



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Minutes - Final Safety and Licensing Committee

Wednesday, May 28, 2025

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order by Chair Croatt at 5:30 p.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 3 - Croatt, Van Zeeland and Fenton

Excused: 2 - Hartzheim and Firkus

4. Approval of minutes from previous meeting

[25-0575](#)

Safety & Licensing Committee Minutes from 5/14/25

Attachments: [S&L Minutes 5.14.25.pdf](#)

Fenton moved, seconded by Van Zeeland, that the Minutes be approved. Roll call. Motion carried by the following vote:

Aye: 3 - Croatt, Van Zeeland and Fenton

Excused: 2 - Hartzheim and Firkus

5. Public Hearing/Appearances

[25-0566](#)

Alcohol License Demerit Point Violation Appearance - Mr. Frogs on the Ave

Attachments: [Mr.Frogs Demerit Pt Letter \(2nd\).pdf](#)

No one appeared for this item

6. Action Items

[25-0572](#)

WI United Football Club - Summer Shootout Special Event Application

Attachments: [WI UFC -Summer Shootout- Kickin' for a Cure -Application .pdf](#)
[Memo - WI United Football Summer Shootout Event.pdf](#)
[Hilton Letter of Support for Summer Shootout Event.pdf](#)

Ann Bona and Eric Gebhart addressed the committee

Fenton moved, seconded by Van Zeeland, that the appeal and the Special Event License application be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 3 - Croatt, Van Zeeland and Fenton

Absent: 2 - Hartzheim and Firkus

Balance of the action items on the agenda.

Fenton moved, Van Zeeland seconded, to approve the balance of the agenda excluding Item 25-0567. The motion carried by the following vote:

Aye: 3 - Croatt, Van Zeeland and Fenton

Excused: 2 - Hartzheim and Firkus

[25-0573](#)

McFleshman's Full-Service Retail Outlet Request for alcohol sales/service at the ADI Farmer's Market July 12, 19 & 26 (2025)

Attachments: [McFleshmans AB-105 Farmers Market 2025.pdf](#)

This Report Action Item was recommended for approval

[25-0579](#)

Stone Arch Full-Service Retail Outlet Request for alcohol sales/service at the July 3rd Independence Day celebration in Memorial Park

Attachments: [Stone Arch AB-105 July 3rd Fireworks Redacted.pdf](#)

This Report Action Item was recommended for approval.

[25-0565](#)

Class "B" Beer and Reserve "Class B" Liquor License application for Vault 202 Brewery and Taproom LLC d/b/a Vault 202 Brewery and Taproom, Frederick Stuedemann, Agent, located at 202 W College Ave, contingent upon approval from the Health and Inspections departments

Attachments: [Vault 202 Brewery & Taproom LLC.Alcohol.Class B Beer Reserve Liquor.2.26.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0568](#)

2025-2026 Late Cigarette, Tobacco, and Electronic Vaping Device License renewal applications

Attachments: [2025 LATE CTV RENEWALS.pdf](#)

This Report Action Item was recommended for approval.

[25-0569](#)

Cigarette, Tobacco, and Electronic Vaping Device License application for Esales Inc d/b/a The Flower Pot, Tye Hartwell, Agent, located at 2310 W College Ave

Attachments: [Flower Pot.Esales Inc.CTV.5.16.25REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0570](#)

Pet Store License renewal application for HSA Corporation d/b/a Pet Supplies Plus, Angela DeHaan, Applicant, located at 702 W Northland Ave, contingent upon approval from the Inspections department

Attachments: [Pet Supplies Plus.HSA Corporation.PK.5.14.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0571](#)

Pet Store License renewal application for Just Pets LLC d/b/a Just Pets, Craig Weborg, Applicant, located at 2009 N Richmond St

Attachments: [Just Pets.PK.5.16.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0577](#)

Salvage Dealer's License renewal application for Mr C's Motorcycles LLC d/b/a Mr C Cycle, Janet Ristau, Applicant, located at 724 S Outagamie St, contingent upon approval from the Inspections department

Attachments: [Mr C's Motorcycles.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0335](#)

Temporary Class "B" Beer License application for Appleton Downtown Inc, Jennifer Stephany, Person in Charge, located at 333 W. College Ave, ~~on May 16, 2025~~ from 5:00 p.m. to 10:00 p.m. on College Avenue, from Superior Street to Durkee Street, for Light the Night Market special event, RESCHEDULED TO FRIDAY, MAY 30, 2025

Attachments: [Appleton Downtown Inc.Alcohol.Temp B Beer.Light the Night Market.5.16.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0567](#)

2025-2026 Late Alcohol License renewal applications, contingent upon approval from all departments by 12:00 p.m. on June 30, 2025

Attachments: [2025 Late Alcohol License Renewals.pdf](#)

Fenton moved, seconded by Van Zeeland, that the Alcohol License Renewal applications be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 3 - Croatt, Van Zeeland and Fenton

Excused: 2 - Hartzheim and Firkus

7. Information Items

[25-0574](#)

AASD Truancy Initiatives Update

[25-0557](#)

Special Events

- Appleton Downtown Inc., Heid Music Summer Concert Series, Jones Park, Thursdays June 5th 2025 - August 28th 2025

- Appleton Parade Committee, City of Appleton Flag Day Parade, Approved Route, June 16th 2025

[25-0576](#)

Director's Report

1. City Clerk
2. Fire Chief
3. Police Chief

8. Adjournment

Van Zeeland moved, seconded by Fenton, that the meeting be adjourned at 5:52 p.m. Roll Call. Motion carried by the following vote:

Aye: 3 - Croatt, Van Zeeland and Fenton

Excused: 2 - Hartzheim and Firkus