



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

Thursday, January 14, 2021

**COMMITTEE MEETING NOTICE**

AD 04

PLISS, Sean A, Agent  
Charro Latino, LLC  
9667 S 20th St

Oak Creek, WI 53154

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

**Tuesday, January 26, 2021 at 11:05 AM**

**Regarding:** Your Class B Tavern, Public Entertainment Premises, Food Dealer, Sidewalk Dining, and Loading Zone License Renewal Applications with Change of Agent and Shareholder as agent for "Charro Latino, LLC" for "The Garden/Lucid" at 725-729 N Milwaukee St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/778000629>. If you wish to call in, please call +1 (669) 224-3412 and use Access Code: 778-000-629.

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](mailto:molly.kuether-steele@milwaukee.gov).**

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/29/2020  
LICENSE TYPE: BTAVN  
NEW: ☐  
RENEWAL: ☒

No. 316787  
Application Date: 10/28/2020

License Location: 725-729 N Milwaukee St  
Business Name: Lucid

Licensee/Applicant: McLean, Joseph  
(Last Name, First Name, MI)  
Date of Birth: 05/01/1979

Home Address: 5329 Hwy 38  
City: Franksville State: WI Zip Code: 53216  
Home Phone: 414-406-8363

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 03/03/2008 the Wisconsin Department of Transportation revoked the applicant's driver's license for 6 months for Operating While Intoxicated.
2. On 10/02/2014 Omar SHAIKH (25% shareholder) was cited in the City of Milwaukee at 729 N. Milwaukee St for Licensed Estab.-Exceeding Occupy Limit and Presence of Minor at Licensed Premises.

Charge:	Licensed Estab.-Exceeding Occupy Limit
2:	Presence of Minor at Licensed Premises
Finding:	Guilty
Sentence:	Fined \$7,500.00
2:	Fined \$2,400.00
Date:	12/05/2014
Case:	14072873
2:	14072874

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security. The subject became upset and exited the stall with his pants down asking if STEWART wanted to see him naked. The subject then punched STEWART to the chest. STEWART stated he did hit the subject 3 times in self defense and other security guards kicked the subject out. The caller was cited for Disorderly Conduct.

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#### **PREVIOUS PREMISE**

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/13/2015  
LICENSE TYPE: BTAVN  
NEW: ☒  
RENEWAL: ☐

No. 207439  
Application Date: 04/10/2015

License Location: 2246 South Kinnickinnic Avenue  
Business Name: Revel Group

Licensee/Applicant: Pliss, Sean  
(Last Name, First Name, MI)  
Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue  
City: Milwaukee State: WI Zip Code: 53202  
Home Phone: 414-412-3170

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 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required  
Finding: Guilty  
Sentence: \$45.00 fine  
Date: 04/14/2011  
Case: 11017152

2. On 07/01/2011 Morgan Delaney was cited in Milwaukee County for Littering. Morgan Delaney is listed on the application as 25% shareholder.

Charge: Littering  
Finding: Guilty  
Sentence: Fine  
Date: 07/08/2011  
Case: 2011FO001182

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/25/2017  
LICENSE TYPE: BTAVN  
NEW: ☐  
RENEWAL: ☒

No. 245304  
Application Date: 01/25/2017

License Location: 231 East Buffalo Street  
Business Name: Copper Penguin

Licensee/Applicant: Pliss, Sean (adding shareholder)  
(Last Name, First Name, MI)  
Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue  
City: Milwaukee State: WI Zip Code: 53202  
Home Phone: 414-412-3170

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 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required  
Finding: Guilty  
Sentence: \$45.00 fine  
Date: 04/14/2011  
Case: 11017152

- =====
2. On 09/09/2011 Aaron Ohlsson was cited at 200 North Harbor Drive for Littering of Premises. Aaron Ohlsson is now listed on the application as 40% shareholder.

Charge: Littering of Premises  
Finding: Guilty  
Sentence: \$65.00 fine  
Date: 12/06/2011  
Case: 1111105

3. On 03/27/2016 Milwaukee police responded to a battery complaint at 231 East Buffalo Street (Oak Bar). The victim told officers she was in the Oak Bar celebrating a friends birthday. While in the women's bathroom she observed her friend in a verbal altercation with another woman. She attempted to step in between them, at which time it became physical. The suspect struck the victim in the head with the heel of her shoe. The victim received a laceration to her forehead. The caller also told officers that an employee of the business had been present during this incident, but did not intervene. Officers attempted to view video but the owner, Chris Vrakas was not able to retrieve the video from the system. Milwaukee police incident report #160870010 filed.

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 09/25/2017

LICENSE TYPE: BTAVN

NEW: ☐RENEWAL: ☒

No. 237189

Application Date: 09/08/2017

License Location: 1110 North Old World Third Street

Business Name: Lucille's Dueling Piano Bar

Licensee/Applicant: Rebholz, Mark ,A.  
(Last Name, First Name, MI)

Date of Birth: 03/24/1955

Home Address: 11715 N Bridgewater Dr

City: Mequon

State: WI Zip Code: 53092

Home Phone: 262-238-1144

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 08/07/2015 a 20 year old Milwaukee police aide, working in conjunction with Milwaukee police, was able to purchase a Coors Light brand beer from the bartender at 1110 North Old World Third Street (Lucilles Piano Bar). The assistant manager, Vincent Vogt, told officers the business did not have an ID scanner.

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2. On 03/30/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Matador Taco & Tequila Bar, 1110 N. Old World Third St. There was no security at the door and the Police Aid ordered and was served a Modelo beer at the bar. Sean PLISS stated he was the agent of the bar.
  3. On 04/15/2017 an officer observed a subject lying on the ground at 1110 N. Old World Third St. The officer found the subject was intoxicated and bleeding from a cut to his face. The subject was conveyed to the hospital for treatment. The officer spoke with Chase KENDALL, security at Matador Bar and Grill. He stated the subject was escorted out because he was intoxicated and harassing other customers. The subject began to resist and KENDALL escorted him to the ground. The subject attempted to punch KENDALL, who reacted by punching the subject causing the cut to his face. This occurred in the front hallway of the tavern. KENDALL dragged the subject outside and the police arrived. KENDALL stated he was not trying to hurt the subject he just reacted.

4. On 07/01/2017 an officer received back a packet of correspondence mailed to the Mark REBHOLZ who is the listed agent in LIRA for 1110 N. Old World Third St. Sean PLISS stated he was the licensee and all correspondence should be mailed to him.
5. On 08/31/2017 officers observed a large group of young adults, who did not appear to be 21 years of age, entering Matador Taco & Tequila Bar at 1110 N. Old World Third St. The officers located 30 subjects who they verified to be under 21. A large group (200-300) people pushed out of the door without being checked. Sean PLISS stated he is the new owner and this was unacceptable and he fired the bouncers. PLISS was issued a citation for Presence of Minor.
6. On 09/08/2017 officers conducted follow up regarding the 08/31/2017 incident. Sean PLISS stated he bought the tavern from Mark REBHOLZ and re-opened as the Matador on 12/27/2016. He stated under the agreement REBHOLZ was going to stay on as agent until a new license could be obtained. PLISS stated REBHOLZ has not been involved with the bar since the sale and he does all the ordering and hiring. The manager on 08/31/2017 was Megan BARBRE. She has no license under her name.
7. On 09/14/2017 there was a meeting at District 1 regarding the underage violations at the Matador Taco and Tequila Bar. At the meeting were Sean PLISS and Mark REBHOLZ. PLISS stated he has filed to be the agent and is the current owner of Lucille's Dueling Piano Bar LLC with two other partners. PLISS stated REBHOLZ is not one of the partners. PLISS presented an action plan to address underage patrons. He stated he would increase security, start them earlier, invest in an ID scanner, retrain bartenders and servers on proper identification and train management on how to use the DVR system. REBHOLZ was cited for Allow Underage on Premise and Collusive Agreement.

Charge: Allow Underage on Premise  
2: Collusive Agreement  
Finding: pending court date 11/03/2017  
Sentence:  
Date:  
Citation #: 6160331-2  
2: 6160332-3

**Items 2-7 added as part of PREVIOUS PREMISE**



# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/25/2017  
LICENSE TYPE: BTAVN  
NEW: ☐  
RENEWAL: ☒

No. 245304  
Application Date: 01/25/2017

License Location: 231 East Buffalo Street  
Business Name: Copper Penguin

Licensee/Applicant: Pliss, Sean (adding shareholder)  
(Last Name, First Name, MI)

Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue  
City: Milwaukee State: WI Zip Code: 53202  
Home Phone: 414-412-3170

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 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

Charge: Dog and Cat Licenses Required  
Finding: Guilty  
Sentence: \$45.00 fine  
Date: 04/14/2011  
Case: 11017152

- =====
2. On 09/09/2011 Aaron Ohlsson was cited at 200 North Harbor Drive for Littering of Premises. Aaron Ohlsson is now listed on the application as 40% shareholder.

Charge: Littering of Premises  
Finding: Guilty  
Sentence: \$65.00 fine  
Date: 12/06/2011  
Case: 1111105

3. On 03/27/2016 Milwaukee police responded to a battery complaint at 231 East Buffalo Street (Oak Bar). The victim told officers she was in the Oak Bar celebrating a friends birthday. While in the women's bathroom she observed her friend in a verbal altercation with another woman. She attempted to step in between them, at which time it became physical. The suspect struck the victim in the head with the heel of her shoe. The victim received a laceration to her forehead. The caller also told officers that an employee of the business had been present during this incident, but did not intervene. Officers attempted to view video but the owner, Chris Vrakas was not able to retrieve the video from the system. Milwaukee police incident report #160870010 filed.

- =====
4. On 02/22/2017 at 1:58am officers were dispatched to Site 1A, 231 E. Buffalo St, for a fight. There was no fight when the officers arrived. The staff of Site 1A was cooperative with officers stating there was a fight but had broken up prior to the officer's arrival. At 3:14am officers were dispatched to St Mary's hospital for a subject injured in the fight. The victim stated he was breaking up the fight when he was struck causing a laceration to his left eye.
  5. On 04/08/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Site 1A, 231 E. Buffalo St. The Police Aid was denied at the door.
  6. On 10/25/2017 at 1:55am officers responded to Site 1A, 231 E. Buffalo St, for a large crowd fighting. Several officers arrived and found a large crowd but not fights. Officers attempted to disperse the crowd. On 11/08/2017 the officer spoke with Aaron OHLSSON, who is the owner of the bar. He stated Sean PLISS was bought out of the business in September 2016 and has no input other than being listed as agent.

Date: January 7, 2021  
Officer: Carlos Felix

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

Name of Premise: Lucid / The Garden  
Address: 725-29 N Milwaukee  
Phone:

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

Licensee/Agent: Sean A. Pliss (P420-7817-8350-04)  
Home Address: 3978 S 1<sup>st</sup>  
City State Zip: Milw WI 53207  
Phone: 414-412-3170  
Email: sean@lucidmke.com

Preferred contact: Same

Location currently open: ☐ YES ☒ NO

Projected open date: FEB 2021

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

Hours of Operation: Sun: 24 hours ☐Y ☐N  
Mon:  
Tue:  
Wed:  
Thu:  
Fri: 9P-2:30A  
Sat: 9P-2:30A

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

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Food:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Occupancy:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> 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. Is there a bus stop? ☐ Yes ☐ No
7. Is there a bus shelter? ☐ Yes ☐ No ☐ N/A
8. Street parking ☒ Yes ☐ No
9. Is there a parking lot ☐ Yes ☒ No
10. Is the parking lot clean? ☐ Yes ☐ No ☒ N/A
11. Is the parking lot well lit? ☐ Yes ☐ No ☒ N/A
12. Valet Parking ☒ Yes ☐ No
  - a. Will this lot have a guard? ☐ Yes ☐ No ☒ N/A
  - b. Will this lot have cameras? ☐ Yes ☐ No ☒ N/A
13. Are there areas where a person could conceal themselves ☒ Yes ☐ No
14. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
15. Exterior Payphone? ☐ Yes ☒ No
16. Are there No Loitering Signs posted? ☐ Yes ☒ No
17. Are there exterior security cameras ☒ Yes ☐ No How Many: 4
18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Exterior Comments:

**Camera Survey:**

19. Does this location have security cameras? ☒ Yes ☐ No
20. Are they in working order? ☒ Yes ☐ No
21. What format are the cameras?
  - a. Color ☒ Yes ☐ No
  - b. Digital ☐ Yes ☐ No
  - c. VCR ☐ Yes ☐ No

d. Recorded ☒ Yes ☐ No

22. How long is footage stored for later viewing: 2 weeks

23. Are there exterior cameras ☒ Yes ☐ No How many: 5

24. Are there interior cameras ☒ Yes ☐ No How many: 23

25. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No

26. Cameras located in parking lot ☐ Yes ☐ No ☒ N/A How many

Camera Survey Comments:

### Interior Survey:

27. What is the planned/posted capacity 490

28. What is the minimum number of employees that will be on premise 8

29. 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

30. Is the interior of the location neat and clean? ☒ Yes ☐ No

31. Does an interior camera face the entrance/exit? ☒ Yes ☐ No

32. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No

33. 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

Interior Comments:

### Security

34. How many security personnel are going to be employed: 8 ☐ N/A

35. How will they be deployed: Interior 6 Exterior 2 ☐ N/A

36. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☒ Fri ☒ Sat ☐ Sun ☐ ALL

37. Will the security be managed by business ☒ or contracted ☐

38. Will they be armed ☐ Yes ☒ No ☐ N/A

39. What type of security measures will be used: ☐ N/A

☐ Wanding/metal detector Have

☒ ID Scanner

☒ Dress Code

☒ Cover Charge

☒ Age restriction 21

☐ Other

40. When at capacity, how will the overflow crowd be managed? wait in line or turn away

41. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

Security Comments: PO. Felix offered to have D1 CPU conduct a safety training for staff

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is being submitted by PO. Carlos Felix.

This CPTED was conducted on January 7, 2021 at 11:30AM. The business is housed in a property that is located at 725-729 N. Milwaukee Street, a business district. The name of the business will remain the same as the previous that located at this location. The main entrance houses the area that will be remain as Lucid night club. There is a camera in the vestibule, which

captures activity at the door. A room that has a window into the vestibule will be utilized as a cashier area where the transaction for the cover charges and ID checks will take place. Lucid will provide VIP areas sectioned off for patrons. The neighboring section will be called The Garden, and utilized mainly as a special event area and rental area. Security will monitor the interior and exterior of the business. There are only plans to be open two days out of the week, with a third day to be decided later. All of the cameras were in working order. The office in the lower level and has a secured door, two safes, and a working camera. There is a second locked area that houses the hard drive for the security cameras. I advised that the current hollow door be replaced with a solid core door to secure the security camera hard drive. There are four parking spots in the rear of the building that will only be used by management. There are exterior cameras and lighting. I offered to come in for one of the staff meetings and go over some best practice points for employees.



Thursday, January 14, 2021



# Notice of Public Hearing

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notice

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PLISS, Sean A, Agent  
The Garden/Lucid at 725-729 N Milwaukee St  
Class B Tavern, Public Entertainment Premises, Food Dealer, Sidewalk Dining, and Loading Zone  
License Renewal Applications with Change of Agent and Shareholder

**Tuesday, January 26, 2021 at 11:05 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 1/26/2021 at 11:05 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto: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.

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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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	741 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 901	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 803	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 205	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 305	MILWAUKEE, WI 53202
CURRENT OCCUPANT	714 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 1	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 3	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 4	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 402	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 804	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 801	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 503	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 406	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 701	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 501	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 601	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 606	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 604	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 403	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 2	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 301	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 401	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 802	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 703	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 903	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 602	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 603	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 206	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 404	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 306	MILWAUKEE, WI 53202
CURRENT OCCUPANT	712 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 301	MILWAUKEE, WI 53202



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Total Records: 46

Radius: 250.0 feet and Center of Circle: 725-29 N Milwaukee St

# 2020-2021 Plan of Operation for 725-729 N MILWAUKEE ST

## 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:

Number of garbage cans: Inside \_\_\_\_\_ Locations: NUMEROUS THROUGHOUT BAR, LOUNGE & RESTROOMS  
Outside \_\_\_\_\_ Locations: \_\_\_\_\_

Is a crowd control barrier used? ☐ No ☒ Yes If Yes, Describe: AT LOUNGE ONLY

Number of restrooms: SEE ATTACHED 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? \_\_\_\_\_  
AND What are their responsibilities? CHECKING ID'S, REGULATING CAPACITY, CHECKING FOR INTOXICATION  
What security equipment do they use? BLACKLIGHT TO CHECK ID'S, FLASHLIGHTS, BAR ID SCANNER  
List their licensing, certification or training credentials: NATIONAL HOST SECURITY CERT.

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: ENTRANCES & BAR AREAS

Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe:

CHECK ID'S UPON ENTRY

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

Alcohol 80 % Food Sales 20 % 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](http://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: SD 1080 Fee: \$150.00

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 13783 Fee: \$1,250.00

Your current food license includes the following food operations:  
DHS - COMPLEX, Sales \$200,001 - \$2,000,000, Tavern Restaurant  
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:

Disc Jockey, Patron Contests, Patrons Dancing, Bands

### 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.**

☐ Instrumental Musicians

☒ Disc Jockey

☐ Jukebox

☐ Adult Entertainment/  
Strippers/Erotic Dance

☐ Motion Pictures (movies by admission)  
How many screens? \_\_\_\_\_

☒ Bands

☐ Magic Shows

☐ Wrestling

☐ Karaoke

☐ Amusement Machines  
How many? \_\_\_\_\_

☐ Battle of the Bands

☐ Poetry Readings

☒ Patron Contests

☐ Bowling Alley

How many? \_\_\_\_\_

☐ Concerts

Approx. # per year? \_\_\_\_\_

☐ Comedy Acts

☐ Dancing by Performers

☒ Patrons Dancing

☐ Pool Tables

How many? \_\_\_\_\_

☐ Theatrical Performances

Approx. # per year? \_\_\_\_\_

☐ 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:

**SPEAKERS ARE FIXED &  
POWERED BY AMPS**

### 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.

Joe McLean

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