



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK

100 North Appleton Street

Appleton, WI 54911

p: 920.832.6443

www.appletonwi.gov

September 4, 2025

CERTIFIED MAIL

BB Sports Cards LLC
c/o Diana Baker
2310 College Avenue, Unit A
Appleton, WI 54914

This letter is to notify you that we are in receipt of your application for a Class "B" Fermented Malt Beverage License & "Class C" Wine License for BB Sports Cards LLC, located at 2310 College Avenue, Unit A. The Clerk's Office has recommended that your application for a Class "B" Fermented Malt Beverage License be **denied**.

The qualifications of a Class "B" Fermented Malt Beverage License are outlined in Wis. Stat. §125.32(3m):

Limitations on other business; Class "B" premises. No Class "B" license or permit may be granted for any premises where any other business is conducted in connection with the premises, except that this restriction does not apply if the premises for which the Class "B" license or permit is issued is connected to the premises where other business is conducted by a secondary doorway that serves as a safety exit and is not the primary entrance to the Class "B" premises. No other business may be conducted on premises operating under a Class "B" license or permit. These restrictions do not apply to the following:

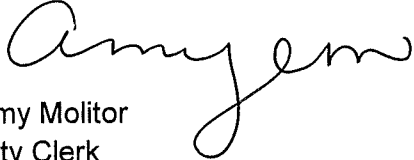
- (a) A hotel.
- (b) A restaurant, whether or not it is a part of or located in any mercantile establishment.
- (c) A combination grocery store and tavern
- (d) A combination sporting goods store and tavern in towns, villages, and 4th class cities.
- (e) A combination novelty store and tavern.
- (f) A bowling center or recreation premises.
- (g) A club, society, or lodge that has been in existence for 6 months or more prior to the date of filing application for the Class "B" license or permit.
- (h) A movie theater.
- (i) A painting studio.

A retail establishment, such as BBs Sports Cards LLC, does not fall into any of the listed exceptions and would be considered a place where "any other business is conducted in connection with the premises."

You have the right to appear before the Safety and Licensing Committee to contest this recommendation. To do so, **please contact the City Clerk's Office within 30 days of receipt of this letter** to be placed on the Agenda of the Safety and Licensing Committee. Regular meetings of the Safety and Licensing Committee take place on the second and fourth Wednesday of each month at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, 100 N Appleton St., Appleton, Wisconsin.

If you have questions please contact our office at the phone number listed above.

Respectfully,

A handwritten signature in cursive script, appearing to read "Amy Molitor".

Amy Molitor
City Clerk