



City of Appleton

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

Meeting Minutes - Final Safety and Licensing Committee

Wednesday, October 22, 2025

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Chair Croatt called the meeting to order at 5:30 p.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

4. Approval of minutes from previous meeting

[25-1289](#)

Safety & Licensing Committee Minutes from 10/8/25

Attachments: [S&L Minutes 10.8.25.pdf](#)

Hartzheim moved, seconded by Fenton, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

5. Public Hearing/Appearances

[25-1176](#)

Demerit Point Violation Appearance - The Bar on the Avenue

Attachments: [The Bar Demerit Pt Violation Letter.pdf](#)

Kyle Willencamp addressed the committee

[25-1290](#)

Demerit Point Violation Appearance - Badger Mobil

Attachments: [Badger Mobil Demerit Pt Violation Letter.pdf](#)

Satbir Singh, Agent, W6028 Blazing Star Dr, addressed the committee

[25-1291](#)

Demerit Point Violation Appearance - CVS Pharmacy #8525

Attachments: [CVS Demerit Pt Violation Letter.pdf](#)*No one appeared for this violation*[25-1292](#)

Demerit Point Violation Appearance - Festival Foods

Attachments: [Festival Foods Demerit Pt Violation Letter.pdf](#)*Ryan Pelot, 1866 Scarlet Oak Trl Oshkosh WI, addressed the committee*[25-1293](#)

Demerit Point Violation Appearance - Good Company

Attachments: [Good Company Demerit Pt Violation Letter.pdf](#)
[Good Company Response Letter.pdf](#)[25-1294](#)

Demerit Point Violation Appearance - Hide-A-Way Bar

Attachments: [Hide-A-Way Bar Demerit Pt Violation Letter.pdf](#)*Sheli Paez, Agent, 19 W Pleasantview Ct, addressed the committee*[25-1295](#)

Demerit Point Violation Appearance - Rascal's Bar & Grill

Attachments: [Rascals Bar Demerit Pt Violation Letter.pdf](#)*Karen Blodgett, Agent, 715 E Hancock St, addressed the committee*

6. Action Items

[25-1091](#)

Mechanical Amusement Device License for Mad Elephant, Chisa Jitmaiwong, Agent, located at 1222 S. Oneida St. - appeal of application denial

Attachments:

[Mad Elephant.Tase of Thai Appleton LLC.Mech Amus.7.25.25.REDACTED.pdf](#)
[Mad Elephant Amusement device denial PD.pdf](#)
[Mad Elephant Clerk Letter 8.4.25.pdf](#)
[Mad Elephant Contest to Appleton Clerk.pdf](#)
[Mad Elephant Records Request to Appleton PD.pdf](#)
[Mad Elephant Records Request to Appleton Inspections.pdf](#)
[Games Archives - Big Daddy Games - bigdaddygames.net.png](#)
[Gemini-D Kiosk - Big Daddy Games - bigdaddygames.net.png](#)
[Global Progressive System - Big Daddy Games - bigdaddygames.net \(1\).png](#)
[Global Progressive System - Big Daddy Games - bigdaddygames.net.png](#)
[Max Connect POS - Big Daddy Games - bigdaddygames.net.png](#)
[Skill Plus 1 2 - Big Daddy Games - bigdaddygames.net.png](#)
[Systems Archives - Big Daddy Games - bigdaddygames.net.png](#)
[Universal Kiosk 1 - Big Daddy Games - bigdaddygames.net.png](#)
[Universal Kiosk 2 - Big Daddy Games - bigdaddygames.net.png](#)
[Appeal of Departments' Rec of License Denial Slides 9.24.25.pdf](#)
[Mad Elephant gambling machine denial supplement.pdf](#)
[BDG Gemini-CDU-USERS-MANUAL-REV0.pdf](#)
[Big Daddy Games](#)
[GK1500-Universal-KIOSK-1-USERS-MANUAL-REV0.pdf](#)
[Big Daddy Games](#)
[GK2000-Universal-KIOSK-2-USERS-MANUAL-REV0.pdf](#)

Hartzheim moved, seconded by Fenton, that the Mechanical Amusement Device License be held until the next regularly scheduled meeting on 12/10/2025. Roll Call. Motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

Balance of the action items on the agenda.

Hartzheim moved, Fenton seconded, to approve the balance of the agenda. The motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

[25-1296](#)

Class "B" Beer and Reserve "Class B" Liquor License application for Appleton Parlour Collective LLC, Chelsie Towns, Agent, located at 501 N Richmond St, contingent upon approval from the Inspections and Public Works departments

Attachments: [Appleton Parlour Collective LLC.Alcohol.Class B Beer Reserve Liquor.9.24.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval

[25-1297](#)

Class "B" Beer and Reserve "Class B" Liquor License application for Brindlewood Enterprises LLC d/b/a West Edison Rivery, Benjamin Ament, Agent, located at 101 W Edison Ave Ste 180, contingent upon approval from the Inspections department

Attachments: [West Edison Rivery.Brindlewood Enterprises LLC.Alcohol Class B Beer Reserve Liquor.9.30.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-1298](#)

Class "A" Beer and "Class A" Liquor License Change of Agent for FKG Oil Company d/b/a Appleton Motomart #4403, Jared Mitchell, New Agent, located at 3400 E Calumet St, contingent upon approval from the Police department

Attachments: [Appleton Motomart 4403.Alcohol.COA.10.14.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-1299](#)

Class "A" Beer and "Class A" Liquor License Change of Agent for Skogen's Foodliner Inc d/b/a Festival Foods, Ryan Pelot, New Agent, located at 1200 W Northland Ave

Attachments: [Festival Foods.Alcohol.COA.10.6.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-1301](#)

Secondhand Article Dealer and Secondhand Jewelry Dealer License application for Jessie Mae USA LLC d/b/a Jessie Mae's This and That, Charles England, Applicant, located at 619 W Wisconsin Ave, contingent upon approval from the City Sealer

Attachments: [Jessie Mae's This & That.Secondhand.10.7.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-1231](#)

Taxicab Company License Renewal Application for Evergreen Campsites & Resort, Owner, Jim Button, W5449 Archer Lane, Wild Rose WI 54984, contingent upon approval from the Human Resources department.

Attachments: [Evergreen Campsites and Resort 25 Renewal Application.pdf](#)

This Report Action Item was recommended for approval.

[25-1285](#)

Taxicab Company License Renewal Application for L&M Carriage Service, Owner, Mike Gildernick, 3140 Mid Valley Rd., De Pere, WI 54115, contingent upon approval from the Police, Human Resources and Inspections departments.

Attachments: [L&M Carriage Service 25 Renewal Application.pdf](#)

This Report Action Item was recommended for approval.

[25-1300](#)

Temporary Class "B" Beer and "Class B" Wine License application for Volume Up Inc, Chelsie Towns, Person in Charge, at 501 N Richmond St on October 24, 2025 from 4:00 p.m. to 11:59 p.m. for Masquerade Ball event, contingent upon approval from the Health department

Attachments: [Volume Up Inc.Alcohol.Temp B Beer Wine.10.14.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

7. Information Items

[25-1337](#)

Underage Sale of Alcohol and Demerit Point Enforcement

Attachments: [Memo - Underage Sale of Alcohol and Demerit Point Enforcement.pdf](#)

[25-1302](#)

2026 Legal & Administrative Services Budget - City Clerk's Office

Attachments: [2026 Legal and Administrative Services Budget \(002\).pdf](#)

[25-1303](#)

2026 Fire Department Budget

Attachments:[2026 EMS Budget \(002\).pdf](#)[2026 Fire Budget \(002\).pdf](#)[2026 Fire Training Prop CIP \(002\).pdf](#)[2026 Haz-Mat Budget \(002\).pdf](#)[2026 Self-Contained Breathing Apparatus \(002\).pdf](#)[2026 Swiftwater PPE CIP \(002\).pdf](#)[25-1304](#)

2026 Police Department Budget

Attachments:[2026 Police General Budget.pdf](#)[2026 Police Grants.pdf](#)[2026 Public Safety Cap Proj Fund.pdf](#)[25-1233](#)

Special Events

- YMCA of the Fox Cities, YMCA Freaky 5K Run/Walk, Pierce Park, October 25th 2025
- Run Away Shoes, Houdini 10K, Approved Route, November 1st 2025
- City of Appleton Parade Committee, Downtown Appleton Christmas Parade, Approved Route, November 25th 2025

[25-1305](#)

Director's Report

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

8. Adjournment

Hartzheim moved, seconded by Fenton, that the meeting be adjourned at 6:13 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus