



CITY OF WAUWATOSA
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LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE

Tuesday June 28, 2011
Committee Room #2 – 7:30 p.m.

PRESENT: Alds. Birschel, Causier, Hanson, Nikcevich, Roznowski – 5

EXCUSED: Ald. Wilson

ALSO PRESENT: A. Kesner, City Attorney; Capt. D. Weiss; P. Enders, Economic Development Dir.; J. Archambo, City Administrator

Ald. Birschel as Chair called the meeting to order at 7:30 p.m.

Operator License renewal by Robert E. McKenney, 6224 W. Wisconsin Avenue, Wauwatosa, for the period ending June 30, 2012

Mr. McKenney was present. Mr. Kesner noted that there was more than one item on the police report and the applicant only disclosed one incident. Capt. Weiss concurred. Mr. Kesner advised the committee on their options regarding operator license renewals, which are different than original operator license applications.

Ald. Causier questioned the applicant's judgment and was satisfied with his explanation.

Moved by Ald. Hanson to recommend denial,
motion fails due to lack of a second.

The committee briefly discussed the options and Ald. Birschel asked for a motion.

Moved by Ald. Roznowski, seconded by Ald. Causier to
recommend approval of the operator license with a six
month review. 4 Ayes; 1 No (Hanson)

Extension of Class "B" Beer / "Class B" Liquor license to the parking lot by Juniper 61 LLC, d/b/a Juniper 61, 6030 W. North Avenue, Sarah Jonas, agent for the first annual East Town Get Down on Saturday, August 20, 2011 from 1:00 p.m. to 8:00 p.m.

Pattie Ford, the restaurant manager, was present. Ald. Birschel requested that the business provide a cell phone number to the Aldermen in that district. Ms. Ford explained that they wanted to start out with a small event and possibly expand in years to come. The event would include music and bands.

Ald. Causier asked if the neighbors have been notified of the event. Ms. Ford said that she would contact the neighbors of the event.

Brian Faltinson, 2209 N. 62nd Street stated that he frequents Juniper 61 and endorses this event.

Moved by Ald. Nikcevich, seconded by Ald. Hansen to
recommend approval of the liquor license extension – 5

Ald. Nikcevich made comment in favor of these types of activities in Wauwatosa. She encouraged Ms. Ford and the owners of Juniper 61 to venture ahead and create an annual event for the residents of Wauwatosa to participate in.

Held from previous meeting, continued discussion of the quarterly newsletter and other communications

Ald. Nikcevich gave a ratings review of circulated communications from various cities in the area covering a time span of several years. She presented a handout with her ideas related to a committee on marketing and public relations communications. Ald. Nikcevich inquired about the process involved in the Visit Milwaukee publication. Mr. Kesner explained that the city budgets our participation in the Visit Milwaukee publication.

Ald. Nikcevich recommends creating an Ad hoc marketing and communications committee of local marketing and branding executives to examine the city image and promotional materials. Develop a plan of action based on the results. Follow recommendations and find funding to the best of the city's ability.

Ald. Hanson suggested that the committee reconvene in two weeks with a better understanding and more information. The committee agreed that this doesn't have to be done immediately and that more discussion and planning are necessary.

No License applications forwarded for review

The meeting adjourned at 8:11 p.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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