



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK
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June 27, 2025

**Appleton Liquor
2727 North Meade Street
Appleton, WI 54911**

Attention: Heidi Guta

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Appleton Liquor, located at 2727 N. Meade Street, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 23rd at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.


Your establishment recently had a violation for Dispense Alcohol to Minor on March 19, 2025 which resulted in convictions on June 4, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 24 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,


Amy Molitor, Deputy City Clerk