



**Fall 2016**

## **From the License Division Desk**

Welcome to the Fall edition of our License Division's quarterly newsletter! Here at City Hall, we've been focusing on ideas to transform the way you interact with City government (this newsletter being one of them), and I'd like to take a moment to highlight a few of our new developments. I think you'll find our new tools a handy compliment to your business.

Foremost of these initiatives has been the creation of our Red Tape Rescue program. Through this flagship initiative, the City Clerk's Office is entering a new paradigm of governance by implementing programs that make education, access, and community outreach a priority.

For instance, our [Clerk Notes Instructional Video Series](#) brings the knowledge and expertise of our License Division's staff right to your fingertips, and a new [StartSmart web app](#) (featured on page 3 this newsletter) has been developed to help you better navigate the licensing process.

Perhaps you're not tech-savvy or just prefer face-to-face interaction. We've got you covered! Our Licensed Premises Pivot Program brings the experts to you for lively discussions and one-on-one problem-solving. You can find dates and times of future Pivot programs on page 2. Finally, to keep up-to-date on all the most recent License Division news, you can now find us on Facebook at [facebook.com/MKELicenseDivision](https://www.facebook.com/MKELicenseDivision).

If you do business in Milwaukee, there's a good chance you're also "doing business" with City Hall. We understand that you already have a lot on your plate; that's why we want to be as proactive and collaborative as possible.

If you would like to be a part of this change, feel free to submit your ideas to the License Division or visit us at City Hall. We'd love to hear from you!

Richard Pfaff  
Deputy City Clerk

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## Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at [milwaukee.gov/license](http://milwaukee.gov/license).

### Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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## Community Spotlight

### Community Advocates on...Tobacco

While it's illegal to sell tobacco and nicotine products in Wisconsin to anyone under the age of 18, the reality is that 4,000 kids in our state will still become daily smokers in the next year. Parents and the local community must work together to keep tobacco products out of the hands of kids; however, it's critical to remember that retailers are often the first line of defense when it comes to preventing youth access to tobacco.

Wisconsin Wins (WI Wins) is a statewide program that works directly with tobacco retailers to ensure safe and legal retail practices around tobacco. In the City of Milwaukee, WI Wins compliance checks are conducted by the City of Milwaukee Tobacco-Free Alliance (CMTFA) at a variety of locations each year. These checks are opportunities for retailers to demonstrate their commitment to following the laws and receive positive recognition for doing so. There are also opportunities for retailers to seek additional education and resources. The CMTFA recommends [smokecheck.org](http://smokecheck.org) as an easy and free tool to train all employees on the facts about Wisconsin's tobacco sales laws.

When we all work together to keep tobacco out of reach of youth, retailers face fewer penalties and minors have a harder time making illegal purchases, leading to healthier futures.

*Funded by the Wisconsin Tobacco Prevention and Control Program, the Community Advocates Public Policy Institute coordinates the CMTFA to prevent and reduce the burden caused by tobacco through education and community mobilization. For more information visit: [ppi.communityadvocates.net](http://ppi.communityadvocates.net) or contact Coordinator, Deb Heffner at 414-270-4655 or [DHeffner@communityadvocates.net](mailto:DHeffner@communityadvocates.net)*

## Briefs

*New and important information you need to know.*

### City Code Changes

- **File #151474:** Makes changes to the Residents Preference, Small Business Enterprise and Local Business Enterprise Programs
- **File #151458:** Revises various recycling, salvaging and towing license regulations. (Passed on February 9, 2016)
- **File #160192:** Creates a temporary change of plan permit to allow any business to obtain one permit instead of multiple permits or licenses when making temporary changes to its plan of operation.

### Making a Difference Means Knowing the Right Facts

Wisconsin State Statute 134.66 prohibits the sale of tobacco and nicotine products to anyone under the age of 18. Other laws to help protect minors and help retailers and employees avoid penalties, include:

- Retailers who sell tobacco must post a sign informing customers that it is illegal to sell tobacco products to minors
- Cigarettes can only be sold in packs and cartons – never as singles
- Cigarette “giveaways” are never allowed
- Cigarettes and smokeless tobacco must be kept behind the counter

**Note:** Licensees are responsible for knowing and abiding by current ordinances, statutes and other regulations.

## Featured Program

### StartSmart Web App

Starting a new business? The License Division, in cooperation with the Department of City Development and the Information Technology Management Division, is proud to announce the launch of the [StartSmart web app](#).

StartSmart is an online tool to help entrepreneurs determine what City or State licenses or permits are needed to open a business in Milwaukee. The app asks simple questions to learn about your business. When all questions are answered, StartSmart will provide a list of requirements or applications. You will also receive a list of resources to help get your business started and operating successfully.

StartSmart implements recommendations made by the Milwaukee Common Council's [Local Business Action Team](#) and the City's [Growing Prosperity Economic Development Action Agenda](#). The tool is supported by a Startup in a Day prize awarded by the [U.S. Small Business Administration](#).

Initially, StartSmart focuses on the business types opened most frequently in Milwaukee. More business types will be added to StartSmart in the coming months. In addition, the app will be available in Spanish soon.

Small businesses are important to Milwaukee's economy, and StartSmart is one way we're striving to support entrepreneurs launching new enterprises.

We'd love to get user feedback about StartSmart. Please send your comments via email to [RedTapeRescue@milwaukee.gov](mailto:RedTapeRescue@milwaukee.gov).



# StartSmart



## Licensing Notes

### Upcoming License Committee Meetings:

- October 18, 2016
- November 29, 2016

### For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead! The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

### For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

### Recent Disciplinary Actions

License suspensions and revocations

- **Sunshine Food Market:** 103 E. Keefe Ave. [File # 151876](#): 39-day suspension (Class A Malt & Food Dealer)
- **Onyx Social Club & Restaurant:** 3120 W. Villard Ave. [File # 151876](#): 45-day suspension (Class B Tavern, Food Dealer & PEP)
- **Dino's Taverna:** 777 N. Jefferson St. [File # 151876](#): 20-day suspension (Class B Tavern, Food Dealer, Side-walk Dining & PEP)
- **Chava's Tacos:** 1117 W. National Ave. [File # 151876](#): 10-day suspension (Food Dealer & Food Peddler)
- **Foodtown Mini Mart:** 4790 N. Hopkins St. [File #160408](#): 15-day suspension (Food dealer)
- **La Casa Vieja:** 1629 S. 10th St. [File #160408](#): 60-day suspension (Class B Tavern & PEP)
- **All Star Food:** 3100 N. 27th St. [File #160408](#): Revocation (Class A Malt, Food Dealer & Cigarette/Tobacco)



## Directory

### City Clerk's Office License Division

City Hall Room 105  
200 E. Wells Street  
Milwaukee, WI 53202

Phone: (414) 286-2238  
Fax: (414) 286-3057

Email: [license@milwaukee.gov](mailto:license@milwaukee.gov)

### Common Council

(414) 286-2221

### Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. José G. Pérez (Vice Chair)
- Ald. Milele A Coggs
- Ald. Chantia Lewis
- Ald. Khalif J. Rainey

### MPD License Investigation Unit

(414) 935-7430

### Department of Neighborhood Services

(414) 286-2268

### Health Department

(414) 286-3674

### Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

## Upcoming Events

Are you trying to start a new business? Have you been struggling to make sense of regulations relating to an existing business? **The Licensed Premises Pivot Program** can help you cut through the red tape and get your business operating successfully.

If you have questions about getting a license or permit, resolving a problem, understanding rules and regulations, or just want the latest information on best practices, we can help you put your best foot forward.

The Pivot program is available to business owners, managers or other relevant employees (up to 3 per business) for any tavern, liquor store, convenience store or gas station. The program is completely free!



### Upcoming Pivot Programs

- Thursday, October 13 (2 p.m. to 5 p.m.) – Phongsavan Asian Market, 6300 North 76th Street
- Tuesday, December 6 (2 p.m. to 5 p.m.) – Ignace Indian Health Center, 930 W Historic Mitchell St.

## Dear Andy

Letters to the License Division desk.



**Q** Dear Andy,

Every autumn, I see pumpkins and Christmas trees for sale, and think, "Hey, I could do that!". This year, I've decided to put together a business plan, but I have no idea what licenses or regulations I need to consider. I'm stumped. Help!

**Needle Little Advice**

**A** Dear Needle Little Advice,  
Great question! First, let's talk licensing.

To sell cut Christmas trees in Milwaukee, you will need a Seasonal Market Permit (\$75) from the City's Development Center. With this permit, you will be able to operate for 90 days, as long as Christmas trees make up 75% of your merchandise. If you are not already a permanent merchant in the City, you will also need to obtain a Transient Merchant License from the License Division (\$140). Finally, be sure to obtain a Seller's Permit from the Wisconsin Department of Revenue (for tax purposes).

Now, on to regulations. The City's zoning code does not allow sales at seasonal markets between 9 p.m. and 7 a.m., and you are only allowed to place 2 signs on the property (16 square feet total area). Also, keep in mind that if you do not own or lease the property on which you will operate, you will need to provide the Department of City Development (DCD) with written proof that the owner has given you permission. Finally, if you would like to operate on a City-owned vacant lot, you will need to contact DCD's real estate office (414-286-5731) to discuss entering into a short-term lease. Good luck!

Sincerely, Andy