



# City of Appleton

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

## Meeting Agenda - Final Safety and Licensing Committee

Wednesday, February 12, 2025

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

4. Approval of minutes from previous meeting

[25-0047](#) Safety & Licensing Committee Minutes from 1/22/2025

Attachments: [S&L Minutes 1-22-25.pdf](#)

5. **Public Hearing/Appearances**

6. **Action Items**

[24-0420](#) Class "B" Beer and Reserve "Class B" Liquor License application for Delaires LLC d/b/a Delaire's, David Boulanger, Agent, located at 823 W. College Ave.

Attachments: [Delaire's.Alcohol.Class B Beer Reserve Liquor.4.10.24.REDACTED.pdf](#)

[Delaire's Attachment.pdf](#)

[Documents distributed by Alder Van Zeeland 10.23.24.pdf](#)

[APD Delaire's letter to S&L 11.27.24.docx](#)

[OEO to Appleton City Clerk re Holding Licensing Hearing - Delaire's LLC.pdf](#)

[2025 Delaire's Business Plan.pdf](#)

[Delaire's 2025 Alcohol License Questionnaire \(Updated\) - signed.pdf](#)

[MEMO - Retail Alcohol Licensing Discretion.pdf](#)

[Delaire's follow up gambling machine letter 1.27.25 REDACTED.pdf](#)

Legislative History

10/9/24	Safety and Licensing Committee	recommended for approval
10/16/24	Common Council	referred to the Safety and Licensing Committee
10/23/24	Safety and Licensing Committee	held

12/11/24	Safety and Licensing Committee	held
1/8/25	Safety and Licensing Committee	recommended for approval
	<i>David Boulanger was present and addressed the committee.</i>	
	<i>Emil Ovbiagele, OVB Law &amp; Consulting, 826 N Plankinton Ave, Milwaukee, WI, was present and addressed the committee.</i>	
1/15/25	Common Council	referred to the Safety and Licensing Committee
1/22/25	Safety and Licensing Committee	recommended for approval
	<i>David Boulanger was present and addressed the committee.</i>	
	<i>Emil Ovbiagele, OVB Law &amp; Consulting, 826 N. Plankinton Ave, Milwaukee WI, addressed the committee via phone.</i>	
1/22/25	Safety and Licensing Committee	amended
	<i>The Motion to approve was withdrawn by Alderpersons Schultz and Croatt</i>	
1/22/25	Safety and Licensing Committee	held
	<i>With stipulation that no gambling machines be on premises</i>	

[25-0062](#)

Resolution #1-R-25 Fire Department Paramedic Service Level

**Attachments:** [#1-R-25 Fire Dept. Paramedic Service Level.pdf](#)[25-0050](#)

Pet Store/Kennel License application for Forty Three Skulls Oddities Shoppe, Scott Watzlawick, Agent, located at 133 E. Wisconsin Ave, contingent upon approval from the Police, Fire, and Inspections departments.

**Attachments:** [Forty Three Skulls.PK.1.27.25.REDACTED.pdf](#)[25-0051](#)

Secondhand Jewelry License renewal application for Fox Valley Jewelers, Khristopher Fischer, Agent, located at 636 W. College Ave, contingent upon approval from the Health department.

**Attachments:** [Fox Valley Jewelers.Secondhand Article Renewal.1.31.25.pdf](#)[25-0052](#)

Temporary Class "B" Beer License application for Sacred Heart Church, Dave Erickson, Agent, located at 222 E. Fremont St, on March 14, March 28, and April 11, 2025 for Fish Fry special events, contingent upon approval from the Health and Fire departments.

**Attachments:** [Sacred Heart Church.Alcohol.Temp B Beer.Fish Fry.3.14.25.pdf](#)**7. Information Items**

[25-0069](#)      Alcohol Establishment Demerit Point Violations

- Home Burger Bar  
No Licensed Operator - 40 pts  
Total Points: 40
  
- Skyline Comedy Club  
No Licensed Operator - 40 pts  
Total Points: 40

[25-0061](#)      Special Events

- Appleton Downtown Inc., Avenue of Ice, College Avenue Amenity Strip,  
February 21st - February 23rd 2025

[25-0048](#)      Director's Report

1. City Clerk
2. Fire Chief
  - Hiring Update
3. Police Chief

8.      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

100 North Appleton Street  
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## Meeting Minutes - Final Safety and Licensing Committee

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Wednesday, January 22, 2025

5:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

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

2. Pledge of Allegiance

3. Roll call of membership

**Present:** 5 - Croatt, Siebers, Doran, Fenton and Schultz

4. Approval of minutes from previous meeting

[25-0009](#)

Safety & Licensing Committee Minutes from 1/8/25

**Attachments:** [S&L Minutes 1.8.25.pdf](#)

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

**Aye:** 5 - Croatt, Siebers, Doran, Fenton and Schultz

5. **Public Hearing/Appearances**

[25-0006](#)

Demerit Point Violation Appearance - Broken Tree Pizza

**Attachments:** [BrokenTreePizza Demerit Pt Letter.pdf](#)

*No one appeared for the violation*

[25-0007](#)

Demerit Point Violation Appearance - Mr. Frog's on the Ave

**Attachments:** [Mr.Frogs Demerit Pt Letter.pdf](#)

*No one appeared for the violation*

6. **Action Items**

[24-1126](#)

Operator License for Kelly Arndt.

- Attachments:** [Kelly Arndt Application.pdf](#)  
[Kelly Arndt Clerk Letter.pdf](#)  
[Kelly Arndt PD Letter.pdf](#)  
[Kelly Arndt Appeal Memo.pdf](#)  
[UPDATE Operator License Renewal Application of Kelly Arndt.pdf](#)  
[Kelly Arndt Additional Documentation.pdf](#)

**Siebers moved, seconded by Fenton, that the Operator License be recommended for denial. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Croatt, Siebers, Doran, Fenton and Schultz

[24-1496](#)

Operator License for Katherine Neubert.

- Attachments:** [Katherine Neubert Application.pdf](#)  
[Katherine Neubert Clerk's Letter.pdf](#)  
[Katherine Neubert denial letter.pdf](#)  
[Operator License Application of Katherine Neubert.pdf](#)  
[Katherine Neubert Additional Documentation.pdf](#)

**This Operator License was recommended for denial**

*The Motion to deny was withdrawn by Alderpersons Siebers and Fenton*

**This Operator License was held**

*The Motion to hold was withdrawn by Alderpersons Fenton and Schultz*

**Schultz moved, seconded by Siebers, that the Operator License be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Siebers, Doran, Fenton and Schultz

**Nay:** 1 - Croatt

[24-0420](#)

Class "B" Beer and Reserve "Class B" Liquor License application for Delaires LLC d/b/a Delaire's, David Boulanger, Agent, located at 823 W. College Ave.

**Attachments:** [Delaire's Alcohol Class](#)  
[B Beer Reserve Liquor.4.10.24.REDACTED.pdf](#)  
[Delaire's Attachment.pdf](#)  
[Documents distributed by Alder Van Zeeland 10.23.24.pdf](#)  
[APD Delaire's letter to S&L 11.27.24.docx](#)  
[OEO to Appleton City Clerk re Holding Licensing Hearing - Delaire's LLC.pdf](#)  
[2025 Delaire's Business Plan.pdf](#)  
[Delaire's 2025 Alcohol License Questionnaire \(Updated\) - signed.pdf](#)  
[MEMO - Retail Alcohol Licensing Discretion.pdf](#)

*David Boulanger was present and addressed the committee.  
Emil Ovbiagele, OVB Law & Consulting, 826 N. Plankinton Ave, Milwaukee WI,  
addressed the committee via phone.*

**This Alcohol License was recommended for approval**

*The Motion to approve was withdrawn by Alderpersons Schultz and Croatt*

**Fenton moved, seconded by Siebers, that the Alcohol License approval be amended to add the stipulation that no gambling machines may be on the premises. Roll Call. Motion failed by the following vote:**

**Aye:** 2 - Siebers and Fenton

**Nay:** 3 - Croatt, Doran and Schultz

*With stipulation that no gambling machines be on premises*

**Schultz moved, seconded by Croatt, that the Alcohol License Item be held until the next meeting on February 12th. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Croatt, Siebers, Doran, Fenton and Schultz

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

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

**Aye:** 5 - Croatt, Siebers, Doran, Fenton and Schultz

[25-0005](#)

Class "B" Beer and Reserve "Class B" Liquor License application for La Bodega Nightclub LLC d/b/a La Bodega Lounge, Juan Santiago-Hernandez, Agent, located at 531 W. College Ave, contingent upon approval from the Health and Inspections departments.

**Attachments:** [La Bodega Lounge.Alcohol.Class B Beer Reserve Liquor.12.20.24.REDACTED.pdf](#)

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

[25-0002](#)

Cigarette, Tobacco, and Electronic Vaping Device License application for A-Z Tobacco Inc, Safwan Alboushi Aldabbagh, Agent, located at 201 W. Northland Ave Ste K.

**Attachments:** [A-Z Tobacco Inc.CTV.1.8.25.REDACTED.pdf](#)

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

[25-0003](#)

Cigarette, Tobacco, and Electronic Vaping Device License application for Rehan Grocery LLC d/b/a Halal International Market, Siyar Abdullah, Agent, located at 2310 W. College Ave Ste D.

**Attachments:** [Halal Intl Market.CTV.1.9.25.REDACTED.pdf](#)

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

[25-0011](#)

Cigarette, Tobacco, and Electronic Vaping Device License application for Top Dogz Vape Shop LLC d/b/a Top Dogz Vape Shop, Jennifer Peters, Agent, located at 208 E Wisconsin Ave, for new location.

**Attachments:** [Top Dogs Vape Shop.CTV.1.15.25.pdf](#)

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

[25-0004](#)

Secondhand Article Dealer License renewal application for Heid Music, Todd Heid, Agent, located at 308 E. College Ave, contingent upon approval from the Health department.

**Attachments:** [Heid Music.Secondhand Article Renewal.1.10.25.pdf](#)

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

## 7. Information Items

[25-0008](#)

Director's Report

1. City Clerk
  - Spring Primary Election Information
2. Fire Chief
3. Police Chief

8. Adjournment

**Siebers moved, seconded by Fenton, that the meeting be adjourned at 6:23 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Croatt, Siebers, Doran, Fenton and Schultz



Form  
AB-200

## Alcohol Beverage License Application

For Municipal Use Only	
Municipality	Appleton
License Period	24-25

License(s) Requested: (up to two boxes may be checked)

- Class "A" Beer ..... \$ \_\_\_\_\_      Class "B" Beer ..... \$ 100  
 "Class A" Liquor ..... \$ \_\_\_\_\_      "Class B" Liquor ..... \$ \_\_\_\_\_  
 "Class A" Liquor (cider only) \$ \_\_\_\_\_      Reserve "Class B" Liquor \$ 10500  
 "Class C" Liquor (wine only) \$ \_\_\_\_\_

Fees	
License Fees	\$ 10,600
Background Check Fee	\$ 60
Publication Fee	\$ 7
<b>Total Fees</b>	<b>\$ 10,667</b>

### Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) <u>Delaire's LLC</u>			
2. Business Trade Name or DBA <u>Delaire's</u>			
3. FEIN		4. Wisconsin Seller's Permit Number <u>456-1031294282-04</u>	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization <u>Wisconsin</u>		7. Date of Organization <u>9/20/2022</u>	8. Wisconsin DFI Registration Number <u>D073986</u>
9. Premises Address <u>823 <del>827</del> W. College Ave.</u>			
10. City <u>Appleton</u>		11. State <u>WI</u>	12. Zip Code <u>54914</u>
13. County <u>Outagamie</u>	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Appleton</u>		15. Aldermanic District <u>11</u>
16. Premises Phone <u>727-808-9092</u>	17. Premises Email <u>delaires.wb@gmail.com</u>		18. Website _____
19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. <u>1779 sq. ft. premise where alcohol will be sold and stored. Alcohol consumed in bar area. Alcohol will be sold over bartop and stored in a backroom.</u>			
20. Mailing Address (if different from premises address)			
21. City		22. State	23. Zip Code

### Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list the details of violation below. Attach additional sheets if necessary.			
Law/Ordinance Violated		Location	Trial Date
Penalty Imposed		Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated		Location	Trial Date
Penalty Imposed		Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . .  Yes  No  
 beverages.

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . .  Yes  No  
 If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? . . . . .  Yes  No  
 If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity	4b. Business Entity FEIN
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5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. . . . .  Yes  No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? . . . . .  Yes  No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? . . . . .  Yes  No

**Part C: Individual Information**

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

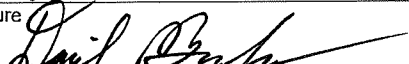
Last Name	First Name	Title	Phone
Boulanger	David	owner	

**Part D: Attestation**

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

**READ CAREFULLY BEFORE SIGNING:** Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Boulanger	First Name David	M.I. D
Title owner	Email	Phone
Signature 	Date 4/10/24	

**Part E: For Clerk Use Only**

Date Application Was Filed With Clerk 4-10-2024	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	



# City of Appleton Alcohol License Questionnaire

1. Name of Applicant: David Boulanger

2. Name of Business: Delaire's

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

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) Coffee bar

3. Address of Business: 827 W. College Ave, Appleton WI 54914  
823

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.

<u>David</u>	<u>D</u>	<u>Boulanger</u>	
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: \_\_\_\_\_  
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?

Name: Empty / VACANT

(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 15 Outside 0

11. Operating hours (Inside the building): 10AM - 10PM  
Operating hours (Outdoor seating areas): —

12. Employees/Staff

Number of floor personnel 1 Number of door checkers \_\_\_\_\_

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

a. Gross floor building area of the premises to be licensed: 1779 square feet.


b. Gross outdoor seating areas of the premises to be licensed: 0 square feet.

c. Below, identify the operational details of the proposed establishment:

Serving coffee with liquor.

See attached business plan for more details.

Open every day 10am-10pm

  
Signature

4/10/24  
Date

<b>Agent Type</b> (check one)	
<input checked="" type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

<b>Part A: Business Information</b>	
1. Legal Business Name (individual name if sole proprietor) Delaire's LLC	
2. Business Trade Name or DBA Delaire's	
3. Entity Type (check one) <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization (check one) <input checked="" type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit	5. If successor agent, provide State Permit or Municipal Retail License Number
6. Describe the reason for appointing a successor agent, if successor is checked above.	


<b>Part B: Agent Information</b>			
1. Last Name Boulanger	2. First Name David	3. M.I. D	
4. Email		5. Phone	
6. Home Address 1024 Sumac Drive			
7. City West Bend	8. State WI	9. Zip Code 53090	10. Age
11. Drivers License/State ID Number		12. Drivers License/State ID State of Issuance	

<b>Part C: Agent Questions</b>	
1. Have you satisfied the responsible beverage server training requirement? ..... Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> ? ..... Submit a completed Form AB-100 with this form.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? ..... See instructions for exceptions.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Continued →

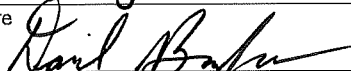
**Part D: Business Attestation**

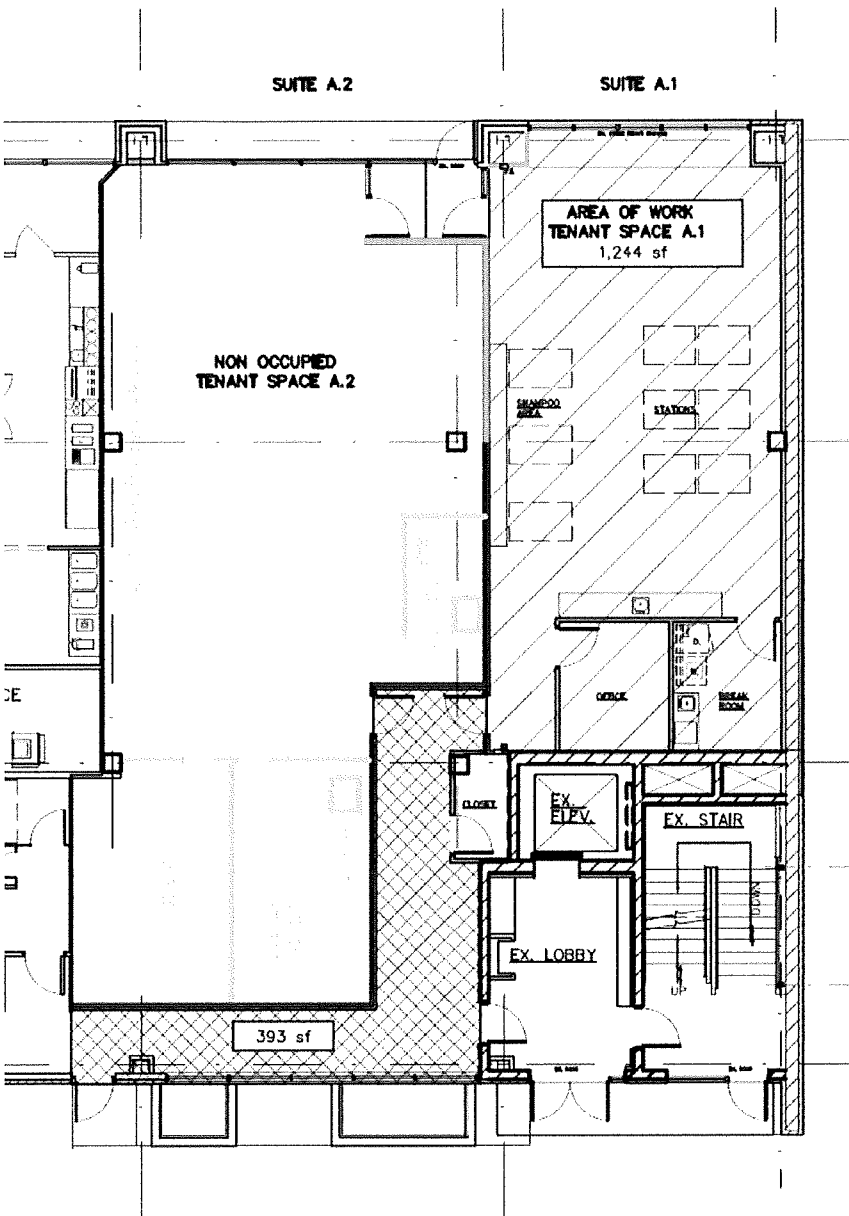
READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name <b>Boulanger</b>		First Name <b>David</b>	M.I. <b>D</b>
Title <b>Owner</b>	Email	Phone	
Signature 		Date <b>4/10/24</b>	

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name <b>Boulanger</b>		First Name <b>David</b>	M.I. <b>D</b>
Signature 		Date <b>4/10/24</b>	



## **Business Plan: Delaire's**

### **Executive Summary:**

Delaire's is a unique establishment that combines the cozy ambiance of a traditional coffee shop with the sophisticated offerings of a cocktail bar. Located in the heart of Appleton, our café aims to provide a welcoming environment where customers can enjoy expertly crafted coffee beverages during the day and indulge in signature cocktails in the evening.

### **Business Description:**

Delaire's will offer a diverse menu of high-quality coffee drinks, including espresso, cappuccino, latte, and specialty brews sourced from premium beans. Our skilled baristas will be trained to create exquisite coffee creations that cater to both traditional coffee aficionados and adventurous palates.

In addition to our coffee offerings, Delaire's will hold a liquor license, allowing us to serve a curated selection of spirits, wines, and craft beers. Our cocktail menu will feature innovative concoctions that blend classic recipes with modern twists, providing customers with a unique drinking experience.

### **Target Market:**

Our target market includes a diverse range of individuals, including coffee enthusiasts, professionals seeking a relaxed workspace, students looking for a study spot, and individuals seeking a casual yet sophisticated atmosphere to socialize with friends or colleagues.

### **Competitive Advantage:**

Delaire's distinguishes itself from traditional coffee shops by offering alcoholic beverages, creating a one-of-a-kind experience for customers. Our commitment to quality extends beyond our coffee beans to our selection of spirits, ensuring that every drink served meets the highest standards.

Additionally, our café will prioritize customer service, aiming to create a welcoming and inclusive environment where patrons feel valued and comfortable. Our knowledgeable staff will be trained to provide personalized recommendations and cultivate a sense of community among customers.

### **Marketing Strategy:**

Delaire's will utilize a multi-faceted marketing approach to attract customers and build brand awareness. This strategy will include:



1. **Social media marketing:** Engaging with customers through platforms such as Instagram, Facebook, and Twitter to showcase our offerings, promote special events, and interact with our online community.
2. **Local partnerships:** Collaborating with nearby businesses, such as bookstores or art galleries, to cross-promote our café and attract a diverse clientele.
3. **Event hosting:** Hosting regular events, such as live music performances, trivia nights, or cocktail workshops, to create buzz and attract new customers.
4. **Loyalty programs:** Implementing a loyalty program to reward repeat customers and encourage customer retention.

### **Financial Plan:**

Delaire's anticipates initial startup costs for equipment, furnishings, and renovations. We project steady growth in revenue over the first few years of operation, driven by increasing customer traffic and sales volume.

Revenue streams will primarily come from the sale of coffee beverages, alcoholic drinks, and light food offerings. We will carefully monitor expenses, including inventory, staffing, and marketing, to ensure profitability and sustainable growth.


In the event additional financing is required, Delaire's has the option to secure a line of credit of up to \$200,000 from one of our current businesses, providing flexibility to manage cash flow and unexpected expenses.

### **Conclusion:**

Delaire's offers a unique concept that combines the warmth of a coffee shop with the allure of a cocktail bar. With a focus on quality, innovation, and exceptional customer service, we are confident that our café will become a beloved destination for coffee enthusiasts and cocktail aficionados alike, operating from 10 am to 10 pm to accommodate our diverse customer base.

# Proposed Grafton lounge bar stalls at Plan Commission

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 [gmtdotcom.com/news\\_graphic/business/proposed-grafton-lounge-bar-stalls-at-plan-commission/article\\_6760f1a2-9575-11ec-aa9d-8f6037bb0a82.html](https://gmtdotcom.com/news_graphic/business/proposed-grafton-lounge-bar-stalls-at-plan-commission/article_6760f1a2-9575-11ec-aa9d-8f6037bb0a82.html)

By Melanie Boyung - Special to the News Graphic

February 24, 2022

GRAFTON — A proposal for a gaming lounge bar in downtown Grafton stalled this week, as the Plan Commission tabled the conditional use permit the business will require in order to obtain more information.

David Boulanger submitted an application for the conditional use permit to the Plan Commission, which met Tuesday. Boulanger said the proposed business for 1208 12th Ave., the former location of Lash Boutique in the commercial complex at the corner of 12th Avenue and Washington Street, would be a small establishment called Bella's Gaming Lounge, serving beer and bar snacks.

The plan included several television sets for sports game viewing and five bar gaming machines. According to Boulanger, the bar would have only 10 to 15 patrons at a time on the high end; there would be limited seating under the business plan, and he said the business would not produce high levels of noise, as it would be a quiet place to lounge, relax and play games rather than a traditional bar.

The permit application was tabled after a public hearing and Plan Commission discussion, during which there were concerns about noise, gambling on the bar video games and whether such an establishment fit the character of what the village of Grafton envisioned for downtown.

Village President and Plan Commission Jim Brunnquell asked Boulanger about patrons being able to win money at the game machines, noting some bars have that type of machine. Boulanger said there are machines like that, but gave no specific information about what games or type of games he planned to use in Bella's Gaming Lounge, beyond that they would be coin-operated machines.

"It's just going to be just like what you'll see in other bars in the area, that's the best I can tell you," Boulanger said.

Several other Plan Commissioners inquired about the specific games as well, and expressed concerns about gambling and the business's hours. The permit application indicated hours of opening at 8 a.m. daily and closing at 12 a.m. or 2 a.m., though Boulanger said he planned to close by midnight daily.

"To have it open at 8 a.m. when you're serving primarily alcohol ... I think that could potentially be an issue," Plan Commissioner Brittany Hess said.

The village's Community Development Director Jessica Wolff noted in discussion that the state has limitations on the actions a commission can take when a conditional use is listed for a district within the zoning code.

"If I could remind the Plan Commission, bars are a conditional use in the downtown. There has to be very specific grounds for denying a condition use under state statute, legally," she said.

The Plan Commission tabled the matter to next month's meeting, and directed Wolff to gather additional information about potential impacts of the planned business and consult the village's legal counsel for information about the process and application.

During the public hearing on the permit, Jeff and Julie Prochnow spoke against the planned business. The Prochnows recently received village approval to convert space above the bar's proposed location into tourist rooming houses; their concern was that a bar downstairs would cause noise and disruption to their business and others in the building, as they said the building's design was not very soundproof.

"I'm not a fan of the use, given the other uses in there," Plan Commissioner Mark Paschke said.

Jeremy Hahn, a resident of West Bend, spoke in favor of Bella's Gaming Lounge during the hearing. He said the lounge bar business model would cause noise only similar to what other area businesses create, and not greater noise.

"This is the commerce district. Downtowns are more noisy," Hahn said.

# Commission leery of plan for downtown bar

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 ozaukeeexpress.com/content/commission-leery-plan-downtown-bar

February 25, 2022

[Home](#) » Commission leery of plan for downtown bar  
February 25, 2022

A decision on a bar with gaming machines proposed for Grafton's Mill Square has been tabled amid concerns the operation may not fit into the village's downtown image.

The bar, which would be located in the former Lash Boutique Grafton at 1208 12th Ave., was proposed by David Boulanger.

Boulanger wants to establish a bar and video gambling lounge that only serves beer. He said the bar, which is not a franchise, would be the first he's opened.

Boulanger has not requested a full liquor license, which would come with a \$10,000 fee from the village.

## Ozaukee Press

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Wisconsin's largest paid circulation community weekly newspaper. Serving Port Washington, Saukville, Grafton, Fredonia, Belgium, as well as Ozaukee County government. Locally owned and printed in Port Washington, Wisconsin.



**VILLAGE OF GRAFTON**

**PLAN COMMISSION MEETING MINUTES**

**MARCH 22, 2022**

The Plan Commission meeting was called to order at 6:00 p.m. by Chair Jim Brunquell. The Pledge of Allegiance followed.

Plan Commissioners present: Village President Jim Brunquell, Trustee David Antoine, Carl Harms, Alan Kletti, Mark Paschke, and Heidi Ham

Commission members excused: Brittany Hess

Officials/Staff present: Trustee Amy Luft, Trustee Lisa Uribe Harbeck, Trustee Jim Miller, Trustee Dan Delorit, Community Development Director Jessica Wolff, Administrative Assistant Sara Young, and Village Attorney Johnathon Woodward.

**MINUTES**

Motion by Commissioner Harms, seconded by Commissioner Paschke, to approve the February 22, 2022 Plan Commission meeting as presented. Motion carried.

**HEAR PERSONS REQUESTING TO BE HEARD**

None.

**STATEMENT OF PUBLIC NOTICE**

**The purpose of the public hearing is to review and comment on a request by Food Dog LLC for a conditional use permit for an embroidery facility (Light Industrial) known at World Emblem International at 1000 Hickory Street**  
Statement of public notice was given by Administrative Assistant Sara Young. Community Development Director Jessica Wolff gave a summary on the conditional use permit request. She stated that the applicant is requesting a conditional use permit at the former Control Products facility. The business would occupy 36,200 square feet and offer embroidery services for garments and other marketing materials. The World Emblem has facilities in Texas, Illinois, Georgia, California, and Canada. The floor plan includes embroidery equipment, warehousing, shipping area, offices, and restrooms. Hours of operation will be 7:00 a.m. to 11:00 p.m. Monday through Friday, 5:00 a.m. to 4:00 p.m. Saturday, and 7:00 a.m. to 4:00 p.m. Sunday (weekend hours only as needed). They will have two shifts with 30 employees per shift. They expect daily deliveries via box truck and monthly deliveries via semi-truck. Standard security measures will be used. The business plans to be open in April.

Lawrence Kifer and Jeff Stancoff were present to answer questions. Chair Brunquell opened the public hearing.

Amy Luft, 1955 Comanche Court.

Trustee Luft inquired if there would be any retail customers. Mr. Kifer responded that it would be business to business commerce, e-commerce and shipping, but no direct retail sales.

Dan Delorit, 772 Overland Trail.

Trustee Delorit asked if the business would use the loading dock in Hickory Street. Mr. Kifer responded that there were no specific plans for use of the loading dock but they were not removing it.

There were no questions from the Plan Commission. Chair Brunnuell closed the public hearing.

**Consideration on a review of a conditional use permit for an embroidery business (Light Industrial) at 1000 Hickory Street**

Motion by Commissioner Harms, seconded by Commissioner Kletti, to approve a conditional use permit for an embroidery business (Light Industrial) with the following conditions:

1. Use shall be limited to a total of 36,200 square feet.
2. Hours of operation shall be limited to 7:00 a.m. to 11:00 p.m. Monday through Friday, 5:00 a.m. to 4:00 p.m. Saturday, and 7:00 a.m. to 4:00 p.m. Sunday (weekend hours only as needed).
3. Add a bike rack on a hard surface near an entrance to be approved by the Community Development Director.
4. Add a dumpster enclosure on a concrete pad to be approved by the Community Development Director.
5. Repave and stripe the parking lot with required handicap spaces prior to occupancy as approved by the Community Development Director.
6. Refresh all landscaping and replace any dead or dying plants as approved by the Community Development Director.
7. The life safety and fire suppression system shall be approved by the Fire Inspector.
8. Obtain an occupancy permit from the Community Development Department.
9. Signage to be reviewed and approved by the Community Development Director subject to Chapter 20 Signs.
10. All building code, fire code, and other Village and State codes pertaining to the business will be met.

Motion carried.

**STATEMENT OF PUBLIC NOTICE**

**The purpose of the public hearing is to review and comment on a request by FCH Grafton LLC for a conditional use permit for a restaurant known as The Stillery at 1304 12<sup>th</sup> Avenue**

Statement of public notice was given by Administrative Assistant Young. Director Wolff stated that the applicant is requesting a conditional use permit for a full service family restaurant in the former Atlas BBQ. This would be a second location for The Stillery in addition to the current location in Richfield. The business would occupy 5,600 (5,100 square feet on the first floor and 500 square feet on the second floor for a staff-only room)

and offer a diverse menu and full bar. The existing floor plan will remain largely unchanged with the exception of remodeling the bar area. Requested hours of operation are 11:00 a.m. to 2:30 a.m. daily. The business will have two shifts with up to 30 employees per shift. They expect daily weekday deliveries via box truck and standard security measures will be used. The business plans to be open in August. Director Wolff also noted that she is recommending an additional condition of approval related to continued hosting of the sound equipment for Paramount Plaza.

Peter Kotsakis was present to answer any questions or concerns. Chair Brunnuell opened the public hearing. There were no public comments or concerns.

Commissioner Kletti commented he was happy the site is being used. Commissioner Harms asked for confirmation as to changes to the floorplan. Mr. Kotsakis confirmed that one room on the second floor would be for staff and that the small back room would be available for small gatherings in the future.

Chair Brunnuell closed the public hearing.

#### **Consideration on the conditional use permit for a restaurant at 1304 12<sup>th</sup> Avenue**

Motion by Commissioner Paschke, seconded by Commissioner Kletti, to approve a conditional use permit for a restaurant at 1304 12<sup>th</sup> Avenue with the following conditions:

1. Use shall be limited to a total of 5,600 square feet.
  2. Hours of operation shall be limited to 11:00 a.m. to 2:30 a.m. daily.
  3. Disposal of empty cans/bottles shall be restricted to 11:00 a.m. to 7:00 p.m.
  4. Submit an updated floor plan with seating.
  5. Use of the second floor is restricted until all Building and Fire Codes are met.
  6. Shall provide access to the sanitary sewer manhole on the west side of the building for periodic jetting.
  7. Request Village Board approval of use of space in Paramount Plaza along the building frontage for seasonal outdoor seating.
  8. Sink disposal of all waste fats, oils, and greases shall be connected to a grease interceptor.
  9. Provide an evaluation of the sprinkler/alarm system based on interior modifications to be approved by the Fire Inspector.
  10. The life safety and fire suppression system shall be approved by the Fire Inspector.
  11. Obtain an occupancy permit from the Community Development Department.
  12. Signage to be reviewed and approved by the Community Development Director subject to Chapter 20 Signs.
  13. All building code, fire code, and other Village and State codes pertaining to the business will be met.
  14. Shall continue to host the sound equipment used in Paramount Plaza.
- Motion carried.



## **STATEMENT OF PUBLIC NOTICE**

### **The purpose of the public hearing is to review and comment on a request by S & L Properties Grafton LLC for a conditional use permit for a drive through expansion at Culver's at 2001 Wisconsin Avenue**

Statement of public notice was given by Administrative Assistant Young. Director Wolff stated that the applicant is requesting a conditional use permit to add a second drive through lane at their existing location. The drive through would be located on the west side of the existing drive through. Director Wolff also noted that emergency access and dumpster enclosure placement are acceptable; these conditions have been removed.

The applicants' representatives Emily Bublitz and Michael Connor from McCON Building Corporation were available for questions or concerns. Chair Brunnuquell opened the public hearing.

Trustee Luft asked if this second lane would cause additional back up of waiting vehicles causing a congestion problem. Ms. Bublitz confirmed that ownership has addressed this issue and has made internal workflow adjustments to accommodate queued vehicles.

Trustee Antoine asked if all Culver's were moving to two lane drive-throughs. Ms. Bublitz stated that the decision falls to each ownership group.

Commissioner Harms inquired if barriers should be put in front of the dumpsters. President Brunnuquell suggested adding a concrete bollard at the corner and the applicant agreed. Commissioner Paschke commented on the traffic direction on the east side of the parking lot. Mr. Connor confirmed the driveway meets the 24 foot standard width to accommodate two-way traffic.

Chair Brunnuquell closed the public hearing.

### **Consideration of the conditional use permit for a drive through expansion at Culver's at 2001 Wisconsin Avenue**

Motion by Trustee Antoine, seconded by Commissioner Harms, to approve the conditional use permit for a drive through expansion at Culver's at 2001 Wisconsin Avenue with the following conditions;

1. Use shall be limited to a total of two drive through lanes.
2. No change to hours of operation.
3. Add a bike rack on a hard surface near a customer entrance to be approved by the Community Development Director.
4. Install bollard at corner of dumpster enclosure to be approved by Community Development Director.
5. Obtain an occupancy permit from the Community Development Department.
6. Signage to be reviewed and approved by the Community Development Director subject to Chapter 20 Signs.
7. All building code, fire code, and other Village and State codes pertaining to the business will be met.

Motion carried.

## **Review and consideration of a site plan for a drive through expansion at Culver's at 2001 Wisconsin Avenue**

Motion by Commissioner Harms, seconded by Commissioner Kletti, to approve a site plan for a drive through expansion at Culver's at 2002 Wisconsin Avenue with the following condition: Inspect the landscaping this spring with the applicant; replace overgrown plants and fill in dead or dying plants/trees as approved by the Community Development Director. Motion carried.

### **STATEMENT OF PUBLIC NOTICE**

**The purpose of the public hearing is to review and comment on a request by Alan and Rebecca Goldman to rezone land located on Hunter's Lane (Parcel 10-019-13-005.00) from MF-14 Multi-Family Residential-14 to I Institutional**

Statement of public notice was given by Administrative Assistant Young. Director Wolff stated that the applicant is requesting that their property on Hunter's Lane west of Port Washington Road be rezoned from MF-14 Multi-Family Residential-14 to I Institutional to accommodate the proposed institutional residential facility known as Woodside Prairie. The project previously obtained conditional use permit and site plan approval from the Plan Commission however, this approval has expired since no activity took place. Director Wolff noted that this development will be considered an "Institutional Residential Facility" under the Zoning Ordinance because no State licenses for care of adults (i.e., CBRF) She stated that she had been informed of a change to the proposed usage and would now need to address the zoning to meet the projects new proposed intent. She has received no public input on the project so far.

The property owners Alan and Rebecca Goldman and Michael Carlson from Impact Seven were available for questions or concerns. Commissioner Paschke abstained from discussion due to his involvement with this project. Chair Brunnquell opened the public hearing.

Michael Carlson, 2961 Decker Drive, Rice Lake, WI 54868.

Mr. Carlson, representing Impact7, a 501(c)3 hired by the Goldmans, stated that there were no changes to the site plan from the 2020 project. However, the Section 42 tax program funding for the project required the housing be available to the public and could not be limited to only student housing manger renters.

Mark Paschke, 405 9<sup>th</sup> Avenue.

Mr. Paschke explained that the facility would have general housing managers rather than student managers.

Rebecca Goldman, 3368 N. Summit Avenue, Milwaukee, WI 53211.

Mrs. Goldman provided background on the intent of the project and explained that they want a community with a variety of residents not just autistic adults.

Chair Brunnquell noted that the Commission still supports the project but that the use of "Institutional Residential" and rezoning to "Institutional" is not appropriate given the updated usage as stated by applicant. He suggested tabling the items until the proposal could be submitted accurately with the applicable zoning and that it could not go further as it was listed in the agenda.

There were no more comments or concerns. Chair Brunnquell closed the public hearing.

Motion by Commissioner Kletti, seconded by Commissioner Harms, to table all items related to Woodside Prairie. Motion approved (Paschke – abstain).

#### **STATEMENT OF PUBLIC NOTICE**

**The purpose of the public hearing is to review and comment on a conditional use permit requested by David Boulanger for a bar at 1208 12<sup>th</sup> Avenue**

Statement of public notice was given by Administrative Assistant Young. Director Wolff gave an updated summary on the returning conditional use permit for Bella's Gaming Lounge. She noted that this item was tabled at the February meeting. The main concerns are noise, level of activity, and "fit" in the downtown area. Director Wolff stated that she is recommending changes in the hours of operation to 11:00 a.m. to midnight daily and having no sound on any gaming machines. She recently worked with the applicant and the Prochnows on the second floor on sound testing and found no concerns for sound in the bar area.

Johnathon Woodward, Village Attorney, gave an overview of the legal opinion regarding the gaming machines. Video gaming machines where there is cash payout, and where the business owner receives compensation, are unlawful and considered gambling, which is illegal in the state of Wisconsin.

Director Wolff received two public comments opposed to the project from Mike Bowen at 1121 13<sup>th</sup> Avenue and Jay Jorgenson at 2721 First Avenue.

David and Courtney Boulanger were present to answer any questions or concerns. Chair Brunnquell opened the public hearing.

David Boulanger, 1024 Sumac Dr, West Bend, WI 53090.

Mr. Boulanger requested that condition #4 be changed to allow low sound on the gaming machines since it was determined that sound is not a problem. He also requested to remove condition #5 because the Department of Revenue says the machines have to pay out.

Laura Kacmarcik, 1000 Badger Circle.

Mrs. Kacmarcik is concerned that this type of use does not belong downtown. They will use the Air BnBs for visitors and she does not think it will be safe. She is also concerned about impact on high school students and parking.

Dan Delorit, 772 Overland Court.

Trustee Delorit asked if this business was part of a chain and stated that his constituents had public safety concerns with the proposed operation. Mrs. Boulanger confirmed the business is not part of a chain and that they would have a Coin Operator License.

Courtney Boulanger, 1024 Sumac Dr, West Bend, WI 53090.

Mrs. Boulanger noted that the gaming lounge is for watching sports. They filled out the amusement license as required and wants equal protection similar to other bars.

Commissioner Paschke noted that the State statute for gaming machines does not allow the customer to receive a monetary gain.

Commissioner Hamm noted her concern for public health and additional implications with the gaming machines related to addiction, women, and the elderly. The algorithms used by these types of machines are designed to make users become addicted to variable reinforcement based on extended use and increased wagering. She does not believe this type of operation would be in accordance with Village Code or legal under Village Ordinance.

Chair Brunnuell asked Mr. Boulanger if he would be willing to move forward with the conditions, including updating item #5 to include no cash payouts from the gaming machines, to bring the proposal into legal compliance; Mr. Boulanger declined.

There were no more comments or concerns. Chair Brunnuell closed the public hearing and proposed the motion to deny the request based on the illegality of gambling per State of Wisconsin Statute and Village Ordinance.

**Consideration on the conditional use permit requested by David Boulanger for a bar at 1208 12<sup>th</sup> Avenue**

Motion by Commissioner Paschke, seconded by Commissioner Kletti, to deny a conditional use permit for a bar and gaming lounge at 1208 12<sup>th</sup> Avenue. Motion carried.

**Review and consideration of a site plan for a food truck site known as Grafton Station at 1020 Washington Street**

The Village was approached by a food truck vendor about using the former Clark gas station site for his business. The original plan for the Clark site was to work with the property owner to the north to combine the two properties for a mixed use redevelopment project. Unfortunately, the property owner has indicated to staff that they are not in a position to move forward in the near future. As such, staff is expanding on the food truck idea to create a Village-run food truck site.

The site plan includes paving the majority of the site and creating a one-way traffic flow (entry on Washington Street and exit on 11th Avenue), a seating area, two spaces for food trucks/trailers, bike racks, and parking. Electrical service would also need to be reestablished so that food trucks do not need to use generators which can be noisy. Staff hopes to have the site open in June.

Commissioner Kletti inquired if there would be restrooms on site. Director Wolff responded that none would be needed. Commissioner Harms asked if users would need permits from the Village to use the space. Director Wolff responded yes, and that staff is working on an application.

Chair Brunnquell stated that this project had been discussed at the Finance Committee meeting and that this was just a Site Plan consideration to clean up a Village owned site.

Motion by Commissioner Harms, seconded by Commissioner Paschke, to approve a site plan for food truck site at 1020 Washington Street, as presented. Motion carried.

**Director's Update**


None.

**Adjourn**

Motion by Commissioner Kletti, seconded by Trustee Antoine, to adjourn the meeting at 7:15 p.m. Motion carried.

# Gaming lounge denied for downtown

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 [gmtoday.com/news\\_graphic/business/gaming-lounge-denied-for-downtown/article\\_\\_197ddc84-af01-11ec-ad64-47264c4bfb5.html](https://gmtoday.com/news_graphic/business/gaming-lounge-denied-for-downtown/article__197ddc84-af01-11ec-ad64-47264c4bfb5.html)

By Melanie Boyung - Special to the News Graphic

March 29, 2022

GRAFTON — A bar and gaming lounge proposed for downtown Grafton was denied last week, after research from the village's legal counsel found that the coin-operated gaming machines the applicant planned to install were against state law.

## Proposed Grafton lounge bar stalls at Plan Commission

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GRAFTON — A proposal for a gaming lounge bar in downtown Grafton stalled this week, as the P...

The village of Grafton Plan Commission met last week, and reconsidered a conditional use permit application from David Boulanger for Bella's Gaming Lounge; he originally came to the commission in February, planning a bar that would serve beer and bar snacks, with several television sets for sports game viewing in the bar and five coin-operated gaming machines.

Boulanger planned the new business for 1208 12th Ave., the former location of Lash Boutique in the commercial complex at the corner of 12th Avenue and Washington Street. The matter was tabled last month for further information due to concerns about gambling on the coin-operated game machines, noise disrupting neighboring businesses and the proposed hours of a drinking establishment opening at 8 a.m.

While some concerns were addressed between the February meetings — he agreed to limit his hours to 11 a.m. to 10 p.m. instead of 8 a.m. to midnight, and sound tests found most normal noise from the space did not disrupt neighbors — village information stated Boulanger had also decided to pursue a full liquor license, instead of just beer licensing.

Boulanger said he intended on using the game machines and that they would have payouts of some kind where customers could win money or value.

"Essentially, under Wisconsin law, any device that provides value in a game of chance is considered illegal under Wisconsin statutes and village ordinance," attorney Jonathan Woodward said during last week's Plan Commission meeting.

Planning staff's report on the conditional use permit included a recommendation that Boulanger be required to not have payouts from the gaming machines. Boulanger did not agree to that condition, at which point the Plan Commission denied the permit application.

There was some discussion on the machines. Boulanger said the state department of revenue required the bar game machines to have cash payouts. He said also that there were other establishments in Grafton that used the gambling machines, and asked why the village had gaming licenses if it was illegal.

Community Development Director Jessica Wolff clarified that the village had amusement licenses for coin-operated video games machines; the license is for all pay-to-play video games, some of which do not involve gambling and payouts.

Woodward and Village President Jim Brunnquell said whether there may be similar machines in other places in the village was also irrelevant. The Plan Commission was considering Boulanger's application for Bella's Gaming Lounge, which included gaming machines that were for gambling purposes, according to legal definition.

"You're asking us to authorize what our attorney said is an illegal practice," Brunnquell.

According to the legal opinion given to the village, Wisconsin statute states anyone who "Permits any real estate owned or occupied by him or her or under his or her control to be used as a gambling place," or "permits a gambling machine to be set up for use for the purpose of gambling in a place under his or her control," is guilty of a misdemeanor or violation of law.

Michael Herbrand and Bennett Jenkins of Houseman and Feind sent the opinion.

Pictures of the establishment at at 823 W. College Ave taken on 10/16/2024







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

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TO: Safety and Licensing Committee  
Common Council

FROM: Lt. Ben Goodin

DATE: 11/26/2024

RE: Police Department's Investigation into Delaire's Reported Gambling Machine Operation

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Committee Members:

On 10/16/24 I received email correspondence from City of Appleton attorney Zak Buruin. Attorney Buruin informed me a new bar attempting to open at 823 W. College Ave. known as Delaire's initially had their alcohol license approved by the Safety and Licensing committee. On the licensing application, Delaire's is reportedly going to be a coffee bar and a traditional bar serving alcoholic beverages. However, Alderperson Van Zeeland received reports from her constituents that Delaire's actually planned on using the business as a gambling parlor. The City Council sent the alcohol license application back to the Safety and Licensing committee to review based on this information. Attorney Buruin informed me the owner of Delaire's, David Boulanger, previously tried opening a bar with gaming machines in Grafton, WI in 2022 but was denied by Grafton's planning commission.

On 10/23/24 Alderperson Van Zeeland e-mailed me contact information for the main complainant about Delaire's, identified as Jaime Pappenfuss. Jaime runs a salon directly next door to Delaire's. On 10/24/24 I spoke with Jaime over the phone to get her statement. Jaime stated someone gave a person from Delaire's a key to access her business (they have a joint rear hallway within the building) to look for some sort of electrical hook up. Jaime was at her salon when this occurred. Jaime spoke with the male who came over and asked if there was going to be a coffee bar in the establishment and the male said "yeah, well not really one with drinks but more of a gambling machine lounge." Jaime informed me she did an internet search and discovered David's past encounter in Grafton. Jaime then forwarded this information to Alderperson Van Zeeland.

Jaime stated the above-mentioned comment about the business being a gambling machine lounge was captured on her salon cameras. Jaime sent me the video clip in question which I saved to evidence.com. The video shows Jaime asking an unidentified white male what was going in the business next door. The male responded, "A bar but not really (unintelligible) gambling machines". There was some background noise while the male was speaking, and I couldn't make

out all of his words. Jaime then laughed and asked, "like Big Daddy and all that?" and the male said "yeah". After viewing the video and comparing the side view of the male's face with David's DOT photo it does not appear that David is the one on video. The video was recorded on 10/15/24 at 2:33 pm according to the time stamp on the footage.

After speaking with Jaime, I went by Delaire's and viewed the interior of the bar from the storefront window. The business had a small bar area, several high back seats with tables, and a small couch seating area. There were no gambling machines visible at that time.

Later on 10/24/24 I spoke on the phone with Timm Gloudemans, who works for Buss Electric Inc. Timm was the electrical inspector hired by Delaire's to complete the electrical permit for the business. I asked Timm if there was anything unusual about his time in Delaire's or anything from an electrical wiring standpoint and he said no. Timm advised the inspection was pretty standard and nothing suspicious occurred. Timm did not know anything about gambling machines being installed at the business.

I attempted to speak with the owner of Amberlulu Bubble Tea and Desserts (Uni Uni) which is the business on the other side of Delaire's. I went by Uni Uni on 11/6/24 and spoke with the manager, who called and messaged the owner Fannie, but she did not respond. I left the manager my business card and asked her to have Fannie call me. I called Fannie and left her a voicemail and have yet to receive a call back. Jaime indicated Fannie may have more information about the gambling machine allegations which is why I reached out to her.

Jaime also gave me a phone number for the landlord of the property, identified as Jeff. I called Jeff on 11/16/24 and left a voicemail asking him to call me back.

On 11/16/24 I spoke with David over the phone to get his statement. I told David I had received complaints that his new business was going to operate as a gambling parlor instead of a bar. David stated he had no intentions of running any sort of gambling operation and was opening the business as a bar just as he indicated on his alcohol license application. I told David about the video Jaime sent me and he stated he had no idea who she spoke with that made that comment on the video. David said he did not plan on having any sort of gambling machines at all. He said in the future he may install some amusement devices that do not pay out any money but that's it.

As of 11/26/24 I have not developed any other leads to investigate this complaint.

Respectfully submitted,

Ben Goodin  
Lieutenant  
Appleton Police



December 6, 2024

**Emil Ovbiagele**  
[emil@ovblaw.com](mailto:emil@ovblaw.com)

[via Email Only]  
**City of Appleton**  
**Attn: Kami Lynch**  
[kami.lynch@appleton.org](mailto:kami.lynch@appleton.org)

**RE: REQUEST TO HOLD LICENSING HEARING**  
Delaire's LLC – 823 W College Ave.

Dear Ms. Lynch,

Please be advised that my office has been retained by Delaire's LLC, and its agent, David Boulanger, as it pertains to my client's business license applications to operate at 823 W College Ave., Appleton, WI 54914.

My client is currently scheduled to come before the Safety and Licensing Committee on December 11, 2024. However, after careful consideration, my client is requesting that their appearance before the Safety and Licensing Committee be held until a later date. At this time, my client needs the additional time to meet with community members and those who have special interest in the business. The additional time will further allow my client the ability to provide the Committee with more information concerning their business operations.

Please feel free to direct any questions to me concerning my client's matter. I appreciate your attention to this matter.

Very Truly Yours,

**OVB Law & Consulting, S.C.**

/s/

Emil Ovbiagele, JD, MBA  
*Attorney*

OEO/*ab*

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Milwaukee, WI 53203  
414. 255. 3031 (fax)

# **DELAIRE'S LLC**

823 W. College Ave., Appleton, WI 54914

**2025 BUSINESS PLAN**

## **EXECUTIVE SUMMARY:**

Delaire's is a unique establishment that combines the offerings of a traditional bar, along with a fun group activity to bring in new customers; that being board games! Located in the heart of Appleton, our business aims to provide a welcoming environment where customers can enjoy a drink while playing their favorite games with friends. Board games are a great way to get people off their phones and to interact with each other once again.

## **BUSINESS DESCRIPTION:**

Delaire's will offer a diverse menu of drinks, like other bars that you would typically find in the Appleton area, except ours includes board games as our focus for several reasons. Market research has shown that when people are focused on an activity, they will sit longer, in turn consuming more drinks. Board Games are a very inexpensive way to add a familiar attraction that no other bars have in the area.

Board Games are great for all ages! Whether you are in your early 20s looking to play a fun game of Card Against Humanity, or perhaps you are older and a bit more nostalgic, and you would like to play a game of Monopoly. Whatever you are looking for, Delaire's is sure to have it. It's time to get off your phone and have a fun night out at Delaire's.

## **TARGET MARKET:**

Our target market includes a diverse range of individuals, including beer enthusiasts, professionals seeking a relaxed workspace, students looking for a study spot, and individuals seeking a casual yet sophisticated atmosphere to socialize with friends or colleagues. Socialization is at the core of all board games, as they bring groups of people together for a common goal, that being having fun.

## **COMPETITIVE ADVANTAGE:**

This business model has already been proven in West Bend, Wisconsin. The main competitive advantage of this establishment over other bars, is that Delaire's offers a destination to play board games. You can grab a beer at any other bar in town, and they will all be the same. But where can you get a great craft beer to enjoy with friends over some fun games to keep the night exciting? Delaire's is that answer.

Additionally, we will prioritize customer service, aiming to create a welcoming and inclusive environment where patrons feel valued and comfortable. If there are games that we do not have, and if our patrons want to play them, we will go out and buy it. Our knowledgeable staff will be trained to provide personalized recommendations and cultivate a sense of community among customers.

## **MARKETING STRATEGY:**

Delaire's will utilize a multi-faceted marketing approach to attract customers and build brand awareness. This strategy will include:

1. Social media marketing: Engaging with customers through platforms such as Instagram, Facebook, and X/Twitter to showcase our offerings, promote special events, and interact with our online community.
2. Local partnerships: Collaborating with nearby businesses, such as bookstores or art galleries, to cross-promote our establishment and attract a diverse clientele.
3. Event hosting: Hosting regular events, such as live music performances, trivia nights, or cribbage matches, to create buzz and attract new customers.
4. Loyalty programs: Implementing a loyalty program to reward repeat customers and encourage customer retention.

### **FINANCIAL PLAN:**

Delaire's anticipates initial startup costs for equipment, furnishings, and renovations. We project steady growth in revenue over the first few years of operation, driven by increasing customer traffic and sales volume.

Revenue streams will primarily come from the sale of non-alcoholic beverages, alcoholic drinks, and light food offerings. We will carefully monitor expenses, including inventory, staffing, and marketing, to ensure profitability and sustainable growth.

In the event additional financing is required, Delaire's has the option to secure a line of credit of up to \$200,000 from one of our current businesses, providing flexibility to manage cash flow and unexpected expenses.

### **CONCLUSION:**

Delaire's offers a unique concept that combines the allure of a traditional bar, along with an entertainment aspect that no others in the area will have, being board games. With a focus on quality, innovation, and exceptional customer service, we are confident that our business will become a beloved destination for board game enthusiasts and cocktail aficionados alike, operating from 10:00 AM to 10:00 PM to accommodate our diverse customer base.



# City of Appleton

## Alcohol License Questionnaire

1. Applicant Name: David Boulanger

2. Business Name: Delaire's LLC

Date the LLC/corporation/partnership/sole proprietorship commenced: 09/20/2022

NOTE: A copy of a business's Wisconsin Department of Revenue Seller's Permit is required to be submitted with an alcohol license application.

3. Business Address: 823 W College Ave., Appleton, WI 54914

4. Primary Business Activity:

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

5. Select the type of business premises:  Existing Building  New Construction

If existing building, please indicate the primary nature of the previous business that operated at this location: N/A

6. Do you lease or own the building?  Lease  Own

NOTE: Proof of control of premises is required to be submitted with an alcohol license application. Acceptable documents include a lease or purchase agreement.

What is the date of purchase or the date the lease began? October 2024

7. Did you purchase the business from another individual entity?  Yes  No

If yes, is your acquisition of the business based upon an "arm's length transaction"?

An arm's length transaction is defined as an open market sale in which the owner is willing but not obligated to sell, and the buyer is willing, but not obligated to buy.

Yes  No

If yes, are you related to the former business owner/licensee by blood, adoption, or marriage?

Yes  No

Did you hold ANY interest in the previously licensed business, or related real estate or equipment used by the previous business?

Yes  No If yes, explain: \_\_\_\_\_

---

8. Anticipated date of opening? Spring 2025

9. Will your business sell or serve food?

Yes  If yes, please describe the type of food offerings available \_\_\_\_\_  
\_\_\_\_\_

No

10. Fill in the information about operational details listed below. Attaching a copy of the floor plan is encouraged.

Seating Capacity: Inside: 20

Outside: 0

Operating Days/Hours: Inside: 10am-10pm

Outside: -

Employees/Staff (per shift/day) Number of Personnel: 1

Approximate floor building area of the premises to be licensed: 1779 sq. ft.

Approximate outdoor area of the premises to be licensed: 0 sq. ft.

Summarize the day-to-day operations of the business in the space below:

The business will operate as a coffee bar and board game bar. Please see the  
enclosed Delaire's LLC 2025 Business Plan for further information concerning  
the business operations.

I, the applicant, understand that providing materially false information on this or any application for a license or permit under State Statute §125 is subject to civil, monetary, and license penalties. I understand that providing false information to a police officer in conjunction with the required background check for this application is subject to criminal and civil prosecution as "obstructing an officer".

David Boulanger

Signature

Jan 8, 2025

Date








# Delaire's 2025 Alcohol License Questionnaire (Updated)

Final Audit Report

2025-01-08

Created:	2025-01-08
By:	Austin Baldwin (austin@ovblaw.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAYllfy8B7dNZvokbXVcajECotVU96HW-

## "Delaire's 2025 Alcohol License Questionnaire (Updated)" History

-  Document created by Austin Baldwin (austin@ovblaw.com)  
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-  Document emailed to David Boulanger (drummer13925@gmail.com) for signature  
2025-01-08 - 2:56:56 PM GMT
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-  Document e-signed by David Boulanger (drummer13925@gmail.com)  
Signature Date: 2025-01-08 - 3:08:16 PM GMT - Time Source: server
-  Agreement completed.  
2025-01-08 - 3:08:16 PM GMT



DEPARTMENT OF  
**LEGAL AND  
ADMINISTRATIVE  
SERVICES**

**CITY ATTORNEY'S OFFICE**  
100 North Appleton Street  
Appleton, WI 54911  
p: 920.832.6423  
f: 920.832.5962  
[www.appleton.org](http://www.appleton.org)

TO: Safety and Licensing Committee, Common Council

From: ACA Zak Buruin

Date: 1/17/25

RE: Retail Alcohol License Discretion

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This memorandum is intended to serve as a general outline of the City's authority to approve or deny new retail alcohol license. This process is distinct from both the evaluation of operator's (bartender) licenses and from decisions to non-renew, revoke, or suspend retail alcohol licenses. Operator licenses denials, and non-renewals, revocation, and suspensions of retail alcohol licenses require specific statutory basis.

§125.51 indicates that municipal authorities "may" grant licenses for the retail sales of intoxicating liquor from premises within its borders to eligible persons "as the issuing municipal governing body deems proper..." There is no right to an alcohol beverage license created by one's ability to meet the minimum statutory criteria contained within Chapter 125. "(T)he ultimate question of whether to issue such a license to a particular applicant is a matter of local concern." State ex rel. Smith v. City of Oak Creek, 139 Wis. 2d 788, 801, (1987). A municipality must: (1) act within its jurisdiction; (2) act according to law; (3) act in a way that is not arbitrary, oppressive or unreasonable, and that represents judgement as opposed to its will; and (4) act in a manner that is **reasonably supported by the available evidence**. A court's review of a municipality's retail alcohol licensing decision is limited to this scope. A court may not substitute its policy judgement for that of the municipality.

The Safety and Licensing Committee is charged with weighing the evidence before it. It is not required to accept an applicant's contention that it has undertaken adequate measures to alleviate concern over potential issues that could be caused by the granting of a sought license. Buena Vista Hall, LLC v. City of Milwaukee, 2018 WI App 66, ¶ 24, 384 Wis. 2d 415, 921 N.W.2d 528. The Committee and Council must determine how persuasive they find any such contentions and supporting evidence to be. The evidence must be "substantial" in that it is of **sufficient power that a reasonable person could reach the same decision, even if there is substantial evidence in the opposite direction**. Buena Vista Hall, LLC v. City of Milwaukee, 2018 WI App 66, ¶ 35. This standard is "**less than a preponderance of the evidence, but more than a mere scintilla**." Buena Vista Hall, LLC v. City of Milwaukee, 2018 WI App 66, ¶ 35. **Questions of credibility and the weight afforded to evidence is to be determined by the Committee and Council**, with a reviewing court only reviewing whether the evidence reasonably supports the decision made. Buena Vista Hall, LLC v. City of Milwaukee, 2018 WI App 66, ¶ 35.

§62.11(5) provides for the Common Council to have the power to act for the city's government and good

order of the city, its commercial benefit, its health, safety and for the welfare of the public, including in licensing decisions. Additional possible reasons for denial include adverse impact upon traffic, adverse impact upon peace, quiet and cleanliness of the surrounding neighborhood, lack of sufficient parking, proximity to other licensed establishments, residential areas, schools, churches, or hospitals, and the ability or inability for the police to provide sufficient law enforcement services to the new establishment, the impact upon the ability to provide services to the balance of the community at all times and other rational considerations tied to the Council's responsibility to act in the City's interests under §62.11(5). The closer and more rationally tied to one or more of these proper considerations, the more likely it will be that a decision will withstand judicial challenge.

While there are "guardrails" to guide the decision-making process and ensure that it is fair, the decision to grant or deny a new retail alcohol license ultimately rests upon the judgement of the Committee and Council. The Committee and Council have broad discretion to grant or deny a new retail alcohol license application based upon their rational judgement of what is in the best interests of the City of Appleton.



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

---

TO: Safety and Licensing Committee  
Common Council

FROM: Lt. Ben Goodin

DATE: 1/27/2025

RE: Follow-Up Investigation into Delaire's Reported Gambling Machine Operation

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Committee Members:

On 01/26/25 at approximately 1928 hours I conducted a follow up on this case. The unidentified male in the surveillance footage Jaime provided me was identified as Chad Reichelt from CR Structures. I met with Chad at his residence to ask him about the video. Chad informed me he is the contractor working on 823 W. College Ave. for David while he was getting the location ready to open as a bar. Chad said he is also the landlord/part-owner of the building that 823 W. College Ave. is housed within.

I showed Chad the video from Jaime's camera, and he recalled the conversation. Chad stated David asked him to set up some electrical outlets in the business and while David did not explicitly say he was going to have gambling machines, Chad said it was understood that the gambling machines were being installed. Chad mentioned that David had other establishments he ran that also had gambling machines. Chad stated he would cooperate with the Safety and Licensing Committee if they needed any further information from him.

Chad can be reached at

Respectfully submitted,

Ben Goodin  
Lieutenant  
Appleton Police

## **Resolution #1-R-25**

### **Fire Department Paramedic Service Level**

*Date:* February 5, 2024

*Submitted By:* Alderperson Siebers – District 1

*Referred To:* Safety & Licensing Committee

*Summary:*

*Endorsement of the Appleton Fire Department's application to the State of Wisconsin, Department of Health Services to increase the Department's medical service level to Paramedic Non-Transport.*

**Whereas**, the Appleton Fire Department is committed to provide the community with outstanding pre-hospital emergency medical services; and

**Whereas**, the Appleton Fire Department responded to 7,376 calls for service in 2024; and

**Whereas**, emergency medical incidents account for 76.1% of the total response incidents; and

**Whereas**, the Appleton Fire Department arrived on scene and initiated patient care 68% of the time prior to the arrival of a transport ambulance, and

**Whereas**, the City of Appleton recognizes the increased need for emergency medical services and the impact they have on the community; and

**Whereas**, the City of Appleton is committed to providing the highest level of prehospital medical care to its citizens and visitors at the Paramedic Non-Transport level.

**Now, Therefore Be It Resolved** that the City of Appleton, Wisconsin, Common Council, endorses the Appleton Fire Department's application to the State of Wisconsin, Department of Health Services to increase the Appleton Fire Department's medical service level to Paramedic Non-Transport.



# Application for Pet Store/Kennel License

**LICENSE PERIOD IS**  
**JULY 1<sup>st</sup> TO JUNE 30<sup>th</sup>**

*NOTE: Please allow approximately 4 weeks for application processing*

<b>FEES ARE NON-REFUNDABLE</b>	<b>CASH OR CHECK ONLY!</b>
See SECTION 4 for fee schedule	Date Rec'd <u>1, 27, 25</u>
<input checked="" type="checkbox"/> License Fee - Initial \$ <u>97</u>	Total \$ <u>97</u>
<input type="checkbox"/> License Fee - Renewal \$ _____	Receipt #: <u>7957-3</u>

## SECTION 1 - BUSINESS LOCATION

Business Name (Company and Trade Name/DBA)  
Forty Three Skulls Oddities Shoppe

Business Street Address  
133 E. Wisconsin Ave.

City  
Appleton

State  
WI

Zip  
54911

Business Phone Number (Required)  
920-364-0045

Business Email Address  
fortythreeskulls@gmail.com

## SECTION 2 - APPLICANT INFORMATION

Name (First, MI, Last)  
Scott W. Watzlawick

Date of Birth  
 \_\_\_\_\_

Home Address  
526 N. Mary St

City  
Appleton

State  
WI

Zip  
54911

Drivers License/State ID Number  
 \_\_\_\_\_

DL/ID State of Issuance  
 \_\_\_\_\_

Phone Number (required)  
 \_\_\_\_\_

Email Address  
 \_\_\_\_\_

## SECTION 3 - SERVICES TO BE PROVIDED

Please check the type(s) of service your establishment will offer:

Live animals     Pet Food     Pet Accessories     Fish

Other \_\_\_\_\_

## SECTION 4 - FEE SCHEDULE

NOTE: all application fees include a \$7 Police Investigation fee

Pet Store License	
Initial Fee - \$97.00	Renewal Fee - \$82.00
Kennel License	
1-10 animals - \$62.00	11-25 animals - \$137.00
26-50 animals - \$262.00	More than 50 animals - \$5.00 ea. (minimum \$287.00 fee)

## SECTION 5 - PENALTY NOTICE

Having knowledge of all governmental laws, rules or regulations governing the keeping or protection of animals, I hereby certify that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant: [Signature] Date 1, 27, 2025

## FOR OFFICE USE ONLY

Department	Approve	Deny	Staff Member	Reason	
Police					
Fire					
Finance					
Inspections					
City Sealer					
Date Sent for Approval	Safety and Licensing	Common Council	Date Issued	Expiration Date	License Number
____/____/____	____/____/____	____/____/____	____/____/____	____/____/____	



# Application for Secondhand Article Dealer License

Applies to: Secondhand Mall/Flea Market, Pawnbroker, Secondhand Article Dealer, Secondhand Jewelry Dealer

**License Period Is One  
Calendar Year\***

\*Except Secondhand Mall/Flea Market  
Licenses

**FEES ARE NON-REFUNDABLE**

**CASH OR CHECK ONLY!**

- Pawnbroker - \$217.00
- Secondhand Mall/Flea - \$172.00
- Secondhand Article Jewelry:
  - Original - \$107.00
  - Renewal - \$82.00

Date Recv'd 1/31/25  
 Total \$ 82  
 Receipt #: 7997-1

**NOTE: Please allow approx. 4 weeks for application processing**

Individual license - Complete Sections 1, 2, 3 and 5  
Corporate/Partnership/LLC license - Complete Sections 1 - 5

### SECTION 1 - APPLICANT INFORMATION

Applicant Name (First, MI, Last) Christopher R Fischer Date of Birth \_\_\_\_\_

Home Address N465 Lorraine St. City Sherwood State WI Zip Code 54169

Applicant Drivers License/State ID Number \_\_\_\_\_ DL/ID State of Issuance \_\_\_\_\_

Phone Number (Required) \_\_\_\_\_ Email Address \_\_\_\_\_

Has the applicant ever resided outside of Wisconsin? If so, please list previous state(s) of residence.  
FL

### SECTION 2 - BUSINESS INFORMATION

Individual/Business	Street Address	City	State	Zip Code	Phone Number
Business Name	<u>Fox Valley Jewelers</u>	<u>636 W. College</u>	<u>Appleton</u>	<u>WI</u>	<u>54911</u>
Owner's Name					
Business Manager's Name					
Building Owner's Name					

### SECTION 3 - CONVICTION RECORD

Have you, or any other person listed on this application, been convicted of any of the following:

A felony within the last ten (10) years?  YES  NO

Within the last ten (10) years of:

A misdemeanor?  YES  NO

A statutory violation punishable by forfeiture?  YES  NO

A county or municipal ordinance violation?  YES  NO

For each "YES" response provide the date of arrest, the nature of the offense and conviction information: \_\_\_\_\_

### SECTION 4 - PARTNERSHIP/CORPORATION/LIMITED LIABILITY COMPANY INFORMATION

Check the box that applies to your business:  Partnership  Corporation  Limited Liability Company (LLC)

Partnership/Corporation/LLC name: \_\_\_\_\_ State of Incorp. (if applicable) WI

List information for all additional partners/members. Attach additional sheets, if necessary.

Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
<u>Christopher R Fischer</u>		<u>N465 Lorraine St.</u>	<u>Sherwood</u>	<u>WI</u>	<u>54169</u>
Drivers License/State ID Number	DL/ID State of Issuance				
Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
Drivers License/State ID Number	DL/ID State of Issuance				
Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
Drivers License/State ID Number	DL/ID State of Issuance				

(SEE BACK)

**SECTION 5 – PENALTY NOTICE**

I understand that this license may be denied or revoked for fraud, misrepresentation or false statements contained in the application or for any violation of Wis. Stats. §§ 134.71, 943.34, 948.62 or 948.63. Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge. I agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

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

Date: 01, 31, 2025**FOR OFFICE USE ONLY**

Department	Approve	Deny	Staff Member	Reason	
Police					
Fire					
City Sealer					
Date Sent for Approval ____/____/____	Safety and Licensing ____/____/____	Common Council ____/____/____	Date Issued ____/____/____	Expiration Date ____/____/____	License Number

Return completed form to: Office of the City Clerk, 100 N Appleton St, Appleton WI 54911

## **SECONDHAND ARTICLE DEALER LICENSE INFORMATION**

- Secondhand Article Dealer Licenses are required within the City of Appleton by persons who operate as secondhand article dealer, pawnbroker, secondhand jewelry dealer or secondhand article dealer in a mall or flea market. An article is defined as any item of value, excluding only motor vehicles, large appliances, furniture, books, and clothing other than furs. See City of Appleton Municipal code Sec. 9-416 for more information and definitions.
- Secondhand Article Dealer Licenses are valid for one calendar year from January 1<sup>st</sup>- December 31<sup>st</sup>, excepting Secondhand Mall/Flea Market Licenses, which are valid for 2 years from May 1 of an odd-numbered year to April 30 of the next odd-numbered year.
- Once a completed Secondhand Article Dealer License application is returned to the Office of the City Clerk, it is reviewed by several City Departments, the Safety and Licensing Committee, and the Common Council for approval. This process takes approximately 4 weeks, so please plan accordingly.
- License fees are non-refundable and are to be paid at the time of filing the application form. Fees are as follows:
  - Pawnbroker initial/renewal - \$217.00
  - Secondhand Article/Jewelry initial - \$107.00
    - Secondhand Article/Jewelry renewal - \$82.00
  - Secondhand Article Mall/Flea Market initial/renewal - \$172.00

### **Additional Questions?**

Please contact the Office of the City Clerk at (920) - 832 - 6443.



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10 per event + \$7 (applicant background investigation fee)

Application Date: 12-15-24

Town  Village  City of Appleton

County of Outagamie

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
  - A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats. 4-11-25
- at the premises described below during a special event beginning 3-14-25 and ending 3-19-25 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Sacred Heart Church

(b) Address 222 E. Fremont St. Appleton, WI. 54915  
(Street)  Town  Village  City

(c) Date organized 1898

(d) If corporation, give date of incorporation \_\_\_\_\_

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President \_\_\_\_\_

Vice President NA

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

(g) Name and address of manager or person in charge of affair: Dave Erickson W6060 Oakl. Dr. Appleton,

(g)1. Date of Birth: \_\_\_\_\_ (g)2. Drivers License \_\_\_\_\_

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 222 E. Fremont St. Appleton, WI. 54915

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? Yes - All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: \_\_\_\_\_

### 3. Name of Event

(a) List name of the event Fish Fry

(b) Dates of event 3-14-25, 3/28/25, 4/11/25

(c) Time(s) of event 4:30 - 7:30 pm

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Dave Erickson 12-15-24 Sacred Heart Church  
(Signature / Date) (Name of Organization)

Date Filed with Clerk DEC 17 2024

Date Granted \_\_\_\_\_

Date Reported to Committee 2/12/25

License No. \_\_\_\_\_

COA Dept. Approval: Police  Fire \_\_\_\_\_ Health \_\_\_\_\_