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LEGAL & ADMINISTRATIVE  
SERVICES DEPARTMENT

Office of the City Clerk

Kami Lynch, Clerk

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MEMORANDUM

**To: Safety & Licensing Committee (Chris Croatt, Chairperson), Common Council**

**From: Kami Lynch, City Clerk** *KL*

**Date: December 6, 2023**

**Re: Updates to Chapter 9 Article III Alcoholic Beverages**

There were three priorities in updating Chapter 9 of the municipal code as it relates to alcoholic beverage licensing and regulation; language/terminology clean-up, addition of relevant statutory references, and reviewing timing and analysis provisions related to applications- specifically for license renewals.

1. The first initiative was to revise terminology to properly reflect license classification. License classification depends upon the placement of quotation marks in relation to the license type, e.g., Class “A” is a fermented malt beverage license for off-premises consumption, while “Class A” is an intoxicating liquor license for off-premises consumption. Areas where the quotations were missing have been updated. Some terminology was revised for consistency throughout Chapter 9. Article III such as fermented malt beverages instead of beer and the term alcohol license to encompass all license types instead of listing them.
2. The second revision incorporates changes that have been made to Chapter 125 of Wisconsin Statutes. The addition of wine and beer walks has now been incorporated into our Municipal Code as these activities are currently occurring within our city. The regulations surrounding wine and beer walks are consistent with the statutory regulations.
3. The third revision focuses on providing clarification and parameters on alcohol license renewals. The edits clarify the timely filing of a renewal application and outlines the review criteria and process for documenting license recommendations.