

Mayoral Proclamation

WHEREAS, on April 2nd, 1971, Leander F. Bugs and Clarissa Bugs leased the building at 14040 W. Greenfield Avenue in the City of Brookfield, Wisconsin as a Boy Blue of America franchise; and

WHEREAS, by January of 1975, Leander and Clarissa decided to leave the Boy Blue of America franchise and venture out in their own way, creating what we know and love to be the family-run, nostalgic, old-fashion, neon-lit, and octagon-shaped ice cream store of today; and

WHEREAS, after much hard work and perseverance, Leander and Clarissa purchased the property at 14040 W. Greenfield Avenue in 1987 and incorporated "Lee's Dairy Treat" as a domestic business in the State of Wisconsin in 1996; and

WHEREAS, in March of 1997, Leander and Clarissa Bugs passed full ownership of Lee's Dairy Treat to the next generation, Danette Bugs, their youngest daughter; and

WHEREAS, in 2000, Lee's Dairy Treat survived the reconstruction of Greenfield Avenue (HWY 59), expanding it to four lanes with new turn lanes, sidewalks, and landscaped medians, led by the Wisconsin Department of Transportation; and

WHEREAS, Lee's Dairy Treat continues to thrive in the Bugs family — even through the ever-changing and unpredictable COVID-19 pandemic — serving the well-known 32-ounce MONSTER malt, their Homemade Chili and Bar-B-Que beef sandwiches using secret family recipes, and offering customers an endless amount of options by having over 40 different toppings for sundaes, shakes, malts, and blitzes available daily — all being served with a smile; and

WHEREAS, Lee's Dairy Treat is not only a community icon, providing friendly service and delicious soft-serve treats from the beginning of March through the end of October, but also supports the community by hiring local high school-aged students that are seeking their first job as well as sponsoring and donating to organizations of the local community;

NOW, THEREFORE, I, Steven V. Ponto, Mayor of the City of Brookfield, do hereby designate June 20th, 2020, the first day of Summer, to be

"LEE'S DAIRY TREAT DAY"

in the City of Brookfield to celebrate Lee's 50th Season of family tradition and it is my hope that Lee's provides the residents of Brookfield with tasty ice cream treats for years to come!



Signed and sealed the 20th day of June,
in the year Two Thousand and Twenty.


Steven V. Ponto, MAYOR
City of Brookfield