



# Change of Officers

\_\_\_\_\_  
(Agenda Item Number)

\_\_\_\_\_  
(Legistar file number)

\_\_\_\_\_  
(License number)

\_\_\_\_\_  
(Alder District # and Name)

Office Use Only

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

### Licensed Premises Information

This application modifies existing alcohol license number: 45268 - 32909

Business dba Name: VISIONS NIGHTCLUB

Licensed Address: 3554 E WASHINGTON AVE MADISON WI 53704-4133

Liquor/Beer Agent Name: DAVID A. BROWN Alder, District #: 15 : ALDER  
GRANT A. FOSTER

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): T.C. VISIONS INC

Business Mailing Address: 3554 E WASHINGTON AVE MADISON WI 53704-4133

Business Contact Name, Position: DAVID A. BROWN (MANAGER, AGENT)

Business Phone: 6082449771 Business Email: DAVEBROWN1969@hotmail.com  
INTB@SILKEXOTIC.COM

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
SCOTT KRATHN	PRESIDENT
JOSEPH MODL	TREASURER
CRAIG PLOETZ	SECRETARY
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: SEE ATTACHED

After this change, how many total officers/members/directors will be in the organization?: 4

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

7-19-19  
\_\_\_\_\_  
Date

Form submitted by mail/e-mail  
Office Use Only

SCOTT KEATIN

## Visions Business Proposal

**Addresses:** 3554 E Washington Ave, Madison WI 53704

**Investment:** Renovations and improvements of interior and exterior of building. Money will be personally invested by owners without any bank loans thereby proving their commitment to the project and the community.

Scott Krahn, Joe Modl, and Craig Ploetz also own and operate four Silk Exotic Gentlemen's Clubs:

- 2 in downtown Milwaukee
- 1 in the outskirts of Milwaukee
- 1 in the Town of Middleton

The Silk club in Middleton has been open since 2009, and for the past 10 years, they have established a track record of running a clean club that has a good relationship with law enforcement and are good neighbors in the community.

Their emphasis is on pro-active, preventive security measures and on attracting high-end patrons and deterring troublemakers.

**Operation:** **Hours:** Sun-Thu 7pm-2am; Fri-Sat 7pm-2:30am

**Parking** will be provided by a valet (independent, unaffiliated company) and will be off-site. Owners of Silk have 2 downtown Milwaukee establishments (with no parking lot or street parking available) and have worked with valet companies and surrounding businesses for several years to make the lack of parking a non-issue.

Also, since Visions is not a large club, to further alleviate parking problems, when bachelor parties or large groups seek to make a reservation, they will be referred to Silk in Middleton, which has ample parking.

**Noise level** will be minimal and contained within the interior of the club. We use state-of-the-art sound-proofing. Our clientele prefers lounge-like, social atmosphere, not loud club music.

**Security:** There will be a dress code that is strictly enforced. Patrons who arrive already intoxicated will not be permitted entry.

There will be a significant remodeling of the club, with a more subtle exterior and added lighting in the parking lot.

Floor hosts trained in security measures will monitor and check IDs at the front entrance. They will use state of the art metal detectors and wand all

patrons wanting to enter the premises. No weapons will be allowed inside the establishment for any reasons.

Additional floor hosts will make sure everyone inside is comfortable and undisturbed, contributing to a serene atmosphere. Upon closing, floor hosts will make sure all patrons, employees and entertainers leave safely and in an orderly manner. Third-party trained security personnel will patrol the neighborhood from opening until last patron leaves the area safely.

There will be at least 32 security cameras on the interior and exterior of buildings.

The security firm of Endres and Endl (operated by ex-sheriff's deputies from Dane County) has been retained to patrol the parking lot and exterior from opening until last patron leaves the area safely. They will ensure that loiterers and potential troublemakers leave the area.

**Neighborhood:** cleaning staff and employees will make sure area around the property is cleaned every day and night. There will not be any unsightly waste or garbage anywhere near the front, side or back of building.

**Programming:** Visions will continue to present exotic dance entertainment for adult patrons.