



# City of Appleton

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

## Meeting Agenda - Final-revised Safety and Licensing Committee

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Wednesday, May 26, 2021

5:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-0731](#) Safety & Licensing Minutes from May 12th, 2021

Attachments: [S & L Minutes 5-12-21.pdf](#)

4. **Public Hearings/Apearances**

5. **Action Items**

[21-0739](#) Updates to the Alcohol License Policy & regulations relating to licensing of convenience stores that sell gasoline

Attachments: [2021 Alcohol License Policy Updates.pdf](#)  
[Memo- 2021 Alcohol Policy & Convenience Stores.pdf](#)

[21-0736](#) Taxi Cab Company License application for Antonio's Transportation Service, Corey A. Gaines, Owner, 240 Algoma Blvd, Oshkosh, WI.

Attachments: [Corey Antonio Gaines.pdf](#)

[21-0696](#) Reserve "Class B" Liquor and Class "B" Beer License application for RH Events LLC d/b/a Poplar Hall, Sandy Emerich, Agent, located at 141 S Riverheath Way, contingent upon approval from all departments.

Attachments: [Poplar Hall.pdf](#)

[21-0735](#) 2021-2022 Additional Alcohol License renewals, contingent upon approvals from all departments by 12:00 p.m. on June 30, 2021.

Attachments: [2021-22 Alcohol License Renewals-2nd set FINAL.pdf](#)

[21-0738](#) 2021-2022 Additional Mechanical Amusement Device License renewals, contingent upon approval from all departments by 12:00 p.m. on June 30, 2021.

Attachments: [2021 Additional Amusement Devices.pdf](#)

- [21-0737](#) Class "B" Beer and Reserve "Class B" Liquor License Temporary Premise Amendment application for Fox Cities Building for the Arts d/b/a Trout Museum of Art, Christina Turner, Agent, Houdini Plaza, on June 5, 2021, contingent upon approval from all departments.  
**Attachments:** [Trout Museum Exhibit Opening S&L.pdf](#)
- [21-0370](#) Class "B" Beer and Reserve "Class B" Liquor License Temporary Premise Amendment application for Fox Cities Building for the Arts d/b/a Trout Museum of Art, Christina Turner, Agent, located at 111 W College Ave, on August 27, 2021, contingent upon approval from all departments.  
**Attachments:** [Trout Museum of Art S&L.pdf](#)
- [21-0237](#) Temporary Class "B" Beer License application for Appleton Area Jaycees, Jon Lamers, applicant, for the Appleton Fireworks Celebration on July 3, 2021, located at Appleton Memorial Park, contingent upon approval from all departments.  
**Attachments:** [Appleton Jaycees Fireworks S&L.pdf](#)
- [21-0475](#) Temporary Class "B" Beer and "Class B" Wine License application for Fox Cities Building for the Arts, Christina Turner, Person In Charge, at City Park on July 24-25, 2021, contingent upon approval from all departments.  
**Attachments:** [Art at the Park S&L.pdf](#)
- [21-0659](#) Temporary Class "B" Beer License application for Appleton Firefighters Local 257, Troy Kinley, applicant, for a Softball Tournament located at Memorial Park on August 7, 2021, contingent upon approval from all departments.  
**Attachments:** [Appleton Firefighters Softball Tournament S&L.pdf](#)
- [21-0730](#) Temporary Class "B" Beer and "Class B" Wine License application for Appleton Downtown Inc, Jennifer Stephany, Person in Charge, Jones Park, Thursdays from July 1 through September 30, 2021, contingent upon approval from all departments.  
**Attachments:** [Summer Music Concert Series S&L.pdf](#)
- [21-0732](#) Temporary Class "B" applications filed after the agenda was published.

## 6. Information Items

- [21-0734](#) Director's Reports
1. City Clerk
    - 2021 Board of Review reminders
  2. Police Chief
  3. Fire Chief

[21-0733](#)

Police Department information on liquor law violations.

7. Adjournment

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*



# City of Appleton

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## Meeting Minutes - Final Safety and Licensing Committee

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Wednesday, May 12, 2021

5:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

*The meeting was called to order by Chair Van Zeeland at 5:30 p.m.*

2. Roll call of membership

**Present:** 3 - Van Zeeland, Smith and Hartzheim

**Excused:** 1 - Reed

**Absent:** 1 - Schultz

3. Approval of minutes from previous meeting

[21-0646](#)

Safety & Licensing Minutes from April 28th, 2021

**Attachments:** [S & L Minutes 4-28-21.pdf](#)

Hartzheim moved, seconded by Smith, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

**Aye:** 3 - Van Zeeland, Smith and Hartzheim

**Excused:** 1 - Reed

**Absent:** 1 - Schultz

4. Public Hearings/Appearances

5. Action Items

**Balance of the action items on the agenda.**

Smith moved, Hartzheim seconded, to approve the report. The motion carried by the following vote:

**Aye:** 3 - Van Zeeland, Smith and Hartzheim

**Excused:** 1 - Reed

**Absent:** 1 - Schultz



[21-0581](#) Class "B" Beer License application for Hmong Express LLC d/b/a Hmong Express, Ka Ying Thao, Agent, located at 1216 N Division St, contingent upon approvals from all departments.

**Attachments:** [Hmong Express.pdf](#)

**This Report Action Item was recommended for approval**

[21-0607](#) 2021-2022 Alcohol License Renewals, contingent upon approvals from all departments by 12:00 p.m. on June 30, 2021.

**Attachments:** [2021 Liquor License Renewals.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0638](#) 2021-2022 Mechanical Amusement Device License renewals, contingent upon approvals from all departments by 12:00 p.m. on June 30, 2021.

**Attachments:** [2021 Amusement Devices.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0642](#) 2021-2022 Cigarette and Tobacco Product License renewals.

**Attachments:** [2021 Cigarette.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0655](#) Class "B" Beer and "Class C" Wine License Change of Agent application for Urban Modern Kitchen LLC d/b/a Urban Modern Kitchen, Regina Hueckman, New Agent, located at 800 E Wisconsin Ave, contingent upon approval from Appleton Police Department.

**Attachments:** [Regina R Hueckman S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0658](#) Secondhand Article Dealer License application for The Statement Piece LLC, Lena-Sara Gustman, Applicant, located at 745 W College Ave, contingent upon approval from all departments.

**Attachments:** [The Statement Piece S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0650](#) Salvage Dealer License application for Mach IV Motors, Kara Tullberg, Applicant, located at 600 E Hancock St, contingent upon approval from all departments.

**Attachments:** [Mach IV Motors S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0651](#) Salvage Dealer License application for Mr C's Motorcycles, Janet Ristau, Applicant, located at 724 S Outagamie St, contingent upon approval from all departments.

**Attachments:** [Mr C's Motorcycles S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0652](#) Salvage Dealer License application for Golper Supply Co, Inc., David Golper, Applicant, located at 1810 W Edgewood Dr, contingent upon approval from all departments.

**Attachments:** [Golper Supply Co S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0654](#) Pet Store License application for HSA Corporation d/b/a Pet Supplies Plus, Angela DeHaan, Applicant, located at 702 W Northland Ave, contingent upon approval from all departments.

**Attachments:** [Pet Supplies Plus S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0653](#) Pet Store License application for Just Pets, Craig Weborg, Applicant, located at 2009 N Richmond St, contingent upon approval from all departments.

**Attachments:** [Just Pets S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0656](#) Temporary Class "B" Beer License application for Heart of the Valley Lions, Matthew Fronsee, applicant, located at Jones Park on June 4, 2021, contingent upon approval from all departments.

**Attachments:** [Heart of the Valley Lions - concert S&L.pdf](#)

**This Report Action Item was recommended for approval.**

[21-0647](#) Temporary Class "B" applications filed after the agenda was published.

*There were no applications filed.*

## 6. Information Items

[21-0648](#)Director's Reports

1. City Clerk
2. Police Chief
  - Command Staff Changes
3. Fire Chief
  - May 15th Remembrance
  - Promotional Ceremony/Recruit Graduation

[21-0583](#)

## Special Events:

Sol Dance 2021, Jones Park, June 4, 2021

National Night Out / Block Party, Jones Park & Surrounding  
Neighborhoods, August 3, 2021Apple Tree Dash for Dreams 5K, route near Providence Ave, August 28,  
2021[21-0649](#)

Police Department information on liquor law violations.

## 7. Adjournment

**Hartzheim moved, seconded by Smith, that the meeting be adjourned at 5:42  
p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 3 - Van Zeeland, Smith and Hartzheim

**Excused:** 1 - Reed

**Absent:** 1 - Schultz

CITY OF APPLETON POLICY		TITLE: GENERAL POLICY STATEMENT ON <del>ALCOHOL</del> <del>BEER</del> <del>LIQUOR</del> LICENSING	
ISSUE DATE: unknown	LAST UPDATE: <del>June 2017</del> May 2021		
POLICY SOURCE: Office of the City Clerk		TOTAL PAGES: 10	
Reviewed by Attorney's Office Date: <del>June 2017</del>	Safety and Licensing Committee Approval Date: July 29, 2010 Update approved: Oct. 28, 2010 Update approved: Oct. 13, 2011 Update approved: April 9, 2015 Update approved: May 25, 2016 Update approved: June 21, 2017		Council Approval Date: August 4, 2010 Update: November 3, 2010 Update: October 19, 2011 Update: April 22, 2015 Update: June 1, 2016 Update: June 14, 2017

## I. PURPOSE

The City of Appleton believes the safety and welfare of its citizens and neighborhoods are of highest priority and the judicious dispensing of alcohol is in keeping with this belief. The possession of a beer or liquor license in the city is a privilege and not a right; a privilege that must not be taken for granted but rather must be continually conditioned by the holder's adherence to applicable laws and regulations.

## II. POLICY

All licenses granted and issued for the sale of fermented or intoxicating liquors shall be carried out under the provisions of W.S.A. Chapter 125 and the City of Appleton Municipal Code, Chapter 9, Article III.

Safety and Licensing Committee shall consider the application at a public meeting at which ~~all~~-interested parties ~~may~~will be given an opportunity to be heard, at the discretion of the chair. The Committee will, by a majority vote of those present, make a recommendation to the Common Council which shall consider the application at its next regularly scheduled meeting.

In performing its review and preparing its recommendation for approval or denial ~~disapproval~~, the Safety and Licensing Committee shall take into consideration the type of operation in relation to the following community matters ~~under consideration~~:

~~The existence of the community need will be assessed by the committee. In this regard, such things as the type of operation proposed will be assessed for area and community impact.~~

- Adverse impact on traffic;



- Adverse impact on the peace, quiet and cleanliness of the neighborhood where the establishment is located;
- Insufficient parking for patrons;
- Proximity to other licensed establishments, residential areas, schools, churches, or hospitals;
- Ability or inability of the police to provide law enforcement services to the new establishment and the impact of the new establishment on the ability of the police to provide law enforcement services to the balance of the community at all times.
- ~~A building should not only be appropriate to the intended use, but should also be appropriate from an aesthetic and tax revenue standpoint.~~
- ~~The number of licensed premises within the immediate geographic area of the proposed location will be considered.~~

### III. DISCUSSION

Where required, no corporation, partnership or individual will be issued an alcohol ~~beer/liquor~~ license for the premises until a Special Use Permit application has been submitted. This would allow for the Community and Economic Development Department to review and determine whether or not the applicant must apply for and receive approval of a Special Use Permit pursuant to the current Zoning Code.

### IV. DEFINITIONS

Abandonment or non-use –A continuing refusal or failure of the licensee to use the license for the purpose or purposes for which the license was issued by the city for a period of one (1) year. The Common Council may, for good cause shown, extend such period.

Class “A” License – A license to sell fermented malt beverages ~~beer~~ to consumers in original packages or containers for off-premises consumption.

“Class A” License - A license to sell intoxicating liquor to consumers only in original packages or containers for off-premises consumption.

“Class A” (Cider Only) License – A license to sell cider to consumers for off-premises consumption.

Class “B” License – A license to sell fermented malt beverages ~~beer~~ to consumers for on-premises or off-premises consumption.

“Class B” License – A license to sell intoxicating liquor to consumers by the glass for on-premises consumption.

“Class C” License – A license to sell wine by the glass or in an opened original container for consumption on the premises where sold.

### Convenience Store—

Grant – (or granting) –The approval of a license application by the governing body.

Issuance – Completion of the licensing process by distributing the license to the licensee after department approvals are met and proof of payment of the license fee has been received by the appropriate municipal official.

Temporary Class “B” or Temporary “Class B” License – A license to sell fermented malt beverages~~beer~~ or wine at a picnic or similar gathering of limited duration. Such license may be issued only to a bona fide club, state, local, or county fair associations, agricultural societies, churches, lodges or societies that have been in existence for at least six months prior to the date of application, posts of veterans’ organizations, or chambers of commerce or similar civic or trade organizations organized under Chapter 181, Wis. Stats.

Reserve “Class B” license – A liquor license available under the quota system existing before December 1, 1997 that were not granted or issued by the municipality as of December 1, 1997. The number of Reserve “Class B” licenses authorized to be issued shall be determined pursuant to Wis. Stat. 125.51(4)(br).

Provisional Retail license – A license issued to a person who has applied for a Class “A”, Class “B”, ~~“Class A”~~, ~~“Class B”~~, or “Class C” license for a period of 60 days or when the actual license is issued to the holder, whichever is sooner.

## **V. PROCEDURES**

All new and renewal license applications shall be filed with the Office of the City Clerk on State of Wisconsin approved application forms. No other form will be accepted. A new application shall include respective Auxiliary Questionnaire for each member of the legal entity, Schedule for Appointment of Agent, proof of responsible beverage server’s course (if applicable), copy of FEIN, copy of State Seller’s permit, and a copy of proof of control of the premises (i.e., lease or purchase agreement). A minimum \$50.00 processing fee and publication fee (\$60.00 – new application, \$20.00 – renewal application) must be paid prior to the processing of the license application. All remaining fees, including outstanding obligations to the city, must be paid or subject to an agreed-upon payment arrangement prior to the issuance of the license.

When the license application is filed for all applications for Class “A”, “Class A”, Class “B”, “Class B”, and “Class C” with the City Clerk, it shall be forwarded to the Director of Community Development, the Inspection Supervisor, the Health Officer, the Police Chief, the Fire Chief, and the Finance Director for information and review. The purpose of the review shall be to assemble information regarding applications for beer and liquor licenses which may be helpful to the Safety and Licensing Committee in its decision-making process.



When a provisional retail license is requested, the City Clerk shall inform the applicant that they must possess a Health license prior to operating this business. The City Clerk shall immediately notify the Health Department when such license has been issued.

Based upon the findings of the review, a written report by the staff member shall be submitted to the City Clerk who will present this information to the Safety and Licensing Committee. The Common Council shall not consider any application requiring staff review until it has been on file with the City Clerk for a minimum of fifteen (15) days.

The City Clerk will provide each applicant with a copy of all City policies and ordinances covering liquor and beer licensing. In addition, the Clerk will inform the applicant that one or more meetings will be scheduled at which the applicant's request will be discussed.

### **Staff Inspection Procedures**

All approving departments shall investigate and provide a written report to the City Clerk.

#### **Police Department Investigation:**

1. The character and reputation of the applicant including the applicant's criminal record based upon a local and state check.
2. A financial background investigation of the corporation, partnership or individual.
3. If the owner is a corporation, a complete listing of all corporate officers and stock holders owning more than 10% of the shares.
4. A detailed summary of the nature of the proposed operation, to include special features or operating policies which may impact the demand for police services.
5. Whether the applicant currently has or previously had another Class A, B or C license in the city or in the State or is involved in multiple ownership circumstances.
6. The design, type and size of the proposed establishment and the operational details; number of floor personnel and door checkers; the groups to which the proposed establishment intends to cater; noise, crowd, parking lot control methods; outdoor facilities; and plans for live entertainment including decibel level and soundproofing measures.
7. The review of the operation should include if there is any agreed-to restriction that would enhance the application, i.e., a service bay only, beer only, the hours of operation, and the number of bar stools.

#### **Fire Department Investigation:**

1. Compliance with all State and Local Fire codes.
2. Proper posting of capacity sign in an approved location.

3. Fire inspection history with facility and/or owner.
4. Any other items of concern regarding fire prevention and/or suppression.

**Health Department Inspection:**

1. The proposed building's compliance with all health code provisions.
2. The condition of the building and equipment from a health-standard viewpoint.
3. Any previous problems from a Health Department standpoint with the proposed owner.
4. Other health matters of potential concern.

**Community and Economic Development Department Investigation:**

1. Ensure that all requirements of the Special Use Permit have been met. Review and determine whether or not the applicant must apply for and receive approval of a Special Use Permit pursuant to the current Zoning Ordinance.
2. Ensure the use of the building or property is allowed as a permitted use or special use in the Zoning District in which it is located.
3. Such things as traffic, parking and other related issues will be reviewed for their impact on the surrounding area.
4. Other planning and development factors.

**Inspection Division Investigation:**

1. Compliance with state building code and local building and zoning code requirements.
2. Any previous building code problems with the proposed owner.
3. Other items of concern from a building inspection standpoint.

**Related Procedures for License Recommendations**

1. The Police, Fire, and Health departments ~~shall~~should make a minimum of one inspection during each license year. The most recent inspection shall be used to make recommendations on granting the renewal license.
2. The Inspection Division shall inspect the licensed premises only when a new application is received, a change of ownership is requested, or a complaint against the property is received.



3. With regard to the license renewal period, all compliance requirements shall be completed before issuance. All applicants who do not apply for renewal by April 15<sup>th</sup> will not receive the reduced renewal fee.
4. Throughout the license year, the Police and Health Departments shall notify the Safety and Licensing Committee of any convictions which result in the assessment of demerit points against any license. ~~The City Attorney's Office shall also provide updates regarding the prosecution of licensed establishments.~~
  - a. Accumulation of demerit points ~~shall~~ may be grounds for recommending non-renewal, revocation, suspension, or denial of the transfer of the license. ~~The Safety and Licensing Committee may recommend that prosecution be undertaken by the City Attorney. Such action shall not preclude independent prosecution by the City Attorney.~~
  - b. If a complaint is filed initiating proceedings to revoke or suspend a license~~prosecution is undertaken by the City Attorney~~, a hearing shall be scheduled before the Safety and Licensing Committee. If a hearing takes place, the Safety and Licensing Committee shall comply with the requirements of Section 9-54 of the Municipal Code and the suspension or revocation would take place the Friday following Council action. Prior to the hearing date, the City Attorney may work out a settlement agreement with the licensee in lieu of the hearing. Any settlement agreement shall comply with the requirements of Section 9-54 of the Municipal Code and must be approved by the Safety and Licensing Committee and the Common Council, and begin within a 13-day period of Council action.
  - c. If the license is suspended by the ~~Safety and Licensing Committee and the~~ Common Council, the City Clerk will provide that licensee with a sign that must be posted in a conspicuous location on the premises. The sign shall ~~read as follows~~ be in substantially the following form:

The (type of license) for this establishment:

(establishment name,

agent and address)

is suspended from

(date and time approved by Safety and Licensing Committee and Common Council) through

(date and time approved by Safety and Licensing Committee and Common Council)

due to the establishments violation of State Statute(s) and/or the Appleton City Ordinance(s) prohibiting (type of violation(s)).

By Order of the City of Appleton Safety and Licensing Committee and the Appleton Common Council on

(date suspension is approved).

### **Sale of Fermented Malt Beverages in a Park by the City**

The City cannot grant a license to sell fermented malt beverages to itself. However, pursuant to W.S.A. 125.06, the sale of fermented malt beverages can occur in a public park operated by a municipality without a license as long as the municipality authorizes the sale. The Parks and Recreation Committee has jurisdiction to consider whether the sale of fermented malt beverages shall be allowed in a park. The Committee will, by a majority vote of those present, make a recommendation to the Common Council. If the ~~Parks and Recreation Committee and the~~ Common Council authorizes the sale of fermented malt beverages in any park the following will apply:

1. Any person serving fermented malt beverages shall obtain an operator's license.



2. The police department will periodically conduct inspections and Controlled Alcohol Transaction (CAT) checks at these locations.
3. The police department shall report any violations to the Park and Recreation Committee and the Safety and Licensing Committee.
4. Since technically a license cannot be obtained, demerit points cannot be assessed according to ordinance if a violation occurs at such a location. Therefore, demerit points shall be assessed to the location as if the location has a license in the same manner established in City Ordinance 9-54.
5. The Park and Recreation Committee shall suspend the authorization granted pursuant to W.S.A. 125.06 to sell fermented malt beverages in any public park for not less than 10 days or more than 90 days if the location accumulates demerit points totaling 150-199 within a 12 month period.
6. The Park and Recreation Committee shall revoke the authorization granted pursuant to W.S.A. 125.06 to sell fermented malt beverages in any public park for at least 12 months if the location accumulates demerit points totaling 200 or more within an 18 month period.

### Waiting List

- ~~1. If the City has met its quota on the issuance of "Class B" Beer/Liquor Licenses as well as Reserve Licenses, a waiting list of those persons wishing to obtain a license will be established. The names will be added to the list in the order that they are received.~~
- ~~2. Every year at license renewal time, this list shall be updated. It shall be the requirement of the requestor to submit a written request no later than July 1 to the Office of the City Clerk indicating their name, company or corporation, and the proposed address, if known, indicating their desire to remain on the list. A letter confirming their placement will be sent after July 1.~~
- ~~3.1. If a license becomes available, the first person on the list will be notified and given 10 business days to respond. If they do not respond within the 10 business days, the next person on the list shall be notified.~~

### Inactive (Abandonment or Non-use of ed) Licenses

1. Any licensee issued a license to sell alcohol beverages that abandons such business shall forfeit any right or preference the licensee may have to the holding of or renewal of such license.
2. Abandonment shall be sufficient grounds for revocation or non-renewal of any alcohol beverage license.
3. The Appleton Police Department shall investigate any establishment that appears to have abandoned its license and report its findings to the City Clerk in writing. A ~~license deemed abandoned, n~~ Inactive license will meet the definition of abandonment or non-use under Section 9-52(9) of the Appleton Municipal Code.
4. Upon receipt of this notification, the City Clerk will send a certified letter to the owner(s) and/or Agent as indicated on the original application for the sale

of ~~alcoholintoxicating liquors~~. The date of letter will be the defining date for determining a one year period.

5. The license holder may request an extension of the one--year period. An extension may be granted for good cause. Any extension of the one--year period shall be reviewed ~~and approved~~ by the Safety and Licensing Committee and Common Council prior to the expiration of the one--year deadline.
6. If after one year, the establishment is still deemed as ~~abandoned or not usedInactive~~, a revocation or non-renewal hearing shall be held, unless the applicant chooses to not apply for renewal of said license.

## **Convenience Store Beer License Regulations**

The ~~Safety and Licensing Committee and the~~ Common Council of the City of Appleton issue Class A licenses to convenience stores with the provision that only Class "A" beer licenses will be issued to convenience stores also selling gasoline.

Certain limits will be placed on the issuance of those licenses:

1. The City of Appleton shall issue no more than one license for every 1500 persons residing in the City, to be reviewed every 5 years, with the next review to be done in the year 2021.
2. The establishment shall be limited to twenty (20) percent the amount of floor area used relating to the sale of alcoholic beverages.
3. The hours of operation for all Class "A" beverage sales will be 8:00 a.m. to 12:00 midnight.
4. If the applicant has previously held a license and has required an inordinate number of police calls to maintain order and public presence as a good neighbor, those facts may be considered as ground for denial of the license.

## **Temporary Special Class "B" Beer, "Class B" Wine Licenses**

~~TemporarySpecial~~ Class "B" Beer and ~~TemporarySpecial~~ "Class B" Wine Licenses may be issued by the City Clerk after approval is granted by the Safety and Licensing Committee and all necessary department recommendations are satisfied.

All applications for ~~TemporarySpecial~~ Class "B" Beer Licenses must be on file in the Office of the City Clerk for at least ten (10) business working days. All applications for ~~TemporarySpecial~~ "Class B" Wine licenses must be on file in the Office of the City Clerk for at least 15 business days.

Should the Safety and Licensing Committee deny ~~approval of~~ any ~~TemporarySpecial~~ Class "B" Beer or "Class B" Wine License, such denial shall be considered as a



recommendation to the Common Council. Said request is forwarded to the Common Council for action~~its approval or denial~~.

## **Sidewalk Café**

A Class B license holder may serve alcoholic beverages in the sidewalk café area as long as a Special Use Permit has been granted for the sidewalk café and the Class B license has been amended to include the parameters of the sidewalk café. In addition, pursuant to Section 9-262 of the Municipal Code, the licensee must comply with all regulations pertaining to sidewalk cafés.

## **Open Street Concept – Special Class “B” Beer License**

~~Open Street Concept” refers to the sale and consumption of beverages, which are allowable with a Special Class “B” Beer license within a geographically defined area that is not secured or enclosed by fences or other physical barriers.~~

~~The Safety and Licensing Committee may make a recommendation of the Open Street Concept when granting a Special Class “B” Beer License and forward the same to the Common Council for final approval. When considering requests for Special Class “B” Beer licenses involving the Open Street Concept, the Safety and Licensing Committee and/or the Common Council may require the organizers of such events to comply with beverage sale restrictions or any other restrictions that they may deem appropriate or provide for an environment that promotes public health and safety regarding alcohol consumption at these events. This consideration should be done in a consistent fashion.~~

~~In addition, the Safety and Licensing Committee reserves the right to limit the number of Open Street Concept events held within the City each license year.~~

## **Open Street Concept – Beverage Sale Restrictions**

- ~~1. Fermented malt beverages shall be served in single portion containers, not to exceed 16 oz.~~
- ~~2. \_\_\_\_\_ Sale of fermented malt beverages shall halt at least one half hour prior to the end of the scheduled activities or entertainment.~~
- ~~3. \_\_\_\_\_ Comparable non alcoholic beverages (e.g., soda) should be made available in at least the same number of service sites as alcoholic beverages.~~
- ~~4. There must be at least one person per dispensing site on premises at all times who is licensed under Section 9-71 of the Municipal Code to supervise the service of beverages.~~
- ~~5. \_\_\_\_\_ The sponsoring organization will:~~
  - ~~➤ \_\_\_\_\_ provide and implement a plan and mechanism of identification to ensure that persons under the legal drinking age are not served alcoholic beverages;~~

- ~~provide and implement a plan for event security;~~
- ~~promote designated driver programs which could include free non-alcoholic beverages, a contract with taxi or bus company for free rides, or other means to promote incentive for responsible choices;~~
- ~~provide and implement promotional advertising campaigns that incorporate messages of abstinence or responsible use, such as printed ads and radio/television spots that encourage such messages in conjunction with the event's promotional information;~~
- ~~provide and implement an onsite advertising campaign devoted to messages of abstinence, responsible use, and the health risks associated with alcohol consumption, such as posters, banners, etc.~~

~~Updated and approved by Council  
June, 2017~~





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## LEGAL SERVICES DEPARTMENT

### Office of the City Clerk

**Kami Lynch, Clerk**

100 North Appleton Street

Appleton, WI 54911

Phone: 920/832-6443

Fax: 920/832-5823

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**To:** Katie Van Zeeland, Safety & Licensing Committee Chair, Safety & Licensing Committee Members

**From:** Kami Lynch, City Clerk

**Date:** May 24, 2021

**Re:** 2021 Alcohol Licensing Policy Updates & Convenience Store Regulations

The Alcohol Licensing Policy is reviewed and updated periodically to ensure it is consistent with state law, municipal code, and best practices for licensed establishments. Upon the most recent review, it was a goal to define and clarify the provisions on "Convenience Store" licenses. The current policy indicates that convenience stores selling gasoline may not hold a "Class A" liquor license, therefore some research was done to locate where this is referenced in our municipal code. After review, we are unable to confirm any action taken to create an ordinance to prohibit the issuance of "Class A" liquor licenses to convenience stores that sell gasoline. The City has operated under this policy of not allowing convenience stores selling gasoline to hold "Class A" liquor licenses since the 1990s but in order for this to continue, the City needs to adopt an ordinance that both defines convenience stores and prohibits the issuance of "Class A" liquor licenses to said stores that sell gasoline.

Therefore, as the Alcohol License Policy is before you, staff would like direction on the policy and also on the provision of convenience stores selling gasoline holding "Class A" liquor licenses. The options include:

1. Leave the provision that prohibits convenience stores selling gasoline from holding "Class A" liquor licenses and direct staff to draft an ordinance on this provision.
2. Remove the provision that prohibits convenience stores selling gasoline from the policy and allow these establishments to apply for "Class A" liquor licenses going forward.

Please do not hesitate to reach out to me if you have any questions on the Alcohol License Policy and the related implications of the convenience stores selling gasoline provision of the policy.

Respectfully,

Kami Lynch, City Clerk





paid in Oshkosh

5/22/21

## FEES ARE NON-REFUNDABLE

Date Recv'd 5/22/21

License fee EACH Vehicle \$30.00

Acct. CLLTSE

Investigation fee \$ 7.00

Acct. CLLPIF

Total fee paid \$ 8Receipt                     

## LICENSE APPLICATION

for

TAXICAB COMPANY AND LIMOUSINE SERVICE

☒ Original Application☐ Renewal - License #                     

## SECTION 1 - APPLICANT INFORMATION

Name of Company

Antonio's Transportation Service

Business Phone

920-573-9702

Business Street Address

240 Algoma Blvd

City

Oshkosh

State

WI

Zip

54901

Owner's Name

Antonio Gaines Corey Antonio Gaines

Date of Birth

[REDACTED]

☒ Individual☐ Partnership☐ Corporation

Owner's Name

N/A

Date of Birth

## SECTION 2 - VEHICLES TO BE OPERATED

(Attach additional sheets if necessary)

Vehicle Number

2G1WB0SEK011  
54075

Capacity

4

Make/Model

Chevy impala

DOT License Plate Number

AAV-8192

## SECTION 3 - COMPANY HISTORY

Is the company currently licensed in any other municipality? YES NO If Yes, what municipality?

Has the company ever been denied a license by any municipality? YES (NO) If Yes, please explain:

Have any of the owners ever been convicted of a crime? YES (NO) If Yes, please explain:

Describe the basic operations of the company: I am like uber. I pickup and drop offs

If the business is located in the City limits, Municipal Code requires that off-street parking is provided for. If applicable, what provisions have been made for off street parking? N/A

## SECTION 4 - INSURANCE NOTICE

Insurance Coverage:

Insurance Carrier: Richards Insurance

Insurance Agent Name and Phone Number: Markus Helman / 262-334-2500

Policy Number: 945432898

Policy Period: 1-8-2021 - 1-8-2022

I confirm that I have the authority to sign and certify the information contained herein as the permittee/licensee, or duly authorized representative of the entity obtaining this permit/license. I have reviewed and understand the insurance requirements of the City of Appleton. I hereby certify that I, or the company I represent, have insurance in the amounts required to obtain this permit/license, have named the City of Appleton as an additional insured for purposes of this permit/license and have provided the name of my insurance carrier, the policy number, and policy period above. Further, I agree to maintain appropriate insurance coverage for the duration of this permit/license and to indemnify, defend and

hold harmless the City of Appleton and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses, costs, including attorneys fees arising out of the activities performed as described herein, caused in whole or in part by any negligent act or omission of the applicant, anyone directly or indirectly employed by any of them, which may arise from the use of city right-of-way or property under this permit or license.

I certify that this application, and all information and documentation provided therein, is true and accurate.

Applicant's Signature

*Coxy Sami*

FOR OFFICE USE ONLY

Date Sent 5/12/21

COI on file? YES NO

Sealer	Approve	Deny	By	Reason	S&L Date
Police					Common Council
Fire					Date issued
Inspection					Exp. date

4/25/19

# Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

For the license period beginning: 07/01/2021 ending: 06/30/2022  
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: ☐ Town of ☐ Village of ☒ City of } APPLETON

County of OUTAGAMIE Aldermanic Dist. No. \_\_\_\_\_  
(if required by ordinance)

Check one: ☐ Individual ☒ Limited Liability Company  
☐ Partnership ☐ Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number ●●●●●●●●	
FEIN Number ●●●●●●	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input checked="" type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$</b>

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)

RH EVENTS LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
GEALL	MARK		1300 N ASTOR APT 21A, CHICAGO IL 60610
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
EMERICH	SANDY		2165 S FOUNTAIN AVE, APPLETON 54915
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name POPLAR HALL Business Phone Number 920-585-8040

2. Address of Premises 141 S RIVERHEATH WAY Post Office & Zip Code 54915

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

POPLAR HALL IS AN OPEN PLAN 6000SF SPACE WITH A 2400SF MEZZANINE.

IT WILL BE OPEN FOR SPECIAL EVENTS. IT HAS A CATERING KITCHEN.

LIQUOR WILL BE SERVED AND STORED FROM A BAR LOCATED ON THE GROUND FLOOR  
AGAINST THE EASTERN ELEVATION, LOCKED AFTER EACH EVENT.

POPLAR HALL IS LOCATED BETWEEN THE APPLETON RIVERFRONT COURTYARD HOTEL  
AND THE WILLOW BUILDING.




4. Legal description (omit if street address is given above): \_\_\_\_\_

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ..... ☐ Yes ☒ No

(b) If yes, under what name was license issued? \_\_\_\_\_

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? **If yes, explain** ..... ☐ Yes ☒ No
7. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ..... ☐ Yes ☒ No  
**If yes, explain.**
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? **If yes, explain** ..... ☐ Yes ☒ No
9. (a) **Corporate/limited liability company applicants only:** Insert state WI and date 03/02/20 of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **If yes, explain** ..... ☐ Yes ☒ No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☒ Yes ☐ No  
**If yes, explain.**  
MARK GEALL OWNS RH HOSPITALITY LLC, THE APPLETON MARRIOTT COURTYARD  
HOTEL NEXT DOOR.
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] ..... ☒ Yes ☐ No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] ..... ☒ Yes ☐ No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ..... ☒ Yes ☐ No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) Geall, Mark	Title/Member Owner	Date 03/31/21
Signature 	Phone Number 	Email Address 

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	



## City of Appleton Liquor License Questionnaire

1. Name of Applicant: Mark Geall

2. Name of Business: RH Events LLC dba Poplar Hall

(Check Applicable Box(s) to identify primary business activity)

- ☐ Restaurant  
☐ Tavern/Night Club/Wine Bar  
☐ Microbrewery/Brewpub  
☐ Painting/Craft Studio  
☒ Other (describe) Event space

3. Address of Business: 141 South RiverHeath Way, Appleton WI 54915

4. Have you or any member of your organization ever been convicted of a misdemeanor or ordinance violation? Yes \_\_\_\_\_ No X

AND/OR been convicted of a felony? Yes \_\_\_\_\_ No X

If yes to either question, please explain in detail below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. List all partners, shareholders or investors of your business. Include full name, middle initial and date of birth. Please use additional sheets if necessary.

Mark Geall ●●●●

First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth
			/ /

6. Name of person/corporation you are buying the premise and equipment from?

Name: New construction

First name	Middle Initial	Last name
------------	----------------	-----------

Address: \_\_\_\_\_

City	State	ZIP
------	-------	-----

7. What was the previous name and primary nature of the business operating at this location?

New construction

Name: \_\_\_\_\_

(Check Applicable Box(s) to identify primary business activity)

- ☐ Restaurant  
☐ Tavern/Night Club/Wine Bar  
☐ Microbrewery/Brewpub  
☐ Painting/Craft Studio  
☐ Other (describe) \_\_\_\_\_

8. Was this premise licensed for alcohol sales/consumption during the past license year?

Yes \_\_\_\_\_ If yes, please contact the Community and Economic Development Department at 832-6468 about obtaining a copy of an existing Special Use Permit and related requirements that may run with property.

No ☒ If no, please contact the Community and Economic Development Department at 832-6468 about obtaining a Special Use Permit. A Special Use Permit may be required for your business activity prior to the issuance of a Liquor License, pursuant to the City of Appleton Zoning Ordinance.

9. If alcohol sales were a previous use in this building, when did the operation cease?

\_\_\_\_\_ months ago.

10. Seating capacity: Inside 250 Outside 100


11. Operating hours (Inside the building): Special events only  
Operating hours (Outdoor seating areas): \_\_\_\_\_

12. Employees/Staff 12 Number of floor personnel \_\_\_\_\_ Number of door checkers 6

13. In general, state the size and operational details of the proposed establishment:

- a. Gross floor building area of the premises to be licensed: 8400sf \_\_\_\_\_ square feet.  
b. Gross outdoor seating areas of the premises to be licensed: 3000sf \_\_\_\_\_ square feet.  
c. Below, identify the operational details of the proposed establishment:

We are proposing an event space for corporate functions, weddings, music, and other cultural events. The plan calls for an 6000sf open main floor with a 2400sf mezzanine. It will sit between the Appleton Courtyard Riverfront hotel and the Willow building. The space will operate for special events only. The open plan will have floor to ceiling windows overlooking the river opening out to a courtyard in front. There will be a warming kitchen for catering.

  
\_\_\_\_\_  
Signature

03/31/2021  
\_\_\_\_\_  
Date

## **ADDITIONAL 2021-2022 RENEWALS**

### **CLASS “A” FERMENTED MALT BEVERAGE & “CLASS A” LIQUOR (CIDER ONLY) LICENSE**

<b><u>NAME</u></b>	<b><u>TRADE NAME</u></b>	<b><u>ADDRESS</u></b>
Quinto Sol LLC Hector Mosqueda, Agent, 1009 E Kramer Ln Appleton WI 54915	Quinto Sol Supermarket	2311 W College Ave

### **CLASS “A” FERMENTED MALT BEVERAGE & “CLASS A” LIQUOR LICENSE**

<b><u>NAME</u></b>	<b><u>TRADE NAME</u></b>	<b><u>ADDRESS</u></b>
Appleton Liquor LLC Heidi Guta, Agent, 1325 E Overland Rd Appleton WI 54911	Appleton Liquor	2727 N Meade St
Flanagan’s Stop & Shop, Inc. Patrick James Flanagan, Agent, N1820 North Rd Greenville WI 54942	Flanagan’s Stop & Shop	522 W College Ave
Ultimate Mart LLC Ken A Voss, Agent, 2936 Blue Moon Dr Green Bay WI 54311	Pick ‘N Save #8123	2700 N Ballard Rd
Ultimate Mart LLC Ruth K Ackerman, Agent, 1114 Melrose Ct #4 Neenah WI 54956	Pick ‘N Save #8187	511 W Calumet St

### **CLASS “B” FERMENTED MALT BEVERAGE LICENSE**

<b><u>NAME</u></b>	<b><u>TRADE NAME</u></b>	<b><u>ADDRESS</u></b>
Fronteras, LLC Eric Mosqueda Lopez, Agent, 1009 E Kramer Ln Appleton WI 54915	Fronteras Restaurant	2311 W College Ave
Mai’s Deli Fong Lee, Agent, 716 W 8 <sup>th</sup> St Kaukauna WI 54130	Mai’s Deli	104 S Memorial Dr

### **CLASS “B” FERMENTED MALT BEVERAGE LICENSE AND “CLASS C” WINE LICENSE**

<b><u>NAME</u></b>	<b><u>TRADE NAME</u></b>	<b><u>ADDRESS</u></b>
Green Gecko Enterprises LLC Robert C Wall, Agent, 1020 N Durkee St Appleton WI 54911	Green Gecko Grocer & Deli	222 E College Ave
Tempest Coffee Collective LLC Tyler A. Lonadier, Agent, 1133 W Woodstone Dr Appleton WI 54914	Tempest Coffee Collective	181 S Riverheath Way, Ste 1100

**CLASS “B” FERMENTED MALT BEVERAGE & “CLASS B” LIQUOR LICENSE**

<u><b>NAME</b></u>	<u><b>TRADE NAME</b></u>	<u><b>ADDRESS</b></u>
Antojitos Mexicanos LLC Fernando Almanza, Agent, 580 Cornrow Ln Combined Locks WI 54113	Antojitos Mexicanos	204 E College Ave
DCMX LLC Mylee Xiong, Agent, W2374 Holly Ln Appleton WI 54915	Gingerootz	2920 N Ballard Rd Ste A
Driftwood Special Servicing LLC Linda M. Garvey, Agent, 105 Alexander Dr Neenah WI 54956	Fox Cities Exhibition Center	355 W Lawrence St
Mr. Taco Authentic Mexican Cuisine Corp Jennifer Almeida Sandoval, Agent, N197 Eastowne Ln Appleton WI 54915	Mr. Taco	106 S State St
Driftwood Special Servicing LLC Linda M. Garvey, Agent, 105 Alexander Dr Neenah WI 54956	Red Lion Paper Valley Hotel Banquet Svcs	333 W College Ave
Driftwood Special Servicing LLC Linda M. Garvey, Agent, 105 Alexander Dr Neenah WI 54956	Red Lion Paper Valley Hotel Blaze	333 W College Ave
Driftwood Special Servicing LLC Linda M. Garvey, Agent, 105 Alexander Dr Neenah WI 54956	Red Lion Paper Valley Hotel Clubhouse	333 W College Ave
Driftwood Special Servicing LLC Linda M. Garvey, Agent, 105 Alexander Dr Neenah WI 54956	Red Lion Paper Valley Hotel, Lombardi Bar	333 W College Ave
OM Investments, LLC Sivakumar Rajarathinam, Agent, 1237 Symphony Blvd Neenah WI 54956	Sai Ram Indian Cuisine	253 W Northland Ave
Lawrence University of Wisconsin Jonathan E Meyer, Agent, 304 W North Ave Little Chute WI 54140	Viking Room	615 E College Ave

**CLASS “B” FERMENTED MALT BEVERAGE & RESERVE “CLASS B” LIQUOR LICENSE**

<u><b>NAME</b></u>	<u><b>TRADE NAME</b></u>	<u><b>ADDRESS</b></u>
Appleton Yacht Club Andrew T. Potter, Agent, 3146 N Lawe St Appleton WI 54911	Appleton Yacht Club	1200 S Lutz Dr
Appleton Hotel Ventures LLC Troy R Graverson, Agent, W2558 Ridgfield Ct Appleton WI 54915	Cambria Suites	3940 N Gateway Dr
C-Vine Lounge LLC Conrado Lopez Mendez, Agent, 1789 Sanctuary Ct #63 Appleton WI 54914	C-Vine Lounge	531 W College Ave



Fox River Boat Holding Co, LLC    River Tyme Bistro  
Candice Mortara, Agent, 1301 N Briarcliff Dr, Appleton WI 54915

425 W Water St #100

## Mechanical Amusement Devices

TRADE NAME	COMPANY	ADDRESS
FRONTERAS	FRONTERAS, LLC	2311 WEST COLLEGE AVENUE
RED LION	DRIFTWOOD SPECIAL SERVICING LLC	333 WEST COLLEGE AVENUE



"meeting community needs  
.....enhancing quality of life"

**REQUEST for  
Alcohol License  
Premise Amendment**

**FEES ARE NON-REFUNDABLE**

License Fee \$10.00/event  
Receipt 2149-1

Date Recv'd 5/21/21

Acct: **CLCAGP**

**SECTION 1 – LICENSE INFORMATION**

Name of Establishment

Trout Museum of Art

Address of Establishment

111 W. College Ave., Appleton, WI 54911

Name of Agent

Christina Turner

Phone Number



**SECTION 2 – PREMISE AMENDMENT**

Please describe the change in premises:

**\*A drawing/diagram of the proposed area must also be submitted with this application\***

bar will be on our property. guests may enter Houdini Plaza  
to hear awards announcements or social distance

Is this change Permanent?

☐  
YES

☒  
NO

If this is temporary please specify the reason for the amendment:

event - exhibit opening

Please list the date(s) and time(s) that this temporary premise amendment will be utilized:

6/5/21 4:00 pm to 9:00 pm

**SECTION 3 – PENALTY NOTICE**

I certify that I am familiar with Section 9-52 of the Municipal Code of the City of Appleton and agree that any license granted under this application may be suspended for cause at any time by the Common Council.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant:

Christina Turner

**FOR OFFICE USE ONLY**

Department	Approve	Deny	By	Reason
Comm. Dev.				
Finance				
Fire				
Health				
Inspections				
Police				
S&L	Council	Date Issued	Exp. Date	License Number



"meeting community needs  
.....enhancing quality of life"

**REQUEST for  
Beer/Liquor License  
Premise Amendment**

**FEES ARE NON-REFUNDABLE**

License Fee \$ 10.00  
Receipt 1957-3

Date Rec'd 4/1/21  
Acct. 11030.4306

**SECTION 1 – LICENSE INFORMATION**

Name of Establishment

Trout Museum of ART

Address of Establishment

111 W. College Avenue

Name of Agent

CHRISTINA TURNER

Phone Number



**SECTION 2 – PREMISE AMENDMENT**

Please describe the change in premises:

\*A drawing/diagram of the proposed area must also be submitted with this application\*

Houdini Plaza  
8/27/21 event with outside bar and music. Will be  
also utilizing stage for musical performance. 250-guests.  
300

Is this change Permanent?

☐  
YES

☒  
NO

If this is temporary please specify the reason for the amendment:

Please list the date(s) and time(s) that this temporary premise amendment will be utilized:

8/27/21 Set up 12pm, event 5:pm - 10pm

**SECTION 4 – PENALTY NOTICE**

I certify that I am familiar with Section 9-52 of the Municipal Code of the City of Appleton and agree that any license granted under this application may be suspended for cause at any time by the Common Council.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant: \_\_\_\_\_

Christina Turner

**FOR OFFICE USE ONLY**

Department	Approve	Deny	By	Reason
Comm. Dev.				
Finance				
Fire				
Health				
Inspections				
Police				
S&L	Council	Date Issued	Exp. Date	License Number



"meeting community needs  
.....enhancing quality of life"

# **FEES ARE NON-REFUNDABLE**

License Fee - \$10.00 per event <sup>5.00</sup> ~~6.00~~   
Investigation Fee ~~5.00~~ <sup>7.00</sup>   
Total Amount Paid 10

Date Rec'd 2/23/21

Acct. 11030.4322

Acct. 100.2359

Receipt 1812-0003

## **Application for Special Class "B" License to Sell Fermented Malt Beverages at Picnics or Gatherings**

### **The named organization applies for:**

- ☒ A temporary Class "B" license to sell FERMENTED MALT BEVERAGES at picnics or similar gathering under s. 125.26(6) Wis. Stats.  
☐ A temporary Class "B" license to sell WINE at picnics or similar gathering under s. 125.51(10) Wis. Stats. (Limit 2 permits in a 12 month period)

### **SECTION 1 – ORGANIZATION INFORMATION – Answer all questions completely. Please PRINT clearly**

Name of Organization (Bona fide club, lodge or society, veteran's organization or fair association) <u>Appleton Area Jaycees</u>				Date Organized	
Address <u>1444 E Northland Ave.</u>		City <u>Appleton</u>	State <u>WI</u>	Zip <u>54911</u>	
Person in Charge of Event:		Name: Last <u>Lambert</u>	First <u>Jon</u>	Middle Initial <u>M</u>	Date of Birth <u>09/09/68</u>
Address <u>548 N Clark St.</u>		City <u>Appleton</u>	State <u>WI</u>	Zip <u>54911</u>	Person in charge phone number: <u>920-832-XXXX</u>
President Last <u>Solin</u>		First <u>Stephanie</u>	Middle Initial	Date of Birth	Male <input type="checkbox"/> Female <input type="checkbox"/>
Address		City	State	Zip	
Vice President Last		First	Middle Initial	Date of Birth	Male <input type="checkbox"/> Female <input type="checkbox"/>
Address		City	State	Zip	
Secretary Last		First	Middle Initial	Date of Birth	Male <input type="checkbox"/> Female <input type="checkbox"/>
Address		City	State	Zip	
Treasurer Last <u>Schuh</u>		First <u>Stephanie</u>	Middle Initial	Date of Birth	Male <input type="checkbox"/> Female <input type="checkbox"/>
Address		City	State	Zip	

### **SECTION 2 – EVENT INFORMATION SECTION**

Date(s) of Event: Beginning	<u>7/3/21</u>	Ending:	<u>7/3/21</u>	Hours	<u>4:00 AM</u> <u>PM</u> <u>11:00 AM</u> <u>PM</u>
Please describe the type of event you are going to have: <u>Community, Fireworks, Concert</u>					
Do you plan to serve food at this event?	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/>	If yes, contact the Appleton Health Department. (920.832.6429)			
Location where beer or wine will be sold: <u>Memorial Park</u>					
Address <u>1620 Witzke Blvd.</u>		City <u>Appleton</u>	State <u>WI</u>	Zip <u>54911</u>	
Are you requesting an "open concept" license?	No <input type="checkbox"/> Yes <input type="checkbox"/>	Will minors be present?	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/>		
Describe actual location and dimensions of area to be licensed – Be precise! <u>bottom of hill next to amphitheater and at the top of the hill</u>		If yes, how will you prevent minors from obtaining alcoholic beverages? <u>must have wristband to buy/drink</u>			

### **SECTION 3 – PENALTY SECTION**

This application must be on file in the Office of the City Clerk for at least ten (10) business days prior to granting the license.  
If the event will last more than four (4) days, the application shall be filed 15 days prior to the granting of the license.  
This organization also agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages if the license is granted. The officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Signature of Officer Jon Lambert

### **FOR OFFICE USE ONLY**

Dept.	Approve	Deny	By	Reason
Police				
Fire				
Health				
Inspection				
S&L <u>3-24-21</u>	Date Issued		Exp. Date	License Number

11-01-09 Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Return application to: City Clerk, 100 North Appleton Street, Appleton, WI 54911-4799



"meeting community needs  
.....enhancing quality of life"

**FEES ARE NON-REFUNDABLE**

License Fee - \$10.00 per event

Investigation Fee + 7.00

Total Amount Paid 17-Date Rec'd 4/15/21

Acct. 11030.4322

Acct. 100.2359


Receipt 2004-15**Application for Special Class "B" License to Sell Fermented Malt Beverages at Picnics or Gatherings****The named organization applies for:**

- ☒ A temporary Class "B" license to sell FERMENTED MALT BEVERAGES at picnics or similar gathering under s. 125.26(6) Wis. Stats.
- ☒ A temporary Class "B" license to sell WINE at picnics or similar gathering under s. 125.51(10) Wis. Stats. (Limit 2 permits in a 12 month period)

**SECTION 1 – ORGANIZATION INFORMATION – Answer all questions completely. Please PRINT clearly**

Name of Organization (Bona fide club, lodge or society, veteran's organization or fair association) Fox Cities Building for the Arts - Trout Museum of Art Date Organized 01/01/1967

Address 111 College Avenue City Appleton State WI Zip 54911

Person in Charge of Event:  Name: Last Turner, Christina S. First  Middle Initial  Date of Birth ●●●●

Address 275 Lake Road City Menasha State WI Zip 54952 Person in charge phone number: ●●●●●●●●

President Last Ulman, Renee First  Middle Initial  Date of Birth  Male x Female

Address 519 N Sampson St. City Appleton State WI Zip 54911

Vice President Last Kristle Schroeder First  Middle Initial  Date of Birth  Male x Female

Address N6815 Appletree Ct. City Greenville State WI Zip 54952

Secretary Last Cain, Karen First  Middle Initial  Date of Birth  Male x Female

Address 13 Tilbury Ct. City Appleton State WI Zip 54913

Treasurer Last Toltzke, Maria First  Middle Initial  Date of Birth  Male x Female

Address 1120 E Moorpark Ave City Appleton State WI Zip 54911

**SECTION 2 – EVENT INFORMATION SECTION**

Date(s) of Event: Beginning 07 / 24 / 21 Ending: 07 / 25 / 21 Hours 9:00am AM PM 9:00pm AM PM

Please describe the type of event you are going to have:  
Art at the Park free public art festival with art sales, music, children and community art activities, food, wine and beer sales.

Do you plan to serve food at this event? No (Yes) If yes, contact the Appleton Health Department. (920.832.6429)

Location where beer or wine will be sold:  
City Park

Address 500 E. Franklin Street City Appleton State WI Zip 54911

Are you requesting an "open concept" license? No (Yes) Will minors be present? No (Yes)

Describe actual location and dimensions of area to be licensed –  
Be precise!  
Dimensions of Appleton's City Park

If yes, how will you prevent minors from obtaining alcoholic  
beverages?  
Wrist band sold only to people 21 years and above required to purchase beer or wine

**SECTION 3 – PENALTY SECTION**

This application must be on file in the Office of the City Clerk for at least ten (10) business days prior to granting the license.

If the event will last more than four (4) days, the application shall be filed 15 days prior to the granting of the license.

This organization also agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages if the license is granted. The officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Signature of Officer Christina S. Turner

**FOR OFFICE USE ONLY**

Dept.	Approve	Deny	By	Reason
Police				
Fire				
Health				
Inspection				
S&L	Council		Date Issued	Exp. Date
				License Number

11-01-09 Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Return application to: City Clerk, 100 North Appleton Street, Appleton, WI 54911-4799



"meeting community needs  
.....enhancing quality of life"

### FEES ARE NON-REFUNDABLE

License Fee - \$10.00 per event

Investigation Fee 11 + 7.00

Total Amount Paid                     

Date Rec'd     /    /    

Acct Code: CLCSPB

Acct Code: CLCPIF

Receipt 2077-7

## Application for Temporary Class "B" Beer or "Class B" Wine License

\*Application MUST be on file for 10 days prior to event, please allow 2-3 weeks for processing\*

### The named organization applies for: (Please check one or both)

☒ A temporary Class "B" license to sell FERMENTED MALT BEVERAGES at picnics or similar gathering under s. 125.26(6) Wis. Stats.

☐ A temporary "Class B" license to sell WINE at picnics or similar gathering under s. 125.51(10) Wis. Stats. (Limit 2 licenses in a 12 month period)

### SECTION 1 - ORGANIZATION INFORMATION - Answer all questions completely. Please PRINT clearly

Name of Organization (Bona fide club, lodge or society, veteran's organization or fair association)

Date Organized

Appleton Firefighters Local 257

Address 700 N. Drew St

City Appleton

State WI

Zip 54911

Person in Charge of Event:

Name: Last

First

M. I.

Date of Birth

Kinley

Troy

J

Address 1891 Minerva Ln

City Neenah

State WI

Zip 54956

Person in charge phone number:                     

President

Last Pelkin

First Scott

Middle Initial

Date of Birth

Male ☒

Femal ☐

Address

City Appleton

State

Zip

Vice President

Last Moeller

First Mike

Middle Initial

Date of Birth

Male ☒

Femal ☐

Address

City Appleton

State

Zip

Secretary

Last Unruh

First Steve

Middle Initial

Date of Birth

Male ☒

Femal ☐

Address

City Appleton

State

Zip

Treasurer

Last Unruh

First Steve

Middle Initial

Date of Birth

Male ☒

Femal ☐

Address

City Appleton

State

Zip

### SECTION 2 - EVENT INFORMATION SECTION

Date(s) of Event: Beginning 08/7/21

Ending: 08/7/21

Hours

0800 AM/PM

11:00 AM/PM

Please describe the type of event you are going to have:

Softball Tournament

Do you plan to serve food at this event?

No ☐

Yes ☒

If yes, contact the Appleton Health Department. (920.832.6429)

Location where beer or wine will be sold or served:

SE of Pavilion @ Memorial Park

Address Witzke Blvd

City Appleton

State WI

Zip 54913

Describe actual location and dimensions of area to be licensed below: - BE PRECISE!

Will minors be present?

No ☐

Yes ☒

SE of Pavilion, 1 Refrigerated trailer with tables separating servers

If yes, how will you prevent minors from obtaining alcoholic beverages?

Only FD members will be serving

### SECTION 3 - PENALTY SECTION

This application must be on file in the Office of the City Clerk for at least ten (10) business days prior to granting the license.

If the event will last more than four (4) days, the application shall be filed 15 days prior to the granting of the license.

This organization also agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages if the license is granted. The officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Signature of Officer

[Signature]

### FOR OFFICE USE ONLY

Dept. Approve Deny By Reason

Police

Fire

Health

Inspection

S&L

Date Issued

Exp. Date

License Number





"meeting community needs  
.....enhancing quality of life"

### FEES ARE NON-REFUNDABLE

License Fee - \$10.00 per event **14**  
Investigation Fee + 7.00  
Total Amount Paid **147-**

Date Rec'd **5/13/21**

Acct. 11030.4322

Acct. 100.2359

Receipt **2109-1**

## Application for Special Class "B" License to Sell Fermented Malt Beverages at Picnics or Gatherings

### The named organization applies for:

- ☒ A temporary Class "B" license to sell FERMENTED MALT BEVERAGES at picnics or similar gathering under s. 125.26(6) Wis. Stats.  
☒ A temporary Class "B" license to sell WINE at picnics or similar gathering under s. 125.51(10) Wis. Stats. (Limit 2 permits in a 12 month period)

### SECTION 1 - ORGANIZATION INFORMATION - Answer all questions completely. Please PRINT clearly

Name of Organization (Bona fide club, lodge or society, veteran's organization or fair association) **Appleton Downtown Inc.** Date Organized **4.2.1993**

Address **333 W. College Ave, Ste 100** City **Appleton** State **WI** Zip **54911**

Person in Charge of Event: Name: Last **Stephany** First **Jennifer** Middle Initial **L.** Date of Birth **00.00.00**

Address **333 W College Ave, Ste 100** City **Appleton** State **WI** Zip **54911** Person in charge phone number: **0000000000**

President Last **Johnson** First **Deb** Middle Initial **A** Date of Birth **00.00.00** Male ☒ Female ☒

Address **300 W. College Ave** City **Appleton** State **WI** Zip **54911**

Vice President Last **Vargosko** First **Laura** Middle Initial **E** Date of Birth **00.00.00** Male ☒ Female ☒

Address **4321 N. Ballard Rd** City **Appleton** State **WI** Zip **54911**

Secretary Last **King** First **Lyssa** Middle Initial **M** Date of Birth **00.00.00** Male ☒ Female ☒

Address **303 N. Onida St** City **Appleton** State **WI** Zip **54911**

Treasurer Last **Lonsway** First **Steve** Middle Initial **T** Date of Birth **00.00.00** Male ☒ Female ☒

Address **1004 S. Oldie Onida St** City **Appleton** State **WI** Zip **54911**

### SECTION 2 - EVENT INFORMATION SECTION

Date(s) of Event: Beginning **7/1/21** Ending: **9/30/21** Hours **5:30** AM ☒ PM **9:30** AM ☒ PM **(14wks)**

Please describe the type of event you are going to have:  
**Summer music concert series**

Do you plan to serve food at this event? No ☒ Yes ☒ If yes, contact the Appleton Health Department. (920.832.6429)

Location where beer or wine will be sold:  
**Jones Park & Parking Lot**

Address **301 W. Lawrence St.** City **Appleton** State **WI** Zip **54911**

Are you requesting an "open concept" license? No ☒ Yes ☒ Will minors be present? No ☒ Yes ☒

Describe actual location and dimensions of area to be licensed - Be precise! **Full use of Park area** If yes, how will you prevent minors from obtaining alcoholic beverages? **Wristband required w/ ID - tickets w/ licensed bartenders.**

### SECTION 3 - PENALTY SECTION

This application must be on file in the Office of the City Clerk for at least ten (10) business days prior to granting the license.  
If the event will last more than four (4) days, the application shall be filed 15 days prior to the granting of the license.  
This organization also agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages if the license is granted. The officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Signature of Officer **Magham Warr**

### FOR OFFICE USE ONLY

Dept.	Approve	Deny	By	Reason
Police				
Fire				
Health				
Inspection				
S&L	Council	Date Issued	Exp. Date	License Number

11-01-09 Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Return application to: City Clerk, 100 North Appleton Street, Appleton, WI 54911-4799



# 2021 Heid Music Summer Concert Series COVID-19 Mitigation Plan

## 1.) Alternate Date(s) N/A

- We will delay our start date to July 1 and run the series through Sept. 30<sup>th</sup>.

\*Alternate dates are not guaranteed to be approved\*

## 2.) # of Participants:

- Up to 5000 - Attendance will vary based on band and weather.  
A typical show is 2000-3000.
- Food Vendors 4
- Volunteers 20
- ADI Staff 2

## 3.) Describe plans to mitigate the spread of COVID-19 (social distancing, mask wearing, numbers of participants, etc.) \*Note: Diagrams, drawings and maps are encouraged

### Covid-19 Market Protocols:

1. The first measure we are taking is to move the event to Jones Park for all shows. Jones Park is 5.75 acres plus the parking lot area which we plan to use to further distance our infrastructure to service attendees. Layout drawings attached.
2. Masks or shields will be required for all concert staff, food vendors and volunteers until such time as the City of Appleton Health Department advise us. Each volunteer, staff and food vendor will receive a protection kit with two face shields, 2 masks and defogger.
3. Free masks available for attendees.
4. Keep It Safe Stations: 4 Stations with hand sanitizer, masks and messaging throughout the layout. Messaging: Please help keep all Downtown events safe! Remember to social distance. Wear a mask when in line. Sanitize!
5. Attendees will need to put on their own wristband with our supervision.

## 4.) Provide ways to keep participants adequately spaced (6 ft. apart) during the event:

1. The layout will use the Jones Park parking lot as shown in attached diagram to spread out food vendors, portable toilets and create a larger bar area to service the attendees. Chalk will be used to create service lines and distancing markers.
2. Additional signage at the food booths, wristband booth and bar with reminders on "Social Distancing" and asking to wear your mask when placing your order.
3. The wristband booth will create a four sided service area to reduce congestion.

## 5.) How will food/beverages be sold/served safely, in pre-packaged individual servings (if applicable)?

1. Self-serve condiments will be prohibited. Vendors must provide individual use packets.
2. Encourage the sale of prepared pre-packaged food

**6.) What steps will be initiated to ensure compliance and accountability of your plan? Please provide the name of the contact person responsible for the COVID-19 mitigation plan compliance:**

Jennifer Stephany, Executive Director of Appleton Downtown Inc.

Meghan Warner, Event Coordinator/Farm Market Manager



Sandy Storch, ADI Staff

- Volunteer and Vendor Communication materials will clearly state our policies.
- Concert Staff will promote safe behaviors by communicating clear expectations in opening and mid event announcements from the stage. As well as providing gentle reminders as needed throughout the event.
- Sandwich board signs with safety precautions will be placed with the Keep It Safe Stations points, plus additional signage at the bar, wristband booth and the bathrooms.



# Heid Music Summer Concert Series

## Jones Park layout

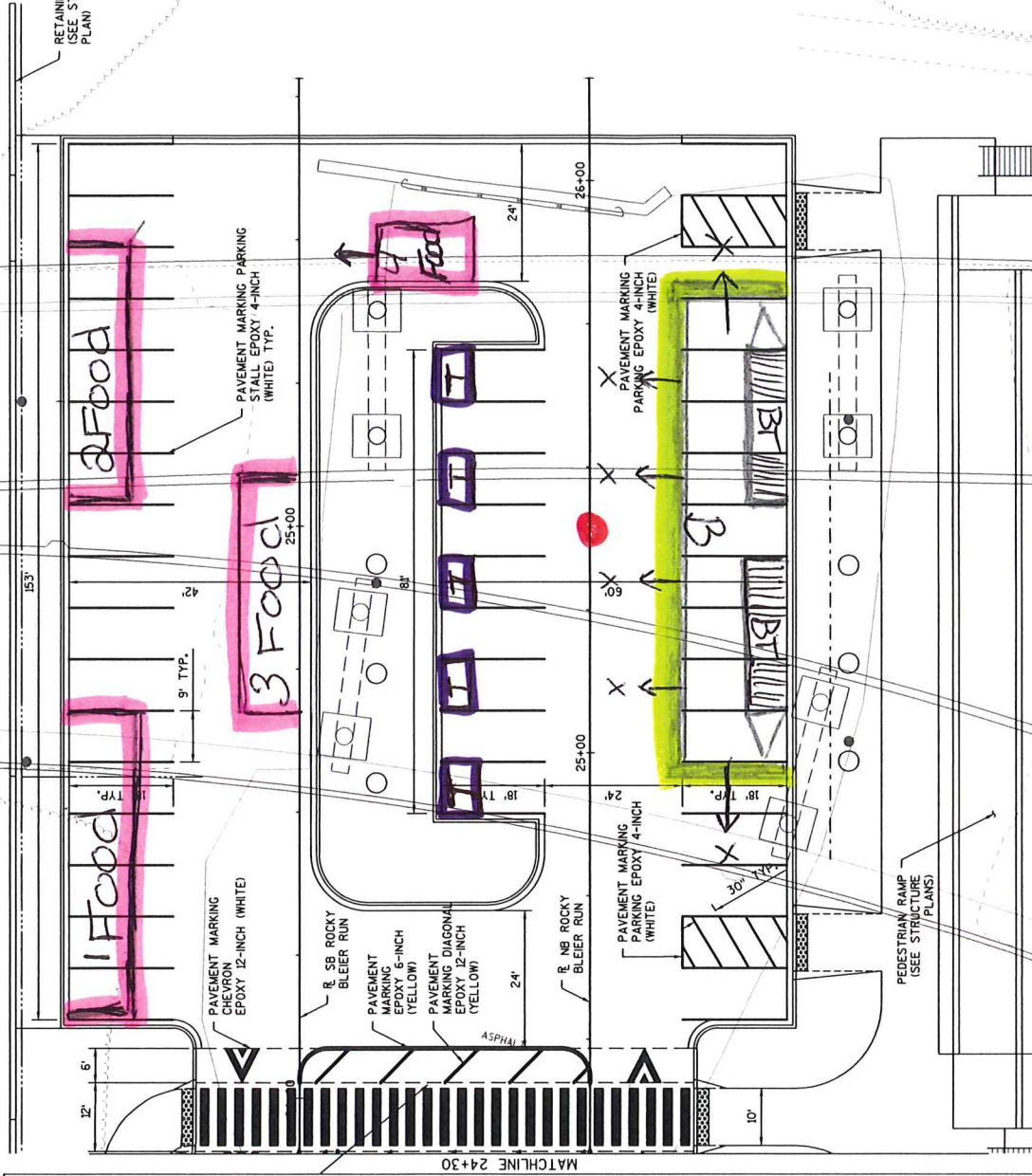
- Wristband Booth: 
- Keep It Safe Station: KISS 
- See parking lot attachment





Bar: B  
 Beer Trailer: BT  
 Food Truck: FT  
 Toilets: T

- Extended bar area
- Only 4 food vendors
- Spaced out toilets
- KISStation  
 masks  
 sanitizer  
 messaging



Project No.:		UNIT 1-18	Date:	1/5/2018
Designed By:	Drawn By:	Checked By:	Approved By:	
JUL	JUL	RH	RH	
Project:		ONEIDA STREET BRIDGE OVER JONES PARK		
Sheet Title:		PAVEMENT MARKING - PARKING LOT		
City of Appleton Public Works Department		480 Pilgrim Way, Suite 1250 Green Bay, WI 54304 TEL: (920) 321-2330 www.patrickco.com <b>PATRICK ENGINEERING</b>		
ISSUE & REVISIONS NO. DATE DESCRIPTION 1 1/5/18 1.000 THE FIRST ISSUE OF THE PROJECT ONLY				