



Milwaukee LGBT History Project, Inc.

M & M Club Bar & Restaurant

The M & M Club was one of Milwaukee's favorite GLBT destinations for almost 30 years from the time it was opened on July 4, 1976 by community activist Bob Schmidt, with partners Leo Peters and Jim Moes. A mecca for men and women alike, the Club long served the gay and lesbian community. The bar was housed in the Pabst Brewing Co. Saloon and Boarding House built in 1904, which the M&M Club renovated in 1987.

In 1980 Bob commissioned Milwaukee's premier artist, Robert Uyvari, to design an outdoor patio. This was the beginning of a long collaboration between Uyvari and the M&M.

The M&M Club also had the longest-operating restaurant of any LGBT business in Milwaukee with a full-service restaurant, serving the community since the early 1980's. Initially called The Sidebar, the restaurant finally took off with the addition of Sunday brunch and Friday fish fries. The restaurant became so popular it prompted the addition of a glass atrium/greenhouse on the north side of the building in 1983; to be known as the Glass Menagerie Restaurant.

The M&M Club established a reputation for sponsoring events connected to the performing arts. The Club regularly organized meal and play packages for visiting arts performances often followed by cast parties.

The Club, staff, and customers were also intimately involved in the community as a whole. The Club sponsored teams in softball, darts and other leagues, and also sponsored various fundraisers benefiting the local AIDS and other community betterment organizations. They made their banquet room available for annual flu shots, anonymous AIDS screenings, and similar health-directed efforts.

By 1985 Bob Schmidt had bought out both partners, Leo and Jim, and Bob continued to run the business day to day. But after 25 years, Bob sold the business to one of his long-time employees, BooBoo, while retaining ownership of the building.

In April 2006, Bob sold the building to a company planning to open a new Irish pub. The M&M closed forever at 2am on Sunday, May 14, 2006. Anniversary parties have been held for this bar multiple times, including one commemorating 10 years after its close, in 2016.