



DEPARTMENT OF  
**LEGAL AND  
ADMINISTRATIVE  
SERVICES**

**OFFICE OF THE CITY CLERK**  
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**May 12, 2025**

**Mr. Frog's on the Ave  
409 W College Avenue  
Appleton, WI 54911**

**Attention: Vanessa Alvarado**

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 Mr. Frog's, located at 409 W College Ave, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, May 28th at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> 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 Open After Hours on March 13, 2025, which resulted in convictions on May 7, 2025. Open After Hours carries an assessment of 50 demerit points. At this time, the license for this establishment has a total of 130 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,

Kami Lynch, City Clerk