise can operate focusing on controlled internal growth with a centralized support system we have dubbed 'Ian's Soul Central'. We will continue to pursue our vision for 2020.
- It should be noted that we have also created opportunities outside of the Ian's Pizza world and have had different employees create other businesses including a commissary kitchen (The Lab), graphic design company (With Gusto), a bakery (Batch Bakehouse), ice cream producer (Calliope), as well as other pizza by the slice concepts (Dimo's, Big G's, Slyce and Boss Lady).

## Ian's Pizza Milwaukee Cluster Overview.

### Ian's Pizza Milwaukee Cluster Mission Statement.

- Ian's Pizza Milwaukee provides a unique, high quality, and entertaining quick casual dining experience to our diverse customer base while creating dependable jobs and exciting, obtainable opportunities to our employees whom are environmentally and socially conscious individuals striving to better the communities we are a part of and live in.



#### Ian's Pizza Milwaukee 2018 Cluster Vision (Created 2015).

- It is January 1<sup>st</sup>, 2018 and the Milwaukee Cluster is at full steam with two stores. The original Milwaukee location on North Ave just finished its 8th full year of business and, along with the Juneau location, they are both celebrating the largest sales and profits either store has seen in a single year. The Cluster currently has over 3.5 million in sales between the two stores and provides jobs to over 60 employees. Each store has their own management team and employees in place, but we continue to hold true to all the values of Ian's Pizza and have a tight bond between stores in the Cluster. With the continued success of each store, more opportunities are opening up. Planning has begun for a third store as well as Ian's Food truck.
- In 2015 investors affiliated with Ian's were able to purchase the 146 E Juneau building, which secured our location and brand in downtown Milwaukee. We are now trying to make the same move at our 2035 E North Ave location. By owning our buildings we can better control our rent costs and do not need to worry about losing a lease to any competition trying to move in.
- All Ian's Pizza entities share a basic overall theme, but each store has the freedom to express themselves within the basic structure of the Ian's brand. Stores are themed with the area they are in focusing around sports, the city, local imagery and the culture of the area. The North Ave location was able to expand and offer beer as well as wine.. They no longer have employees' old toys displayed and have transformed their theme with some emphasis on the Milwaukee beer scene as well as local sports teams from college to professional. The Juneau Ave location does not offer alcoholic beverages, but their theme focuses on the Milwaukee culture, as well as local college and professional teams. All locations are known for the excellent food and great customer service. We strive to always write a great final chapter and hold our company standards to the highest level.
- Employees mainly work at a specific Ian's Pizza location, but some employees split time working in other stores. This helps keep the bond between stores strong and has opened up administrative positions outside of always working in the store. The POS systems are the same in all stores, so in a pinch any employee can cover the positions they are trained in at any Milwaukee location. Employees continue to share in the successes of the business. We continue to open up ownership for higher level employees within all existing stores as well as opportunities for anyone looking to get involved in future investments. All employees have shared the wealth from our success with competitive wages, benefits, and profit sharing. A position at Ian's Pizza is not looked at as a dead end job, but rather an opportunity. We offer a plethora of career opportunities to fit almost any skill level and qualification.
- We are always striving to serve our customers better as well as increase business. We are currently negotiating a third Ian's Pizza location, which will help us expand our current delivery zones and improve service. Our food truck will be two fold. It will serve as a catering business for large orders that put stress on a store and improve service for all customers. It will also allow us to get to different areas where people may want Ian's but are not able to get it, like at events or different business parks for lunch. With the addition of a third store and a food truck we will be able to grow our brand even more. By 2020 the Milwaukee Ian's Pizza cluster will be the largest grossing cluster in Ian's United.

#### Ian's Pizza Milwaukee Expansion Details.

##### Store Financial Performance History.

- 2010 P&L.
  - Annual sales: \$963k.
  - Annual profit: -8%
  - Biggest expenses.
    - Labor: 38%
    - Food: 35%
- 2011 P&L.
  - Annual sales: \$1.1 million.
  - Annual profit: 4.5%
  - Biggest expenses.
    - Labor: 31%



- Food: 32%
- 2012 P&L.
  - Annual sales: \$1.2 million.
  - Annual profit: 6%
  - Biggest expenses.
    - Labor: 33%
    - Food: 29%
- 2013 P&L.
  - Annual sales: \$1.3 million.
  - Annual profit: 5%
  - Biggest expenses.
    - Labor: 36%
    - Food: 29%
- 2014 P&L.
  - Annual sales: \$1.375 million.
  - Annual profit: 8%
  - Biggest expenses.
    - Labor: 34%
    - Food: 29%
- 2015 Q1 P&L.
  - Q1 sales: \$362k.
    - 25% growth from Q1 of 2014.
  - Q1 profit: 9.5%.
    - 900% increase from Q1 of 2014.
  - Biggest expenses.
    - Labor: 37%.
      - Includes 4% in perks not previously included in this number.
    - Food: 30.5%
- 2015 Balance Sheet.
  - See attached.

#### Store History and Background.

- Before Milwaukee opened on January 1st 2010 the seven original employees had written into the store vision that the first year the store would surpass \$900k in sales and beat original projections because of the hard work of the veteran employees we were bringing from the Madison locations. At the end of 2010 Milwaukee had accomplished its sales goals and did over \$960k in sales. Unfortunately, the stores fixed expenses such as rent, insurance and property taxes were much higher than expected and the business lost just over \$75k that left us with a -8% profit margin for the first year. Besides the higher expenses we also learned that matching the wages and benefits of seven employees who came from established stores into a new store is not feasible, especially when raising minimal amounts of working capital beyond start up capital. Luckily, because of our strong cash flow we were able to make it through the first two years.
- By the end of 2011 we showed \$100k in sales growth from our first year, but more importantly improved our profit margins by over 10% and got into the black. Because of practicing OBF amongst management we were able to recognize the expense and efficiency problems throughout the course of the year and made constant changes in operations to increase our efficiency and help deal with the increased expenses. Over 2012 through 2014 as our company grew we continued to make adjustments to our operations to maximize our efficiency and take on more sales averaging an increase of \$100k annually. The start of 2015 has kept right on track with our growth rate of the previous years and we quickly realized that we were going to be reaching sales capacity for our space. Luckily, the opportunity to take over the neighboring retail space and double our square footage presented itself.
- We feel that over our first five years of operation in Milwaukee's East Side we have established strong relationships with fellow East Side business owners, Neighborhood Associations and Business Associations. We have supported numerous community events and UW Milwaukee organizations. We receive multiple



donation/sponsorship requests daily and our increased margins have allowed us to increase our budget to participate in these events.

- Over the first five years of operations Ian's Pizza Milwaukee has also been a hotbed for internal employee development and growth. Not only did we build a strong staff of leaders at this location, but the management team for our downtown Milwaukee location and our Denver location were built entirely from our staff. We continue to build a stronger foundation of experienced and professional leaders who help us grow exponentially. The expanded leadership staff also helps us take on the challenges associated with the management and oversight of such large increases in growth year after year as well as more complex operational procedures.
- Finally, we are proud to have successfully translated the same values, business philosophy and culture that exist at our original Madison locations into our Milwaukee locations. Customers and the community seem to relate the same way to the Milwaukee stores and staff as they do at our Madison locations and many UW Madison Alumni/Formal Madison Residents have said so directly. Ian's Pizza Milwaukee has added it's own flavor, style, and personality to the Ian's United family as well and hopes to continue to grow and opportunity.

#### Store Financial Projections. (2015-2020)

- A detailed yearly financial model for 2015 through 2019 outlines the exact timing of income and expenses for Ian's Pizza Milwaukee throughout the term of the proposed loan.
  - These models capture the inherent seasonality of the business (e.g. business is slower during periods when most students are not on campus) income and the necessary, but attainable expense benchmarks required to service the debt and amortization on the proposed loan term.
- Using these projections, Ian's Pizza Milwaukee clearly demonstrates the ability to cover additional expansion expenses (such as rent), service the loan and complete the remodel while continuing to show positive monthly cash flow and comparable annual profit margins to recent previous years with increased margins while we incur the extra costs of the project.
  - Please note that although beer/wine is factored into our income for 2016 we are only anticipating those sales to account roughly 2% of our total sales.
  - Regardless of adding beer and wine, to continue being able to service the growth we are anticipating we will need to increase storage room, increase kitchen space/output capacity and increase customer seating as well throughput with a more efficient line/counter design.
- Highlights from the projections are below.
  - Overview.
    - Details the projection document considerations.
  - ROI/NVP.
    - Details Return On Investment and Net Present Value of the project.
  - Loan.
    - Details the assumed loan details for our projections.
  - 2015 P&L.
    - Annual sales: \$1.6 Million.
    - Annual profit: 7%
    - Biggest expenses.
      - Labor: 36%
      - Food: 31.5%
  - 2016 P&L.
    - Annual sales: \$2 million.
    - Annual profit: 4.5%
    - Biggest expenses.
      - Labor: 35%
      - Food: 31.5%
  - 2017 P&L.
    - Annual sales: \$2.3 million.
    - Annual profit: 12%



- Biggest expenses.
    - Labor: 34.5%
    - Food: 31.5%
- 2018 P&L.
  - Annual sales: \$2.4 million.
  - Annual profit: 13%
  - Biggest expenses.
    - Labor: 34%
    - Food: 31.5%
- 2019 P&L.
  - Annual sales: \$2.5 million.
  - Annual profit: 13.5%
  - Biggest expenses.
    - Labor: 34%
    - Food: 31.5%

#### Remodel Costs.

- Equipment: \$50k.
  - Roto-Flex, hood and installation: \$35k.
    - See attached invoice for details.
  - Walk in, tap system and installation: \$15k.
    - See attached invoice for details.
- Construction: \$300k.
  - See attached bid for details.

#### Additional Anticipated Future Expenses.

- Under counter coolers and freezers: \$4k.
- Point Of Sale system update: \$5k.
- Awning and window vinyl: \$2k.
- Exterior LED sign: \$4k.
- Furniture: \$1k

#### Competition.

- Direct Competitors.
  - Existing.
    - Qdboda, Panera Bread, Burger King, Toppers, Pizza Man and Pizza Shuttle have all been our direct competition over the years and have not been a concern.
  - Past.
    - Other popular Wisconsin-based pizza restaurants (Classic Slice and Glass Nickel) and national chains (Subway and Bruegger's Bagels) have attempted to open on North Avenue, but have closed.
  - Incoming.
    - Rosati's is coming to the Eastside to take over the old Replay space. This is a sit down, Chicago Style chain that serves alcohol as well as pizza, which is a part of the reason we are pushing to offer beer and wine along with pizza.
- Our Competitive Advantage.
  - Ian's Pizza Milwaukee is a proven concept that has flourished and experienced major growth over it's first five years of operations while others have come and gone.
    - 25% growth in Q1 of 2015 over 2014 shows the growth has not slowed down.
  - Ian's Pizza Milwaukee has established itself as an 'institution' on Milwaukee's East Side and continues to gain new customers as our brand grows in the area.
    - Our second location downtown has broadened our reach into the MSOE, MATC and Marquette campuses.



- Ian's Pizza Milwaukee has a strong cash flow to help cover expense as we expand and reinvest into the business.
  - We also have historical performance records to better anticipate our future growth, sales and expenses.

#### Key Internal Staff.

- Managing Partner; Ryan Donovan.
  - In 2005 he started employment at the State Street location as part of the inaugural staff.
    - Worked his way up through the management ranks and helped transition the store through it's growth periods.
  - In 2010 he opened the Milwaukee location as the General Manager and Owner Operator.
  - In 2015 he started his Managing Partner trial run for the Milwaukee Cluster.
    - He is developing a new General Manager.
- Assistant Managers.
  - Ryan Miller.
    - Food Manager.
  - Andrew Johnson.
    - PR and Marketing Manager.
  - Anthony Covelli.
    - Finance and Office Manager.
  - Dan Conn.
    - Training Manager.
- Supervisors.
  - Jared Bridges.
  - Brian Cotrill.

#### Key External Staff.

- ISC Chief Officer of Operations; Lexy Frautschy.
  - In 2005 he became the first Managing Partner for Ian's Pizza and helped create the systems and procedures for the Ian's Franchise.
    - Focused on internal development of new Managing Partners and General Managers.
  - In 2010 he opened the Milwaukee location as the Managing Partner.
    - Passed on the MP duties in Madison to his successor, but remained as an owner.
  - In 2012 he opened the second Milwaukee location as the Managing Partner.
    - Continued development of internal Milwaukee staff and drove company growth.
  - In 2015 he transitioned out of the Managing Partner role in Milwaukee and stepped into an official Franchise role.
    - He continues to work with Managing Partners and General Managers for Milwaukee, Madison and the newly established Denver Cluster.
    - He continues to hold ownership in all of the Ian's Pizza Franchise locations.

#### Ownership and Agreements.

- Current equity holders. (No changes)
  - Lexy Frautschy. (Original MP)
    - 52%
  - Russ and Lu Frautschy (Investors).
    - 18%
  - Ryan Donovan. (Current MP)
    - 10%
  - Nick Martin (MAD MP).
    - 10%
  - Elliot Flax (DEN MP).

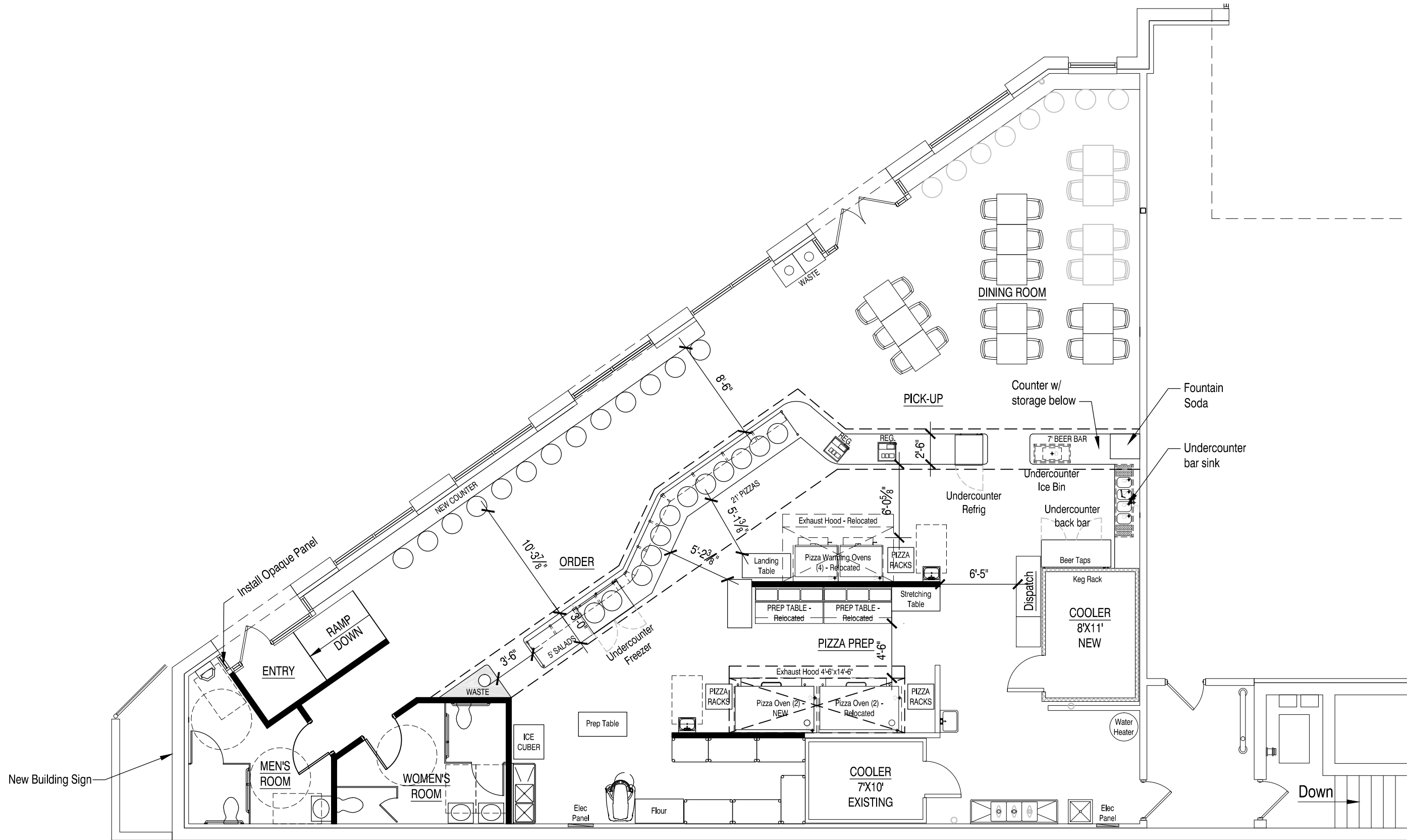


- 10%
- Operating and Franchise Agreements.
  - There will be no changes to the current agreements.
  - All subsequent operating agreements will apply.

Lease information

- See the attached Lease 2009 for details.
  - Term.
    - December 31st 2009 to December 31st 2014 with a five year renewal option.
      - We exercised the renewal in 2014 so our lease ends December 31st 2019.
        - This is another reason we are basing our decision on a five year loan.
- See the attached 2015 Amendment for expansion details.
  - This documents the exercised option and expansion of our retail space as well as increased rent, property tax and CAM liabilities.





 FLOOR PLAN 1/8" = 1'-0"



MSI GENERAL CORPORATION  
P.O. BOX 7  
OCONOMOWOC, WI 53066  
262.367.3661  
FAX: 262.367.2764

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PROJECT NAME  
IAN'S PIZZA  
STREET ADDRESS  
2035 E. NORTH AVE  
CITY/STATE/ZIP  
MILWAUKEE, WI 53202

Date: 03.10.15  
Scale: 1/8" = 1'-0"  
Drawn By: KJ NEITZKE  
Sheet Number:  
Project Number: P11286

ARCHITECTS

CONTRACTORS

ENGINEERS

MANAGERS





Tory Kress &lt;tory.kress@gmail.com&gt;

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## Ian's Pizza License Inquiry

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**Lexy Frautschy** <lexy@ianspizza.com>  
To: tory.kress@gmail.com

Tue, Mar 31, 2015 at 2:51 PM

Hi Tory.

I am one of the owners of Ian's Pizza Milwaukee. I was given your contact information from Amanda Williams of Alderman Kovac's office. I believe you are the contact person for the Murray Hill Association. I am emailing you today in regards to our 2035 East North Avenue location. We recently signed a lease to take over the old Subway space next door to us in our building and will be expanding. We are looking to add kitchen space and seating as we are outgrowing our current space. Part of our expansion plans were to hopefully incorporate beer and wine sales into our restaurant. The number one request we get from customers is that they would like to enjoy a beer with one of our slices of pizza. The lack of beer/wine is one of the main advantages our competitors in the area have over us and I have heard there is another Chicago Style pizza place moving into the old Replay location that will be able to offer beer/wine.

I have been trying to communicate with as many people/groups as possible before I submit my official application because I want to work with all of the local organizations and not surprise/upset anyone. Ian's Pizza feels we have a strong positive relationship with the community and do not want to damage that in any way. However, after attending the Library Club Tavern License meeting a couple of weeks ago and seeing the negative responses from many local residents about a new Tavern License it was clear this is a sensitive topic. Even though we are only seeking the beer/wine license and not a full Tavern license I am still reaching out to all of the groups recommended by Alderman Kovac to see if you would like a chance to discuss this further in person, via phone or email before I submit the official application. I am hoping to submit an official application by the end of April so let me know if you or your organization would like to set up a meeting before then.

Just so you have some idea of what we are trying to do I have attached a copy of our proposed floor plan for expansion. We have been discussing some options with our General Contractor and are leaning towards putting in a tap system that would allow us to offer around 8-12 options for beer, wine and cider. We are looking at doing local and craft brews and charging a higher price point. We want to keep our focus on the pizza sales and not necessarily be a place to go and grab a cheap beer. If we get the approval to move forward, we would look to serve the beer/wine/cider from open (11am) until midnight and NOT until bar close. We want to keep our focus on pizza sales and after midnight we do not want to have to deal with alcohol sales. (Most people have had enough by that point in the night anyway.) The Floor Plan shows how the 'tap' area will be separated from the rest of our serving area to make it easier for us to close down while keeping the pizza operations going. Check out the floor plan to see what I am talking about and let me know if you would like any further explanation.

Thanks in advance for your time and help.



**Lexy Frautschy.** Pizza by the Slice Pioneer.

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**Floor Plan Draft.pdf**  
214K





Tory Kress &lt;tory.kress@gmail.com&gt;

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## Ian's Pizza License Inquiry

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**Lexy Frautschy** <lexy@ianspizza.com>

Thu, Apr 9, 2015 at 4:36 PM

To: Tory Kress &lt;tory.kress@gmail.com&gt;

Cc: "Williams, Amanda" &lt;Amanda.Williams@milwaukee.gov&gt;, Nik Kovac &lt;nkovac@milwaukee.gov&gt;

Thank you for the response Tory.

We do plan on outlining the discussed limitations in the operations plan we will submit with the application. As of now we don't plan on doing any permanent outward facing alcohol signs as we do not really do outward facing signage in general, other than our awning. We do have a sidewalk chalkboard we use for different promotions and we had discussed promoting beer/wine on that from time to time, but most signage will be done on our in-store boards. As for the carry-out beverage containers, I was under the impression that would not be allowed with our license. Regardless, we are not planning on offering to-go beer/wine as an option. We are planning on using specifically marked pint glasses to serve beer/wine in that should make monitoring easier. If you are looking for other information regarding your questions, let me know and I will do my best to elaborate and address them in our operations plan.

Let me know if you have any other questions, concerns or suggestions.

Thanks again.

**Lexy Frautschy.** Pizza by the Slice Pioneer.

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Tory Kress &lt;tory.kress@gmail.com&gt;

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## Ian's Pizza License Inquiry

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**Lexy Frautschy** <lexy@ianspizza.com>  
To: Tory Kress <tory.kress@gmail.com>  
Cc: Ryan Donovan <ryan@ianspizza.com>

Tue, May 12, 2015 at 12:29 PM

Hi Tory!

First, let me apologize for the delay on my communication. We had a few things come up that pushed back our timeline for construction and moving forward with our expansion. We are now looking to complete this project closer to July/August rather than May/June as we were originally hoping. We also wanted to wait until we had our full business plan more formulated before sending you the specific Alcohol Plan of Operations to make sure we covered as much information as possible. I realize you all were not as interested in seeing the full business plan and are more concerned with the specific Beer/Wine operations, but I have attached both documents for your review as beer/wine is only a small part of our full expansion plans.

We have already applied for our Premise Extension Permit and will be moving forward with the expansion regardless of the outcome of our beer/wine request. However, we are looking to submit our beer/wine application to the city by the end of the month so we would appreciate any and all feedback within the next week or two. If we can continue email communication that is great, but if you all would like to meet in person to discuss anything further Ryan and I would be happy to meet again. As we discussed previously, I would appreciate you forwarding this message to everyone we originally met with to review on behalf of their associations.

Thanks for the help.



**Lexy Frautschy**. Pizza by the Slice Pioneer.

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### 2 attachments



**MK1AlcoholPlanofOperations2015.pdf**  
82K



**MK1BusinessPlan2015.pdf**  
122K





Tory Kress &lt;tory.kress@gmail.com&gt;

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## Ian's Pizza License Inquiry

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**Lexy Frautschy** <lexy@ianspizza.com>  
To: Tory Kress <tory.kress@gmail.com>  
Cc: Ryan Donovan <ryan@ianspizza.com>

Mon, Jun 22, 2015 at 9:36 PM

Hi Tory.

It has been a while since we reached out, but we are finally back on track with our remodel project including adding beer and wine service to our repertoire. As I mentioned in a previous email our timeline got bumped back to the end of July/Beginning of August so this got pushed down the priority list a bit behind figuring some other construction issues out. We also wanted to wait until we had a chance to meet with the City License Specialist to confirm our answers to some of your questions below before we made the final changes to our Plan of Operations. We were finally able to make that meeting happen today, hence the email...

I have attached the updated version of the Plan of Operations, but will list the specifics below in this email under your original questions (along with additional explanations not included in the Plan of Operations) so you don't necessarily have to go through that entire document again. We think we have addressed all of your concerns to hopefully gain your support. However, we do fear we are still going to have a disagreement on our proposed tap system and we may need to discuss this further in person, but will elaborate more below first. We are hoping our other compromises will help alleviate your tap system concerns.

Ryan and I have also completed the MENA Liquor License Support Application you attached on your last email. Please review the attached application and let me know your collective thoughts as well as if there is anything you would like us to expand on, change, etc as well as what you see the next steps are with that.

Lastly, we have not yet officially submitted our application to the city as we would like to hear your feedback and have your support before we do. I realize it may take some time for you all to review this information, but please keep us in the loop and let us know if you need any help communicating our message with the other associations. We are aiming to submit our application to the city by August 1st in time to get on the September Common Council meeting if possible.

Question responses.

- **We didn't see anything about basic or specialized bartender training. What is required for your proposed operation and what/when will your staff receive any training?**
  - Thanks for catching this. I have laid out the following training requirement points in the Plan of Operations.
    - Serving License and Training.
  - 
  - Class B Managers License.
    - At this time we will not have anyone apply for the Class B Manager's license as the Majority Partner and Registered Agent are both actively managing the business.
    - If/When a new General Manager, and all new subsequent General Managers, is/are appointed they will obtain the Class B Manager's License.
  - Class D Bartenders License.
    - All Shift Supervisors and Assistant Managers will be required to obtain the Class D Bartenders license as there is always at least one of these people working at all times.
      - This license will be required before an employee officially becomes a shift supervisor.



- Initially, all current Supervisors and Managers will be required to obtain their license before Ian's starts serving beer and wine.
  - All general staff will be encouraged to obtain the Class B Bartenders license as part of their Advanced New Hire training.
    - Most employees should reach this benchmark around 90 days of employment after completing their Initial Hire Training.
  - Anyone obtaining a beer and wine license will be directed to use the Online Wisconsin Responsible Beverage Server Training offered through [www.learn2serve.com](http://www.learn2serve.com) or similar pre-approved class.
  - Only employees holding Class D Bartenders License will ID and serve beer and wine.
- Detailed Ian's Pizza Beer and Wine Bottom Line Training (BLT).
  - A thorough training guide detailing the internal processes and procedures for Ian's Pizza Beer and Wine storage, service, products, dealing with unruly customers, rules and regulations will be a required part of the General Staff Initial Hire Training for ALL employees.
  - As with all of our BLT Training Guides a written and performance test will accompany the training to ensure knowledge has been retained.
- Ian's Pizza will reimburse all costs associated with obtaining Beer and Wine for employees after they receive their license and with submitted receipts of payment.
  - If employees are required to take additional testing because of failed first attempts, only partial reimbursement may apply.
  - If employees hold any license obtained before employment Ian's Pizza will not reimburse until any required recertification is necessary.
- The alcohol projection at 2-3% of total sales seems very low. What is this based on? How does this compare to your other location(s) that serve alcohol?
  - For 2016 we projected \$48k total in alcohol sales (roughly \$160 per days we are open for the year), which is roughly 3% of our total projected sales for that year. Because we aren't planning on doing advertising it is difficult to project how quickly alcohol sales will grow simply by word of mouth and repeat customers. We are projecting a conservative, but realistic, estimate on beer/wine sales so we don't over-promise and under-deliver to our investors.
  - When our State Street location served beer/wine (around 3 years total) the alcohol sales there never broke 2% of their gross sales. Our Denver location has only been open a year and has done less than 3% in alcohol sales and they are across from a baseball stadium that has 80 days a year where 50,000 people are there for an event that is very associated with drinking beer.
  - Our expected number of alcohol transactions per day on our Alcohol Plan of Operations is about 40 pints per day average, but we don't expect that within the first year. As our pints per day average increases our other sales numbers will increase as well keeping the overall percentage of beer/wine sales lower. If for some reason beer/wine gets really popular and we sell twice or three times as many pints per day as we are projecting that would still come in at less than 10% of our overall sales leaving the majority of our business as food sales. Again though, we don't see that realistically happening so we left it at just below 3% on our P&L projections.
- Can you explain the wine bottle recorking option? We were under the impression that no alcohol was allowed to leave premises for the class of liquor license you are applying for.
  - I asked the city license department and the Class B Beer and Class C Wine licenses allow for Off-Premise sales before 9pm. We do not plan on offering Off-Premise sales (as written in the Plan of Ops) because of inventory reasons and because we know the neighborhood associations do not like that rule. Again, we are trying to compromise and work with you and hope you will keep this in mind in regards to our number of taps issue (more on that below).
  - As for the re-corking, there is a one bottle limit on this for customers and we do feel it would be good to offer this option to prevent people from trying to over consume and finish a bottle before they leave. If you all feel strongly that we should not allow re-corking it is something we would consider not offering that service as a compromise, but again, think it may be counterproductive to cutting down on overconsumption. Either way, we do not plan on advertising this service and don't foresee it happening much if at all.
- Signage: Can you confirm that you will have zero alcohol advertising on your windows? Advertising of alcohol on outside sandwich board is of concern to us. Despite their existence, code does not allow outdoor sandwich boards. Therefore we would like your assurance that alcohol will not be advertised on sandwich boards.



- Although the licenses do not have any limitation requirements on signage, we are willing to put that self imposed restriction in our plan specifically to help address your concerns of us having the appearance as a restaurant and not a bar or tap room. Again, we are hoping this will help you feel more comfortable with our tap system proposal.
- I have deleted the sandwich board note as well and will not use that for beer/wine advertisement.
- **Drink Specials: Do you intend to offer any drink specials, and if so, please explain?**
  - In general Ian's does not push coupons or discounts. We do have Free Slice Cards we use for promotional events, but have rarely offered pricing specials or coupons because we don't want to devalue our product. At this time we do not plan on offering any discounts or specials on drinks therefore have not included anything on the Plan of Operations.
- **We have a significant level of concern over the number of taps; especially now realizing you also intend to have additional bottle and can service available. We understand you have 4 taps in the Denver location; why are so many needed here? We will be much more kindly inclined to your desire to serve alcohol if you decrease the total number of taps dispensing alcohol [in any form] to four. Frankly, twelve taps [and your information does allow that all twelve could serve alcohol] says "bar" to us. Four taps seem to be more in line with your projected role of alcohol in the overall business.**
  - We understand that some of you are of the opinion our proposed tap system will give Ian's too much of a bar feel, but this is the one request of yours we hope you will compromise with us on. We feel our self imposed restrictions of stopping beer/wine service at midnight, not allowing off premise consumption, not having any outward facing signage as well as keeping our internal signage to less than 25% beer/wine, and limited/no discount or alcohol promotions (more on all of this below) should be more than enough to prove we are doing everything we can to play ball with your requests within reason and not turn our restaurant into a bar or convenient store for alcohol sales. These other self imposed restrictions make sense to us in terms of preventing the issues the neighborhood associations are concerned with in granting another alcohol license in the area, but the physical service system we chose to use to store and dispense those beverages seem more like a personal opinion than anything. We have consulted other industry professionals (restaurant managers/owners and vendors) who have restaurant management and beer/wine service experience who support our tap system over bottle/can approach as well as from our own internal experience.
  - The reason we are looking to install a 12 tap system is because it is the most efficient way to maximize/utilize the space we have for our beer/wine service and storage. This is an 8' linear section of our serving counter that is roughly 55' total in length. The taps will be partially masked behind our soda machine and in the corner of our back of house area, after the register area, and away from the majority of our food and ordering display area. We want our Plan of Operations to allow for full use of the system for beer and wine to avoid having to ask permission later and avoid upsetting the neighborhood associations if it happens at some point, but we do not plan on starting that way. We will most likely start with 4 beers, 1 ciders, 2 wines and 2 sodas. Since this will be a slower starting and smaller sales part of our operations it will not make sense for us to fill all lines with beer and wine at first. However, over time and depending on the size of kegs we are able to source it is feasible for us to eventually go through enough product to use more lines for beer, cider and wine rather than sourcing additional bottles.
  - Next, as Ryan mentioned when we all met, another big reason we want to use a tap system is to cut down on waste from individual cans and bottles. We already go through a lot of trash and recycling and reusable glasses will help cut down a tremendous amount of waste for us. We are also switching to a fountain soda machine for this reason, but unfortunately those cups will still be disposable. However, one cup refilled with soda is less waste than multiple cans being ordered by the same customer, and reducing the amount of separate beverage coolers will save us on energy use. In general these tap/fountain systems are much more in line with our environmental values.
  - While we did leave room to have additional bottles/cans in our Plan of Operations this will be minimal with our tap system. If we did have a smaller tap system we would stock much more bottles/cans. However, even with a 12 tap system, occasionally there may be a limited selection item only available in bottles and we don't want to limit ourselves. Also, in the event our tap system has a problem and does not work we would want to be able to supplement with bottles/cans. We also aren't positive that all wine options will work in our tap system so we don't want to eliminate our options for wine before we even start. We did consider saying we will offer no bottle/can beer options in our Plan of Operation, but again, we want to avoid having to reopen this debate in the future.



- In regards to our Denver location, they installed a 4 tap system to try and save money on their initial startup costs, but their Managing Partner has told me that is one of his biggest regrets. After opening, they quickly realized they would be able to offer much more craft beer and cider options to pair with different pizza specials because of all the local breweries in the area. Unfortunately, now they are having to offer these as bottled options and are running out of storage space, not to mention have extra waste to fit into their small trash/recycling area. They also are offering wine by the can that is not the greatest quality, but not going through bottles fast enough to justify offering glasses from bottles. They are looking to increase to a larger 12+ tap system eventually, but that will be a large expense for a first year business to switch everything now and will mean the money they did spend on the 4 tap system will be a waste. So, they are going to deal with the 4 taps for another year or two and then pursue upgrading the system. We do not want to run into this problem in Milwaukee and prefer to spend a little more upfront and avoid added costs in the future as we learn and evolve our operations based on what works best.
- Lastly, we feel trying to define a restaurant or bar by the number of taps/offerings in general is a tough thing to do and not sure it is a fair thing for the neighborhood associations to be requesting. There are several bars in the area with very few taps, but focus on a large bottle selection, like Stack'd Burger bar who offers 13 taps and over 100 bottles. Some bars, like Rascals, are known for their alcoholic bottle services and shot deals and don't focus much on beer/wine at all and definitely not food at all. Other bars in the areas like Stubby's have 50+ taps and a similar amount of bottle options to go along with a great food menu and full alcohol selection. Some restaurants like Pizza Man offer 20+ bottles of wine alone along with 12 taps and more bottled beer options. The fact that Ian's is proposing such a smaller amount of options compared to many others in the area (bars and restaurants) and with the other restrictions outlined above, we feel we are more than differentiating Ian's Pizza from these other bar-like establishments and still remaining as a pizza place first.

Thanks again for mediating all of this for us Tory. We look forward to hearing back from you. Again, let us know if there is anything else we can do to help communicate our message.



**Lexy Frautschy**. Pizza by the Slice Pioneer.

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**Ians Pizza Milwaukee Completed Mena Form 2015.pdf**

813K





Tory Kress &lt;tory.kress@gmail.com&gt;

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## Ian's Pizza License Inquiry

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**Lexy Frautschy** <lexy@ianspizza.com>  
To: Tory Kress <tory.kress@gmail.com>  
Cc: Ryan Donovan <ryan@ianspizza.com>

Tue, Jun 30, 2015 at 2:51 PM

Hi Tory.

Our average daily percentage of total sales breaks down to roughly 25% from open-5pm, 40% 5-10pm, and 35% from 10pm-close. When we were determining our daily sales levels we figured that from open-5pm we would see minimal alcohol sales as most of our daytime crowd are people on a lunch break during work/school days, or coming in with their families during the weekends. We assume that most people do not have an alcoholic beverage during their break at work, and our other locations who have served alcohol confirmed this assumption (outside of special events and holidays during the week).

We factored roughly 0-10 transactions before 5pm, with the higher numbers coming in on Sat/Sun. Our normal sales level from open to 5pm are around \$1500 on average. So, \$50 (10 transactions at \$5 ave) on \$1500 is 3% in alcohol sales from open-5pm. We are assuming a majority of our alcohol transactions will occur from 5-12am for people getting drinks during dinner and late night sales. We factored roughly 10-40 transactions from 5-12am. Our average sales from 5-12 is \$2500. So, \$200 (40 transactions at \$5 ave) on \$2500 is closer to 8%. However, obviously from 12-cl we would be selling \$0 in alcohol transactions, but another \$2000 in food bringing the daily percentage back down to closer to 4% overall on our highest anticipated transaction days (Thu-Sun). However, this will be well under 3% on our lower anticipated transaction days (Mon-Wed).

We do expect our number of transactions per day to grow over the years, but so will our food sales, keeping the overall percentage of alcohol the same over time. We are anticipating roughly 10% growth average over the next 5 years.

Let us know if there are any other questions.

Thanks.



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**Lexy Frautschy.** Pizza by the Slice Pioneer.

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

Friday, September 25, 2015

**COMMITTEE MEETING NOTICE**

AD 03


GRUENEWALD, Gina M, Agent  
GNA.WLZ LLC  
1818 N Hubbard St

Milwaukee, WI 53212

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, September 29, 2015 at 09:00 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "GNA.WLZ LLC" for "Supper" at 1962 N PROSPECT Av.

There is a possibility that your application may be denied for one or more of the following reasons.  A 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 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.

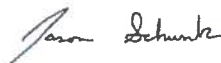
You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:



Jason Schunk  
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)





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, September 25, 2015

COMMITTEE MEETING NOTICE

AD 03

GRUENEWALD, Gina M, Agent  
GNA.WLZ LLC  
2517 S Brisbane Ave

Milwaukee, WI 53207

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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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:

Jason Schunk  
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)



Date:09/24/15  
Officer: J. Alba

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

Name of Premise: Supper  
Address: 1962 N. Prospect Av.  
Phone: 414-331-0619

Owner: Gina M. Gruenwald W/F 04/10/75  
Owner address: 2517 S. Brisbane Ave.  
City State Zip: Milwaukee, WI. 53207  
Owner Phone: 414-331-0619  
Owner email:

Licensee/Agent: Owner  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Owner

Location currently open: ☐ YES ☒ NO

Projected open date: 10/31/15

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

Hours of Operation: Sun: 3pm-12am 24 hours ☐Y ☐N  
Mon: 3pm-12am  
Tue: 3pm-12am  
Wed: 3pm-12am  
Thu: 3pm-12am  
Fri: 3pm-1am  
Sat: 3pm-1am

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



Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:   
Food: ☐ Yes ☒ No #:   
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
6. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☒ Yes ☐ No
8. Is the parking lot clean? ☒ 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
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 2
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. VCR ☐ Yes ☐ No
  - d. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: 30days
21. Are there exterior cameras ☒ Yes ☐ No How many: 2 planned
22. Are there interior cameras ☐ Yes ☐ No How many: 5planned



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/posted capacity 117 5000 Sqr. Ft.  
26. What is the minimum number of employees that will be on premise 7  
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. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No  
31. 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**

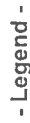
32. How many security personnel are going to be employed: 0  
33. How will they be deployed: Interior Exterior  
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun  
35. Will the security be managed by business ☐ or contracted ☐  
36. Will they be armed ☐ Yes ☐ No  
37. What type of security measures will be used:  
☐ Wandering/metal detector  
☐ ID Scanner  
☐ Dress Code  
☐ Cover Charge  
☐ Age restriction  
☒ Other ID at service  
38. When at capacity, how will the overflow crowd be managed? N/A  
39. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

- Applicant current licensed agent for Wolf Peach at 1818 N. Hubbard St.
- Modern American supper club dining planned for business.
- Extensive wine list planned with standard beers and liquors also served.
- 70% food- 30% liquor breakdown planned for business.
- \$500K planned in renovation of existing space.



## City of Milwaukee, Wisconsin



- City limits
  - Parcels
  - Freeways
  - Freeways
  - Exit ramps
  - Entry ramps
  - Ramps
  - Major streets
  - Streets
  - Waterways
  - Alcohol licenses
    - Class A intoxicating liquor
    - Class A fermented malt beverage
    - Class A liquor and malt
    - Class B fermented malt beverage
    - Class B tavern
    - Class C wine retailer

Licensed Alcohol Establishments Within  
a .5 Mile Radius Centered on 1962 N  
Prospect Ave on 09/03/2015



Department of Administration - JTMD



Map Scale: 1: 10,392



Licensed Alcohol Beverage Establishments Within a .5 Mile Radius Centered on 1962 N Prospect Ave on 09/03/2015										Total
License Summary	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date			
Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	MURRAY PANTRY	MURAD M ALI, Agt	2430 N MURRAY AV	Class A Fermented Malt Beverage Retailer's License			1/15/2016	2		
	7-Eleven #35852A	JAMES F FINE, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License			7/1/2016	2		
	Koppa's Fulbell Deli	Shachen A Shah, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License			2/4/2016	2		
	MILAP, INC	AMARUIT'S KALEY, Agt	1413 E BRADY ST	Class A Retailer's Intoxicating Liquor License			3/7/2016	7		
	BENAMINI'S FINE WINE & SPIRITS LLC	BENJAMIN T CHRISTIANSEN, Agt	1327 E BRADY ST	Class A Retailer's Intoxicating Liquor License			2/6/2016	60		
	MARI CUCUNATO, INC	MARI R CUCUNATO, Agt	1220 E BRADY ST	Class B Fermented Malt Beverage Retailer's License	75		12/17/2015	6		
	ETHIOPIAN COTTAGE RESTAURANT	WITTELEU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License			1/15/2016			
	J & J KOH LLC	SUNG HEE KIM, Agt	2336 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License			6/13/2016			
	MAJOR GOOLSBY'S	ANGELA ST LEDGER, Agt	2272 N LINCOLN MEMORIAL DR	Class B Fermented Malt Beverage Retailer's License			6/10/2016			
	Pho 43	DONG D BANH, SP	1814 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	49		3/30/2016			
Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	Smith Sisters, LLC	SHEILA M PUFUHL-BETTIN, Agt	1208 E BRADY ST	Class B Fermented Malt Beverage Retailer's License			6/25/2016			
	SPRESTO, LLC	Phamoth Letrisinsongerm, Agt	1952 N Farwell Av	Class B Fermented Malt Beverage Retailer's License			6/10/2016			
	1754 NFRANKLINBAR LLC	Jun Yang, Agt	2428 N Murray Av	Class B Fermented Malt Beverage Retailer's License			11/1/2015			
	AL LIGATOR, INC	STEPHEN G GILBERTSON, Agt	1754 N FRANKLIN PL	Class B Tavern License	78		7/25/2016			
	ALLIUM LLC	Suzanne Lemon, Agt	1731 N ARLINGTON PL	Class B Tavern License	80		3/28/2016			
	Ardent Milwaukee, LLC	VIVIAN ANTON-LIMBERATOS, PETER A LIMBERATOS	1201-03 N PROSPECT AV	Class B Tavern License	49		4/12/2016			
	APOLLO CAFE	JUSTIN K CARLISLE, Agt	1310 E BRADY ST	Class B Tavern License	100		12/30/2015			
	BALZAC, INC	SCOTT M JOHNSON, Agt	1716 N ARLINGTON PL	Class B Tavern License	100		9/23/2015			
	BEANS & BARLEY, INC	LYNN V SIRONIK, Agt	1901 E NORTH AV	Class B Tavern License	180		7/25/2016			
	Bradford View LLC	DONATO SALVO, Agt	2400 N LINCOLN MEMORIAL DR	Class B Tavern License			6/30/2016			
Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	BIG LOTTA BURGER, LLC	JOHN M WISE, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License	120		5/21/2016			
	BRODERSEN UP AND UNDER, LLC	TIMOTHY J BRODERSEN, Agt	1216 E BRADY ST	Class B Tavern License			9/22/2015			
	Buddha Lounge Inc	Claudia Gallegos, Agt	1504 E North Av	Class B Tavern License			7/30/2016			
	CEMPAZUCHI COMPANY, LLC	BRUCE R CLARK, Agt	1205 E BRADY ST	Class B Tavern License		1st floor indoor 68 beer garden - 80	1/6/2016			
	CHAMPION'S PUB, LLC	ROBERT R GREENVA, Agt	2417 N BARTLETT AV	Class B Tavern License	148		3/1/2016			
	CINEMA BEVERAGES HOLDING COMPANY, LLC	ERIC A LEVIN, Agt	2230 N FARWELL AV	Class B Tavern License	1260		6/29/2016			
	COMET CAFE, INC	LESLIE S MONTEMURO, Agt	1943-47 N FARWELL AV	Class B Tavern License	160		4/13/2016			
	Cripple Creek, LLC	DOUGLAS A WILLIAMS, Agt	2028 E North Av	Class B Tavern License	143		7/21/2016			
	EE SANE THAI LAO CUISINE	Prasith Nanthasane, SP	1806 N FARWELL AV	Class B Tavern License			3/22/2016			
	Forever Young Enterprises Inc	Lynn M Fortnaus, Agt	2321-23 N Murray Av	Class B Tavern License	99		10/29/2015			
Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	G-DADDY'S, INC	GARY R JOHNSON, Agt	2012-24 E NORTH AV	Class B Tavern License	360	240 First Floor, 120 Second Floor	4/10/2016			
	GPI OF MILWAUKEE, INC	HEDIA A PANAGIOTOPULOS, Agt	2214 N FARWELL AV	Class B Tavern License			12/10/2014			
	GRANDVIEW MANAGEMENT, INC	ELLEN N ZILL, Agt	1801 N PROSPECT AV	Class B Tavern License	80		4/12/2016			
	GRANDVIEW MANAGEMENT, INC	ELLEN N ZILL, Agt	2220 N TERRACE AV	Class B Tavern License	118		7/25/2016			
	HALLIDAY'S IRISH PUB	ROSEMARY MANISCALCO, SP	1729 N FARWELL AV	Class B Tavern License	80		6/30/2016			
	HOOIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	240		7/1/2016			
	J & S Malone, LLC	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	25		3/25/2016			
	Jack's American Pub, LLC	SCOTT A SCHAEFER, Agt	1800 N ARLINGTON PL	Class B Tavern License	99		1/4/2016			
	JAMOHAD, INC	JAMISON H GOLL, Agt	1311 E BRADY ST	Class B Tavern License	71		7/16/2016			
	JOEY C'S, INC	JASON C GROVEL, Agt	1300 E Brady St	Class B Tavern License	99		1/1/2016			
Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	JTC II ENTERPRISE, LLC	BRADLEY H TODD, Agt	2220 N FARWELL AV	Class B Tavern License	240		4/12/2016			
	La Masa LLC	SLAVA TUZHIKOV, Agt	2220 N FARWELL AV	Class B Tavern License	143		11/26/2015			
	LANDMARK BARS, INC	Gui Lin, Agt	2116 N Farwell Av	Class B Tavern License	150		6/30/2016			
	Lin & Chen Fushimi, LLC	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	180		7/6/2016			
	M P ON BRADY, INC	JAMES R ZEISLER, Agt	1932 E KENILWORTH PL	Class B Tavern License	25		5/15/2016			
	MERGE, INC	Thomas R Maliszko, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	160 1st floor 159 99 patio		7/14/2016			
	MILWAUKEE YACHT CLUB	GIROLAMA MEGNA, Agt	1301-07 E BRADY ST	Class B Tavern License	99		11/26/2015			
	MIMMA'S CAFE, INC	LESLIE S MONTEMURO, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	99		5/19/2016			
	MUE, INC	DEAN M CANNISTRA, Agt	2315 N Murray Av	Class B Tavern License	99		3/7/2016			
	Class A Fermented Malt Beverage Retailer's License Class A Malt & Class A Liquor License Class A Retailer's Intoxicating Liquor License Class B Fermented Malt Beverage Retailer's License Class C Wine Retailer's License	Murray Avenue Restaurant, LLC	NICHOLAS A DE PALMA, SP	1854 E KENILWORTH PL	Class B Tavern License	80		6/30/2016		
Nick's House		MICHAEL J EITEL, Agt	1401 E BRADY ST	Class B Tavern License	179		2/21/2016			
NOMADIC VENTURES, INC		DENNIS BONDAR, Agt	2339-A N MURRAY AV	Class B Tavern License	49	Patio capacity # 63	6/13/2016			
OCTOPUS, LTD		ORLEN G WOOD, Agt	1750 N LINCOLN MEMORIAL DR	Class B Tavern License	150		3/7/2016			
PADDY'S PET & PUB, LLC		JOHN J PICCIRRO, Agt	1827 N FARWELL AV	Class B Tavern License	137		4/11/2016			
PITCH'S CLUB 113, INC		MARK H GOLD, Agt	2203 N PROSPECT AV	Class B Tavern License	232		6/30/2016			
PIZZA SHUTTLE, INC		BRIAN W GODFREY, Agt	1530 E NORTH AV	Class B Tavern License	80		5/7/2016			
PROSPECTOR PARTNERSHIP LLC		ROBERT C SCHMIDT, JR, SP	2311 N MURRAY AV	Class B Tavern License						
R C'S		JAMES A BAAD, Agt								
RASCAL'S ON MURRAY, LLC										



ROCHAMBO, LTD	ROCHAMBO COFFEE & TEA HOUSE	MICHAEL R HONKAMP, II, Agt	1377 E BRADY ST	Class B Tavern License	110	80 inside, 30 patio	6/3/2016
Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License			7/4/2016
SATGUR CORPORATION, INC	MAHARAJA RESTAURANT	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300		9/27/2016
SEOUL KOREAN RESTAURANT	SEOUL KOREAN RESTAURANT	HAE JIN PARK, SP	2178 N PROSPECT AV	Class B Tavern License			3/21/2016
Stone Bowl Grill, LLC	Stone Bowl	Tai K Park, Agt	1958-62 N Farwell AV	Class B Tavern License	99		12/16/2015
Storm's 5 Plus 2 LLC	The Hitch Spot	ANGELA B STORNA, Agt	1813 E Kenilworth PL	Class B Tavern License	102		5/30/2016
TACQUERIA JALISCO, INC	JALISCO RESTAURANT	RUBEN HERRERA, Agt	2207 E NORTH AV	Class B Tavern License			5/12/2016
The Mason Tavern Group, LLC	School Yard Bar & Grill	Rachel A Krish, Agt	2150 N Prospect AV	Class B Tavern License	240		9/14/2015
Togo Corp	Itumi's Restaurant	TATSUYA GOTO, Agt	1832 E NORTH AV	Class B Tavern License	99		5/15/2016
VITLUCCI'S, INC	VITLUCCI'S COCKTAIL LOUNGE	Angela M Vitucci-Bonfiglio, Agt	2235 N FARWELL AV	Class B Tavern License	150		6/30/2016
VTT ENTERPRISES, INC	VON TRIER TAVERN	CYNTHIA L SIDOFF, Agt	2305 N PROSPECT AV	Class B Tavern License	153		11/30/2015
WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Michael L Buetow, Agt	1504 N PROSPECT AV	Class B Tavern License	100		6/13/2016
WISCONSIN CONSERVATORY OF MUSIC	WISCONSIN CONSERVATORY OF MUSIC	Celeste E Baldassarre, Agt	1724 N FARWELL AV	Class B Tavern License	75		12/14/2015
ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1824 N FARWELL AV	Class C Wine Retailer's License			1/15/2016
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	2356 N Farwell AV	Class C Wine Retailer's License			11/4/2015
J & J KOH LLC	Osaka	Sung Hee Kim, Agt	1814 N Farwell AV	Class C Wine Retailer's License			6/25/2016
Pho 43	Pho 43	Dong D Banih, SP	1208 E Brady ST	Class C Wine Retailer's License			6/10/2016
Smith Sifers, LLC	Brewed Cafe	SHEILA M PUPAHI-BETTIN, Agt	1952 N Farwell AV	Class C Wine Retailer's License			3/30/2016
SPiretto, LLC	Rice N Roll Bistro	Pramoeth Lertsitongsarn, Agt	2428 N Murray AV	Class C Wine Retailer's License			11/1/2015
Yangli, LLC	Huan Xi	Jun Yang, Agt					





Friday, September 25, 2015



# Notice of Public Hearing

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GRUENEWALD, Gina M, Agent  
Supper at 1962 N PROSPECT Av  
Class B Tavern and Food Dealer License Applications

**Tuesday, September 29, 2015 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 9/29/2015 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	1700 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-1336
CURRENT OCCUPANT	1714 E IRVING PL 1	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1714 E IRVING PL 2	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1714 E IRVING PL 3	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1714 E IRVING PL 4	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1714 E IRVING PL 5	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1714 E IRVING PL 6	MILWAUKEE, WI 53202-1458
CURRENT OCCUPANT	1715 E IRVING PL	MILWAUKEE, WI 53202-1457
CURRENT OCCUPANT	1750 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-1336
CURRENT OCCUPANT	1817 E LAFAYETTE PL	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1817A E LAFAYETTE PL	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL M	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL N	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL O	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL P	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL Q	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1825 E LAFAYETTE PL R	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL F	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL G	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL H	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL I	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL J	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL K	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1831 E LAFAYETTE PL L	MILWAUKEE, WI 53202-1160
CURRENT OCCUPANT	1900 E LAFAYETTE PL	MILWAUKEE, WI 53202-1368
CURRENT OCCUPANT	1904 E LAFAYETTE PL	MILWAUKEE, WI 53202-1368
CURRENT OCCUPANT	1907 E LAFAYETTE PL	MILWAUKEE, WI 53202-1367
CURRENT OCCUPANT	1908 E LAFAYETTE PL	MILWAUKEE, WI 53202-1368
CURRENT OCCUPANT	1913 E LAFAYETTE PL 1	MILWAUKEE, WI 53202-1359
CURRENT OCCUPANT	1913 E LAFAYETTE PL 2	MILWAUKEE, WI 53202-1359
CURRENT OCCUPANT	1913 E LAFAYETTE PL 21	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1913 E LAFAYETTE PL 22	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1913 E LAFAYETTE PL 23	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1913 E LAFAYETTE PL 24	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1913 E LAFAYETTE PL 3	MILWAUKEE, WI 53202-1359
CURRENT OCCUPANT	1913 E LAFAYETTE PL 31	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1913 E LAFAYETTE PL 32	MILWAUKEE, WI 53202-1361
CURRENT OCCUPANT	1913 E LAFAYETTE PL 33	MILWAUKEE, WI 53202-1361
CURRENT OCCUPANT	1913 E LAFAYETTE PL 34	MILWAUKEE, WI 53202-1361
CURRENT OCCUPANT	1913 E LAFAYETTE PL 4	MILWAUKEE, WI 53202-1360
CURRENT OCCUPANT	1914 N PROSPECT AVE 1	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 2	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 21	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 22	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 23	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 24	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 25	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 26	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 3	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 31	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 32	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 33	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 34	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 35	MILWAUKEE, WI 53202-1414
CURRENT OCCUPANT	1914 N PROSPECT AVE 36	MILWAUKEE, WI 53202-1414



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



CURRENT OCCUPANT	2036 N PROSPECT AVE 706	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 707	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 708	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 801	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 802	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 803	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 804	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 805	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 806	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 807	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 808	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 901	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 902	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 903	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 904	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 905	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 906	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 907	MILWAUKEE, WI 53202-1262
CURRENT OCCUPANT	2036 N PROSPECT AVE 908	MILWAUKEE, WI 53202-1263

**Total Records: 747**

**Radius: 250.0 feet and Center of Circle: 1962 N Prospect AV**





Friday, September 25, 2015

## Licenses Committee Notice of Hearing

1962 Prospect LLC  
C/O Michael Orgeman  
Lichtsinn & Haensel SC  
111 E WISCONSIN Av #1800  
Milwaukee, WI 53202

Date: 9/29/2015  
Time: 09:00 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
GRUENEWALD, Gina M, Agent  
Supper at 1962 N PROSPECT Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.







## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 7/24/15

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](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☒ Extended Hours Establishment ☐ Filling Station ☐ Waste Tire Transporter ☐ Massage Establishment  
☐ Self Service Laundry ☐ Rooming House: Number of Units: \_\_\_\_\_ ☐ Hotel/Motel: Number of Units: \_\_\_\_\_  
☒ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

RESTAURANT

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 10 + YEARS

### 2. Business Operations

- a. Proposed Opening Date: 10.31.15
- 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: \_\_\_\_\_
- 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: \_\_\_\_\_
- 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 Control

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☐ Hired Maintenance  
☒ Building Owner Responsibility ☐ Garbage Cans Outside ☐ 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: \_\_\_\_\_  
Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- e. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- f. Number of Garbage Cans: Inside: 12 Locations: KITCHEN, BAR, PREP AREA, OFFICE  
Outside: 3 Locations: REAR OF BUILDING
- g. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- h. Describe sanitation facilities (restrooms): 1 MALE, 1 FEMALE, 1 SINGLE UNISEX ADA
- i. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: EAGLE



#### 4. Parking & Security

- a. Are there off-street parking places? ☐ No ☒ Yes If yes, how many? 18  
Describe security plan for parking lot: SECURITY CAMERAS, VALET
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe security for loading zone \_\_\_\_\_
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_  
What are their responsibilities? MANAGER + BARTENDER ARE IN CHARGE OF SECURITY  
Is security equipment used? ☐ No ☒ Yes If yes, describe CAMERAS  
List their licensing, certification, or training credentials N/A  
Will there be security cameras? ☐ No ☒ Yes If yes, where? INSIDE/OUTSIDE  
Will searches or identification checks be conducted upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

#### 5. Percentage of Sales (must total 100%)

Alcohol <u>30</u> %	Food <u>70</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>0</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)		

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

##### Type 1

- ☒ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club  
☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club  
☐ Banquet Hall ☐ Sports Facility  
☐ Hotel/Motel – Number of Rooms: \_\_\_\_\_ ☐ Rooming House – Number of Rooms: \_\_\_\_\_

##### Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☐ Convenience Store  
☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Auto Wrecker  
☐ Used Car Dealer ☐ Used Auto Parts ☐ Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #6 above)

Capacity \_\_\_\_\_ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

(TBD)



## 8. Premises Description

d. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☒ Basement Storage ☒ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: \_\_\_\_\_

e. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_

f. Nearest Major Cross Street: PROSPECT AVE + LAFAYETTE PL

g. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_

h. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 9 ☐ Other: \_\_\_\_\_

i. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: \_\_\_\_\_

j. Property Owner's Name: 1962 Prospect, LLC Phone Number: 414.271.6200

Address: 111 E Wisconsin Suite 1800

## 9. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	9 AM	1 AM	100	21-80	NONE
Monday	3 PM	1 AM	↓	21-80	↓
Tuesday	3 PM	1 AM		21-80	
Wednesday	3 PM	1 AM		21-80	
Thursday	3 PM	1 AM		21-80	
Friday	3 PM	2 AM		21-80	
Saturday	9 AM	2 AM	✓	21-80	✓

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Signature(s)

[Signature]  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



$$Z \rightarrow$$

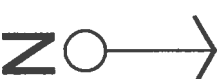
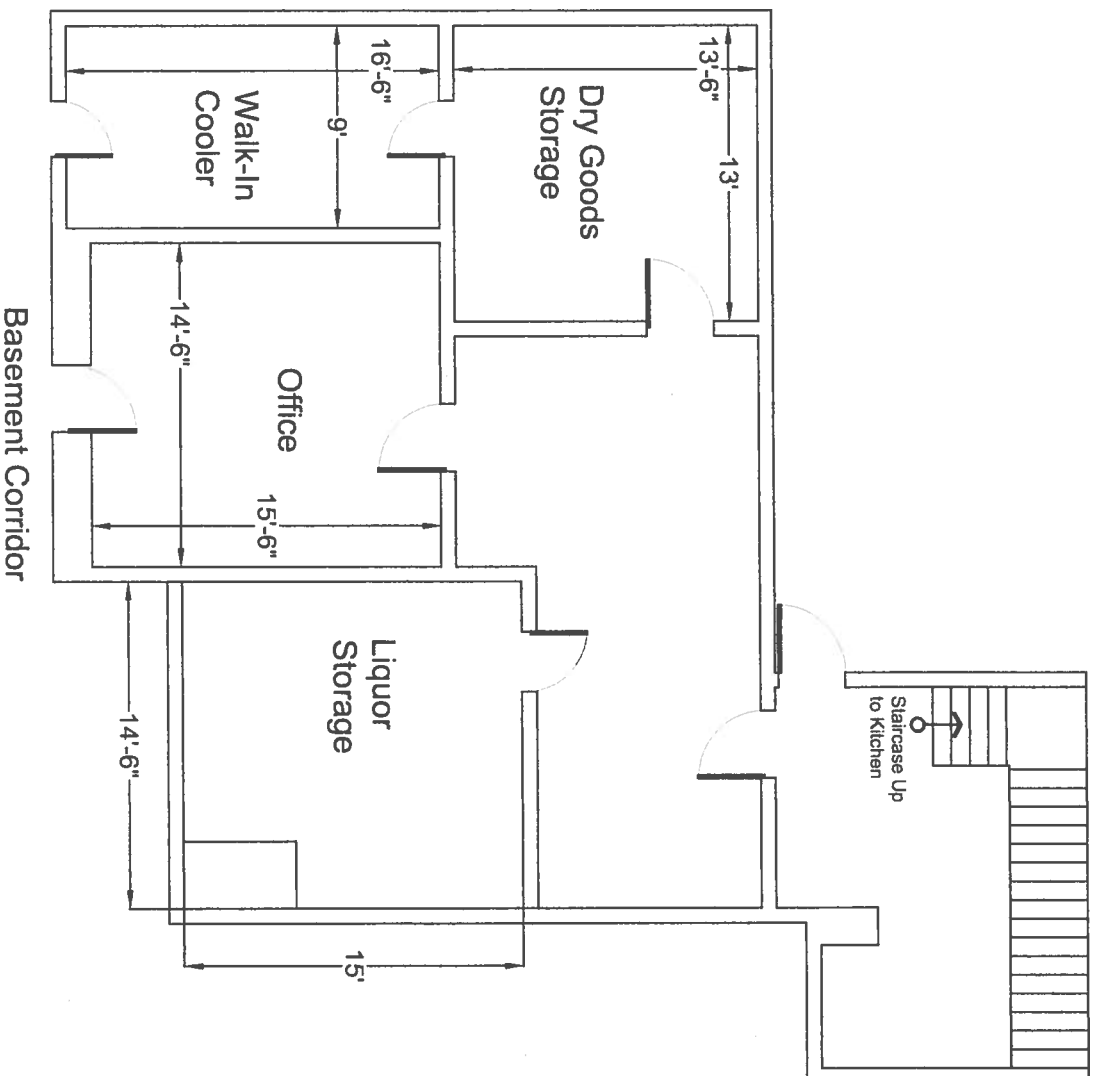
5-6



## Supper

1962 N. Prospect Ave.  
Milwaukee, WI 53202





Lower Level Floor Plan  
Approximately 1325 sq. ft.

Gina Gruenewald, Agent for GNA.WLZ LLC  
 Supper  
 1962 N. Prospect Ave.  
 Milwaukee, WI 53202  
 9/2/15





## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: GNA-WL3 LLC (DBA SUPPER)

Premise Address: 1902 N PROSPECT AVE, MILWAUKEE, WI 53202

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital? ☒ Yes ☐ No

### "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 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 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: ERICH WIL3, 19% PARTNER - LICENSED MILWAUKEE BARTENDER

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: \_\_\_\_\_

### Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lessee/buyer

### 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.)? LANDLORD

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

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

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

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 N/A - LEASE

*See Application Information for a list of all required application forms.*



### Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 10.1.15 Ends 10.1.20
- b) Monthly rental \$ 4500.00 YEAR 1; 5000.00 THERE AFTER + 800.00/MO FOR PARKING LOT
- 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)? 5 YEARS + 2 3-YEAR OPTIONS
- 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 \_\_\_\_\_
- 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): \_\_\_\_\_

### Notarized Signatures of Applicants

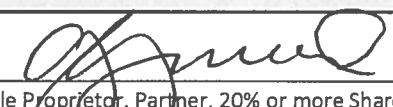
#### SUBSCRIBED AND SWORN TO BEFORE ME

This 28 day of August, 20 15

(Clerk/Notary Public)

My Commission Expires 10-9-17

\*Notary Seal must be affixed.

  
Sole Proprietor, Partner, 20% or more Shareholder, or  
Agent - only if there are no 20% or more shareholders

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building ☐ Detailed floor plan ☐ If a restaurant, copy of the menu





# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION

CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202 •

(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

FREST  
217242

Legal Entity Name: GNA-WL3 LLC (DBA SUPPER)

Premises Address: 1962 N. PROSPECT AVE, MILWAUKEE, WI 53202

## 1. Application Type

Is this a new food business or are you taking over a food business which is currently operating?

- ☐ Taking over a currently operating, licensed food business  
☒ New business (includes taking over a closed food business)

Will you be sharing kitchen space with another food establishment?

- ☐ Yes, I intend to rent space in my kitchen to other food businesses  
☐ Yes, I am renting space from another food business which will also be using the kitchen\*  
☒ No, I will be the only food business using the space

\*If renting space in a commercial kitchen with another operator, a completed and signed Shared Kitchen Agreement is required.

The form is available at [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Provide a brief description of the food establishment.

FULL-SERVICE DINNER RESTAURANT, FULL-SERVICE BAR WITH

Attach a copy of your menu or general listing of the types of food products that will be sold. Indicate what information you will be including:

- ☒ Menu ☐ List of the types of products (for example: packaged foods, deli case, meat department)

What is the anticipated opening date or date of change of ownership: 10.31.15

## 2. Construction, Remodeling and Equipment

Are any construction, remodeling or equipment changes planned? ☒ Yes ☐ No If no, skip to section 3.

Scope of the planned project?

- ☐ New construction or conversion of an existing structure to be used as a food establishment  
☐ Renovation/remodeling of a food establishment, which may or may not include equipment changes  
☒ Renovation/remodeling limited to the installation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

UPDATE ELECTRIC + PLUMBING, INSTALL NEW HOOD + KITCHEN VENTILATION,  
REPLACE BACKWALL + BAR COOLERS, NEW WALK-IN COOLER, NEW KITCHEN  
EQUIPMENT, NEW DINING ROOM BOOTH, NEW LIGHTING, NEW ADA-COMPLIANT  
RESTROOM

Note: Building permits may be required. Contact the City of Milwaukee Development Center.

Date alterations/changes planned to begin 9.12.15

Name, address and phone number of architect

JOEL KRUEGER 4746 IDLEWILDS, WHITEFISH BAY, WI 53012  
262.377.6039

Name, address and phone number of general contractor

MARTIN DIETRECH (SUP. DESIGN) 3775 N. PIERCE ST, WKE, WI 53212



### 3. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites (for example a hotel with multiple dining rooms or bars):

☒ Single ☐ Multiple

If multiple sites will be used, how many distinct sites will be used? \_\_\_\_\_

List all sites and briefly describe the nature of the food activities at each site:

Are any outdoor operations planned? ☒ Yes ☐ No

If yes, what activities will be conducted outdoors (check all that apply):

☐ Bar ☐ Cooking/Grilling ☒ Dining – Patio ☐ Dining – Sidewalk (DPW permit required) ☐ Storage

☐ Other, specify \_\_\_\_\_

Seating provided on site for dining? ☒ Yes ☐ No

If yes, are there additional banquet facilities other than the main dining area? ☒ Yes ☐ No

Total square footage of the establishment (exclude space utilized for other purposes other than food) 3,000 sq ft

Number of Full Time Employees

20

Number of Part Time Employees

15

### 4. Business Type

Establishment Type (select the one that best describes the proposed business)

☐ **Bed and Breakfast**

☐ **Community Food Program** – free meal site or food pantry. Any site where all food is provided free of cost to those in need, or to organizations serving persons in need.

☐ **Distiller or Brewer** – facilities that are primarily engaged in the production of alcoholic beverages

☐ **Food Distributor** – a business that transports food for sale to retail and wholesale establishments and does not perform any food items

If distributor, is food stored on site? ☐ Yes ☐ No

☐ **Food Manufacturer** – commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer. Food is sold to distributors, retailers or restaurants. There may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments.

If manufacturer, is there a retail store onsite? ☐ Yes ☐ No

☐ **Food Store** – a food establishment in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include businesses whose primary business is other than food (book store, pharmacy, etc.), but offer convenience food items.

If Food store, are you considered a convenience food store (see definition below)? ☐ Yes ☐ No

A convenience food store contains less than 5,000 sq. ft. of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food

☐ **School** – educational institution including elementary, middle and high schools. Check type:

☐ Satellite Kitchen is a school kitchen with limited food preparation including reheating or holding of cooked food, storage of cold ready-to-eat food items and portioning and serving of bulk requiring no on-site preparation for service

☐ Production Kitchen is a school kitchen in which food preparation activities beyond reheating, portioning and hot and cold holding are performed

☐ Restaurant is a school kitchen operated by an outside entity or contractor, any school meal program not directly operated by the schools

☒ **Restaurant** – a food establishment in which the majority food sales consist of meals or other items ready for immediate consumption

☐ **Shared Kitchen, Commissary or Base** – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a food peddler caterer or seasonal market vendor

☐ **Tavern** – a food establishment in which food sales are limited to beverages, primarily intoxicating beverages



#### 4. Business Type (Continued)

Type of sales (check all that apply, even if it reflects a small percentage of the proposed business)

- ☒ Made directly to the general public or end consumer (includes internet sales)  
☐ Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

100 % from meals (ready-to-eat food)

0 % from grocery items (foods typically requiring preparation before serving, includes typical grocery items, beverages, bakery items and raw produce)

Will customers be able to purchase food through a drive through? ☐ Yes ☒ No

Will customers be able to purchase food from a self-service salad or food bar? ☐ Yes ☒ No

Will food be prepared on site and then transported for sale or consumption at another location? ☐ Yes ☒ No

If yes, check all the reasons why the food will be transported:

- ☐ Catering ☐ Delivery ☐ Base for Mobile Food Peddler ☐ Base for temporary or seasonal food stand

☐ Other-Describe: \_\_\_\_\_

#### 5. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? ☒ Yes ☐ No

If yes, what type of license do you have or will you be applying for?

- ☐ Class A fermented malt beverage license ☐ Class A liquor license  
☐ Class B fermented malt beverage licenses ☒ Class B liquor license  
☐ Class C wine license

If yes, if your food license is approved prior to the alcohol license, when would you like the food license issued?

- ☒ immediately so you can open your food business ☐ at the same time as the alcohol license

#### 6. AFFIRMATION OF UNDERSTANDING – PERMIT NEEDED TO OPERATE

Read and initial each item confirming your understanding:

GA  
GA

I understand that an inspection and sign off by the Health Department is required before my permit may be issued.

I understand that the Health Department will review my application and will update the application based on what is observed during my onsite inspection. My representative onsite at the time of inspection must have the authority to approve corrections to my application.

GA

I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.

GA

I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.

GA

I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may appeal and be scheduled for a hearing before the License Committee of the Common Council.

GA

I understand that the License Division must have proof of payment for the associated permit fees before my permit may be issued.

GA

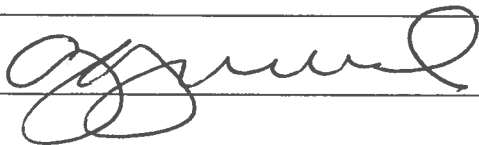
I understand that all of the above must be complete before my permit is eligible to be issued.

GA

I understand that the license for which I am applying must be issued and posted in my business premises prior to opening for business.

I, GINA GREENBERG, will not operate my food business, until the permit has been issued and posted in the establishment.  
Name of Applicant

Signature of  
Applicant:



Date:





## **LAZY SUSAN**

Braunschweiger  
Smoked trout mousse, caviar  
Black truffle deviled eggs  
Marinated olives  
Pickled + raw vegetable crudite  
Seasonal cheese

## **STARTERS**

**Oysters Rockefeller**, Gruyere, crispy bacon, aerated creamed spinach  
**Escargot fritters**, crispy risotto balls, braised escargot, parsley verde  
**Shrimp cocktail**; classic or Calypso sauce  
**Calf liver mousse**, caramelized onion, black truffle, crispy bacon, crostini  
**PEI mussels**, smoked Poblano, roasted corn broth, crispy potato, aleppo chili  
**Pan-seared beef tartare**, roasted garlic aioli, caper emulsion, parsley salad, crostini  
**Tempura battered asparagus + cauliflower**, shallot jam, roasted garlic aioli  
**Foie gras torchon**, Huckleberry marmalade, pickled radish, rye crisp

## **SOUPS**

**Chicken noodle soup**, mire poix tortellini, chicken consomme, parsley  
**Caramelized onion soup**, Gruyere, crostini  
**Chilled tomato consommé**, pickled vegetables, roasted eggplant puree  
**Lobster consomme**- Braised beef ravioli, pea shoots

## **SALADS**

**The wedge**; Iceberg, crispy bacon, roasted tomato, pickled red onion, buttermilk-dill dressing  
**Waldorf salad**; celery root, roasted grape, spiced walnut, lemon aioli, celery leaf  
**Ceaser salad**; Romaine, grated Sarvecchio, crouton  
**Frisee salad**; aged cheddar, Honeycrisp apple, apple butter, walnut vinaigrette  
**House salad**; Lone Duck greens, roasted tomato, grated Sarvecchio, noble vinaigrette



## CLASSICS

**Chicken Angelina**, pan-seared bone-in chicken breast, house-made spaghetti, chicken sausage, roasted tomato, caper emulsion, arugula pesto

**Veal Oscar**, broiled bone-in veal chop, butter-poached crayfish, Bearnaise, shallot jam, grilled asparagus

**Steak Diane**, pan-seared New York strip, roasted mushroom ragu, house-made Worsteshire emulsion, veal reduction

**Steak Delmonico**, broiled bone-in ribeye, Kennebec potato and gruyere gratin, bordelaise

**Trout almondine**, Marcona almond crust, crispy potato-frisee salad, preserved lemon butter

**Lobster de Jonghe**, butter-poached lobster tail, herbed bread pudding, creamed spinach

**Everynight Fish fry**, beer-battered cod, crispy potato, creamy slaw, tartar, apple butter

**Ricotta Ravioli**, peas, black truffle, roasted eggplant, smoked onion puree

## MODERN

**Lamb Rack**, Masala confit of lamb rack, Cardoon gratin, Gordal olives, roasted eggplant puree, jus

**Crispy cauliflower + potato**, roasted tomato, Masala, roasted eggplant, smoked onion puree, Vadouvan, cilantro shoot

**Wild boar ragu**, house-made papardelle, shallot jam, Sarvecchio

**Crispy goat milk ricotta dumplings**, Black Trumpet mushroom, pea and smoked onion fricasee, pea shoots, preserved lemon

**Half duck**, pan-roasted duck breast, leg confit, wild rice + apple salad, parsley emulsion, cherry reduction

**Coho salmon**, creamed corn, tomato panisse, patty pan squash

**Surf + turf**, broiled hangar steak, seared scallops, crispy oysters, grilled romaine, garlic aioli, black truffle reduction

**Pork belly**, chive spatzle, noble-braised cipollini, ginger crème fraiche, spiced apple butter

## SIDES + ADD-ONS

Creamed spinach, blue cheese crust

House-made spaghetti, chicken sausage, crayfish Oscar

Grilled asparagus, fried oysters

Roasted mushroom ragu Au poivre

Crispy potato + frisee salad, seared foie gras

Creamy slaw

Cardoon gratin

Wild rice + apple salad

Creamed corn

Tomato panisse

Chive spatzle

## SAUCES

House-made Worsteshire

Arugula pesto

Bearnaise

Preserved lemon butter

Smoked onion puree

Cherry reduction

Shallot jam

Bordelaise

Ginger crème fraiche





# SUPPER

## **SWEETS**

### **Baked Alaska**

Vanilla Genoise cake, house-made dark cherry brandy ice cream, orange meringue, brandied cherries, candied orange slice

### **Cheesecake**

Cranberry cheesecake with cocoa nib-walnut crust, walnut praline, rehydrated cranberries, candied cocoa nib

### **Seasonal Tarte**

Pumpkin mousse, shortbread crust, goat cheese chantilly cream, chocolate-cinnamon crumble

### **Warm Turtle Kringle**

Chocolate + pecan cream filling, candied pecans, caramel sauce, chocolate curl

### **Bananas Foster**

Banana bread pudding, brown butter rum sauce, caramelized bananas, vanilla bean ice cream

### **Traditional Crème Brulee**

Fresh berries





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, September 22, 2015

COMMITTEE MEETING NOTICE

AD 08

HERNANDEZ-GASPAR, Monica, Agent  
La Caleta LLC  
1801 S Muskego Av  
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, September 29, 2015 at 09:00 AM**

**Regarding:**

Your Class B Tavern and Public Entertainment Premises License Applications, Requesting Instrumental Musicians, Bands, Karaoke, 2 Pool Tables, and 2 Amusement Machines as agent for "La Caleta LLC" for "La Caleta Restaurant & Bar" at 1801 S Muskego 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 85-2.7-4, 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. Possible denial because: This proposed location is in an area that has previously been found by the Common Council to be over concentrated with alcohol outlets. Attached is the concentration of alcohol beverage outlets in the area map existing at the time of the determination of the over concentration based on an address of 1709 S Muskego Ave. The Licenses Committee will consider concentration of alcohol beverage outlets as one question regarding the suitability of this location to be licensed as an alcohol beverage establishment. You may present evidence supporting your application. One issue that evidence should address is whether the licensure of this location is appropriate in light of the concentration of alcohol beverage outlets.

**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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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 OW CZARSKI, CITY CLERK

BY:

Jason Schunk

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)





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, September 22, 2015

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Butler, WI 53007

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



Date: 07/17/15  
Officer: Efrain Cornejo

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

Name of Premise: La Caleta Restaurant & Bar  
Address: 1801 S Muskego Ave  
Phone: pending

Owner: La Caleta LLC  
Owner address: 1801 S Muskego Ave  
City State Zip: Milwaukee, WI 53204  
Owner Phone: (262) 391-2919  
Owner email: monih061@hotmail.com

Licensee/Agent: Monica Hernandez-Gaspar  
Home Address: 4652 N 127<sup>th</sup> St  
City State Zip: Butler, WI 53007  
Phone: (262) 391-2919  
Email: monih061@hotmail.com

Preferred contact: Monica Hernandez-Gaspar

Location currently open: ☐ YES ☒ NO

Projected open date: August 2015

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

Hours of Operation: Sun: 6AM-2AM  
Mon: 6AM-2AM  
Tue: 6AM-2AM  
Wed: 6AM-2AM  
Thu: 6AM-2AM  
Fri: 6AM-230AM  
Sat: 6AM-230AM  
24 hours ☐ Y ☒ N

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



Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:  
Food: ☐ Yes ☒ No #:  
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 2
  - 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
6. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☒ Yes ☐ No
8. Is the parking lot clean? ☒ 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
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
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. VCR ☐ Yes ☒ No
  - d. Recorded ☐ Yes ☒ No
20. How long is footage stored for later viewing:
21. Are there exterior cameras ☐ Yes ☒ No How many:
22. Are there interior cameras ☐ Yes ☒ No How many:



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/posted capacity planned 100  
26. What is the minimum number of employees that will be on premise 4  
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. Are emergency and non-emergency numbers posted near the phone? ☐Yes ☒No  
31. 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**

32. How many security personnel are going to be employed: 2  
33. How will they be deployed: Interior 1 Exterior 1  
34. What days will they be deployed ☐Mon ☐Tue ☐Wed ☐Thu ☒Fri ☒Sat ☒Sun  
35. Will the security be managed by business ☐or contracted ☒  
36. Will they be armed ☒Yes ☐No  
37. What type of security measures will be used:  
☒Wandering/metal detector  
☐ID Scanner  
☒Dress Code No tank tops, No Hats, No baggy clothing  
☐Cover Charge  
☐Age restriction  
☐Other  
38. When at capacity, how will the overflow crowd be managed? Will make customers wait outside of the establishment until space is available and will log a waiting list.  
39. Will a guard monitor the overflow crowd at all times? ☒Yes ☐No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Applicant stated she wants to run a Mexican/American restaurant and would like offer her customers alcohol. She stated she will also have a bar that will have a jukebox and Karaoke. Applicant stated the bar will be playing Latin music. Applicant stated she did apply for a PEP license. She stated she does not have a smoking section and customers will be smoking outside in front of the business. Applicant was advised to put a cigarette butt dispenser, near the entrance. I advised her to monitor the level of her patrons while they are smoking outside. Applicant stated she will be installing a video surveillance system.



# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/03/2014

LICENSE TYPE: Class B Tavern

NEW: ☐RENEWAL: ☒

No. 177505

Application Date: 12/02/2013

License Location: 1801 S Muskego Av

Business Name: Bucaneros

Licensee/Applicant: Diaz, Marcos  
(Last Name, First Name, MI)

Date of Birth: 10/07/1965

Home Address: 2552 S 35<sup>th</sup> St

City: Milwaukee

State: WI Zip Code: 53215

Home Phone: (414) 699-8933

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

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

#### The applicant owes the following to the city of Milwaukee:

Violation:	Date:	Penalty:	Due Date:	Balance:	Case:
Operating After Suspension	01/29/2004	\$102.00	05/10/2004	\$102.00	04018759

=====

Applicant legal name per DOT is Marcos Diaz. Applicant has listed his name as Diaz-Beristain, which is not accurate with DOT.

1. On 10/12/12 at 11:33 pm, Milwaukee police were dispatched to 1801 W Muskego for a Fight Complaint. Officers spoke with a security officer, identified as Jose Garcia, who stated while working at the front door, he observed two highly intoxicated males exiting the restaurant. Garcia stated as the males were leaving, they were arguing with a bus boy and noticed the argument was escalating and as he was approaching the males, observed one of the subjects push the bus boy. Garcia stated at this time, he pepper-sprayed both males who then ran from the scene. Officers spoke with bus boy who stated he was not hurt and did not want anything done. No violations were observed in the business.

=====

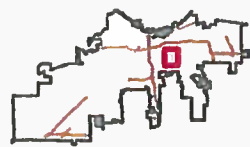


2. On 02/24/2015 Milwaukee police conducted a licensed premise check at 1801 South Muskego Avenue (Bucanero's) based on information received that the business was selling alcohol without a valid class B license. It did not appear the bar had been in use for a very long time, but there were several types of beer in the cooler. Officers advised the applicant he needed to empty the coolers in order to be in compliance because his license had expired.

Item #2 added 06/16/2015 as part of previous premise.



## City of Milwaukee, Wisconsin



**- Legend -**

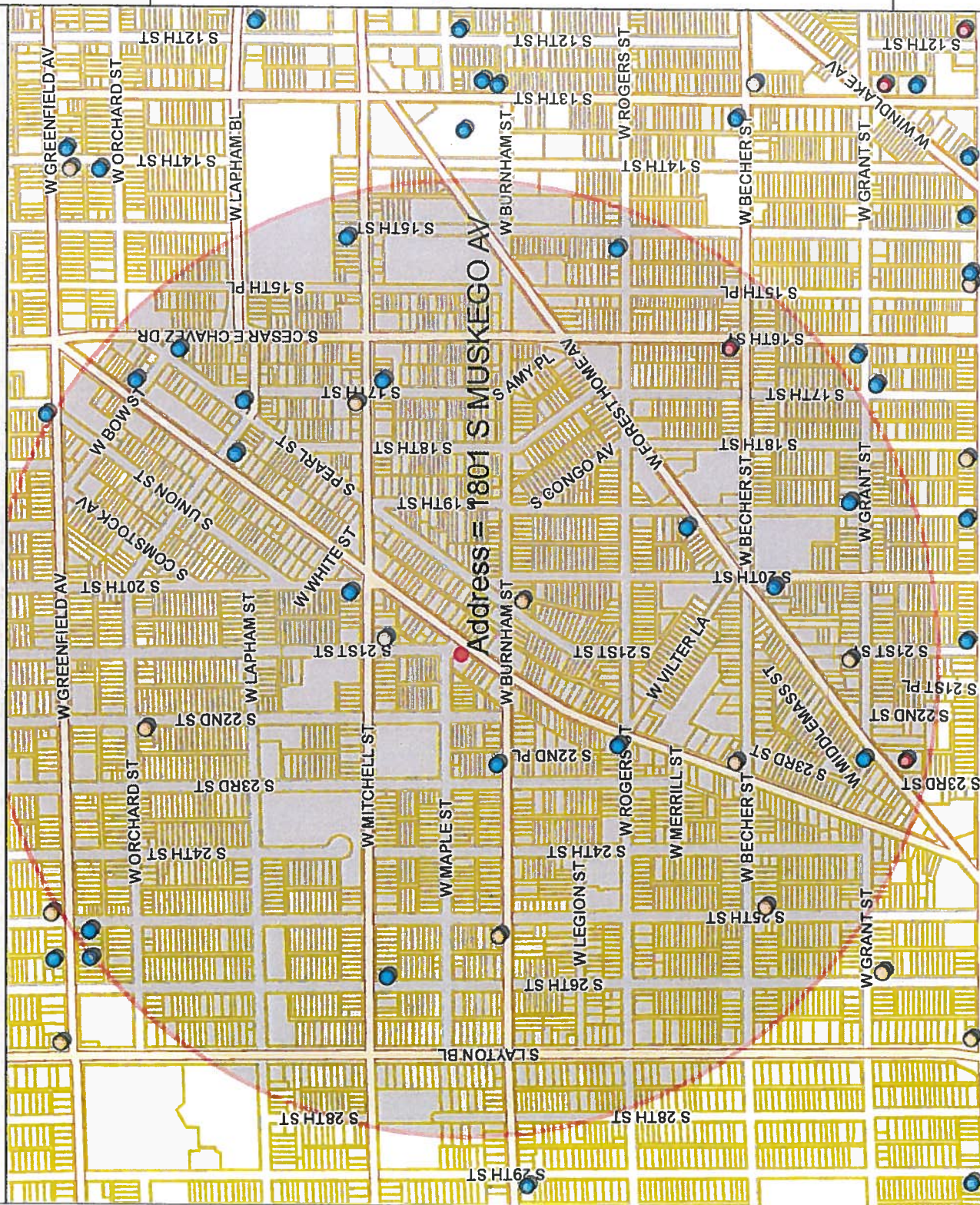
- 
- City limits  
Parcels  
Freeways  
Freeway  
Exit ramp  
Entry ramp  
Ramps  
Major street  
Streets  
Waterways  
Alcohol license  
Class A  
Class A  
Class A  
Class B  
Class B  
Class C

**- Notes -**

Licensed Alcohol Establishments Within  
a .5 Mile Radius Centered on 1801 S  
Muskego Ave on 06/11/2015



Department of Administration - ITMD



782.8	0	391.38	782.8Feet
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Map Scale: 1: 9,393

[Disclaimer](#)  
6/11/2015

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information

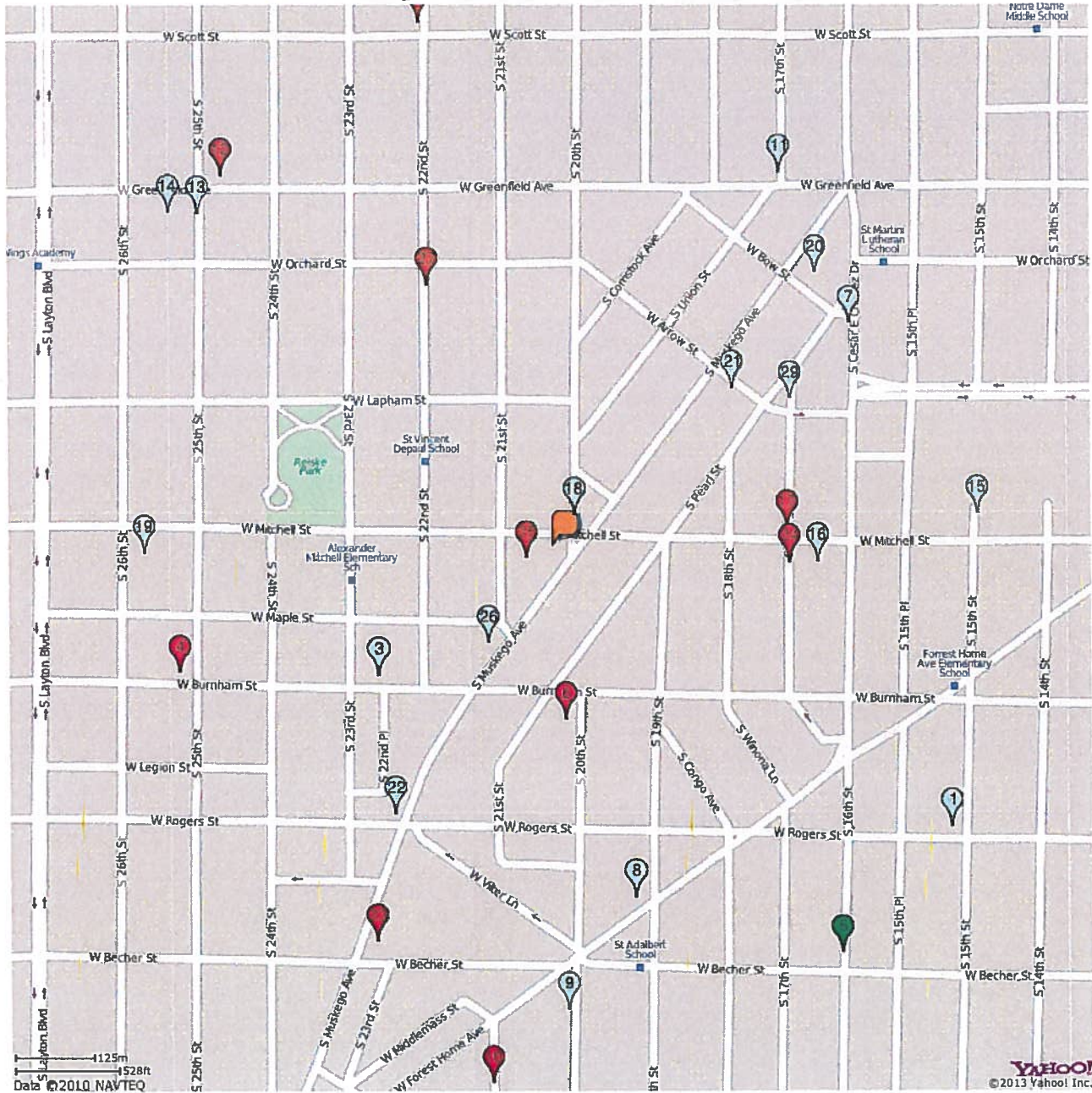


Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 1801 S Muskego Ave on 06/11/2015

License Summary:								Total
Class A Fermented Malt Beverage Retailer's License								
Class A Malt & Class A Liquor License								
Class B Tavern License								
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date	
ABDELAL, LLC	GRANT MARKET	SAED F ABDELAL, Agt	2100 W GRANT ST	Class A Fermented Malt Beverage Retailer's License			5/14/2016	
Gunny Food Mart Inc	Gunny Food Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Fermented Malt Beverage Retailer's License			2/27/2016	
Harjodh, Inc	Mt Pueblo	Harpreet S Chawla, Agt	1700 W MITCHELL ST	Class A Fermented Malt Beverage Retailer's License			10/15/2015	
NEA, LLC	TIME FOOD MART	NEDAL K ASSAD, Agt	1835 S 25TH ST	Class A Fermented Malt Beverage Retailer's License			12/18/2015	
OMKAR, LLC	ORCHARD FOOD MART	Maninder K Mann, Agt	2201 W ORCHARD ST	Class A Fermented Malt Beverage Retailer's License			12/15/2015	
San Ignacio Market	San Ignacio Market	BENITO ALDANA, SP	2082 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License			9/20/2015	
South Ave Food Inc	South Ave Foods	MAID ELDEAN A ELASMAR, Agt	2108 S 25TH ST	Class A Fermented Malt Beverage Retailer's License			10/13/2015	
Starlite Beer & Food, Inc.	Starlite Food	MANGAT SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License			4/21/2016	
BEER CAPITAL	BEER CAPITAL	PARAMJIT SINGH, SP	1600 W BECHER ST	Class A Malt & Class A Liquor License			9/25/2015	
Seven Star Liquor LLC	Seven Star Liquor	JASJEET SINGH, Agt	2223 W Forest Home AV	Class A Malt & Class A Liquor License			7/26/2015	
ANNA'S TAP	ANNA'S TAP	SAMANTHA L RITCHIE, SP	1838 W GRANT ST	Class B Tavern License	25		6/30/2015	
CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52		10/11/2015	
Century Beverage Group LLC	The Century Pub	William E Lukowski, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80		10/23/2015	
CLASS REUNION	CLASS REUNION	KENNETH A KAPKE, JR, SP	2204 W FOREST HOME AV	Class B Tavern License	80		5/13/2016	
CLUB 039	CLUB 039	LORI J HERNANDEZ, SP	2000 W MITCHELL ST	Class B Tavern License	63		5/3/2016	
Davez Barz, LLC	The Last Drop	DAVID NUNEZ-CRUZ, Agt	1979 S 15TH ST	Class B Tavern License			11/4/2015	
El Canaveral #2 LLC	El Canaveral #2	Oracio Chacon Tinoco, Agt	2501 W Greenfield AV	Class B Tavern License			10/13/2015	
EL DURANGUITO BAR	EL DURANGUITO BAR	JESUS LECHUGA, SP	1993 S MUSKEGO AV	Class B Tavern License	25		7/6/2015	
EL RODEO BAR	EL RODEO BAR	HORACIO M SANCHEZ, SP	1586 S PEARL ST	Class B Tavern License	25		10/5/2015	
La Sirenia Bar, LLC	La Sirenia Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80		2/26/2016	
NEON LIGHTS	NEON LIGHTS	CHUE H XIONG, SP	1904 W FOREST HOME AV	Class B Tavern License	50		10/30/2015	
PROMOCIONES MEXICAS LLC	EL GRAN TEOCALLI	PALOMA NAVA, Agt	2011 W FOREST HOME AV	Class B Tavern License	282		4/29/2016	
SCHULIST TAP	SCHULIST TAP	DAVID SCHULIST, SP	2539 W MITCHELL ST	Class B Tavern License	49		3/23/2016	
Taqueria y Pollos al Carbon El Parian LLC	Parian	Rafael Garcia Garcia, Agt	1631 W MITCHELL ST	Class B Tavern License			1/22/2016	
TEDDY'S INCOME, INC	SHARI'S STILL	SHERYL L LARSON, Agt	1834 S 23RD ST	Class B Tavern License	49		1/21/2016	
TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License			11/8/2015	



**LICENSED ALCOHOL BEVERAGE ESTABLISHMENTS  
WITHIN A HALF MILE RADIUS CENTERED ON  
1709 S Muskego Milwaukee WI 53204, October 4, 2013**



**LICENSE SUMMARY**

	Class B Tavern License	- 18 LICENSES
	Class A Fermented Malt Beverage Retailer's License	- 10 LICENSES
	Class A Malt & Class A Liquor License	- 1 LICENSES

**TOTAL: 29 LICENSES**







**LICENSED ALCOHOL BEVERAGE ESTABLISHMENTS  
WITHIN A HALF MILE RADIUS CENTERED ON  
1709 S Muskego Milwaukee WI 53204, October 4, 2013**

**License Summary:**

BTAVN - Class B Tavern License - 18 LICENSES  
AMALT - Class A Fermented Malt Beverage Retailer's License - 10 LICENSES  
ALQML - Class A Malt & Class A Liquor License - 1 LICENSES

**TOTAL: 29 LICENSES**

<u>Premises Address</u>	<u>Establishment Name</u>	<u>Lic. Type</u>	<u>Exp. Date</u>
1. 1979 S 15TH St	T'S INN	BTAVN	11/7/2013
2. 1143 S 22ND St	ABC STORE	AMALT	9/15/2014
3. 1834 S 23RD St	SHARI'S STILL	BTAVN	1/21/2014
4. 1835 S 25TH St	TIME FOOD MART	AMALT	12/18/2013
5. 1600 W BECHER St	BEER CAPITAL	ALQML	9/25/2014
6. 2013 W BURNHAM St	STARLITE FOODS	AMALT	4/8/2014
7. 1537 S CESAR E CHAVEZ DR	Beso A Milwaukee Bar	BTAVN	12/17/2013
8. 1904 W FOREST HOME Av	NEON LIGHTS	BTAVN	9/20/2014
9. 2011 W FOREST HOME Av	EL GRAN TEOCALLI	BTAVN	4/29/2014
10. 2100 W GRANT St	GRANT MARKET	AMALT	5/14/2014
11. 1700 W GREENFIELD Av	VILLA'S PLACE	BTAVN	2/5/2014
12. 2438 W GREENFIELD Av	RICHARD'S GROCERY	AMALT	3/4/2014
13. 2501 W GREENFIELD Av	EL CANAVERAL	BTAVN	7/1/2014
14. 2523 W GREENFIELD Av	La Fondita	BTAVN	12/17/2013
15. 1500 W MITCHELL St	La Sirenita Bar	BTAVN	2/26/2014
16. 1631 W MITCHELL St	La Tambora Restaurant	BTAVN	10/15/2013
17. 1700 W MITCHELL St	Mi Pueblo	AMALT	10/15/2013
18. 2000 W MITCHELL St	CLUB 039	BTAVN	5/3/2014
19. 2539 W MITCHELL St	SCHULIST TAP	BTAVN	3/23/2014
20. 1460 S MUSKEGO Av	TEQUILA NIGHT CLUB	BTAVN	11/8/2013
21. 1566 S MUSKEGO Av	CANTARITOS BAR	BTAVN	10/11/2013
22. 1993 S MUSKEGO Av	EL DURANGUITO BAR	BTAVN	7/6/2014
23. 2082 S MUSKEGO Av	San Ignacio Market	AMALT	9/20/2014
24. 1701 W Mitchell St	MITCHELL FOOD MART	AMALT	7/24/2014
25. 2033 W Mitchell St	Gunny Food Mart	AMALT	2/27/2014
26. 1801 S Muskego Av	Bucaneros	BTAVN	2/6/2014
27. 2201 W ORCHARD St	ORCHARD FOOD MART	AMALT	12/15/2013
28. 1586 S PEARL St	EL RODEO BAR	BTAVN	10/5/2013
29. 1586 S PEARL St	EL RODEO BAR	BTAVN	10/5/2014





Tuesday, September 22, 2015



# Notice of Public Hearing

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HERNANDEZ-GASPAR, Monica, Agent  
La Caleta Restaurant & Bar at 1801 S Muskego Av  
Class B Tavern and Public Entertainment Premises License Applications, Requesting Instrumental  
Musicians, Bands, Karaoke, 2 Pool Tables, and 2 Amusement Machines

**Tuesday, September 29, 2015 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 9/29/2015 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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.**



RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	1719 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1721 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1721A S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1723 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1726 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1727 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1730 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1731 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1731A S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1732 S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT RESIDENT	1732 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1732A S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT RESIDENT	1733 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1734 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1736 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1737 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1737A S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1738 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1739 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1740 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1742 S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1742A S 22ND ST	MILWAUKEE, WI 53204-3005
CURRENT RESIDENT	1743 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1743A S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1747 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT RESIDENT	1750 S MUSKEGO AVE 1	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1750 S MUSKEGO AVE 2	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1750 S MUSKEGO AVE 3	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1750 S MUSKEGO AVE 4	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1750 S MUSKEGO AVE 5	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1750 S MUSKEGO AVE 6	MILWAUKEE, WI 53204-3172
CURRENT RESIDENT	1754 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1754A S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1756 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1756A S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1762 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1763 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT RESIDENT	1768 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1772 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1776 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1776A S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1780 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1784 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1784A S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1784B S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT RESIDENT	1803 S MUSKEGO AVE 1	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1803 S MUSKEGO AVE 2	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1803 S MUSKEGO AVE 3	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1803 S MUSKEGO AVE 4	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1811 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1815 S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1817 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1818 S 22ND ST	MILWAUKEE, WI 53204-3007
CURRENT RESIDENT	1818A S 22ND ST	MILWAUKEE, WI 53204-3007
CURRENT RESIDENT	1818B S 22ND ST	MILWAUKEE, WI 53204-3007



CURRENT RESIDENT	1821 S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1821 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1821A S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1821A S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1825 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1825A S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1825A S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1826 S 22ND ST	MILWAUKEE, WI 53204-3007
CURRENT RESIDENT	1827 S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1829 S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1829 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1829A S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	1829A S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1830 S 22ND ST	MILWAUKEE, WI 53204-3007
CURRENT RESIDENT	1833 S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1833A S PEARL ST	MILWAUKEE, WI 53204-3167
CURRENT RESIDENT	1834 S 22ND ST	MILWAUKEE, WI 53204-3007
CURRENT RESIDENT	1835 S MUSKEGO AVE	MILWAUKEE, WI 53204-3163
CURRENT RESIDENT	2100 W BURNHAM ST	MILWAUKEE, WI 53204-3154
CURRENT RESIDENT	2100A W BURNHAM ST	MILWAUKEE, WI 53204-3154
CURRENT RESIDENT	2104 W BURNHAM ST	MILWAUKEE, WI 53204-3154
CURRENT RESIDENT	2112 W BURNHAM ST	MILWAUKEE, WI 53204-3154
CURRENT RESIDENT	2116 W BURNHAM ST	MILWAUKEE, WI 53204-3154
CURRENT RESIDENT	2119 W BURNHAM ST	MILWAUKEE, WI 53204-3155
CURRENT RESIDENT	2123 W BURNHAM ST	MILWAUKEE, WI 53204-3155
CURRENT RESIDENT	2125 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2125A W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2129 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2131 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2133 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2133A W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2135 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2137 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2139 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2141 W MAPLE ST	MILWAUKEE, WI 53204-3014
CURRENT RESIDENT	2143 W MAPLE ST	MILWAUKEE, WI 53204-3014

**Total Records: 92**

**Radius: 250.0 feet and Center of Circle: 1801 S Muskego AV**





# Licenses Committee Notice of Hearing

Tuesday, September 22, 2015

JOSE GONZALEZ  
1709 S MUSKEGO Av

MILWAUKEE, WI 53204

Date: 9/29/2015  
Time: 09:00 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications,  
Requesting Instrumental Musicians, Bands, Karaoke, 2 Pool Tables, and 2  
Amusement Machines  
HERNANDEZ-GASPAR, Monica, Agent  
La Caleta Restaurant & Bar at 1801 S Muskego Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.







## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/17/15

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](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☐ Extended Hours Establishment License ☐ Filling Station License ☒ Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Restaurant and Bar

Do you have any experience operating this type of business? ☐ No ☒ Yes

If yes, explain: Prior work Restaurant and Bar Experience

### 2. Business Operations

- a. Proposed Opening Date: 6/30/15
- 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: Food and Lic (Class A Lic)
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: Unknown
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes  
If yes, explain: \_\_\_\_\_
- 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 Control

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Hired Maintenance  
☐ Building Owner Responsibility ☒ Garbage Cans Outside ☐ 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: \_\_\_\_\_  
Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- e. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- f. Number of Garbage Cans: Inside: 10 Locations: Bar, Bathrooms, Kitchen, Server Area.  
Outside: 2 Locations: Rear Building
- g. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- h. Describe sanitation facilities (restrooms): Daily
- i. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☐ Other: Biola



#### 4. Parking & Security

- a. Are there off-street parking places? ☐ No ☒ Yes If yes, how many? 6  
Describe security plan for parking lot: Cameras
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe security for loading zone \_\_\_\_\_
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_  
What are their responsibilities? \_\_\_\_\_  
Is security equipment used? ☐ No ☐ Yes If yes, describe \_\_\_\_\_  
List their licensing, certification, or training credentials \_\_\_\_\_  
Will there be security cameras? ☐ No ☒ Yes If yes, where? Inside / outside  
Will searches or identification checks be conducted upon entry? ☐ No ☒ Yes If yes, describe \_\_\_\_\_

#### 5. Percentage of Sales (must total 100%)

Alcohol <u>25</u> %	Food <u>75</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>N/A</u> %	Salvaged Materials <u>N/A</u> % (such as scrap metal)	Other _____ % Describe: <u>N/A</u>	

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

##### Type 1

- |   |  |   |  |
|---|--|---|--|
| <input checked="" 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"/> Bowling Alley                      | <input type="checkbox"/> Hotel             | <input type="checkbox"/> Banquet Hall                 | <input type="checkbox"/> Sports Facility                 |

##### 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"/> Auto Wrecker                   |  |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Used Auto Parts                  | <input type="checkbox"/> Personal Service Establishment | <input type="checkbox"/> Recording Studio  |

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #6 above)

Capacity 100 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



## 8. Premises Description

d. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: \_\_\_\_\_

e. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: Mustkego Ave

f. Nearest Major Cross Street: Burnham and Mitchell St

g. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_

h. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories \_\_\_\_\_ ☐ Other: \_\_\_\_\_

i. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: \_\_\_\_\_

j. Property Owner's Name: Jose Luis Gonzales Phone Number: 414-628-9437

Address: Maria De Jesus Gonzales

## 9. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	6:00 am	2:00 am	40	1-60	
Monday	6:00 am	2:00 am	40	1-60	M
Tuesday	6:00 am	2:00 am	35	1-60	
Wednesday	6:00 am	2:00 am	35	1-60	O
Thursday	6:00 am	2:00 am	45	1-60	
Friday	6:00 am	2:30 am	50	1-60	N
Saturday	6:00 am	2:30 am	60	1-60	E

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday,  
unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

[Signature]  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

Meliton H. S.  
Signature of additional partner or 20% or more Shareholder

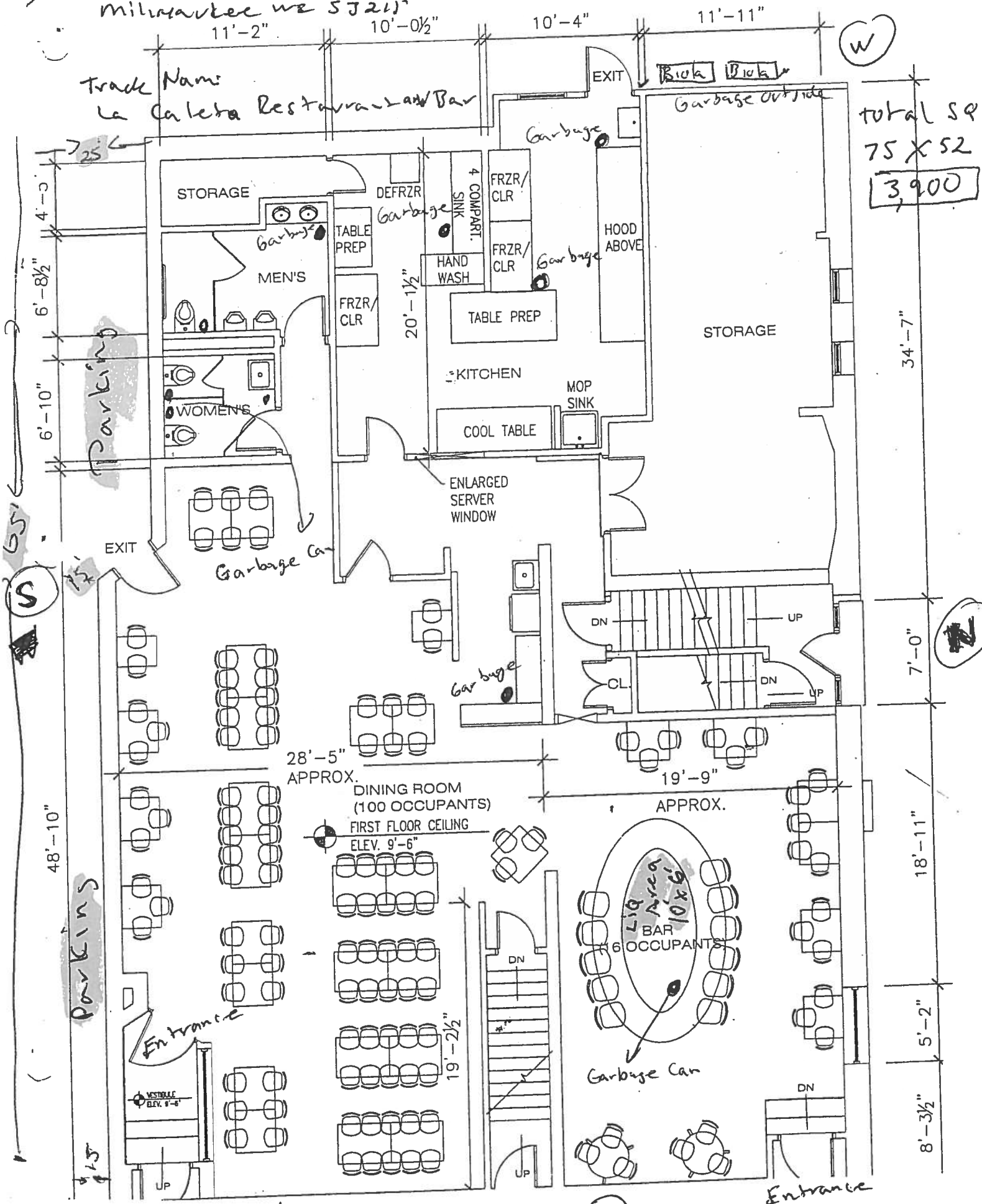
See Application Information for a list of all required application forms.



Agent: Monica Hernandez

total sq  
75 x 52

3,900
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1. ate 5/29/2015

(F) m. r. t. g. n. A. s.

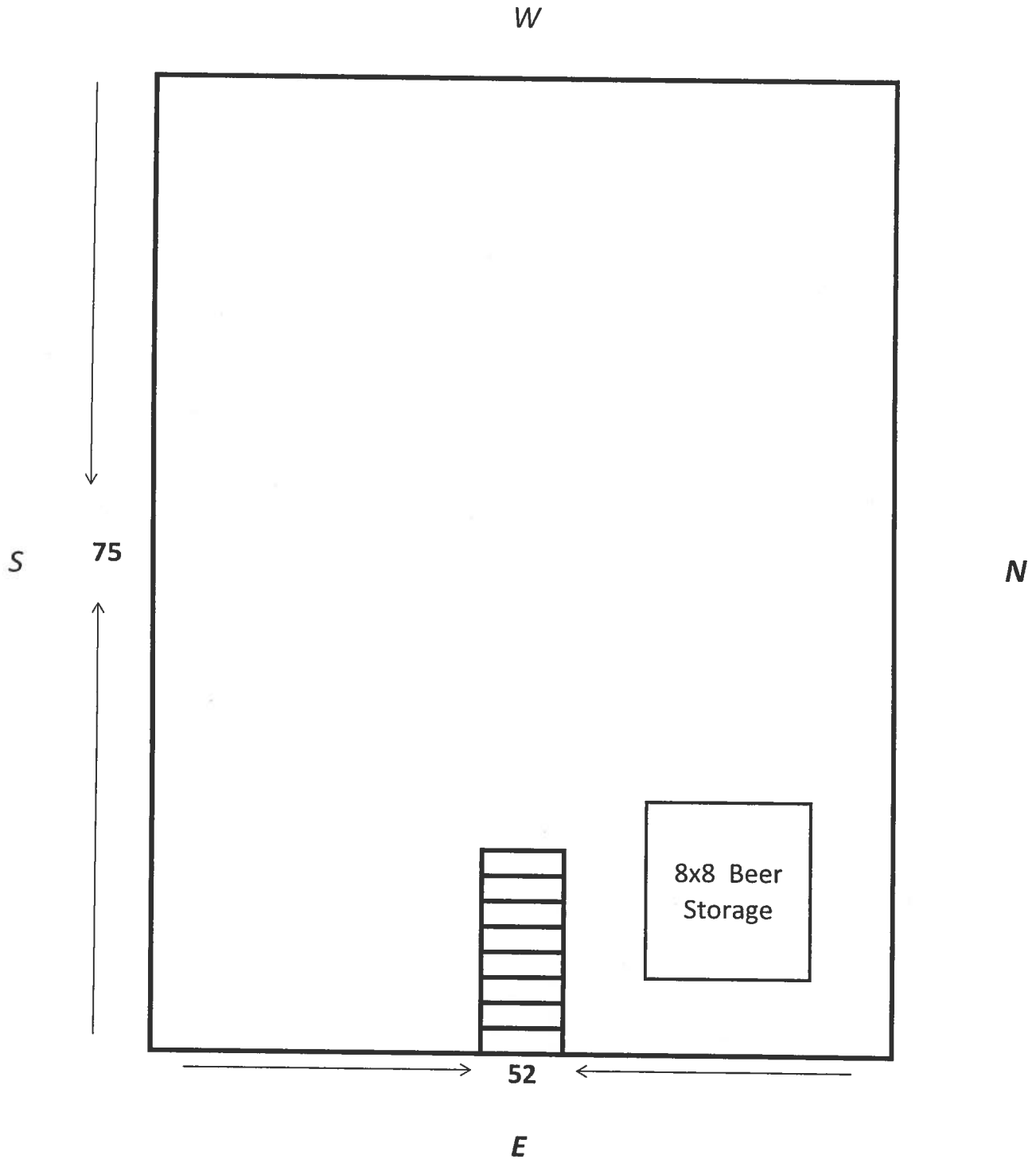


La Caleta LLC  
1801 S Muskego Ave  
Milwaukee WI 53215  
Trade:

Agent: Monica Hernandez

La Caleta Restaurant and Bar

# BASEMAN







# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name:

La Catefa LLC

Premise Address:

1801 S. Muskego Ave. Milwaukee, WI 53215

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital?

☒ Yes ☐ No

## "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 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 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 ☒ YesIf yes, explain: PARTNERS.

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: \_\_\_\_\_

## Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lessee/buyer

## Property Information (new & transfer applicants only)

a) Do you own or lease the building? ☐ Own ☒ Leaseb) Who owns the fixtures (for example, coolers, etc.)? Maria de Jesus Gonzales + Jose Luis Gonzalesc) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ \_\_\_\_\_d) Total amount paid for business \$ 13,500.-

e) Total amount paid for goodwill of the business \$ \_\_\_\_\_

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

**See Application Information for a list of all required application forms.**



### Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 6/1/15 Ends 5/31/2020
- b) Monthly rental \$ 3500
- 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)? 5 years
- 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 \_\_\_\_\_
- 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): \_\_\_\_\_

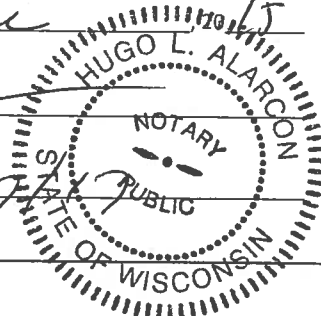
### Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 03 day of June

(Clerk/Notary Public)

My Commission Expires 10/17/15  
\*Notary Seal must be affixed.



[Signature]  
Sole Proprietor, Partner, 20% or more Shareholder, or  
Agent – only if there are no 20% or more shareholders

[Signature]  
Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building ☐ Detailed floor plan ☐ If a restaurant, copy of the menu





# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

## TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" 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"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input checked="" type="checkbox"/> Pool Tables
<input type="checkbox"/> Motion Pictures	<input checked="" type="checkbox"/> Amusement Machines –	How many? _____	How many? <u>2</u>
How many? _____	How many? <u>2</u>	<input type="checkbox"/> Concerts	<input type="checkbox"/> Theatrical Performances
<input type="checkbox"/> Other: _____	Approx. # per year? _____	Approx. # per year? _____	

## WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

☒ No ☐ Yes, describe: \_\_\_\_\_

## LEGAL CAPACITY OF PREMISES

100 (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.

## WILL SOUND AMPLIFICATION EVER BE USED?

☒ No ☐ Yes, describe: \_\_\_\_\_

## DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

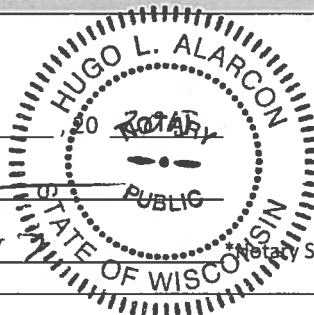
1. MHC I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.
2. MHC I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
3. MHC 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.
4. MHC 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.

## NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 03 day of June

(Clerk/Notary Public)

My Commission Expires 10/17/17

[Signature]  
Agent/Owner/Partner

[Signature]  
Additional Owner/Partner

\*Notary Seal must be affixed.

Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

☐ Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_



**FOOD DEALER LICENSE PLAN OF OPERATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
 CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202 •  
 (414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

FREST  
 212939

**Legal Entity Name:** La Cabela LLC

**Premises Address:** 1801 S Muskego Ave

**1. Application Type**

Is this a new food business or are you taking over a food business which is currently operating?

- ☐ Taking over a currently operating, licensed food business  
☒ New business (includes taking over a closed food business)

Will you be sharing kitchen space with another food establishment?

- ☐ Yes, I intend to rent space in my kitchen to other food businesses  
☐ Yes, I am renting space from another food business which will also be using the kitchen\*  
☒ No, I will be the only food business using the space

\*If renting space in a commercial kitchen with another operator, a completed and signed Shared Kitchen Agreement is required.  
 The form is available at [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Provide a brief description of the food establishment.

Family Operated Full Service Restaurant and Bar

Attach a copy of your menu or general listing of the types of food products that will be sold. Indicate what information you will be including:

- ☒ Menu ☐ List of the types of products (for example: packaged foods, deli case, meat department)

What is the anticipated opening date or date of change of ownership:

7/1/15

**2. Construction, Remodeling and Equipment**

Are any construction, remodeling or equipment changes planned? ☐ Yes ☒ No *If no, skip to section 3.*

Scope of the planned project?

- ☐ New construction or conversion of an existing structure to be used as a food establishment  
☐ Renovation/remodeling of a food establishment, which may or may not include equipment changes  
☐ Renovation/remodeling limited to the installation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

Note: Building permits may be required. Contact the City of Milwaukee Development Center.

Date alterations/changes planned to begin

Name, address and phone number of architect

Name, address and phone number of general contractor



### 3. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites (for example a hotel with multiple dining rooms or bars):

☒ Single ☐ Multiple

If multiple sites will be used, how many distinct sites will be used? \_\_\_\_\_

List all sites and briefly describe the nature of the food activities at each site:

\_\_\_\_\_

Are any outdoor operations planned? ☐ Yes ☒ No

If yes, what activities will be conducted outdoors (check all that apply):

☐ Bar ☐ Cooking/Grilling ☐ Dining – Patio ☐ Dining – Sidewalk (DPW permit required) ☐ Storage

☐ Other, specify \_\_\_\_\_

Seating provided on site for dining? ☒ Yes ☐ No

If yes, are there additional banquet facilities other than the main dining area? ☐ Yes ☒ No

Total square footage of the establishment (exclude space utilized for other purposes other than food)

3 900

Number of Full Time Employees

4

Number of Part Time Employees

3

### 4. Business Type

Establishment Type (select the one that best describes the proposed business)

☐ Bed and Breakfast

☐ Community Food Program – free meal site or food pantry. Any site where all food is provided free of cost to those in need, or to organizations serving persons in need.

☐ Distiller or Brewer – facilities that are primarily engaged in the production of alcoholic beverages

☐ Food Distributor – a business that transports food for sale to retail and wholesale establishments and does not perform any food items

If distributor, is food stored on site? ☐ Yes ☐ No

☐ Food Manufacturer – commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer. Food is sold to distributors, retailers or restaurants. There may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments.

If manufacturer, is there a retail store onsite? ☐ Yes ☐ No

☐ Food Store – a food establishment in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include businesses whose primary business is other than food (book store, pharmacy, etc.), but offer convenience food items.

If Food store, are you considered a convenience food store (see definition below)? ☐ Yes ☐ No

A convenience food store contains less than 5,000 sq. ft. of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food

☐ School – educational institution including elementary, middle and high schools. Check type:

☐ Satellite Kitchen is a school kitchen with limited food preparation including reheating or holding of cooked food, storage of cold ready-to-eat food items and portioning and serving of bulk requiring no on-site preparation for service

☐ Production Kitchen is a school kitchen in which food preparation activities beyond reheating, portioning and hot and cold holding are performed

☐ Restaurant is a school kitchen operated by an outside entity or contractor, any school meal program not directly operated by the schools

☒ Restaurant – a food establishment in which the majority food sales consist of meals or other items ready for immediate consumption

☐ Shared Kitchen, Commissary or Base – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a food peddler caterer or seasonal market vendor

☐ Tavern – a food establishment in which food sales are limited to beverages, primarily intoxicating beverages



#### 4. Business Type (Continued)

Type of sales (check all that apply, even if it reflects a small percentage of the proposed business)

- ☒ Made directly to the general public or end consumer (includes internet sales)  
☐ Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

100 % from meals (ready-to-eat food)

% from grocery items (foods typically requiring preparation before serving, includes typical grocery items, beverages, bakery items and raw produce)

Will customers be able to purchase food through a drive through? ☐ Yes ☒ No

Will customers be able to purchase food from a self-service salad or food bar? ☐ Yes ☒ No

Will food be prepared on site and then transported for sale or consumption at another location? ☐ Yes ☒ No

If yes, check all the reasons why the food will be transported:

- ☐ Catering ☐ Delivery ☐ Base for Mobile Food Peddler ☐ Base for temporary or seasonal food stand

☐ Other-Describe: \_\_\_\_\_

#### 5. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? ☒ Yes ☐ No

If yes, what type of license do you have or will you be applying for?

- ☐ Class A fermented malt beverage license ☐ Class A liquor license  
☐ Class B fermented malt beverage licenses ☒ Class B liquor license  
☐ Class C wine license

If yes, if your food license is approved prior to the alcohol license, when would you like the food license issued?

- ☒ immediately so you can open your food business ☐ at the same time as the alcohol license

#### 6. AFFIRMATION OF UNDERSTANDING – PERMIT NEEDED TO OPERATE

Read and initial each item confirming your understanding:

M.H.S.

I understand that an inspection and sign off by the Health Department is required before my permit may be issued.

M.H.S.

I understand that the Health Department will review my application and will update the application based on what is observed during my onsite inspection. My representative onsite at the time of inspection must have the authority to approve corrections to my application.

U.H.S.

I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.

M.H.S.

I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.

M.H.S.

I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may appeal and be scheduled for a hearing before the License Committee of the Common Council.

M.H.S.

I understand that the License Division must have proof of payment for the associated permit fees before my permit may be issued.

M.H.S.

I understand that all of the above must be complete before my permit is eligible to be issued.

M.H.S.

I understand that the license for which I am applying must be issued and posted in my business premises prior to opening for business.

Meliton Hdez. S.

Name of Applicant

, will not operate my food business, until the permit has been issued and posted in the establishment.

Signature of  
Applicant:

Meliton Hdez. S.

Date:

6-2-15



# LA CALETA LLC

## Mexican Restaurant and Bar

### Desayunos / Breakfast

#### 2 huevos al gusto (EGGS ANY style )

*Served with hash browns and toast \$4.99*

#### 2 huevos con carne (eggs any style with meat)

*Served with hash browns (bacon, sausage or ham) and toast \$6.99*

#### La Caleta Breakfast Platter

*Tender steak with grilled onions, bell peppers, and mushrooms, served with hash browns, two eggs any style and your choice of toast or tortilla \$9.59*

#### Chorizo y huevos (eggs any style)

*A Mexican traditional dish, chorizo (mexican sausage), onions, bell peppers, tomatoes, salsa and sour cream . Served with hash browns and toast or tortilla \$8.99*

#### Breakfast Quesadilla

*Scrambled eggs, chorizo, cheddar cheese served on a flour tortilla and hash browns with homemade salsa and sour cream \$7.99*

#### Breakfast Burrito

*A warm flour tortilla stuffed with scrambled eggs, chorizo, onions, red and green peppers, tomatoes and cheddar cheese. Served with hash browns and homemade salsa and sour cream \$8.99*

### Opcion Saludable ( healthy choices )

#### Desayuno de Frutas (Breakfast Fruit Plate )

*A healthy blend of fresh in-season fruits, vanilla yogurt and raisin toast \$8.99*

#### Avena (Fresh hot Oatmeal)

*Homemade oatmeal served with milk, raisins and brown sugar \$4.99*

#### Avena y Fruta (solo de temporada )

*Fresh hot oatmeal and fresh in-season fruits \$6.99*

#### Yogurt con fruta ( Breakfast sundae )

*Irresistible layers of fresh fruits, granola and vanilla yogurt \$5.99*

#### Health Shake ( licuado saludable)

*Made with fresh strawberries, fresh banana, orange juice and vanilla yogurt \$5.99*



## Nuestras Omeletas Especiales (Our Special Omelets)

*Our omelets are made with four eggs. All omelets served with hash browns and toast (white, whole wheat, rye or raisin) egg whites available upon request add \$0.99*

### Mexican

*onions, tomatoes, bell peppers, jalapeño peppers, ground beef cheddar cheese topped with guacamole, served with homemade salsa and sour cream \$7.99*

### Maya's

*seasoned steak, onions, tomatoes and bell peppers served with Mexican cheese and topped with our homemade salsa \$8.99*

### El Paso

*Ground beef, onions, tomatoes, bell peppers cheddar cheese served with our homemade salsa and sour cream \$7.99*

### Pike's

*Chorizo, onions, tomatoes, bell peppers, cheddar cheese served with homemade salsa and sour cream \$7.99*

### Denver

*Diced ham, onions, bell peppers topped with American cheese \$7.99*

### Meat Supreme

*Loaded with ham, sausage and bacon. Topped with melted American cheese \$7.99*

### Moni's

*Egg whites, veggies, feta cheese served with fresh fruit (NO HASH BROWNS) \$8.99*

## SIZZLING SKILLETS

*All skillets are sizzling HOT topped with two eggs any style and toast (white, whole wheat, rye or raisin)*

### Laredo Favorite

*Seasoned ground beef, hash browns, cheddar cheese, onions, tomatoes, bell peppers served with our homemade salsa \$8.99*

### Mexican

*Chorizo, hash browns, onions, tomatoes, bell peppers. Topped with our homemade green salsa and cheddar cheese served with sour cream \$8.99*

### Charrito Favorite

*Seasoned steak, hash browns, onions, bell peppers, sautéed in our homemade green salsa and served with sour cream \$9.59*

### Popeye

*Spinach, mushrooms, tomatoes, diced ham hash browns and cheddar cheese \$8.99*

### Vegetarian

*Hash browns, broccoli, cauliflower, onions, tomatoes, carrots, mushrooms, bell peppers and cheddar cheese \$8.99*

### Super Meat Supreme

*Diced ham, bacon, sausage, hash browns and cheddar cheese \$9.29*



### **FROM THE GRIDDLE**

*All griddle items are topped with powder sugar and served with maple syrup and butter*

**Two Buttermilk Pancakes \$4.79**

**Three Buttermilk Pancakes \$6.29**

### **Chocolate Chip Pancakes**

*Filled with chocolate chip inside \$7.99*

### **Blueberry Pancakes**

*Filled with fresh blueberries inside \$7.99*

### **Pancake Combo**

*Three buttermilk pancakes, two eggs any style and your choice of bacon, sausage or ham \$8.99*

**Thick French Toast \$5.99**

**Cinnamon Raisin French Toast \$6.99**

### **French Toast Combo**

*Two thick slices of French toast, two eggs any style and your choice of bacon, sausage or ham \$8.99*

### **Plain Crepes**

*Three plain homemade crepes \$6.99*

### **Strawberry Crepes**

*Filled and topped with our own recipe fresh strawberry filling and whipped cream \$8.29*

### **SPECIALTY Strawberry Banana Nutella Crepes**

*Three homemade crepes filled with hazelnut spread Nutella and fresh banana. Topped with our recipe fresh strawberry filling and whipped cream \$9.59*

### **Crepe Combo**

*Three plain crepes, two eggs any style and your choice of bacon, sausage or ham \$8.99*



## **Guacamole and Chips \$5.79**

### **Ostiones en su Concha (Shelled Oysters)**

1/2 Dz. \$9.29 1 Dz. \$17.29

Al Charro 1/2 Dz. \$12.29 1 Dz. \$18.79

### **Quesadilla con Pollo**

Filled with chicken, bell peppers, onions, tomatoes,  
cheddar cheese.

served with homemade salsa and sour cream. \$6.99

### **Quesadilla de Bistec o Camaron**

#### **Steak or Shrimp Quesadilla**

Filled with steak or shrimp, bell peppers, onions, tomatoes,  
cheddar cheese.

served with homemade salsa and sour cream \$8.99

### **Buffalo Wings**

8 pieces of chicken wings.

smothered in mild hot sauce served with ranch dressing

\$7.99

### **Nachos**

Chips covered with beans nacho cheese topped with  
lettuce, tomatoes, jalapeño and avocado \$6.59

### **Nachos de Bistec o Camaron**

#### **Shrimp or Steak Nachos**

Chips covered with beans, shrimps or steak and nachos  
cheese, garnished with white onions, olives, lettuce,  
tomatoes, jalapeño and avocado. \$10.29

### **Langostinos**

#### **(Prawns)**

1/2 Dz \$9.99 1 DZ \$18.99

## **Autentica Comida Mexicana /Authentic Mexican Food**

### **Tacos**

Pastor/ Mariner pork

Asada/Grilled Meat

Lengua/Tongue

Cabeza/Head

Pollo/Chicken

Tripa/Tripe

\$1.49

Campechanos

(servidos con dos carnes) 1.99

### **Gorditas**

Rajas con Queso, Pastor, Asada Y pollo

\$2.99

### **Picaditas**

Pollo, Asada, Pastor

chicken, grilled meat \$2.99

### **Taco Salad**

Ground Beef or Chicken \$8.29

### **Tostadas**

Pollo, asada , pastor, Carne Molida \$2.99

### **Tortas**

Milanesa de Pollo o de res, asada, pastor \$5.99

### **Burritos**

Asada, Pastor, Pollo, Carne Molida \$4.99

### **Huaraches**

Pollo, Asada, Pastor.

Served with Lettuce, tomatoes, cheese and sour cream

\$6.99



## **Platillos Mexicanos/ Mexican Dishes**

### **Fajitas de Pollo**

*Generous portion of tender chicken breast, sauteed with slices of onion, tomatoes and green peppers.*

*Served with rice, beans and a side order of guacamole.*  
\$12.99

### **Fajitas de Bistec o Camaron**

*served with rice, beans and a side order of guacamole and tortilla* \$13.99

### **Bistec a la Mexicana**

*served with rice, beans and tortilla* \$9.99

### **Pechuga de Pollo Asada**

*served with rice, beans and tortilla* \$10.99

### **Cielo y Tierra**

*Skirt Steak with grilled Chicken breasts, pico de gallo y guacamole.*

*serve with rice, beans and tortilla* \$13.99

### **Traditional Dinner**

*Served with rice and beans*

### **Burrito Dinner**

*serve with rice and beans* \$8.99

### **Taco Dinner**

*served with 3 tacos, rice and beans* \$7.99

### **Torta Dinner**

*Served with rice and beans* \$7.99

### **Chimichanga Dinner**

*flour tortilla with chicken, steak, ground beef or pork. then deep fried to perfection.*

*garnished with sour cream and guacamole* \$8.99

### **Mariscos/ Seafood**

*Served with rice and salad, tortilla or bread*

### **Camarones al Gusto**

*A la diablo, a la plancha, al mojo de ajo, al tequila, empanizados, en chipotlados* \$14.99

### **Mojarras al gusto**

*Al mojo de ajo, a la diablo, frita al natural, empanizadas*  
\$13.99

### **Huachinango al Gusto**

*A la diablo, al mojo de ajo, en chipotlado, empanizado*  
\$16.99

### **Pulpo al Gusto**

*A la diablo, al mojo de ajo, en chipotlado.* \$15.99

### **Caleta Especial**

*Broiled Salmon, Breaded shrimp and grilled octopus*  
\$18.99

### **Cocteles/ Coctails**

*Served with crackers and chopped onion, cilantro and avocado*

### **Camaron or Pulpo**

*Small \$9.99 Large \$13.99*

### **Vuelve a la vida**

*camaron, pulpo, ostiones, calamar y pescado. shrimp, octopus, oysters, squid and fish* \$15.99

### **Coctel de Pulpo y Camaron**

*Small \$12.99 Large \$14.99*

### **Coctele campechano**

*Camaron, pulpo y ostiones* \$14.99

### **Ceviche**

*Pulpo*

*Camaron*

*pescado* \$13.99

*Ceviche Mix* \$14.99



**Seafood/ Mariscos**

*Served with rice, chopped, onion, cilantro y limon*

**Caldo de Camaron \$12.99**

**Caldo de Pescado \$11.99**

**Caldo 4 Mares**

*Shrimp, clams, fish and crab \$13.99*

**Caldo de Mariscos**

*Shrimp, clam, fish, crab, octopus and calamar \$14.99*

**Parrillada de Mariscos**

*Caliente/ Hot*

*Ceviche/ pineapple, peach, bacon shrimp, oysters, cherries  
and melted cheese*

*for 2 people \$29.99*

*for 4 people \$58.99*

**Desserts**

**Cheese cake \$3.29**

**Flan Napoliano \$2.99**

**rice pudding \$1.99**



# Beverage

## Shoots

choose from over 40 different tequilas ask for your preference \$4.99

## soft drinks

### sodas en botella

jarritos, sidral, sangria y coca cola \$1.99

can pop/ sodas en lata \$1.29

Milk \$1.59

chocolate milk \$1.79

### Hot tea

green tea, black tea, raspberry, chamomile or pepper mint

\$1.79

Coffee \$1.79

### Aguas Frescas

Horchata

Jamailca

Tamarindo \$1.99

## Drinks

### Margaritas

Small \$5.49 Large \$8.99

Micheladas \$5.99

Piña colada \$6.99

Wines \$4.59

### Domestic Beers

bud light, miller, miller lite, MGD, budwiser

MGD64, Michelob \$2.99

### Imported Beer

Corona, corona light, modelo special, negra

modelo, pacifico, carta blanca, tecate, bohemia, xx large,

xx amber, sol \$3.89

## wisky

crown royal

Buchanan 12 \$4.29

Buchanan 18 \$6.79 Buchanan 21 9.99



# Bienvenidos / Welcome to La Caleta Mexican Restaurant and Bar

## **Breakfast Burrito**

*A warm flour tortilla stuffed with scrambled eggs, chorizo, onions, red and green peppers, tomatoes and cheddar cheese. Served with hash browns and homemade salsa and sour cream \$8.99*

## **2 huevos al gusto (any style )**

*served with hash browns and toast \$4.99*

## **Opcion Saludable ( healthy choices )**

## **2 huevos con carne (eggs any style with meat)**

*served with hash browns (bacon, sausage or ham) and toast \$6.99*

## **Desayuno de Frutas (Breakfast Fruit Plate )**

*A healthy blend of fresh in-season fruits, vanilla yogurt and raisin toast \$8.99*

## **La Caleta Breakfast Platter**

*Tender steak with grilled onions, bell peppers, and mushrooms, served with hash browns, two eggs any style and your choice of toast or tortilla \$9.59*

## **Avena (Fresh hot Oatmeal)**

*homemade oatmeal served with milk, raisins and brown sugar \$4.99*

## **Chorizo y huevos (eggs any style)**

*A Mexican traditional dish,chorizo (mexican sausage), onions,bell peppers, tomatoes, salsa and sour cream . Served with hash browns and toast or tortilla \$8.99*

## **Avena y Fruta (solo de temporada )**

*Fresh hot oatmeal and fresh in-season fruits \$6.99*

## **Breakfast Quesadilla**

*Scrambled eggs,chorizo, cheddar cheese served on a flour tortilla and hash browns with homemade salsa and sour cream \$7.99*

## **Breakfast Sundae ( yogurt con fruta)**

*irresistible layers of fresh fruits, granola and vanilla yogurt \$5.99*

## **Health Shake ( licuado saludable)**

*made with fresh strawberries, fresh banana, orange juice and vanilla yogurt \$5.99*



title? larger font

### Nuestras Omeletas Especiales (Our Special Omelets)

Our omelets are made with four eggs. All omelets served with hash browns and toast (white, whole wheat, rye or raisin) egg whites available upon request add \$0.99

#### Mexican

Onions, tomatoes, bell peppers, jalapeño peppers, ground beef cheddar cheese topped with guacamole, served with homemade salsa and sour cream \$7.99

#### Maya's

Seasoned steak, onions, tomatoes and bell peppers served with Mexican cheese and topped with our homemade salsa \$8.99

#### El Paso

Ground beef, onions, tomatoes, bell peppers cheddar cheese served with our homemade salsa and sour cream \$7.99

#### Pike's

Chorizo, onions, tomatoes, bell peppers, cheddar cheese served with homemade salsa and sour cream \$7.99

#### Denver

Diced ham, onions, bell peppers topped with American cheese \$7.99

#### Meat Supreme

L Loaded with ham, sausage and bacon. Topped with melted American cheese \$7.99

#### Moni's

Egg whites, veggies, feta cheese served with fresh fruit (NO HASH BROWNS) \$8.99

skillets title? larger all caps lock?

### SIZZILING SKILLETS

All skillets are sizzling HOT topped with two eggs any style and toast (white, whole wheat, rye or raisin)

sizzling

#### Laredo Favorite

Seasoned ground beef, hash browns, cheddar cheese, onions, tomatoes, bell peppers served with our homemade salsa \$8.99

#### Mexican

Chorizo, hash browns, onions, tomatoes, bell peppers. Topped with our homemade green salsa and cheddar cheese served with sour cream \$8.99

#### Charrito Favorite

Seasoned steak, hash browns, onions, bell peppers, sauteed in our homemade green salsa and served with sour cream \$9.59

#### Popeye

Spinach, mushrooms, tomatoes, diced ham hash browns and cheddar cheese \$8.99

#### Vegetarian

H Hash browns, broccoli, cauliflower, onions, tomatoes, carrots, mushrooms, bell peppers and cheddar cheese \$8.99

#### Super Meat Supreme

D Diced ham, bacon, sausage, hash browns and cheddar cheese \$9.29



**Super Meat Supreme**

*diced ham, bacon, sausage, hash browns and cheddar cheese \$9.29*

**French Toast Combo**

*two thick slices of French toast, two eggs any style and your choice of bacon, sausage or ham \$8.99*

**FROM THE GRIDDLE AND CREPES IRON**

*All griddle items are topped with powder sugar and served with maple syrup and butter*

**Plain Crepes**

*three plain homemade crepes \$6.99*

**Two Buttermilk Pancakes \$4.79**

**Strawberry Crepes**

*filled and topped with our own recipe fresh strawberry filling and whipped cream \$8.29*

**Three Buttermilk Pancakes \$6.29**

**SPECIALTY Strawberry Banana Nutella Crepes**

*three homemade crepes filled with hazelnut spread Nutella and fresh banana. Topped with our recipe fresh strawberry filling and whipped cream \$9.59*

**Chocolate Chip Pancakes**

*filled with chocolate chip inside \$7.99*

**Blueberry Pancakes**

*filled with fresh blueberries inside \$7.99*

**Pancake Combo**

*three buttermilk pancakes, two eggs any style and your choice of bacon, sausage or ham \$8.99*

**Thick French Toast \$5.99**

**Cinnamon Raisin French Toast \$6.99**



**Guacamole and Chips \$5.79**

**Ostiones en su Concha  
(Shelled Oysters)**

1/2 Dz. \$9.29 1 Dz. \$17.29

Al Charro 1/2 Dz. \$12.29 1 Dz. \$18.79

**Quesadilla con Pollo**

*Filled with chicken, bell peppers, onions, tomatoes,  
cheddar cheese.*

*served with homemade salsa and sour cream. \$6.99*

**Quesadilla de Bistec o Camaron**

**Steak or Shrimp Quesadilla**

*Filled with steak or shrimp, bell peppers, onions, tomatoes,  
cheddar cheese.*

*served with homemade salsa and sour cream \$8.99*

**Buffalo Wings**

*8 pieces of chicken wings.*

*smothered in mild hot sauce served with ranch dressing  
\$7.99*

**Nachos**

*Chips covered with beans nacho cheese topped with  
lettuce, tomatoes, jalapeño and avocado \$6.59*

**Nachos de Bistec o Camaron**

**Shrimp or Steak Nachos**

*Chips covered with beans, shrimps or steak and nachos  
cheese, garnished with white onions, olives, lettuce,  
tomatoes, jalapeño and avocado. \$10.29*

**Langostinos**

**(Prawns)**

1/2 Dz \$9.99 1 DZ \$18.99

**Autentica Comida Mexicana /Authentic  
Mexican Food**

**Tacos**

*Pastor/ Mariner pork*

*Asada/Grilled Meat*

*Lengua/Tongue*

*Cabeza/Head*

*Pollo/Chicken*

*Tripa/Tripe*

*\$1.49*

*Campechanos*

*(servidos con dos carnes) 1.99*

**Gorditas**

*Rajas con Queso, Pastor, Asada Y pollo*

*\$2.99*

**Picaditas**

*Pollo, Asada, Pastor*

*chicken, grilled meat \$2.99*

**Taco Salad**

*Ground Beef or Chicken \$8.29*

**Tostadas**

*Pollo, asada , pastor, Carne Molida \$2.99*

**Tortas**

*Milanesa de Pollo o de res, asada, pastor \$5.99*

**Burritos**

*Asada, Pastor, Pollo, Carne Molida \$4.99*

**Huaraches**

*Pollo, Asada, Pastor.*

*Served with Lettuce, tomatoes, cheese and sour cream  
\$6.99*



## Platillos Mexicanos/ Mexican Dishes

### Fajitas de Pollo

Generous portion of tender chicken breast, sauteed with slices of onion, tomatoes and green peppers.

Served with rice, beans and a side order of guacamole.  
\$12.99

### Fajitas de Bistec o Camaron

served with rice, beans and a side order of guacamole and tortilla \$13.99

### Bistec a la Mexicana

served with rice, beans and tortilla \$9.99

### Pechuga de Pollo Asada

served with rice, beans and tortilla \$10.99

### Cielo y Tierra

Skirt Steak with grilled Chicken breasts, pico de gallo y guacamole.

serve with rice, beans and tortilla \$13.99

### Traditional Dinner

Served with rice and beans

### Burrito Dinner

serve with rice and beans \$8.99

### Taco Dinner

served with 3 tacos, rice and beans \$7.99

### Torta Dinner

Served with rice and beans \$7.99

### Chimichanga Dinner

flour tortilla with chicken, steak, ground beef or pork. then deep fried to perfection.

garnished with sour cream and guacamole \$8.99

### Mariscos/ Seafood

Served with rice and salad, tortilla or bread

### Camarones al Gusto

A la diablo, a la plancha, al mojo de ajo, al tequila, empanizados, en chipotlados \$14.99

### Mojarras al gusto

Al mojo de ajo, a la diablo, frita al natural, empanizadas \$13.99

### Huachinango al Gusto

A la diablo, al mojo de ajo, en chipotlado, empanizado \$16.99

### Pulpo al Gusto

A la diablo, al mojo de ajo, en chipotlado. \$15.99

### Caleta Especial

Broiled Salmon, Breaded shrimp and grilled octopus \$18.99

### Cocteles/ Coctails

Served with crackers and chopped onion, cilantro and avocado

### Camaron or Pulpo

Small \$9.99 Large \$13.99

### Vuelve a la vida

camaron, pulpo, ostiones, calamar y pescado. shrimp, octopus, oysters, squid and fish \$15.99

### Coctel de Pulpo y Camaron

Small \$12.99 Large \$14.99

### Coctele campechano

Camaron, pulpo y ostiones \$14.99

### Ceviche

Pulpo

Camaron

pescado \$13.99

Ceviche Mix \$14.99



**Seafood/ Mariscos**

*Served with rice, chopped, onion, cilantro y limon*

**Caldo de Camaron \$12.99**

**Caldo de Pescado \$11.99**

**Caldo 4 Mares**

*Shrimp, clams, fish and crab \$13.99*

**Caldo de Mariscos**

*Shrimp, clam, fish, crab, octopus and calamar \$14.99*

**Parrillada de Mariscos**

*Caliente/ Hot*

*Ceviche/ pineapple, peach, bacon shrimp, oysters, cherries  
and melted cheese*

*for 2 people \$29.99*

*for 4 people \$58.99*

**Desserts**

**Cheese cake \$3.29**

**Flan Napoliano \$2.99**

**rice pudding \$1.99**



# Beverage

## Shoots

choose from over 40 different tequilas ask for your preference \$4.99

## soft drinks

### sodas en botella

jarritos, sidral, sangria y coca cola \$1.99

can pop/ sodas en lata \$1.29

Milk \$1.59

chocolate milk \$1.79

### Hot tea

green tea, black tea, raspberry, chamomile or pepper mint  
\$1.79

Coffee \$1.79

### Aguas Frescas

Horchata

Jamailca

Tamarindo \$1.99

## Drinks

### Margaritas

Small \$5.49 Large \$8.99

Micheladas \$5.99

Piña colada \$6.99

Wines \$4.59

### Domestic Beers

bud light, miller, miller lite, MGD, budwiser  
MGD64, Michelob \$2.99

### Imported Beer

Corona, corona light, modelo special, negra  
modelo, pacifico, carta blanca, tecate, bohemia, xx large,  
xx amber, sol \$3.89

### whisky

crown royal

Buchanan 12 \$4.29

Buchanan 18 \$6.79 Buchanan 21 9.99



# KID'S MENU

Welcome / Bienvenidos

## Breakfast / Desayunos

One egg any style  
served with hash browns, toast and your  
choice of two pieces of bacon or sausage  
\$5.99

Fruit Bowl  
fresh in-season fruits and vanilla yogurt  
\$5.99

Mickey Mouse Pancake  
served with syrup and two pieces of bacon or  
sausage \$5.99

French Toast  
one thick french toast served with syrup  
and two pieces of bacon or sausage \$5.99

## (Lunch and Dinner)

Taquito  
Asada, Pastor y pollo.  
served with rice and beans \$5.99

Cheese burger  
Served with French Fries \$5.99

Chicken Tenders  
Served with French Fries \$5.99

Hot Dog  
Served with French Fries \$5.99





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

Wednesday, September 16, 2015

**COMMITTEE MEETING NOTICE**

AD 09

GOELZER, Lynn M, Agent  
L Sharodel, Inc  
10000 N PORT WASHINGTON Rd

Mequon, WI 53092

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, September 29, 2015 at 09:00 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "L Sharodel, Inc" for "New Entertainers" at 5321 W Green Tree Rd.

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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: \_\_\_\_\_

Jason Schunk  
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: 08/12/2015

LICENSE TYPE: BTAVN

NEW: ☐RENEWAL: ☒

No. 215943

Application Date: 08/11/2015

License Location: 5321 W Green Tree Rd

Business Name: L Sharodel, Inc

Licensee/Applicant: Goelzer, Lynn  
(Last Name, First Name, MI)

Date of Birth: 06/24/56

Home Address: 4858 N 19<sup>th</sup> Place

City: Milwaukee

State: WI Zip Code: 53209

Home Phone:

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

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

1. On 06/23/12 at 1:20 am, Milwaukee police conducted a license premise check at 5321 W Green Tree Rd and observed no violations.

=====

2. On 08/30/12 at 10:59 pm, Milwaukee police were dispatched to 5321 W Green Tree for a Subject With Gun complaint. Police spoke with the bartender Kelly Basquez and the manager Terrance Anderson. Investigation revealed a patron who was "buzzed" into the bar was asked to leave because in the past he had caused problems. A verbal argument started between the subject and Anderson outside of the bar, with the patron walking towards the parking lot. The subject then pulled up his shirt and pointed towards his pocket with Anderson observing a gun. The subject then stated, "Don't push me, I have a gun and the permit to carry it" in a non-threatening manner. Anderson stated he disengaged and walked back into the tavern where he called for police. Police did observe two signs posted that read, "Guns Prohibited" that could be easily seen as you walked to the bar. The manager declined to prosecute.

3. On the following dates and times, a license premise check was conducted with no violations being observed at the time.

09/02/12	1:00 am
09/09/12	12:45 am
09/29/12	12:40 am
12/01/12	1:00 am



4. On 03/09/13 at 2:05 am, Milwaukee police were dispatched to 5321 W Green Tree for a Shots Fired complaint. Officers spoke with Lynn Goelzer and the bartender Darriel Anderson who stated that a group of females were physically fighting inside the bar, which continued out in the parking lot after they were escorted out by security. It was then that an unknown male fired nine shots into the air. Citations were issued to the subjects for disorderly conduct and vandalism.
5. On 04/07/13 at 1:30 am, Milwaukee police conducted a License Premise Check at 5321 W Green Tree. As police arrived, they observed a security guard forcefully removing a subject from the bar. This subject continued to fight with police and was placed into custody. Officers then spoke to the guard, identified as Edward Hamilton, who stated that the subject and his girlfriend were suggestively dancing, (rubbing up against one another) and were bumping into other patrons and that they were asked to stop. The patrons did not and were asked to leave with Hamilton escorting the female first out of the bar. The boyfriend then pushed Hamilton on his shoulders with Hamilton forcibly pushing both subjects out of the bar. The male subject was charged with disorderly conduct and possession of THC.
6. On 06/02/13 at 1:30 am, Milwaukee police conducted a License Premise Check at 5321 W Green Tree. Upon police arrival, they observed a full parking lot with autos also parked on W Green Tree. Investigation found that three patrons were under the age of 21 and that an employee at the door had not been checking ID's. Police spoke with Charles Anderson who was speaking to the subjects as police approached. Anderson stated he saw the subjects enter and immediately went to speak with them because they looked underage. Anderson was also upset at his employee for not checking their ID's at the door. Anderson informed officers that his bartenders are trained to also check ID's on subjects who appear to look under 21.

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7. On 12/08/2013 Milwaukee police responded to a Subject with a Gun complaint at 5321 West Greentree Road (New Entertainers Bar). Investigation revealed there had been an argument in the parking lot of the business, but no firearm was involved. Milwaukee police incident report # 133400147 filed.
8. On 12/08/2013 Milwaukee police conducted follow up at 5321 West Greentree Road (New Entertainers Tavern). The applicants spouse told officers that around 12:30am, an intoxicated subject knocked over some drinks on a table which angered the customers sitting at the table. The intoxicated subject was told to leave the business.
9. On 12/29/2013 Milwaukee police responded to a Shooting at 5321 West Greentree Road (New Entertainers Night Club). Investigation revealed an unknown person discharged a firearm into the business, striking a patron in the arm and the hip. Milwaukee police incident report #133630022 filed.
10. On 01/22/2014 the applicant met with Milwaukee police at the Fourth District Police Station. This meeting was held to discuss incidents involving criminal activity at the business. The applicant expressed a desire to address the recent issues and outlined changes she would make to policies and practices at the business. The applicant was told to contact police with any additional questions or concerns she may have regarding her business.

=====



11. On 01/01/2015 Milwaukee police responded to a fight complaint at North 54<sup>th</sup> Street and West Green Tree Road. A passing motorist called police and stated there was a fight outside Entertainers club. When officers arrived, they observed no fight or argument. Officers then spoke to the manager of New Entertainer, Charles Anderson, who stated the fight had occurred at a house east of the bar and that the involved parties left prior to the arrival of officers. Anderson also told officers that the parties involved did not come from the bar. Officers observed no violations and the tavern appeared to be under capacity.
12. On 02/08/2015 Milwaukee police responded to a shooting complaint at 5321 West Green Tree Road. Officers discovered two subjects, on the ground and motionless, inside the business. Officers later observed video from inside the business which depicts three suspects following the two victims inside the business towards the exit. There is an altercation between the individuals inside the establishment near the exit. During the altercation the video shows one of the suspects produce a firearm from his pocket. Muzzle flashes are observed on the video but no direct images of the shooting are observed. A second video camera captures the suspects fleeing through the parking lot.
13. On 02/23/2015 the applicant, as well as Derrell Anderson, met with Milwaukee police regarding the double homicide that took place on 02/08/2015 (Milwaukee police incident report #150390024). The applicant was reminded that all of the steps of the plan must be adhered to. Captain Beecher suggested the business hire a security company, add more lighting to the parking lot and they continue to cooperate with police.
14. On 02/26/2015 Milwaukee police, along with a representative from the Department of Neighborhood Safety, the Health Department and the Department of Revenue, conducted a licensed premise check at 5321 West Green Tree Road (New Entertainers). During this check, it was discovered that 27 bottles of liquor had been purchased illegally and were seized. Additionally, officers discovered that no licenses were posted behind the bar and advised the business to post it within 5 days.



# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Victor BEECHER

Business Name: New Entertainers

Address of Licensed Premises: 5321 W. Green Tree Rd. Milwaukee, WI. 53223

Business Phone: 414-353-8000

Type of License: Class B- #0202502

District: 4

☐ Violation / ☐ Incident #

Date of Incident: 01/01/15

Licensee or Manager on premises at time of violation / Incident? ☒ Yes ☐ NoLicensee cooperative? ☒ Yes ☐ No (if no, explain in narrative section)

Licensee Notified by Officer: P.O. Eulia KAZACHENKO

Date: 01/01/15

Time: 3:30 AM

Licensee or Agent's Name: Lynn M. Anderson-Goezer

Home Address: 4333 Grace Av. Mequon, WI. 53092

Date of Birth: 06/24/56

Home Phone: 262-238-7025

Co-Licensee Name:

Home Address:

Class S License Number:

Date of Birth:

Home Phone:

Bartender Name: Darriel E. ANDERSON

Home Address: 7451 W. Glen Brook Rd. #302 Milwaukee, WI. 53223

Class D License Number: 0209949

Date of Birth: 12/20/82

Home Phone: 414-353-8000

Licensed Person / Public Pass. Vehicle, etc.:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

### VIOLATION/INCIDENT – DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Investigating Officer: *E. Kazachenko* KAZACHENKO

District / Bureau: 43

Date: 01/03/15

Commanding Officer \_\_\_\_\_

Date \_\_\_\_\_

### DISPOSITION – FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date
		LICENSE INVESTIGATION		
		Received	5-27-15	
		Referred		
		By	<i>[Signature]</i>	



PA-33E Narrative

This report is written by P.O. Eulia KAZACHENKO, assigned to District 4, Late shift.

On Wednesday, January 1, 2015 at 3:05 AM P.O. Daniel PRIEWE and I were dispatched to N. 54th St/ W. Green Tree Rd., which is in the City and County of Milwaukee, for a Fight.

A passing motorist had called the police stating, "outside of Entertainers club there are people arguing and physically fighting, cars are stopped in the middle of the street".

Upon our arrival I observed no one in the street or parking lot who were fighting or arguing. Charles ANDRESON, who was the manager of New Entertainer Bar, stated that the group of people that were arguing were several houses east of the bar. They all left in the same car and left approximately 5 minutes prior to our arrival. Charles Anderson informed us that they did not come from New Entertainers.

While P.O. PRIEWE and I were there we checked the New Entertainer's licenses which were current as it expires on 11/01/15. The tavern appeared to be under capacity. I did not observe any other tavern violations.



# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

DISTRICT COMMANDER: Captain Victor Beecher

Business Name: New Entertainers

Address of Licensed Premises: 5321 W. Green Tree Rd, Milwaukee, WI 53223

District: #4

Business Phone: (414) 353-8000

Type of License: Class "B" Tavern #0202502

☐ Violation / ☐ Incident

Date of Incident: 02-08-15

Licensee or Manager on premises at time of violation / Incident? ☐ Yes ☐ NoLicensee cooperative? ☐ Yes ☐ No (if no, explain in narrative section)

Licensee Notified by Officer: PO Lyndon EVANS

Date: 02-08-15 Time: 1:40 am

Licensee or Agent's Name: ANDERSON, Charles

Date of Birth: 08-04-61

Home Address: 4333 Grace Ave

Home Phone: 262-238-7025

City, State and Zip code: Mequon, WI 53092

Co-Licensee Name:

Date of Birth:

Home Address:

Home Phone:

City, State and Zip code:

Bartender Name: DICKENS, Naomi A

Date of Birth: 08-04-93

Home Address: 4610 W. Fountain Ave

Home Phone: 414-581-6148

City, State and Zip code: Milwaukee, WI 53223

Licensed Person (Public Pass. Veh. Oper., etc):

Date of Birth:

Home Address:

Home Phone:

City, State and Zip code:

### VIOLATION/INCIDENT – DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited  
Violation & Ord. / Statue No.:

Date of Birth:

Citation Number:  
Court DateName of Person Cited:  
Violation & Ord. / Statue No.:

Date of Birth:

Citation Number  
Court Date:Name of Person Cited:  
Violation & Ord. / Statue No.:

Date of Birth:

Citation Number:  
Court Date:Name of Person Cited:  
Violation & Ord. / Statue No.:

Date of Birth:

Citation Number:  
Court Date:Name of Person Cited:  
Violation & Ord. / Statue No.:

Date of Birth:

Citation Number:  
Court Date:

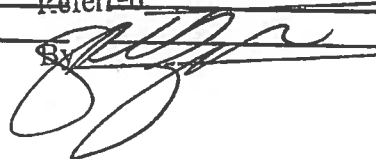
Investigating Officer: \_\_\_\_\_

District / Bureau: 43 Date: \_\_\_\_\_

\_\_\_\_\_  
Commanding Officer\_\_\_\_\_  
Date

### DISPOSITION – FOR LIU ONLY

Citation No.	Case Number	Disposition	Judge	Date
			LICENSE INVESTIGATION UNIT	
		Received	3/28/15	
		Referred		
		By		





**Phase 1**  
**Observations outside the location**

**Vehicles:**

N/A

**CITIZENS:**

N/A

**SECURITY AND DOOR COUNT:**

No security employee on premise. No door count as well.

**Phase 2**  
**Observations inside**

**OCCUPANCY:**

Occupancy limit is 90 persons (Beer Garden, first floor and basement).

Occupancy limit is 70 persons (Beer Garden).

**ESTIMATION:**

No estimation was conducted of the occupancy of the business.

**COUNT:**

No count was conducted of the occupancy of the business due to incident.

**AGE RESTRICTIONS/ UNDERAGE:**

N/A

**PUBLIC ENTERTAINMENT LICENSE:**

N/A

**PERMITTED:**

**OBSERVED:**

**INTERNAL SIGNAGE:**

All bartender's current license was posted in plain view behind the bar area. The tavern license was posted in plain view behind the bar as well. The capacity limit was posted behind the bar.



**SELF IMPOSED RESTRICTIONS:**

I did not observe any self-imposed restrictions.

**OTHER AREAS:**

I did not observe any other areas where patrons were allowed except the basement.

**HEALTH AND DNS ISSUES:**

No health or DNS issues were observed at this time.

**Phase 3  
Contact with personnel**

**STAFF/SECURITY**

N/A

**Phase 4  
On scene debriefing with personnel**

**ISSUES ADDRESSED TO CARETAKER:**

No issues were addressed to the caretaker during this incident. Issues will be addressed at a later date.

N/A

On Sunday, 02-08-15 at 1:29 am, PO Matthew BOUZEK (Sqd 4342), myself (Sqd 4340) and Sgt Bobby CASHAW (Sqd 4313) were dispatched to 5321 W. Green Tree Rd, in the city and county of Milwaukee, WI, for a shooting complaint.

Upon arrival, I approached the scene from the west and positioned my vehicle at the mouth of New Entertainer's parking lot. A vehicle drove into the parking lot area as I arrived on scene and positioned my vehicle at this point. I immediately observed what appeared to be patrons from the incident location, outside of the bar and walking away from the scene. I exited my vehicle, walked through the parking lot to the entrance/exit affixed to the west side of the building. Upon approach of the entrance/exit, I encountered the bar owner, Charles ANDERSON, who was outside of the bar and appeared to be in a heightened state of manner/mind. I opened the west side entrance/exit door and immediately observed a person, later identified as *Desha M. ROBERTSON B/M 01-15-93*, on the ground. ROBERTSON appeared to be unconscious, not breathing and motionless. I checked for his pulse and did not detect one. Before I could begin Cardiopulmonary Resuscitation (CPR), the bar owner, Charles, attempted to enter the premise from the entrance/exit ROBERTSON was located at.

It should be noted that ROBERTSON was in the fetal position, on the ground what appeared to be the foyer of the premise on that side of the building, slightly blocking the entrance to the bar area (inside of the premise).



There were two doors that separated the outside of the premise from the actual bar area. ROBERTSON was in between these two doors.

As Charles attempted to enter the premise I instructed him that he could not enter. Sgt Bobby CASHAW arrived and redirected Charles away. Before Charles was redirected he shouted to police that his brother was inside of the building and needed medical attention due to an injury recently received as a result of this complaint/incident. I received the information before he was redirected and was able observe from the foyer that there did appear to be another injured subject inside of the bar. The subject appeared to have patrons standing over him and checking him. The subject also appeared to be motionless. I made these observations prior to entering the bar area, where the injured subject was located. I, briefly, informed Sgt CASHAW of my observations and told him that I had to clear the inside of the premise, while he remained with ROBERTSON. At that point I cleared the inside of the premise and determined that there was another subject, unconscious, not breathing and motionless as previously stated. The subject was later identified via WI ID as *Terrance Z. ANDERSON B/M 09-23-76*. Just as I did ROBERTSON, I checked for Terrance's pulse and did not detect one. Terrance was facing eastbound and on the right side of the body. I turned Terrance onto his back and started CPR. MFD then arrived on scene and took over.

I had prior knowledge due to previous incidents and tavern checks at the bar that there was video surveillance on the premise. I instructed Charles to show me where the video surveillance was located (basement). Charles escorted me to the basement and allowed police to review the surveillance footage.

Upon my review, I observed ROBERTSON and what appeared to be an associate of is walking toward the exit/entrance located on the west side of the premise. They were surrounded by approximately 50-60 patrons occupying the bar area, so they had to weave their way through the crowd. Followed behind ROBERTSON were the actors/suspects, in a straight line as they weaved through the crowd, involved in this incident. The suspects appeared to all be wearing hoodies. When they, initially, did not have their hoods on, but as they closed distance to the exit they all appeared to pull their hoodies over their heads. There were a total of three suspects that were visible to the camera's view. The suspects were described as follows:

As ROBERTSON approached door to the entrance/exit the suspects closely tailed them, and when they finally reached the door the first suspect makes his way through the door as he pushes ROBERTSON's friend to the adjacent wall. The first suspect is followed by the second suspect. After the brief incident with ROBERTSON's friend/associate, you observe the second suspect produce what appears to be a handgun from his front pocket attached to his hoodie. Suspect #2 holds the handgun in his left hand and appears to exchange a few words with ROBERTSON's friend as he makes his way through the door as well. Suspect #2 simultaneously appears to raise the firearm in the direction of ROBERTSON's friend and then suspect #2 as well as suspect #1 and ROBERTSON disappear behind the door/exit. In the camera there appears to be debris as the suspect discharges his firearm, but I believe that is mistaken for the flash from the firearm's muzzle. The patrons of the bar scatter for safety after this suspect #2 discharges the firearm. ROBERTSON is no longer insight.

The next time the suspects are observed is on the outside of the premises. Suspect #1 is observed first, followed by suspect #2 and then suspect #3. The suspects walked through the attached parking lot (southwest bound) toward the 6700 block of N. 54th St. Suspect #1 and 2 walk away from the scene together and seconds later suspect #3 is observed running in out of the same exit and in the direction of suspects #1 and 2. Following behind suspect #3 is Charles. Charles is observed exiting the bar through the same exit the suspects use. Charles also appears to have a firearm in his possession as well. Charles walks outside of the premise and into the parking lot area where he encounters no one. Charles begins to pace in the parking lot, while looking around. Suddenly, Charles ducks down as if he is dodging something. Charles is observed to direct his attention southwest bound toward the 6700 block of N. 54th St. Charles appears to take cover behind a dark in color sedan parked in the parking lot and return fire in the direction. No suspects are observed at this time.

Police arrive on scene not too long after.



End of report.

**REQUEST MADE TO POLICE:**  
No requests were made at this time.



# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Victor Beecher

Business Name: New Entertainers

Address of Licensed Premises: 5321 W. Green Tree Rd

Business Phone: 414-353-8000

Type of License: Class B

District: 4

☐ Violation / ☐ Incident #

Date of Incident:

Licensee or Manager on premises at time of violation / incident? ☐ Yes ☐ NoLicensee cooperative? ☐ Yes ☐ No (if no, explain in narrative section)

Licensee Notified by Officer:

Date:

Time:

Licensee or Agent's Name: Lynn M Anderson-Goelzer

Home Address: 4333 Grace Ave Mequon, WI. 53092

Date of Birth: 06/24/56

Home Phone: 262-238-7025

Co-Licensee Name:

Home Address:

Class S License Number:

Date of Birth:

Home Phone:

Bartender Name:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

Licensed Person / Public Pass. Vehicle, etc.:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

### VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Investigating Officer: *[Signature]*

District / Bureau: 47

Date: 03/01/15

*[Signature]*

Commanding Officer

Date

### DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

LICENSE INVESTIGATION UNIT

Received

Referred

By

*[Signature]*



This report is written by P.O. Tracey Geniesse, assigned to District Four, Day Shift.

On Monday, February 23<sup>rd</sup>, 2015 at 5:15pm, the following were in attendance of the following meeting. Captain Victor Beecher, Lieutenant Joe Seitz, P.O. Tracey Geniesse, Assistant City Attorney Nick Desiato, Lynn Anderson-Goelzer, and Derrell Anderson. This meeting took place in Captain Beecher's office.

The purpose for this meeting was in regards to the double homicide (inc# 150390024) that occurred on February 8<sup>th</sup>, 2015.

Captain Beecher started the meeting with Thanking them for their cooperation during this difficult time.

Derrell Stated on the evening this occurred, two of his security guards and one bartender did not show up for work, and he didn't have enough staff working, so he placed his brother (victim) at the front door. He stated they usually wand everyone who enters the tavern, but on this night, no one was wandering. Captin Beecher advised him, if this kind of situation occurs, they should not allow as many people inside the tavern or come up with a solution to make sure everyone is safe and protected. ACA Desiato stated if you put wandering in your plan, you MUST use the wand every time someone walks into the establishment.

Derrell Stated he has three Security Officers who were individually contracted. He has sixteen cameras located on the interior and exterior of his establishment, Normally they wand everyone who enters the building. He is interested in purchasing an ID scanner that will record the ID and asked for suggestions. We were not aware of where to purchase this and was advised to look online. He is looking into hiring more staff as well.

Captain Beecher suggested to hire a security company, add more lighting to the parking lot and their continued cooperation with the Police department is expected.

Lynn and Derrell both agreed. They stated they are nervous about being open now, due to the shooting. Captain Beecher asked if there was any fear of retaliation. Derrell stated we don't fear there is any at this point.

This concluded our meeting. Derrell and Lynn both stted they will be attending our Tavern meeting on March 2<sup>nd</sup>.

Respectfully Submitted by:

P.O. Tracey Geniesse 014168



# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Beecher

Business Name: New Entertainers

Address of Licensed Premises: 5321 W Green Tree Rd

Business Phone: 414-353-8000

Type of License: Class B #0202502

District: 4

☐ Violation / ☐ Incident #

Date of Incident:

Licensee or Manager on premises at time of violation / Incident? ☐ Yes ☒ NoLicensee cooperative? ☐ Yes ☐ No (if no, explain in narrative section)

Licensee Notified by Officer: Georgann King-ATF

Date: 02/26/15

Time: 12:45pm

Licensee or Agent's Name: Lynn M Anderson-Goelzer

Home Address: 4333 Grace Ave Mequon, WI 53092

Date of Birth: 06/24/56

Home Phone: 262-238-7025

Co-Licensee Name:

Home Address:

Class S License Number:

Date of Birth:

Home Phone:

Bartender Name: Boyes, Mary Elizabeth

Home Address: 3316 W. Wren Ave

Class D License Number: 0209088

Date of Birth: 10/03/45

Home Phone: 414-466-2955

Licensed Person / Public Pass. Vehicle, etc.:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

### VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

Date of Birth:

Court Date:

Investigating Officer:

District / Bureau: 41

Date: 3/1/15

Commanding Officer

Date

### DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

MILWAUKEE INVESTIGATION UNIT

Received

Referred

By



PA-33E Narrative

This report is written by P.O. Tracey Geniesse assigned to District Four, Day Shift on squad 4164. On Thursday 02/26/15 at 12:45pm, myself along with P.O. Carrie Resnick, Amy Weed (DNS) Kevin Hying (DNS), Georgean King (DOR) and Karen Grady (Health Dept), went to 5321 W. Green Tree Rd (New Entertainers) and conducted a Tavern check.

Upon our arrival King advised Boyes we were there to check licensing, alcohol and invoices. During the inspection with Department Of Revenue (King) discovered 27 bottles of liquor that were purchased illegally and were seized.

The only violation I observed, there was no valid license posted behind the bar. It was advised to make sure it is posted with in the next five days.

Respectfully Submitted By:

P.O. Tracey Geniesse 014168



Harris, David

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From: Celelia, Jessica  
Sent: Monday, April 20, 2015 2:11 PM  
To: Harris, David  
Cc: Schunk, Jason; Koberstein, Jonathan  
Subject: FW: New Entertainers, 5321 W. Green Tree

**REDACTED RECORD**

Please add to the file.

---

From: Puente, Robert  
Sent: Monday, April 20, 2015 2:04 PM  
To: Schunk, Jason; Celelia, Jessica  
Subject: New Entertainers, 5321 W. Green Tree

I received a call from \_\_\_\_\_ who wants to make sure he is notified when New Entertainers, 5321 W. Green Tree is up for Class B renewal.

Thank you.

Robert W. Puente  
Alderman, 9th District  
[rpuent@milwaukee.gov](mailto:rpuent@milwaukee.gov)  
(414) 286-2868  
(414) 286-3456 fax





Wednesday, September 16, 2015



# Notice of Public Hearing

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GOELZER, Lynn M, Agent  
New Entertainers at 5321 W Green Tree Rd  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Tuesday, September 29, 2015 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 9/29/2015 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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.**



RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	5215 W GREEN TREE RD	MILWAUKEE, WI 53223-5213
CURRENT RESIDENT	5217 W GREEN TREE RD	MILWAUKEE, WI 53223-5213
CURRENT RESIDENT	5301 W GREEN TREE RD	MILWAUKEE, WI 53223-5214
CURRENT RESIDENT	5303 W GREEN TREE RD	MILWAUKEE, WI 53223-5214
CURRENT RESIDENT	5321 W GREEN TREE RD	MILWAUKEE, WI 53223-5214
CURRENT RESIDENT	5401 W GREEN TREE RD	MILWAUKEE, WI 53223-5215
CURRENT RESIDENT	5417 W GREEN TREE RD	MILWAUKEE, WI 53223-5215
CURRENT RESIDENT	5423 W GREEN TREE RD	MILWAUKEE, WI 53223-5215
CURRENT RESIDENT	6735 N 53RD ST	MILWAUKEE, WI 53223-6052
CURRENT RESIDENT	6736 N 54TH ST	MILWAUKEE, WI 53223-5928
CURRENT RESIDENT	6742 N 53RD ST	MILWAUKEE, WI 53223-6022
CURRENT RESIDENT	6746 N 54TH ST	MILWAUKEE, WI 53223-5945
CURRENT RESIDENT	6748 N 53RD ST	MILWAUKEE, WI 53223-6022
CURRENT RESIDENT	6753 N 54TH ST	MILWAUKEE, WI 53223-5954
CURRENT RESIDENT	6755 N 53RD ST	MILWAUKEE, WI 53223-6052
CURRENT RESIDENT	6755 N 54TH ST	MILWAUKEE, WI 53223-5954
CURRENT RESIDENT	6757 N 54TH ST	MILWAUKEE, WI 53223-5954
CURRENT RESIDENT	6758 N 54TH ST	MILWAUKEE, WI 53223-5945
CURRENT RESIDENT	6760 N 54TH ST	MILWAUKEE, WI 53223-5945
CURRENT RESIDENT	6762 N 54TH ST	MILWAUKEE, WI 53223-5945
CURRENT RESIDENT	6765 N 54TH ST	MILWAUKEE, WI 53223-5954
CURRENT RESIDENT	6767 N 54TH ST	MILWAUKEE, WI 53223-5954
CURRENT RESIDENT	6770 N 54TH ST	MILWAUKEE, WI 53223-5945

**Total Records: 24**

**Radius: 250.0 feet and Center of Circle: 5321 W Green Tree RD**



**2015-2016 Plan of Operation for 5321 W GREEN TREE RD****1. Litter and Noise**How are the grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: \_\_\_\_\_How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ Other: \_\_\_\_\_Grounds Cleaned By: ☒ Licensee ☒ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: \_\_\_\_\_How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police  
☐ Signs Posted ☐ Other: \_\_\_\_\_**2. Smoking and Sanitation**Are there designated outdoor smoking areas? ☐ No ☒ YesIf yes, describe the area(s) and provide location(s): Beer Garden outside Patio Door in BackNumber of Garbage Cans: Inside: 3 Locations: Behind Bar - 2 / Back Room 1Outside: 3 Locations: Beer GardenIs a Crowd Control Barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_Describe sanitation facilities (restrooms): 1 male 1 Female Wheelchair AccessibleProvide name of solid waste contractor: To Go Disposal**3. Security**Are there parking spaces on the premises? ☐ No ☒ Yes If yes, number of spaces: 9 and describe security provisions:CameraAre there designated loading areas? ☒ No ☐ Yes If yes, describe security provisions \_\_\_\_\_Do you have security personnel on the premise? ☐ No ☒ Yes If yes, how many? 2AND What are their responsibilities? Check for I.D's and WeaponsWhat security equipment do they use? Metal Detector Flash lightList their licensing, certification or training credentials: NoneAre there security cameras? ☐ No ☒ Yes If yes, list all locations: throughout Building + outsideAre searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If yes, describe: makesure patrons have valid I.D and of age**4. Percentage of Sales (must total 100%)**Alcohol 80 % Food Sales 20 % Entertainment \_\_\_\_\_ % Other \_\_\_\_\_ %**5. Businesses On The Premise (choose all that apply):**

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop  | <input type="checkbox"/> Deli or Fast Food Rest. | <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"/> Bowling Alley           | <input type="checkbox"/> Hotel             | <input type="checkbox"/> Banquet Hall            | <input type="checkbox"/> Sports Facility                  |
| <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"/> Other _____       |  |   |

**6. Hours of Operation and Age Restriction**Are there any changes to the current hours of operation or age restriction? ☒ No ☐ 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.

**7. Floor Plan**Are there any changes to the current floor plan? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.



## PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

CCL-PEP3 2/18/15

**(1) CURRENT ENTERTAINMENT**

The following types of entertainment have been approved for your current Public Entertainment Premises license:  
Jukebox, Karaoke, Bands, Disc Jockey, Patrons Dancing, 8 Amusement Machines, 1 Pool Table

**(2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD** \*No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

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

**(3) REMOVE ENTERTAINMENT**

If applicable, list any entertainment you wish to remove: \_\_\_\_\_

**(4) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?**

☒ No ☐ Yes, describe: \_\_\_\_\_

**(5) LEGAL CAPACITY OF PREMISES**

170 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**(6) IDENTIFY IF SOUND AMPLIFICATION IS USED**

☒ No ☐ Yes, describe: \_\_\_\_\_

**(7) DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES**

**Read And Initial Each Item Confirming Your Understanding:**

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

**(8) NOTARIZED SIGNATURES OF APPLICANTS**

SUBSCRIBED AND SWORN TO BEFORE ME

This 10 day of AUGUST, 20 15

CRAIG RONCHETTI  
(Clerk/Notary Public)

My Commission Expires 9-28-15

Adam Goepp  
Agent/Owner/Partner

Additional Owner/Partner

\*Notary Seal must be affixed.