

Monica Schultz

From: Mark Vicena <mark.vicena@sbcglobal.net>
Sent: Sunday, March 16, 2014 8:52 PM
To: Monica Schultz
Subject: Urban Joe Café Public Hearing 3-18-14

City of West Allis Common Council,

I am a 20 year resident of West Allis residing at 1338 S. 65th St. I am writing you this e-mail in full support of your vote to exceed the current Class B Tavern License quota in the issuing of a liquor license to Urban Joe Café.

Downtown West Allis is NOT an evening destination spot, nor does it offer anything to the middle-aged professional adults, or the young and older crowd- who don't want to patronize the stereotypical "Stallis bar" scene.

Urban Joe Café has brought a certain Quality, "freshness" and trendy establishment to West Allis via menu and atmosphere which seemed to coincide with all the city's talk and visions for the area. It's a "win" for the city because they take pride in their business (inside and out) and are involved in the Community, like retail businesses should be.

Unfortunately, they do not offer wine, beer or even an Irish coffee or after-dinner drink for purchase along with, or after the meal. For this reason, I will not have evening dinner there or meet up with friends there after work for appetizers, and will continue to go to neighboring cities where I can have uniqueness of menu and a cocktail or wine with it.

By not voting to exceed the license quota and limiting Urban Joe Café, I believe you are contradicting the vision of what downtown West Allis could be – and reverting back to a "poor and ugly" downtown with "sketchy" businesses. It is amazing that visitors to our downtown can currently buy drug paraphernalia at 4 different places in Downtown West Allis, as well as pornography and an abundance of cold-medicine from a tobacco store, but can't enjoy a nice glass of wine or a drink with their meal in a trendy & unique café in the latter afternoon and evenings.

Having Urban Joe Café in downtown West Allis is an Asset and Improvement to the downtown business district during the day only. It could easily be an asset to downtown in the late afternoon and evening hours also, if it had a liquor license. Three (3) West Allis restaurants (Crawdaddy's, Hong Thai & Paradise Café) have recently closed, and along with that have reduced the tax dollars that the city could be receiving.

Only a very small portion of your liquor licenses are currently issued to Restaurants, and there needs to be 1 more – Urban Joe Café. Please do not limit Urban Joe Café, and I fully support your vote to exceed the quota for 1 more license for this business, for the good of Downtown West Allis.

Sincerely,
Mark Vicena