

## Monica Schultz

---

**From:** mvicena@wi.rr.com  
**Sent:** Friday, March 14, 2014 1:15 PM  
**To:** Monica Schultz  
**Subject:** Urban Joe Cafe Public Hearing 3-18-14

Good Afternoon:

I am writing to you to express my support of Urban Joe Cafe receiving a liquor license for their establishment.

My family lives in the area, and I have been down Greenfield Avenue many times; personal shopping, enjoying a nice walk in the summer, and/or enjoying the establishments.

I was quite excited to see Urban Joe's come into the city... they are an upscale, clean, family friendly establishment. I just LOVE the kindness of the owner and staff, as well as the variety of the menu. I am 40+ in age, and this establishment really caught my eye. In my humble opinion, this place has brought "real class" to the street... it is NOT a bar, not a resale shop, and it has "culture" .... this is a true BENEFIT for West Allis.

By offering a liquor license to them, it will increase the "upwardly mobile" person to come into the city... They have a great nitche that is currently not being touched by any other business.

Please highly consider my request. It is time that West Allis start "upgrading" their businesses.. and Urban Joe's can help you do that!! Please allow them to have the liquor license they request. (out with the old... in with the new).

Thank you for your time and consideration.

Maureen Elliott