

WEST ALLIS COMMON COUNCIL  
LICENSE AND HEALTH COMMITTEE  
CITY OF WEST ALLIS

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**In the Matter of the License Application of Melissa Marie Martin  
D/b/a M&M's Sports Bar**

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OPERATION PLAN

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**WHEREAS**, on September 18, 2012, a summons and complaint alleging violations of Wisconsin Statute Chapter 125 and West Allis Revised Municipal Ordinance 9.02(12) was filed with the West Allis Common Council's License and Health Committee in regard to Danny's Lounge, located at 1900 South 60<sup>th</sup> Street, West Allis, Wisconsin; and

**WHEREAS**, on November 20, 2012, the West Allis Common Council approved a stipulation that prohibited Danny's Lounge from operating under its tavern licenses until a new occupant applied for an tavern license; and

**WHEREAS**, Melissa Marie Martin (hereinafter "Martin") seeks to obtain a tavern license for the premises at 1900 South 60<sup>th</sup> Street; and

**WHEREAS**, on prior occasions, complaints were filed with the West Allis Common Council's License and Health Committee regarding taverns located at 1900 South 60<sup>th</sup> Street, West Allis, Wisconsin, including "Mario's" and "Kicks"; and

**WHEREAS**, due to the prior incidents at the location, the City wishes to protect the health, safety, and welfare of its citizens and employees before agreeing to license a tavern at that location; and

**WHEREAS**, to achieve those objectives, the Common Council is requesting a suitable operation plan from Martin as a condition of granting her tavern license application.

**WHEREFORE:** Melissa Marie Martin, doing business as M&M's Sports Bar, hereby agrees to the following operation plan for the licensed premises at 1900 South 60<sup>th</sup> Street:

1. That Martin shall not be eligible for a dance hall license, pursuant to West Allis Revised Municipal Ordinance 9.05;

2. That Martin shall not be eligible for a tavern entertainment license, pursuant to West Allis Revised Municipal Ordinance 9.034;
3. That Martin shall not be eligible for an instrumental music license, pursuant to West Allis Revised Municipal Ordinance 9.032, and shall not permit any DJs, musicians, musical performers or other similar entertainment to perform at the premises. “DJ,” as used herein, shall mean a person who plays, presents, or mixes recorded music typically for dancing or a party, but shall not include a person selecting recorded music from a jukebox, iPod, computer, or similar device;
4. That Martin shall not employ or partner with Mario Morgese, Daniel Seiy, or any former licensee of 1900 South 60<sup>th</sup> Street to operate or assist in operating the premises;
5. That Martin shall not offer any drink specials for free or reduced price alcoholic beverages after 7:00 p.m.;
6. That Martin shall maintain a theme of a “sports bar” at the premises;
7. That Martin and the employees of M&M’s Sports Bar shall comply with all other state statutes, including but not limited to Wis. Stat. Chapter 125, and all ordinances in the West Allis Revised Municipal Code.
8. That these restrictions may not be altered without the consent of the License and Health Committee of the West Allis Common Council.

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Melissa Martin  
M&M Sports Bar

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Date