



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
[www.appletonwi.gov](http://www.appletonwi.gov)

## Meeting Minutes - Final Safety and Licensing Committee

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Wednesday, May 28, 2025

5:30 PM

Council Chambers, 6th Floor

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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