



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, October 08, 2020

COMMITTEE MEETING NOTICE

AD 08

SHANE G PARKER


9710 W Coldspring Rd

Milwaukee, WI 53228

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

Tuesday, October 20, 2020 at 11:40 AM

Regarding: Your Class B Tavern, Food Dealer and Public Entertainment Premises License Renewal Applications and Alcohol and Food Permanent Extension of Premises Applications Adding Backyard Beer Garden for "GENE'S UNICORN PUB II" at 3412 W NATIONAL Av.

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

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

Notice for applicants with warrants or unpaid fines:

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Celella

License Division Manager

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

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 09/08/2020
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 313700
Application Date: 09/07/2020
Expiration Date:

License Location: 3412 W National Ave
Business Name: Gene's Unicorn Pub II

Aldermanic District:08

Licensee/Applicant: Parker, Shane G
(Last Name, First Name, MI)
Date of Birth: 10/05/70

Male: X Female:

Home Address: 9710 W Coldspring Road
City: Greenfield
Home Phone: (414) 640-8944

State: Wi Zip Code: 53228

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

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

1. On 08-17-97, applicant was charged with Disorderly Conduct by Greenfield Police Department.

Charge: Disorderly Conduct
Finding: Convicted
Sentence: Fined
Date: 09-17-97
Case: D97-7926

2. On 07-25-94, applicant was convicted of OWI in Milwaukee County. His license was suspended for 6 months. No further information.
3. On 05-04-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 14 months. No further information.
4. On 09-26-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 2 years, he received a fine and given 6 months in HOC.

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5. On 12/21/03, applicant was charged with 5 counts of Unemploy-Comp-Fraud to Obtain Benefits in Milwaukee County.

Charge: Unemploy-Comp-Fraud to Obtain Benefits
Finding: Guilty due to Guilty Plea on one count, 4 charges dismissed but read-in
Sentence: Fined
Date: 01/10/08
Case: 07CM006576

6. On 11/27/07, applicant received a citation for Sale of Alcohol To Underaged Person at 3412 W National Avenue.

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$160.00
Date: 03/25/08
Case: 08019404

- =====
7. On 12/02/08 at 8:47 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Officers spoke with the victim who stated he was sitting at the bar when a known actor came in stating the victim owed him some money. The actor pushed the victim and a fight started. The victim was convey to a near by hospital where he was treated for a fractured ankle. A report was filed.
8. On 06/22/09 at 5:27 pm, Milwaukee police were working the Wisconsin Wins Tobacco Initiative and had an underage female enter 3412 W National in attempts to purchase cigarettes. The underage was able to receive dollar coins from the bartender who then purchased a pack of cigarettes from the vending machine. The bartender never asked for any identification. The licensee, Shane Parker was cited for Sale of Cigarettes to Minor/Underage at 3412 W National Avenue.

Charge: Sale of Cigarettes To Minor/Underage
Finding: Guilty
Sentence: Fined \$160.00
Date: 08/12/09
Case: 09099049

- =====
9. On 04/10/10 at 8:40 pm, applicant was arrested by Greendale Police Department for OWI.

- =====
10. On 03/01/11 at 11:23 pm, Milwaukee police were dispatched to 3412 W National Avenue for a Trouble With Subject complaint. Officers spoke with the bartender Delora Woods who stated that a customer inside the bar kept making unwanted passes at her and she asked the patron to leave, but he refused and started to disturb other customers. The subject was still on scene at police arrival and he was advised that he was no longer welcomed in the bar.

11. On 07/05/11 at 11:30 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Investigation revealed a patron who had left the tavern was beaten by four unknown males and needed stitches to close his wounds. While officers were conducting follow up regarding the battery, they observed 3 patrons leave the bar who began fighting fight one another outside the bar causing a disturbance and crowd to gather. These three patrons were highly intoxicated and refusing to listen to police commands. Additional police squads were called and the subjects were citing for Disorderly Conduct and Resisting/Obstructing an Officer.

12. On 08/04/10, applicant was convicted of OWI in Milwaukee County. His license was revoked for 30 months.

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13. On 01/11/13 at 5:57 pm, Milwaukee police were dispatched to 3412 W National Avenue to check for a crime scene regarding a Battery/Cutting complaint. Police spoke to Terri Rainbird who was bartending. Rainbird stated that two males were verbally arguing inside the bar when they both exited and started to physically fight with their fists. Investigation found that one of the subjects fighting stabbed the other outside of the Unicorn tavern.

14. On 10/05/13 at 10:48 pm, Milwaukee police observed a fight outside of Gene's Unicorn Pub at 3412 W National Avenue. Investigation found two patrons started to verbally argue inside the bar when they were ordered to leave by the bartender Juana Williams. Both subjects left, but continued to physically fight outside until police arrived. A third subject approached police during the investigation and told police that he was armed with a gun and had a valid CCW permit. He also admitted to consuming alcohol while inside the bar. This subject was arrested and a charge of ESBUDW is pending against him. Williams told police that she was unaware that anyone was armed while inside the bar.

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15. On 02/16/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn). No violations were observed.

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16. On 10/05/2014 Milwaukee police responded to a loud music complaint at 3412 West National Avenue (Gene's Unicorn Pub II). Officers could hear music from outside of the business and noticed that the front door of the tavern was propped open. The bartender, Juana Williams, stated the business was very crowded and he did not notice that the front door was open. He closed the door, had the music turned down and told officers the business was about to close for the night anyway. The person who reported the problem did not wish to be a complainant for a citation.

17. On 10/23/2014 Milwaukee police responded to a fight complaint at 3412 West National Avenue (Gene's Unicorn Pub II). The victim told officers he had been involved in a verbal confrontation with two other patrons while inside the bar. This later escalated into a physical confrontation outside of the business. The victim told officers that the other parties involved left prior to police arrival and he did not want police services. The bartender, Juana Williams, was cooperative and no violations were observed.

18. On 12/05/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Unicorn Pub II). No violations were observed.
19. On 01/17/2015 Milwaukee police responded to a trouble with a subject complaint at 3412 West National Avenue. The bartender, Annette Wilber, told officers there had been an argument inside the bar between three subjects, but they all left prior to officer's arrival.
20. On 01/31/2015 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn Pub 2). No violations were observed.
21. On 04/16/2015 Milwaukee police responded to a shooting at 3412 West National Avenue (Gene's Unicorn Pub). Investigation revealed a patron of the business attempted to leave the business with a drink. The bartender informed the patron that she couldn't leave with the drink. The husband of the bartender attempted to stop the patron at the door from leaving with the drink. The patron produced a handgun and fired two shots while inside the business, striking the bartender's husband in the arm. Milwaukee police incident report #151060009 filed.

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22. On 05/25/2016 Milwaukee police were dispatched to a fight at 3412 West National Avenue (Gene's Unicorn II). Investigation revealed the victim was punched multiple times while inside the business, causing a broken nose and bruised eye. During this investigation, officers conducted a licensed premise check which revealed no violations. Milwaukee police incident report #161470118 filed.

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23. On 09/05/2017 at 9:27pm officers went to The Green Unicorn Pub, 3412 W. National Av, to conduct follow up regarding a shooting. The officers watched surveillance video from 09/05/2017 at 1:27am. The video depicted a fight inside between a male and female patron. The bartender, Kristine WILMER, and another male subject attempted to stop the fight. While attempting to stop the fight, the male subject helping the bartender pulled out a gun from his waist band. The male suspect charged toward the subject with the gun and the subject fired one time at the suspect. Both subjects then left the bar. WILMER is observed later in the video picking something, possibly the casing from the bullet, off the floor and taking it outside. WILMER denies picking up a casing and told the officers she did not think the shooting happened inside the bar. The applicant was contacted by phone and stated he believed the shooting occurred outside his establishment. The tavern made no calls to the police regarding this incident.

24. On 09/20/2017 a meeting was held regarding the shooting on 09/05/2017 at Gene's Unicorn, 3412 W. National Ave. At the meeting was the applicant, Alderman DONOVAN, and Captain RAMIREZ. The applicant stated he trains his employees to call the Police if there is an incident at the tavern. He stated he has fired the employee involved and is attempting to identify the patrons involved so he can ban them from the tavern. He is considering better lighting in the rear of the tavern and increase security during busy hours. He will be posting a sign to prohibit firearms. Alderman DONOVAN recommended the applicant close at 12:00am on weekdays and 1:00am on weekends and place a camera and lighting at the rear of the business.

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25. On 03/26/18 at 12:29am, Milwaukee Police were dispatched to 3412 W. National Avenue (Gene's Unicorn Pub) for a subject with gun complaint. The caller/employee called police and stated a patron pointed a firearm at her. The patron was located and arrested. An Incident report was filed (180850002)

26. On 08/01/18 an email was sent to the Second District from an alderman wanting an investigation into a fight which happened on 07/28/18 in front of 3412 W. National Avenue (Gene's Unicorn tavern). In the email, there was a link which captured a fight in front of the location and mentioned employees of the tavern. Investigation revealed that there were no calls for service at the establishment on 07/28/18 and there was no victim, who filed a police report. An employee and security were interviewed but neither one stated they saw a fight.

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27. On 09/19/2019 at 11:18pm officers were dispatched to a shooting at 4122 W. Orchard St. The investigation revealed there was no shooting but there was a fight at Gene's Unicorn Bar, 3412 W. National Av. The victim stated he lost consciousness during the fight. He became uncooperative with officer and they were not able to identify the actor. The officers went to the bar and spoke with the bartender. She stated she was aware of a fight outside but stated she did not call the police because she wanted to talk with the manager first, because she knew the officers would want access to the video system. She went outside and told the subjects to stop fighting and observed one of the subjects bleeding from the face. The subject refused medical treatment and told her not to call the police. When he refused treatment she advised him he would need to leave. The video of the incident was provided to the officers and the bartender was cooperative. The bartender was advised to call the police next time.

28. On 03/01/2020 at 1:42am officers were dispatched to Gene's Unicorn Pub, 3412 W. National Av for a fight. When the officers arrived they observed a female attempting to bite a security guard. The officers interviewed the bartender, who stated the female came into the bar and had three drinks. She then became aggressive and was causing a disturbance. Security then escorted her outside. The subject refused medical attention and was conveyed home.

29. On 08/21/2020 officers were dispatched to a Shooting at Gene's Unicorn Pub, 3412 W. National Av. The officers interviewed the bartender, who stated she heard two pops outside. She thought they were fireworks at first. She went outside and broke up an argument between patrons of the bar. The officers were able to view video of the incident which showed a male and female patron arguing outside. A subject came into the bar stating they got shot in the butt. Officers reviewed the video which showed the male approach the females car, then walk back to his own auto. The male then got out of his car and walked into the bar limping. The subject then left the bar and got picked up by another vehicle.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 192620166

OtherEvent #: 19-LP-0969

Incident

3412 W NATIONAL AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 09/20/2019 23:18:00
CAD Number:: 192622916
District:: 2
Beat:: 220
Reporting Area:: 5256

Business Agent (1)

PARKER, SHANE GENE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/05/1970
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-321-7483
Address:: 3612 S 77TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53220

Licensed Persons Involved (1)

TIPPETT, LATASHA ROCHELLE

Person Involvement:: Bartender
DOB:: 09/04/1977
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 4148379298
Phone 1 Type:: CELL
Address:: 6744 N 58TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53223

Licensed Premise Data (1)

GENE'S UNICORN

Phone 1 Number:: (414)-647-9993
Address:: 3412 W NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 09/19/2019 23:45:00
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 192620166

OtherEvent #: 19-LP-0969

Licensee was cooperative: (if not explain in narrative): Yes

Licensee or Manager was on premises at time of violation/incident: No

Narrative (1)

INITIAL INVESTIGATION

Espitia, Oscar 025682

09/20/2019

This report is typed by PO Oscar ESPITIA assigned to District Two, Late Power Shift and Tavern car 2565.

On Thursday September 19, 2019 at approximately 11:18 PM my partner PO GUTIERREZ and I responded to a Shooting complaint at the address of 4122 W. Orchard St. which is in the City and County of Milwaukee.

Upon arrival we determine the victim who was later identified as Lawrence A. BENMON (B/M, 02/26/92). BENMON stated he was shot at Gene's Unicorn bar which is located at 3412 W. National Ave. No gunshot wounds were located on BENMON and I changed locations to 3412 W. National Ave to conduct follow up.

Upon arrival I spoke to the bartender who identified herself with a WI photo identification card as Latasha R. TIPPETT (B/F, 09/04/77), who stated there was a fight outside but no one was shot. TIPPETT continued to say she was going to call police but she wanted to get her manager first so she can get access to the cameras because she knew we were going to want to see the footage. TIPPETT possess a valid bartender license (Bart# 229805).

TIPPETT stated at approximately 10:50 PM a patron of the bar entered and told her people were fighting outside in front of the bar. She walks outside and observes BENMON bleeding from his face. TIPPETT told both subjects that were fighting to stop and pulled BENMON inside the bar and asked him if he needed medical attention. He told her no medical and not to call police because the other subject fighting with him are family. TIPPETT gave BENMON a towel and told him if he didn't want medical he needed to leave and he left through the rear exit.

TIPPETT stated approximately five minutes later BENMON returned to the bar and washed his in the sink and she asked him to leave. A patron of the bar who was later identified as Christina V. MALONE (B/F, 03/20/86), walked BANMON to his vehicle and asked him again if he wanted medical attention. He stated no just to give him some water and a cigarette. MALONE walked back inside the bar asked for a cup of water and walked outside gave BENMON water and a cigarette. BENMON drove away end of TIPPETT statement.

I observed the video footage and confirmed BENMON was not shot at the bar and doctors at the Hospital did not find any gunshot wounds on BENMON. During the interview of BENMON stated he lost

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:192620166

OtherEvent #: 19-LP-0969

consciousness during the fight. He became uncooperative and we were unable to identify the subject he got into a fight with.

While on scene PARKER was informed we were at the bar investigating a fight.

We recovered surveillance footage and was placed on Milwaukee PD inventory.

TIPPETT was cooperative and I observed no other violations. I advised TIPPETT next time to call 911.

End of Report...

Officer (2)

Reporting Officer:	Espitia, Oscar (025682)	09/20/2019 19:26:00
Section: (Work Location):	25	
Approving Officer:	Martin, Christopher F (015266)	09/22/2019 20:17:50
Section: (Work Location):	25	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200610008

OtherEvent #: 20-LP-0185

Incident

3412 W NATIONAL AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 03/01/2020 01:40:00
CAD Number:: 200610162
District:: 2
Beat:: 220
Reporting Area:: 5256

Business Agent (1)

PARKER, SHANE GENE

Person Involvement: (Must choose Agent
AGENT from drop down);
DOB:: 10/05/1970
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-321-7483
Address:: 3612 S 77TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53220

Licensed Persons Involved (2)

KAEBISCH, JAMES JOSEPH

Person Involvement:: Employee
DOB:: 02/05/1992
Sex:: MALE
Race:: WHITE
Phone 1 Number:: 414-315-1335
Phone 1 Type:: CELL
Address:: 3921 E SQUIRE AV
City:: CUDAHAY
State:: WISCONSIN
Zip Code:: 53110

TOLIVER, LASHAY ROSHAUN

DOB:: 11/11/1991
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 8936 W SILVER SPRING DR
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53225

Licensed Premise Data (1)

Gene's Unicorn Pub

Phone 1 Number:: (414)-647-9993

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200610008

OtherEvent #: 20-LP-0185

Phone 1 Type:: Work
Address:: 3412 W NATIONAL AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Public Entertainment Premise
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 03/01/2020 01:55:00
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSE PREMISE REPORT

Gutierrez, Adrian 028462

03/01/2020

This report is written by P.O. Adrian GUTIERREZ assigned to Squad 2565 with P.O. Benjamin SPITZER at District Two, Late Power Shift.

On Sunday, March 1, 2020 at approximately 1:42 AM, we were dispatched to 3412 W. National Av, Gene's Unicorn Pub, regarding a fight complaint.

Upon arrival, officers observed Ashley L. HOWARD (B/F, 2-21-93) trying to bite one of Gene's Unicorn Security, James J. KAEBISCH (W/M, 2-3-92). HOWARD was escorted out from Gene's Unicorn Pub by KAEBISCH before HOWARD tried to bite KAEBISCH. HOWARD appeared to be highly intoxicated. KAEBISCH stated he did not wish to press charges against HOWARD.

I spoke with Lashay R. TOLIVER (B/F, 11-11-91) who works at Gene's Unicorn Pub as a bartender. TOLIVER stated HOWARD entered the tavern approximately 12:30 AM. TOLIVER stated she did not know if HOWARD had been drinking before entering Gene's Unicorn Pub. TOLIVER stated she served HOWARD three Long Island teas. TOLIVER stated HOWARD drank two and a half Long Island teas really fast. TOLIVER stated HOWARD started acting aggressive after drinking the Long Island teas. TOLIVER stated HOWARD started to flip the bar stools over, throwing pool balls inside the tavern, and trying to fight other patrons inside the bar.

TOLIVER stated KAEBISCH escorted HOWARD out of the bar due to her actions. TOLIVER stated she then called 911 for police assistance.

TOLIVER and KAEBISCH were cooperative during our investigation.

Curtis 314 arrived on scene. HOWARD declined medical attention. HOWARD was conveyed to her

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:200610008

OtherEvent #: 20-LP-0185

residence, 739 S. 26th St., by Squad 2328 (P.O. Chrstian SANCHEZ-ALCANTAR and P.O. Jacob TOMASZEWSI).

The licensee/agent was not on scene.

Officer (2)		
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Reporting Officer:	Gutierrez, Adrian (028462)	03/01/2020 21:57:00
Section: (Work Location):	25	
Approving Officer:	Raden, Chad M (010032)	03/02/2020 11:07:33
Section: (Work Location):	27	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:202340019

OtherEvent #: 20-LP-0806

Incident

3412 W NATIONAL AV MILWAUKEE, WISCONSIN 53215

Incident Date/Time:: 08/21/2020 01:23:00
CAD Number:: 202340111
District:: 2
Beat:: 220
Reporting Area:: 5256

Business Agent (1)

PARKER, SHANE GENE

Person Involvement: (Must choose AGENT from drop down): Manager
DOB:: 10/05/1970
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-321-7483
Address:: 3612 S 77TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53220

Licensed Persons Involved (2)

TIPPETT, LATASHA ROCHELLE

Person Involvement:: Bartender
DOB:: 09/04/1977
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 6744 N 58TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53223

ELLRICK, JESSICA RENEE

Person Involvement:: Bartender
DOB:: 11/06/1980
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: 217-803-7778
Address:: 3615 W NATIONAL AV
Apartment or Suite:: 19
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

GENE'S UNICORN

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:202340019

OtherEvent #: 20-LP-0806

Phone 1 Number:: (414)-647-9993
Address:: 3412 W NATIONAL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSE PREMISE REPORT

Froh, Aaron W 028777

08/22/2020

This report is written by P.O. Aaron FROH, assigned to District Two, Late Shift.

On Friday, August 21, 2020 at approximately 1:29 a.m., I, Squad 2390 was dispatched to 3412 W. National Av. (Gene's Unicorn Bar) for a shooting call.

Upon arrival, I went inside the bar and talked to bartender who identified herself verbally as, Latasha R. TIBBETT (B/F, 9/4/77) who stated that somebody came into the bar stating that they got shot in the butt. TIBBETT stated that the incident occurred just prior to officers showing up. TIBBETT stated that she heard two "pops" coming from outside in an unknown direction. TIBBETT stated that she thought it might be fireworks because people light off fireworks in the area. TIBBETT stated that she walked outside to breakup an argument outside and told the patrons to leave and stop loitering. TIBBETT let me view the video footage of the cameras outside. While speaking to TIBBETT she stated that she couldn't stay because she had another job at 5 a.m. TIBBETT stayed and spoke with detectives when they arrived on scene.

The other bartender on-scene, Jessica R. ELRICK stated that it was her first night working there. ELRICK stayed on-scene and spoke to the detectives when they arrived.

The victim was a customer at the bar and left the scene before police arrived.

WILLIAMS was observed in the video wearing a jacket with blue writing "DSTRICK" on the back, slim build, jeans, red/white shoes, earrings, beard, black t-shirt with gold writing on front.

The camera facing eastbound from the location where WILLIAMS' vehicle a 2009 Saturn Aura with VIN 1G8ZS57B29F141050 was visible.

William's was observed parked outside the bar at approximately 9:55 p.m. WILLIAMS' got into an

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:202340019

OtherEvent #: 20-LP-0806

argument with a female, described B/F, heavy set, yellow clothing. She was later identified as Jessica T. HENTNIK (B/F, 08/08/90). WILLIAMS' approached the driver's side door of HENTNIK's vehicle, later identified as a 2020 Kia Telluride with WI AFZ-8230. The driver's side door was open. WILLIAMS went back to his vehicle and sat in the driver's side seat. WILLIAMS got up and started limping. WILLIAMS went into the bar then went out and got picked up by another vehicle later identified as a red 2011 Ford Fusion with WI plate 493-YNZ at approximately 1:28 a.m. on 8/21/20.

This ends my report.

Officer (2)		
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Reporting Officer:	Froh, Aaron W (028777)	08/21/2020 09:44:00
Section: (Work Location):	23	
Approving Officer:	Albert, Joshua G (019226)	08/23/2020 02:07:04
Section: (Work Location):	23	



Thursday, October 8, 2020



Notice of Public Hearing

blank
notice

PARKER, Shane G
GENE'S UNICORN PUB II at 3412 W NATIONAL Av
Class B Tavern, Food Dealer and Public Entertainment Premises License Renewal Applications
and Alcohol and Food Permanent Extension of Premises Applications Adding Backyard Beer
Garden

Tuesday, October 20, 2020 at 11:40 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 10/20/2020 at 11:40 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
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.
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.

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	827 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3333 W NATIONAL AVE A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3430B W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	709 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	723 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	729 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3415 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3411B W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3327A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3430A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	747 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	740 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3503 W PIERCE ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	727 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	735 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815B S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3427B W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	749 S 34TH ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	811A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	746 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	806 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	816 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	733 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	737 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	743 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	747 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	831 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	918 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3427A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3415A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3403 W NATIONAL AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331 W NATIONAL AVE A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3329 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3509 W PIERCE ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	703 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	745 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3424 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	743 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3334 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	739 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	821A S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815A S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3403 W NATIONAL AVE 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331 W NATIONAL AVE	MILWAUKEE, WI 53215

CURRENT OCCUPANT	737 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	747 S 34TH ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	811 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	740A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	814 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3505 W PIERCE ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	705 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	707 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	749 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	829 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3417A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3403 W NATIONAL AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3430C W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	749 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	835 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	821 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	813 S SHEA AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3411A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3403 W NATIONAL AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3428A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	801 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3336 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3507 W PIERCE ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	725 S 35TH ST	MILWAUKEE, WI 53215
blank	notice	

Total Records: 70

Radius: 250.0 feet and Center of Circle: 3412 W National Ave

2020-2021 Plan of Operation for 3412 W NATIONAL AV

1. Litter & Security Plans

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other:

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? 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:

Are there designated outdoor smoking areas? No Yes If Yes, Describe: Backyard or Front

Number of garbage cans: Inside 6 Locations: Behind Bar - Bathrooms - Back Room
 Outside 2 Locations: Side of Building

Is a crowd control barrier used? No Yes If Yes, Describe:

Number of restrooms: 2 Name of solid waste contractor: Waste Management

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? No Yes If Yes, describe security plans:

Do you have security personnel on the premise? No Yes If Yes, how many? 1-2
 AND What are their responsibilities? carding, check for weapons
 What security equipment do they use? wand, ID scanner, Laptop
 List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: 5 inside, 4 outside

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe: weekends and busier days security does

2. Percentage of Sales (must total 100%)

Alcohol 95 % Food Sales 5 % Entertainment _____ % Other _____ %

3. Businesses On The Premises (choose all that apply):

Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Night Club Liquor Store Tavern Sports Facility
 Hotel Banquet Hall Supermarket Private/Fraternal/Veterans' Club Other:

4. 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.

5. Floor Plan and Capacity

Are you requesting any changes to your capacity or floor plan*? No Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

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

7. Food License: FREST 13662 Fee: \$250.00

Your current food license includes the following food operations: Are there any changes to your food operations as listed above? No Yes, if Yes, explain _____

8. Weights and Measures: Fee:

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

1. CURRENT APPROVED ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Jukebox, 5 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

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

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

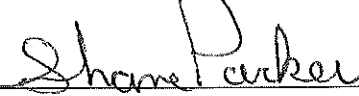
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.



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



PERMANENT EXTENSION OF PREMISES APPLICATION
FOOD AND ALCOHOL BEVERAGE ESTABLISHMENTS
OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS:

Section A: Date of Application: 6-22-20; Licensee: Shane Parker; Corporation: Genes Unicorn RA; Business Name: Genes Unicorn RA II; Business Address: 3412 W. National 53215; Business Telephone Number: 414-647-9993; This request is for the permanent extension of premises for a: FOOD license, ALCOHOL license; The Current Premises Description is: FIRST FLOOR + Basement STORAGE; Section B: Beer garden (soil/grass surface) at the Backyard side of the premises; Section C: Signature of Shane Parker

Office Use Only:

Filed _____ Initials _____ App #s: Food _____ Alcohol _____

Queue to:

- DNS (all) [] Approved [] Hold
HD (all food) [] Approved [] Hold
CC Food Only (no alcohol) [] Approved [] Denied

Email to:

DPW (sidewalk cafes/parklets) [] Approved [] Hold

New Licenses Issued: Food _____

Initials _____

Alcohol _____

Sidewalk Dining Facility Permit Issued

Initials _____

2020 JUN 28 PM 1:27

MILWAUKEE LICENSE DIVISION

3412 W. NATIONAL

WALKIN COOLER

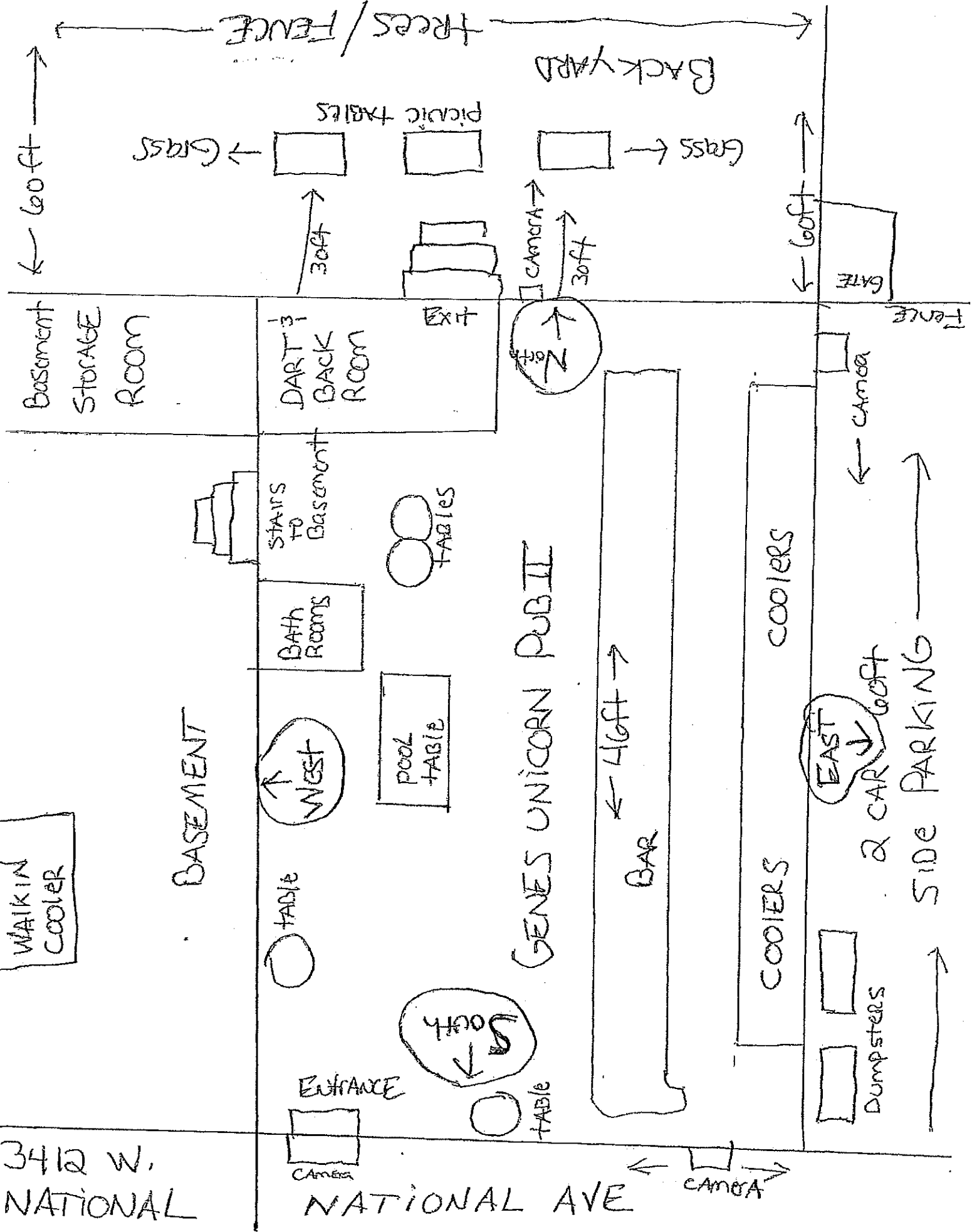
BASEMENT

Basement Storage Room

DART BACK ROOM

GENES UNICORN PUB II

BACKYARD



ENTRANCE

CAMERA

NATIONAL AVE

CAMERA

DUMPSTERS

2 CAR

SIDE PARKING

EAST

COOLERS

COOLERS

BAR

46ft

NORTH

SOUTH

TABLES

POOL TABLE

BATH ROOMS

STAIRS TO Basement

DART BACK ROOM

EXIT

PICNIC TABLES

GRASS

GATE

FENCE

TRENCH/FENCE

60ft

60ft

30ft

30ft

CAMERA