

**IN THE CITY OF APPLETON,
OUTAGAMIE COUNTY, STATE OF
WISCONSIN, BEFORE THE
SAFETY AND LICENSING COMMITTEE**

MEGHAN CASH,

Complainant,

V.

RIVERA RESTAURANTS LLC

AGENT: Vanessa Alvarado

d/b/a Mr. Frogs on the Ave

409 W. COLLEGE AVE.

APPLETON, WI 54911.

Respondent.

**IN RE THE ALCOHOL LICENSES OF RIVERA RESTAURANTS LLC
REPORT OF THE SAFETY AND LICENSING COMMITTEE
TO THE COMMON COUNCIL OF THE CITY OF APPLETON**

The above matter came before the Safety and Licensing Committee of the Common Council of the City of Appleton on August 27, 2025, as a hearing on the revocation of the alcohol beverage licenses of Rivera Restaurants LLC. A copy of this report shall be given to the licensee.

FINDINGS OF FACT

1. Rivera Restaurants LLC ("Licensee"), doing business as Mr. Frogs on the Ave ("Mr. Frogs"), has a premises licensed by the City of Appleton for retail alcohol beverage sales located at 409 W. College Avenue in the city of Appleton, Wisconsin.
2. Licensee was issued Class "B" (beer) and "Class B" (liquor) licenses for the 2025-26 alcohol licensing year.

3. On or about August 18, 2025, a Complaint seeking the revocation of Licensee's alcohol beverage licenses for Mr. Frogs was filed with the Appleton City Clerk by Meghan Cash, a resident of the city of Appleton.
4. The Complaint articulated two causes that individually constitute grounds for revocation of the Licensee's retail alcohol licenses, specifically:
 - a. Licensee has accumulated sufficient demerit points to require that their alcohol licenses be revoked, ("Count 1 – Demerit Points") and
 - b. Licensee "Keeps or maintains a disorderly or riotous, indecent or improper house," contrary to Wisconsin Statutes §125.12(2)(ag)2., and that the licensee's alcohol licenses should therefore be revoked ("Count 2 – Disorderly House").
5. On August 27, 2025, Licensee was provided with an opportunity to show cause as to why their licenses should not be revoked at a hearing to the Safety and Licensing Committee.
6. Based upon the following respective convictions, the imposition of 265 / demerit points within a 36-month period is / is not confirmed as follows:
 - a. 45 demerit points for the September 14, 2024 violation for failure to maintain order (July 15, 2025, date of conviction).
 - b. 80 demerit points for the November 8, 2024 violation for allowing an underage person to enter or remain on the premises (December 4, 2024, date of conviction).
 - c. 45 demerit points for the March 3, 2025 violation for failure to maintain order (June 18, 2025, June 25, 2025, and July 9, 2025 dates of convictions).
 - d. 50 demerit points for the March 3, 2025 violation for open after hours / failure to vacate (May 7, 2025, date of conviction).
 - e. 45 demerit points for the May, 18, 2025 violation for failure to maintain order (July 23, 2025, date of conviction).
7. As to Count 1 – Demerit Points, the Complaint is / is not found to be true.

8. As to Count 2 – Disorderly House, the Complaint is / is not found to be true and the licensed premises constitutes / does not constitute a disorderly or riotous, indecent or improper house.
9. On August 18, 2025, City Clerk Amy Molitor, issued a Summons to Vanessa Alvarado commanding her to appear on this matter and show cause why her “Class B” and Class “B” Alcohol Beverage Licenses should not be revoked; and, on August 19, 2025, Vanessa Alvarado, as Agent for the Licensee, was personally served a copy of the Summons and a copy of the Complaint.

CONCLUSIONS OF LAW

1. The Safety and Licensing Committee of the Common Council of the City of Appleton has proper jurisdiction to conduct a hearing for the suspension or revocation of alcohol beverage licenses based on noncompliance with Wis. Stats. Ch. 125 and §125.12 in particular.
2. Licensee was served notice of this hearing in compliance with Wis. Stat. §125.12(2)(ar).
3. The Safety and Licensing Committee concludes that the convictions identified above are / are not substantially related to the licensed business of the retail sale of alcohol beverages.
4. Pursuant to Section 9-54(d) of the Municipal Code of the City of Appleton and Wis. Stat. §125.12(2)(ag)1, based on the number of Demerit Points found in paragraph 6 above, the Safety and Licensing Committee concludes that the retail alcohol licenses previously granted to RIVERA RESTAURANTS LLC shall / shall not be REVOKED.
5. Pursuant to Section 9-81 of the Municipal Code of the City of Appleton and Wis. Stat. §125.12(2)(ag)2, based on the finding in paragraph 8 above, the Safety and Licensing Committee concludes that the retail alcohol licenses previously granted to RIVERA RESTAURANTS LLC shall / shall not be REVOKED.

RECOMMENDATION

Based on the above Findings of Fact and Conclusions of Law, the Safety and Licensing Committee recommends that the Common Council of the City of Appleton REVOKE/ NOT REVOKE the 2025-26 retail alcohol licenses for Class "B" (beer) and "Class B" (liquor) issued to Rivera Restaurants LLC for the establishment known as Mr. Frogs on the Ave.

Dated this 27th day of August 2025.

Chris W. Croatt 8/27/2025

Aldersperson Chris Croatt
Chairperson, Safety and Licensing
Committee

STEP #1
5-0

STEP #2
5-0