



City of Appleton

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

Meeting Agenda - Final Safety and Licensing Committee

Wednesday, April 9, 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

[25-0332](#) Safety & Licensing Committee Minutes from 03/26/2025

Attachments: [S&L Minutes 3-26-25.pdf](#)

5. **Public Hearing/Apearances**

6. **Action Items**

[25-0258](#) Class "B" Beer and "Class B" Liquor License Change of Agent for Tandem Wine and Beer LLC d/b/a Tandem Wine and Beer, New Agent, Karter Thompson, located at 101 W. Edison Ave Ste 100

Attachments: [Tandem.Alcohol.COA.3.13.25.pdf](#)

Legislative History

3/26/25 Safety and Licensing held
Committee

[25-0262](#) Class "A" Beer and "Class A" Liquor License application for Nusara Yang d/b/a Jai Sung Mah Pool Club, located at 122 W. Wisconsin Ave, contingent on approval from the Community Development, Inspections, and Public Works departments

Attachments: [Jai Sung Mah Pool Club.Alcohol.Class A_Beer_Liquor.2.10.25.REDACTED.pdf](#)

Legislative History

3/26/25 Safety and Licensing held
Committee

[25-0337](#) Fire Department Request to Apply for 2025 Elevate Communities Grant

Attachments: [Request to Apply - 2025 Elevate Communities Grant.pdf](#)

- [25-0336](#) "Class C" Wine License application for Memorial Florists & Greenhouses, Inc. d/b/a Memorial Florists & Greenhouses, Robert Aykens, Agent, located at 2320 S. Memorial Dr, contingent on approvals from the Health, Inspections, and Public Works departments.
Attachments: [Memorial Florists & Greenhouses.Alcohol.Class C Wine.3.13.25.REDACTED.p](#)
- [25-0333](#) Temporary Class "B" Beer License application for Sacred Heart Church, Dave Erickson, Person in Charge, located at 222 E. Fremont St, on May 3, 2025 from 4:30 p.m. to 7:30 p.m. for Cinco Celebration special event, contingent on approvals from the Fire and Health departments.
Attachments: [Sacred Heart Church.Alcohol.Temp B Beer.Cinco Celebration.5.3.25.REDACT](#)
- [25-0334](#) Temporary Class "B" Beer License application for Sacred Heart Church, Dave Erickson, Person in Charge, located at 222 E. Fremont St, on May 31, 2025 from 5:00 p.m. to 9:00 p.m. for Family Fun Night special event, contingent on approvals from the Fire and Health departments.
Attachments: [Sacred Heart Church.Alcohol.Temp B Beer.Family Fun Night.5.31.25.REDACT](#)
- [25-0335](#) Temporary Class "B" Beer License application for Appleton Downtown Inc, Jennifer Stephany, Person in Charge, located at 333 W. College Ave, on May 16, 2025 from 5:00 p.m. to 10:00 p.m. on College Avenue, from Superior Street to Durkee Street, for Light the Night Market special event, contingent on approvals from the Fire and Health departments.
Attachments: [Appleton Downtown Inc.Alcohol.Temp B Beer.Light the Night Market.5.16.25.R](#)

7. Information Items

- [25-0338](#) Fire Department 2024 Annual Report
Attachments: [2024 AFD Annual Report.pdf](#)
- [25-0330](#) Special Events
- Run Away Shoes, Run Away to the Bay, Approved Route, April 12th 2025
- American Cancer Society, Sole Burner 5K Walk/Run, Approved Route, May 10th 2025
- [25-0331](#) Director's Report
1. City Clerk
2. Fire Chief
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

Wednesday, March 26, 2025

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order by Chair Croatt at 5:31 p.m.

2. Pledge of Allegiance

3. Roll call of membership

Aldersperson Schultz was excused at 6:33 p.m.

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

4. Approval of minutes from previous meeting

[25-0284](#)

Safety & Licensing Committee Minutes from 3/12/25

Attachments: [S&L Minutes 3.12.25.pdf](#)

**Fenton moved, seconded by Schultz, 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**

6. **Action Items**

[25-0298](#)

Resolution #3-R-25 Truancy Ordinance

Attachments: [#3-R-25 Truancy Ordinance.pdf](#)

The following spoke regarding the Resolution:

Jax Anderson, W6188 Everglade, Greenville

Amanda Rudd, 912 W Lorain St

Emily Voight, 29 Grace Ct

Gloria De , 981 Grove St, Neenah

Ben Niles, 17 Crestview Dr

Robert Payne, 3221 E Northshore Blvd

Tianna Beebe, 821 1/2 N Oneida St

Ronna Swift, 230 W Seymour St

Carol Lenz, 1209 S Lee St

Scott Kornish, 807 W 3rd St

Schultz moved, seconded by Siebers, that the Resolution be held until the May 14, 2025 Safety & Licensing Committee meeting. Roll Call. Motion carried by the following vote:

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

[25-0257](#)

Approve Sole Source Request-Axon Air/DroneSense in the amount of \$42,322.16

Attachments: [Sole Source Request - Axon.docx](#)

[Axon Quote.pdf](#)

[PD - AxonAir.pdf](#)

Siebers moved, seconded by Fenton, that the Sole Source Purchase Request be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - Schultz

[25-0282](#)

Full Service Retail Outlet Request from Hammen Family Winery for sales at the 2025 Farmer's Market

Attachments: [AB-105 Hammen Family Winery- Farm Market](#)

[Application Redacted.pdf](#)

Fenton moved, seconded by Siebers, that the Full Service Retail Outlet Request for the Farmer's Market be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - Schultz

[25-0258](#)

Class "B" Beer and "Class B" Liquor License Change of Agent for Tandem Wine and Beer LLC d/b/a Tandem Wine and Beer, New Agent, Karter Thompson, located at 101 W. Edison Ave Ste 100

Attachments: [Tandem.Alcohol.COA.3.13.25.pdf](#)

Fenton moved, seconded by Siebers, that the Change of Agent be held until the next meeting. Roll Call. Motion carried by the following vote:

Aye: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - Schultz

[25-0262](#)

Class "A" Beer and "Class A" Liquor License application for Nusara Yang d/b/a Jai Sung Mah Pool Club, located at 122 W. Wisconsin Ave, contingent on approval from the Community Development, Inspections, and Public Works departments

Attachments: [Jai Sung Mah Pool Club.Alcohol.Class A Beer Liquor.2.10.25.REDACTED.pdf](#)

Siebers moved, seconded by Fenton, that the Alcohol License Application be held until the next meeting. Roll Call. Motion carried by the following vote:

Aye: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - 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: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - Schultz

[25-0263](#)

Class "B" Beer and Reserve "Class B" Liquor License application for KayZa LLC d/b/a Tomaso's, Janelle Curlee, Agent, located at 115 E. Washington St Ste 106, contingent on approvals from the Health, Inspections, and Public Works departments

Attachments: [Tomasos.KayZa LLC.Alcohol.Class B Beer Reserve Liquor.2.18.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval

[25-0264](#)

Class "B" Beer and Reserve "Class B" Liquor License application for Marvol LLC d/b/a Marvol, Adam Marty, Agent, located at 126 E. Pacific St, contingent on approvals from the Community Development, Health, and Inspections departments

Attachments: [Marvol LLC,Alcohol.Class B Beer Reserve Liquor.2.10.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0268](#)

Class "A" Beer and "Class A" Liquor License Change of Agent for Aldi Inc Wisconsin d/b/a Aldi #68, New Agent, Gregory Goodman, located at 116 N. Linwood Ave, contingent on approval from the Police department

Attachments: [Aldi 68.Alcohol.COA.3.11.25.pdf](#)

This Report Action Item was recommended for approval.

[25-0281](#)

Class "B" Beer License Change of Agent for Playful Pursuits LLC d/b/a Appleton Axe, New Agent, Animesh Rana, located at 1400 W College Ave Ste B1

Attachments: [Appleton Axe.Alcohol.COA.3.19.25.pdf](#)

This Report Action Item was recommended for approval.

[25-0259](#)

Class "B" Beer and "Class B" Liquor License Permanent Premises Amendment application effective July 1, 2025 for Driftwood Special Servicing LLC d/b/a Appleton Hilton, Linda Garvey, Agent, located at 333 W.College Ave, contingent on approvals from the Health, Inspections, Finance, and Public Works departments.

Attachments: [Appleton Hilton,Driftwood Special Servicing LLC.Alcohol.PA Perm.2.28.25.pdf](#)

This Report Action Item was recommended for approval.

[25-0260](#)

Class "B" Beer and Reserve "Class B" Liquor License Permanent Premises Amendment application for Good Company Ltd d/b/a Pullmans at Trolley Square LLC, Trevor Reader, Agent, located at 619 S. Olde Oneida St, contingent on approvals from the Health, Community Development, Finance, and Public Works departments

Attachments: [Pullmans at Trolley Square,Alcohol.PA Perm.3.13.25.REDACTED.pdf](#)

This Report Action Item was recommended for approval.

[25-0261](#) Secondhand Article Dealer License renewal application for GameStop #5520, Mark Robinson, Applicant, located at 3825 E. Calumet St, contingent on approval from the Health department

Attachments: [GameStop.SecondhandPawn.3.14.25.pdf](#)

This Report Action Item was recommended for approval.

7. Information Items

[25-0289](#) Police Department 2024 Annual Report

Attachments: [2024 APD Annual Report.pdf](#)

Chief Olson presented the Annual Report.

[25-0283](#) Director's Report

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

8. Adjournment

Siebers moved, seconded by Fenton, that the meeting be adjourned at 6:52 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Croatt, Siebers, Doran and Fenton

Excused: 1 - Schultz

Alcohol Beverage Appointment of Agent

Date
March 13, 25

Agent Type (check one)

- Original (no fee) Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)	
TANDEM Wine & Beer LLC	
2. Business Trade Name or DBA	
TANDEM	
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)	5. If successor agent, provide State Permit or Municipal Retail License Number
<input checked="" type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit	
6. Describe the reason for appointing a successor agent, if successor is checked above.	
I am present at Tandem during operating hours.	

Part B: Agent Information

1. Last Name	2. First Name	3. M.I.
Thompson	Karter	A
4. Email	5. Phone	
6. Home Address		
419 CHURCH ST.		
7. City	8. State	9. Zip Code
Neenah	WI	54956
10. Age	11. Drivers License/State ID Number	
	12. Drivers License/State ID State of Issuance	

Part C: Agent Questions

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, Alcohol Beverage Individual Questionnaire? 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 →

Metafile: Approved 3/14/25

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 <i>Thompson</i>		First Name <i>Karter</i>		M.I. <i>A</i>
Title <i>Agent</i>	Email		Phone	
Signature <i>Karter Thompson</i>			Date <i>March 13, 25</i>	

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 <i>Thompson</i>		First Name <i>Karter</i>		M.I. <i>A</i>
Signature <i>Karter Thompson</i>			Date <i>March 13, 25</i>	

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 \$ 250 Class "B" Beer \$ _____
 "Class A" Liquor \$ 450 "Class B" Liquor \$ _____
 "Class A" Liquor (cider only) \$ _____ Reserve "Class B" Liquor \$ _____
 "Class C" Liquor (wine only) \$ _____ Deposit \$50

Fees	
License Fees	\$ 700
Background Check Fee	\$ 7
Publication Fee	\$ 60
Total Fees	\$ 767

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) <u>Jai Sung Mah Pool Club Nusara Yang</u>			
2. Business Trade Name or DBA <u>Jai Sung Mah pool club</u>			
3. FEIN -		4. Wisconsin Seller's Permit Number <u>456-1023405645-03</u>	
5. Entity Type (check one) <input checked="" type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input 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>1-1-2013</u>	8. Wisconsin DFI Registration Number
9. Premises Address <u>122 W. Wisconsin Ave</u>			
10. City <u>Appleton</u>		11. State <u>WI</u>	12. Zip Code <u>54911</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
16. Premises Phone <u>920-364-0904</u>	17. Premises Email <u>kelatitha02007@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>approx. 2,600 sq. ft. west wall of the building I will place cold class storage along that wall to store cold beverages. middle section I will like to have 4 aisle shelf for hard liquor</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. Yes No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated <u>Fraud/Benefit Application</u>	Location <u>wisconsin</u>	Trial Date <u>6-5-2017</u>
Penalty Imposed <u>Paid money back / community service / 5yr Probation</u>		Was sentence completed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated <u>Commercial Gambling</u>	Location <u>wisconsin</u>	Trial Date <u>6-5-2017</u>
Penalty Imposed <u>Paid money back, community service, 5yr Probation</u>		Was sentence completed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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

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
Yang	Nusara	All	

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 Yang	First Name Nusara	M.I.
Title Owner	Email	Phone
Signature +		Date x 1-13-2025

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 2/10/25	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. Applicant Name: Nusara Yang

2. Business Name: Jai Sung Mah Pool Club

Date the LLC/corporation/partnership/sole proprietorship commenced: 1-1-2013

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: 122 W Wisconsin Ave

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: Asian Grocery

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? 4/15/2018

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? all ready open

9. Will your business sell or serve food?

Yes If yes, please describe the type of food offerings available Thai Food

No

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

Seating Capacity: Inside: 30

Outside: 0

Operating Days/Hours: Inside: Tues - Sunday 9am - 9pm

Outside: _____

Employees/Staff (per shift/day) Number of Personnel: 2

Approximate floor building area of the premises to be licensed: 2,600 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:

Sell carryout Alcohol beverages, and sell food

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".

X [Signature]
Signature

1-13-2025
Date

Grants -- Request To Apply

Please enter and submit the Request To Apply Grant Form:

Date of Request:	<input type="text" value="4/1/2025"/>		
Applicant Department:	<input type="text" value="Appleton Fire Department"/>		
Applicant Department Grant Contact Name:	<input type="text" value="Derek Henson"/>		
Applicant Department Grant Contact Title:	<input type="text" value="Division Chief of Prevention"/>		
Committee of Jurisdiction:	<input type="text" value="Safety & Licensing"/>		
Name of Grant:	<input type="text" value="2025 Elevate Communities"/>		
Funding Source:	<input type="text" value="Capital Credit Union"/>		
Amount of Grant Request:	<input type="text" value="\$ 19,910.24"/>	Local Match Requirement: \$ <input type="text" value="0"/>	
Source of Match:	<input type="checkbox"/> General Fund	<input type="checkbox"/> Non-General Fund	<input checked="" type="checkbox"/> Not Applicable
Timeframe of Grant:	<input type="text" value="1/1/2025"/> through <input type="text" value="6/30/2025"/>		
Type of Grant Request:	<input type="checkbox"/> Monetary	<input type="checkbox"/> Other (explain under 'purpose of grant')	

Please keep entries below to 300 characters or less.

Purpose of Grant (summary):	<input type="text" value="To purchase a BullsEye Digital Fire Extinguisher Trainer to provide flexible, robust fire extinguisher training as part of the department's comprehensive public education program."/>
How Does the Grant Meet City/Department/Program Goals:	<input type="text" value="This will allow for flexible hands-on fire extinguisher training. Since it is digital, it can be used anywhere, including inside buildings, which provides greater flexibility for providing fire extinguisher training."/>
What are the Personnel Requirements (include both existing and new staff) of the Grant?:	<input type="text" value="A staff member will be needed to conduct the extinguisher training."/>

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	Appleton
License Period	

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

- Class "A" Beer \$ _____
 Class "B" Beer \$ _____
 "Class A" Liquor \$ _____
 "Class B" Liquor \$ _____
 "Class A" Liquor (cider only) \$ _____
 Reserve "Class B" Liquor \$ _____
 "Class C" Liquor (wine only) \$ 100
 \$ 50 Deposit

Fees	
License Fees	\$ 100
Background Check Fee	\$ 14
Publication Fee	\$ 60
Total Fees	\$ 174

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) Memorial Florists & Greenhouses, Inc.			
2. Business Trade Name or DBA Memorial Florists & Greenhouses			
3. FEIN		4. Wisconsin Seller's Permit Number 456-0000399213-03	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization WI		7. Date of Organization 10/04/1966	8. Wisconsin DFI Registration Number 1M18553
9. Premises Address 2320 S Memorial Dr			
10. City Appleton		11. State WI	12. Zip Code 54915
13. County Winnebago	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Appleton</u>		15. Aldermanic District
16. Premises Phone (920) 731-3136	17. Premises Email info@memorialflorists.com		18. Website www.memorialflorists.com
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. 10,000 sqft retail, 10,000 sqft greenhouse (360 sq ft of class and event space), Storage space in basement of 50 sqft			
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.
 Yes
 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
-----------------------------	--------------------------

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
Aykens	Robert	President/Owner	
Jurgella	Mary	Vice President/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 Aykens	First Name Robert	M.I. T
Title President	Email	Phone
Signature 		Date 3/13/25

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 3/13/25	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Alcohol Beverage Appointment of Agent

Date

Agent Type (check one)

- Original (no fee) Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor) Memorial Florists & Greenhouses, Inc.	
2. Business Trade Name or DBA <i>Memorial Florists & Greenhouses</i>	
3. Entity Type (check one) <input type="checkbox"/> Limited Liability Company <input checked="" 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.	

Part B: Agent Information

1. Last Name Aykens	2. First Name Robert	3. M.I. T
4. Email		5. Phone
6. Home Address 1112 Harold Dr		
7. City Menasha	8. State WI	9. Zip Code 54952
10. Date of Birth		11. Drivers License/State ID Number
12. Drivers License/State ID State of Issuance		


Part C: Agent Questions

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> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days?	<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 Aykens		First Name Robert		M.I. T
Title President	Email		Phone	
Signature 			Date	

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 Aykens		First Name Robert		M.I. T
Signature 			Date 3/13/25	



City of Appleton

Alcohol License Questionnaire

1. Applicant Name: Robert Rykers

2. Business Name: Memorial Florists & Greenhouses, Inc.

Date the LLC/corporation/partnership/sole proprietorship commenced: 10/4/1966

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: 2320 S Memorial Dr

4. Primary Business Activity:

- Restaurant
- Tavern/Night Club/Wine Bar
- Painting/Craft Studio
- Other (describe) Florist/Greenhouse/Class/Events

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: Florist & Greenhouse

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? 10/01/2011

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: Vice President

8. Anticipated date of opening? May 1, 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: 40

Outside: 0

Operating Days/Hours: Inside: M-F 10-9pm

Outside: 0

Employees/Staff (per shift/day) Number of Personnel: 2-5

Approximate floor building area of the premises to be licensed: 10,000 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:

Class & Event Space that wine can be purchased during
class, event or while shopping

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".

[Signature]
Signature

3/13/25
Date

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.

at the premises described below during a special event beginning 5-3-25 and ending 5-3-25 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 _____

Secretary NA

Treasurer _____

(g) Name and address of manager or person in charge of affair: Dave Erickson W6060 Dahlia Dr. Appleton, Wi. 54915

(g)1. Date of Birth. _____ (g)2. Drivers License _____ (g)3. Email _____ Phone _____

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 Cinco Celebration

(b) Dates of event 5-3-25

(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
(Signature / Date)

Sacred Heart Church
(Name of Organization)

Date Filed with Clerk DEC 17 2024

Date Reported to Committee _____

Date Granted _____

License No. _____

COA Dept. Approval: Police _____ Fire _____ Health _____

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.

at the premises described below during a special event beginning 5-31-25 and ending 5-31-25 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 Dahlia Dr. Appleton, WI 54915

(g)1. Date of Birth: _____ (g)2. Drivers License _____ (g)3. Email _____ Phone _____

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 Family Fun Night

(b) Dates of event 5-31-25

(c) Time(s) of event 5:00 - 9:00 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 [Signature] 12-15-24 Sacred Heart Church
(Signature / Date) (Name of Organization)

Date Filed with Clerk DEC 17 2024

Date Reported to Committee _____

Date Granted _____

License No. _____

COA Dept. Approval: Police _____ Fire _____ Health _____

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: _____

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.

at the premises described below during a special event beginning 5/16/2025 and ending 5/16/2025 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 APPLETON DOWNTOWN, INC.

(b) Address 333 W. COLLEGE AVE., APPLETON, WI 54911
(Street) Town Village City

(c) Date organized 4/2/1993

(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 LYSSA KING, 211 W. COLLEGE AVE., APPLETON, WI 54912

Vice President STEVE LONSWAY, 1004 S. OLDE ONEIDA ST., APPLETON, WI 54911

Secretary KOLBY KNUTH, 901 S. LAWE ST., APPLETON, WI 54915

Treasurer TOM KLISTER, 229 E. WASHINGTON ST., APPLETON, WI 54911

(g) Name and address of manager or person in charge of affair: JENNIFER STEPHANY, 333 W. COLLEGE AVE., APPLETON, WI 54911

(g)1. Date of Birth... (g)2. Drivers License # (g)3. Email Phone

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 COLLEGE AVENUE, FROM SUPERIOR STREET TO DURKEE STREET

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? NO

(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: TWO BAR LOCATIONS ON COLLEGE AVENUE WITH LICENSED BARTENDERS. WRISTBANDS & TICKETS REQUIRED WITH PROPER ID.

3. Name of Event

(a) List name of the event LIGHT THE NIGHT MARKET

(b) Dates of event 5/16/2025

(c) Time(s) of event 5:00 PM - 10:00 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 Jennifer Stephany
(Signature / Date)

Appleton Downtown Inc
(Name of Organization)

Date Filed with Clerk 2/20/25

Date Reported to Committee _____

Date Granted _____

License No. _____

COA Dept. Approval: Police _____ Fire _____ Health _____

Appleton Fire Department 2024 Annual Report



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Our Mission

With our partners, the Appleton Fire Department protects the community with exceptional service.

Our Vision

Pursuing excellence and enhancing the quality of life in Appleton and our regional community.

Message From The Fire Chief

It is my pleasure to present the 2024 Appleton Fire Department Annual Report. This report provides history, activities, and the resulting statistical data for the year. This data is continuously examined throughout the year and is utilized to enhance our service delivery to the community. We are privileged to serve each citizen and visitor in our community, and we are exceptionally proud to provide the highest level of fire, emergency medical, hazardous materials, water rescue, and technical rescue emergency response. In conjunction with our fire inspection, prevention, and public education programming, we strive each day to meet our mission of protecting the community with exceptional service.



The men and women of the Fire Department responded to 7,365 calls for service. In 2024, a total of 5,434 were for medical emergencies. Emergency medical services response accounts for 73.8% of the fire department's calls for service. In the past five years, there was a 19.8% increase in total call volume, which includes a 20.6% increase in medical emergencies. As our community continues to grow and our environment changes, our responsibility to provide the highest level of service is un-yielding. The Appleton Fire Department, and the services we provide, will continue to adapt, and improve to effectively meet the challenges found within our community.

A handwritten signature in black ink, appearing to read 'J. Hansen'.

Jeremy J. Hansen
Fire Chief



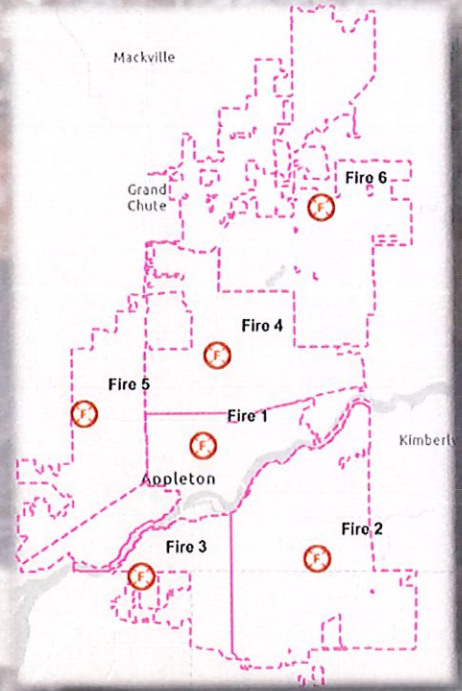
Partnership | Respect | Integrity | Diversity | Excellence

Department Information

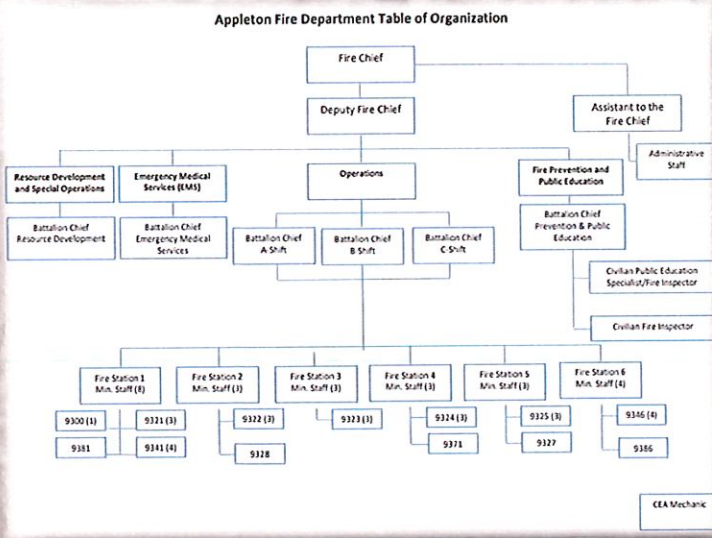
The Appleton Fire Department provides 24-hour emergency services to the City of Appleton residents, along with regional partnerships for automatic aid for fire response with Fox Crossing Fire Department, Grand Chute Fire Department, Kimberly Fire Department, Little Chute Fire Department, and Neenah-Menasha Fire Rescue. Additionally, we provide mutual aid support to agencies in Outagamie, Winnebago, and Calumet Counties. All emergency calls are dispatched through the Outagamie County Sheriff's Department.

We operate out of six strategically located fire stations throughout the city. Each of these stations has a designated fire district. The department is organized into five engine companies, one ladder company, one quint company, and one command vehicle.

Personnel cross-staff a technical rescue unit, two water rescue boats, a rapid response light rescue unit, and a regional hazardous materials unit. The Appleton Fire Department also utilizes management staff to serve additional command roles during emergency incidents.

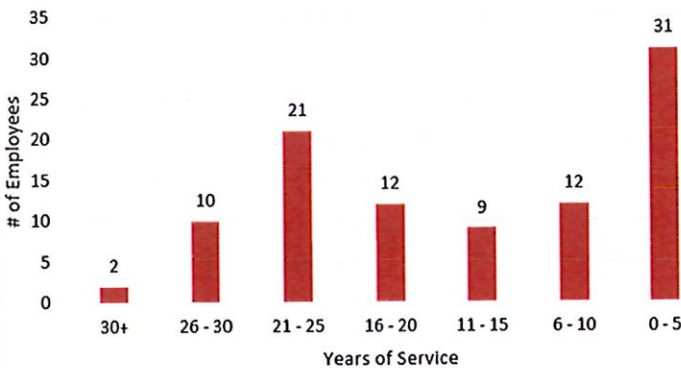


Employee Breakdown



We are staffed by 92 sworn personnel and 6 civilian employees, ensuring a well-balanced workforce capable of delivering emergency response and fire prevention services. Sworn positions include firefighters, engineers, lieutenants, captains, and command staff, maintaining a structured and efficient chain of command. Civilian employees support essential non-emergency functions in administration, prevention, and fleet services. Together, this workforce allows us to provide around-the-clock emergency response, fire prevention, and community outreach efforts to the City of Appleton.

Staff Years of Service

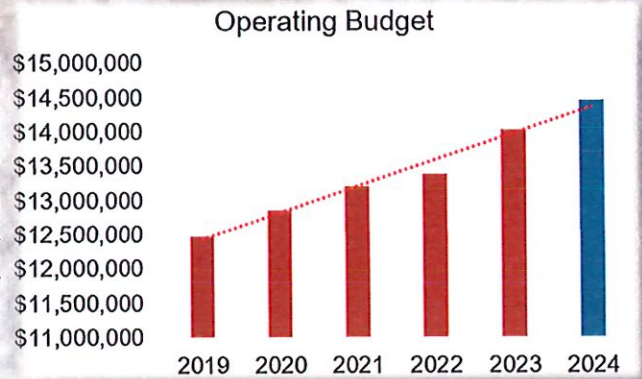


Years of Service Distribution

Our department benefits from a range of experience levels among personnel. 26% of employees have 1-5 years of service, reflecting the continuous growth of our organization, while 45% of personnel have more than 10 years of experience, bringing leadership and operational expertise to the team. This blend of new and veteran firefighters ensures a strong foundation for mentorship, department continuity, and overall operational readiness as we serve the community.

Operating Budget

The Appleton Fire Department's operating budget has steadily increased over the past five years. This upward trend reflects strategic investments in personnel, training, apparatus, and emergency response capabilities. A well-funded department ensures we can maintain high service levels, upgrade equipment, and enhance firefighter safety, allowing us to meet the growing demands of emergency services within the community.



The Appleton Fire Department's operating budget for Fiscal Year 2024 totaled \$14,454,610, strategically distributed across all divisions to support daily operations, emergency response, and community risk reduction.

Fire Suppression accounted for the largest share of the budget at 74.17%, or \$10.7 million, reflecting the personnel, apparatus, and equipment needed to respond to a growing volume of fire and emergency calls.

Fire Prevention received \$1.32 million (9.13%) to support inspections, plan review, code enforcement, and fire investigations, helping mitigate risk before emergencies occur.

Emergency Medical Services, a vital and expanding component of our department, represented 6.62% of the budget at \$957,110, supporting medical supplies, EMS equipment, and related training.

Administration operations totaled \$622,317 (4.31%), while Technical Services received \$456,322 (3.16%) to support fleet and facility maintenance and logistical support functions.

Resource Development, responsible for recruitment, onboarding, and staff development, accounted for 1.30% of the budget, or \$187,938. Special Operations, including technical rescue, water rescue, and hazardous materials response, made up 1.32%, or \$190,975, reflecting ongoing investment in high-risk incident readiness.

This breakdown demonstrates our continued focus on aligning fiscal resources with operational priorities to ensure the safety and wellbeing of the community.

Operating Budget FY 2024		
Program Area	Cost (\$)	% of Budget
Fire Suppression	\$10,720,402	74.17%
Fire Prevention	\$1,319,546	9.13%
Emergency Medical Services	\$957,110	6.62%
Administration	\$622,317	4.31%
Technical Services	\$456,322	3.16%
Resource Development	\$187,938	1.30%
Special Operations	\$190,975	1.32%
Total	\$14,454,610	100%

**FIRE PROTECTION
COST PER CAPITA**

193

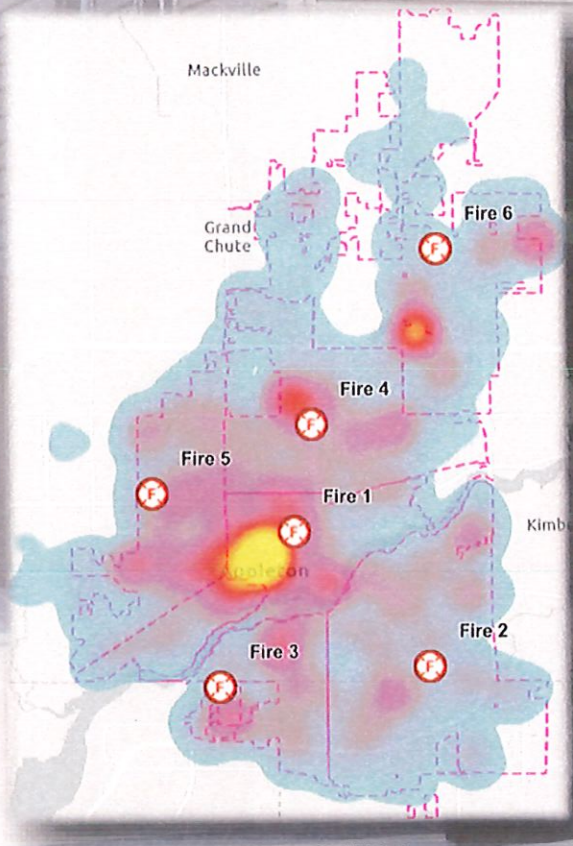
Call Volume

Total Calls

In 2024, we responded to 7,365 total incidents, continuing the steady increase in call volume over the past decade. EMS calls accounted for 5,434 responses, representing 74% of all incidents. This trend highlights the growing demand for medical services and reinforces the importance of maintaining a well-trained EMS response system.

Incidents by NFIRS Category

Category	Incidents
300 - Rescue & Emergency Medical Service Incident	5,434
700 - False Alarm & False Call	693
600 - Good Intent Call	479
500 - Service Call	311
400 - Hazardous Condition (No Fire)	289
100 - Fire	101
200 - Overpressure Rupture, Explosion, Overheat (No Fire)	44
800 - Severe Weather & Natural Disaster	8
900 - Special Incident Type	6
Total	7,365



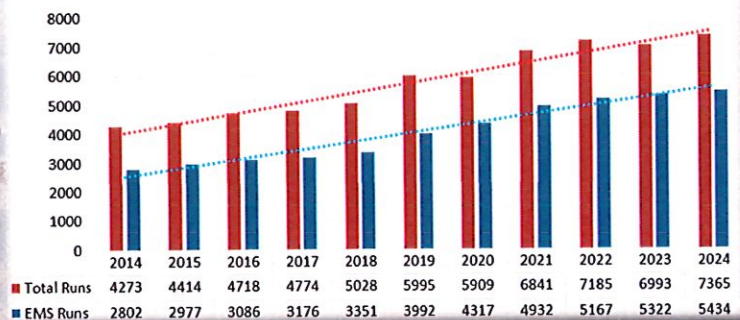
Incident Heat Map

This map visually represents the distribution of emergency responses throughout Appleton. High-activity areas indicate where incidents are most concentrated, guiding decisions on resource allocation, station placement, and response strategies. Ensuring coverage in these high-demand zones remains a priority to maintain swift response times and community safety.

10-Year Call Volume

This chart illustrates a consistent rise in both total incidents and EMS-specific calls, demonstrating the increasing needs of our community. As population density, healthcare access, and emergency medical needs evolve, we remain committed to adapting our operations to meet these demands efficiently.

10 Year Call Volume



Fire Stations

Fire Station 1

700 N Drew St.

Staffing: 2 Apparatus, 8 Firefighters



Fire Station 2

1801 S Matthias St.

Staffing: 1 Apparatus, 3 Firefighters



Fire Station 3

801 W Grove St.

Staffing: 1 Apparatus, 3 Firefighters



Fire Station 4

724 E Greenfield St.

Staffing: 1 Apparatus, 3 Firefighters



Fire Station 5

1701 W Brewster St.

Staffing: 1 Apparatus, 3 Firefighters



Fire Station 6

4930 N Lightning Dr.

Staffing: 1 Apparatus, 4 Firefighters



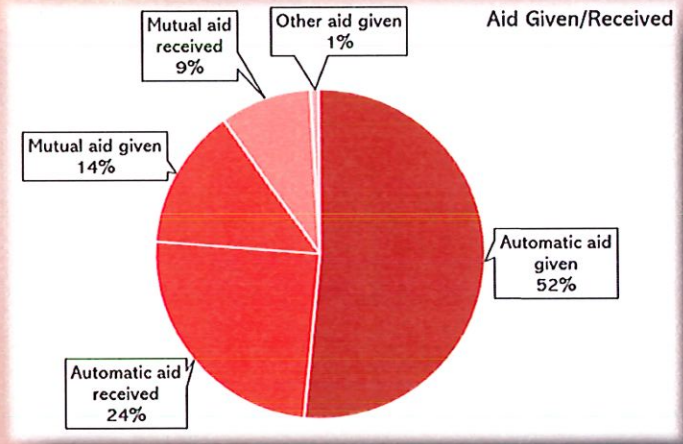
Fire Suppression

The Fire Suppression Division of the Appleton Fire Department is the largest division of the department and is under the direct supervision of the Deputy Fire Chief. This division is charged with enhancing the quality of life to our community by providing a safe and healthy environment through our response. We respond to structure fires and vehicle fires, employing modern fire suppression tactics, including interior attack, defensive operations, and specialized suppression techniques.

In 2024, we finalized the contract for additional automatic aid for fire responses in the City of Appleton to include Fox Crossing Fire Department, Little Chute Fire Department, and Kimberly Fire Department. The addition of this automatic aid will help provide much needed staffing to provide a more robust fire response in the City of Appleton.



Ryan Weyers
Deputy Chief



Significant Events

1912 North Clark Street (June)

Estimated \$500,000 loss of property and contents.

4101 South Woodendale Way (July)

Estimated \$360,300 loss of property and contents.

3518 North Juanita Lane (October)

Estimated \$267,500 loss of property and contents.

825 East Wisconsin Avenue (May)

Estimated \$260,000 of property and contents.

1426 West Franklin Street (July)

Estimated \$250,000 loss of property and contents.

4925 North Applebend Drive (July)

Estimated \$160,000 loss of property and contents.

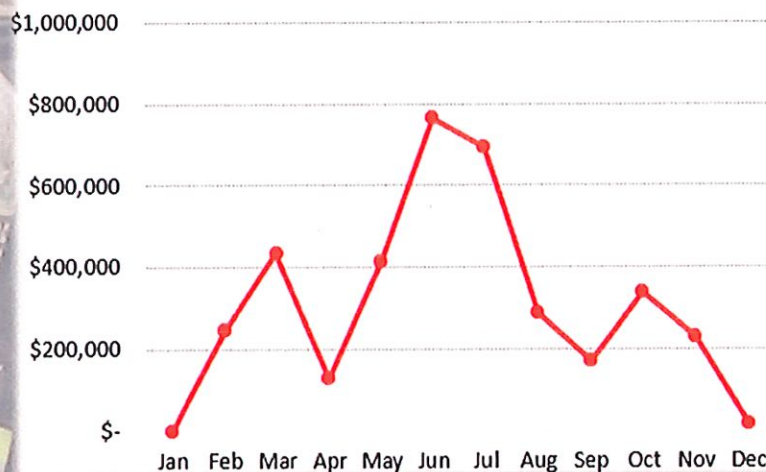
630 East Frances Street (March)

Estimated \$150,000 loss of property and contents.

3400 East Canary Street (May)

Estimated \$150,000 loss of property and contents.

Fire Loss



Resource Development



Joe Kozikowski
Battalion Chief

In 2024, the Appleton Fire Department continued its commitment to developing highly trained personnel through rigorous training, resource development, and specialized operational readiness. Firefighter safety, technical proficiency, and interagency collaboration remained key priorities throughout the year.

Firefighter Recruit Schools

Two Firefighter Recruit Schools were held, successfully preparing six new firefighters to serve our community. Each school spanned six weeks, covering the fundamentals of firefighting, emergency response, and department procedures to ensure recruits were well-equipped to handle the demands of the profession.

Relief Driver School

Five members successfully completed our demanding Relief Driver School. This two-week training program is designed to ensure they are proficient in all facets of fireground operations and prepared for engine and truck company operations.

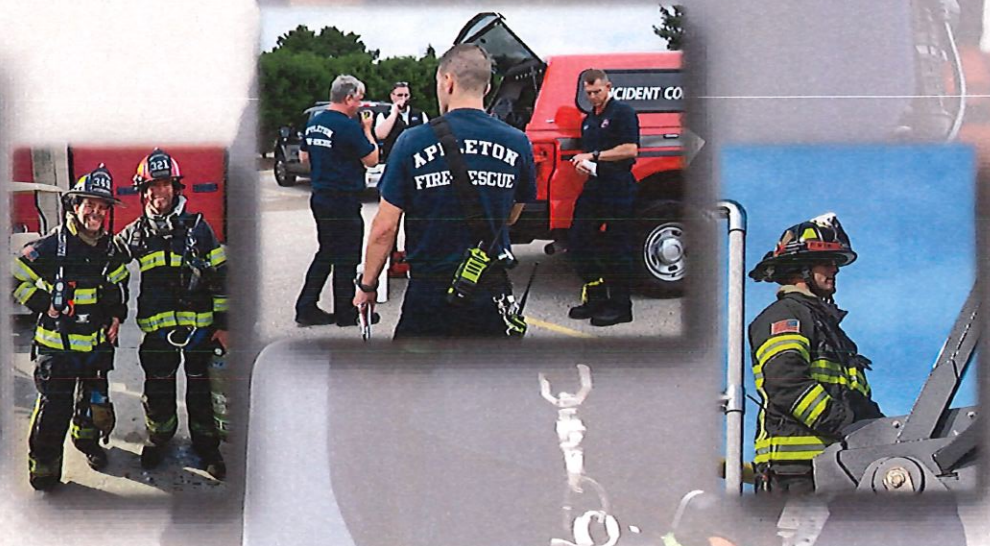
Large-Scale Training Events

High-Rise Drills: We capitalized on a unique training opportunity at the 222 Building, a large structure recently acquired by U.S. Venture. Before renovations commenced, the company granted us access to the building, allowing our fire companies across all three shifts to conduct full scale high-rise firefighting drills. This allowed us to refine essential skills, particularly in managing communication and logistical complexities unique to high-rise fire scenarios.

Rescue Task Force (RTF) Training: Aligning with our commitment to multiagency cooperation, we hosted a comprehensive three-day RTF training event that brought together seven fire/EMS agencies, ten law enforcement agencies, and five volunteer organizations. The training focused on active shooter and mass casualty response, enhancing interagency coordination and ensuring that all participating agencies could work effectively in high-risk environments.

RIT Under Fire Training: Six of our firefighters attended the renowned "RIT Under Fire" course at the Illinois State Fire Institute. This advanced, high-intensity training simulates extreme conditions, allowing participants to practice rapid intervention techniques in a high-heat, high-stress environment. The training strengthens our ability to locate and rescue downed firefighters in real-world scenarios, reinforcing our commitment to firefighter safety and survival.

TRAINING HOURS
IN 2024
13,794
TOTAL HOURS
147
AVERAGE PER PERSON



Special Operations

Technical & Water Rescue

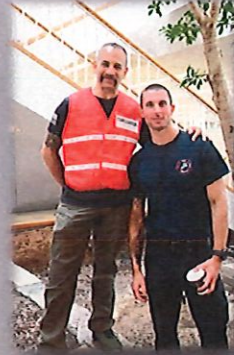
We provide swift water and ice rescue capabilities, responding to emergencies involving the Fox River. Trained personnel use specialized boats, rescue suits, and flotation devices to ensure the safety of individuals in distress. We also provide confined space, trench, rope, high-angle, and structural collapse rescues. These incidents require specialized training and equipment, ensuring safe and effective extrications. Our Technical Rescue and Water Rescue teams remained dedicated to maintaining and enhancing their specialized skills throughout the year. Both teams participated in regular, hands-on training sessions to ensure their proficiency in critical rescue operations, from technical rope rescues to waterborne emergencies.

Hazardous Materials Response

As part of a regional hazmat team, we manage hazardous material leaks, spills, and exposure incidents. The department works closely with state and federal agencies to mitigate risks associated with chemical, biological, radiological, and industrial hazards. Our Hazardous Materials Team remained active throughout the year, both in response efforts and ongoing training. The team acquired new equipment through a state grant, enhancing our operational capabilities. This year, our members played a key role in a statewide initiative to ensure the safe execution of the presidential election, standing by in the event of any chemical threats. Additionally, several team members were selected to join the Vice President's personal protection detail, working alongside the tactical team during the Vice President's visit to our area.

Wisconsin Task Force One (WI-TF1)

Six Appleton firefighters, who are also members of Wisconsin Task Force One (WI-TF1), were deployed to North Carolina to support search and rescue operations following widespread flooding. These team members led numerous boat-based searches and conducted land-based rescue efforts through mountainous terrain to reach citizens who had been isolated by the floodwaters. Their efforts were crucial in ensuring the safety and well-being of those affected by the disaster.



Emergency Medical Services



Ryan Homman
Battalion Chief

As the Battalion Chief of Emergency Medical Services (EMS) for the Appleton Fire Department, I'm proud to reflect on another year of progress and dedication to delivering the highest level of prehospital care. EMS continues to be a core function of our department, accounting for the majority of emergency responses. Of the 7,367 total calls in 2024, 5,452 (74%) were EMS-related, reinforcing the growing need for advanced medical care in our community.

Currently, we operate at the Basic Life Support (BLS) level, providing CPR, airway management, bleeding control, and oxygen therapy. While BLS forms the foundation of prehospital care, it does not support advanced interventions. Transitioning to Advanced Life Support (ALS) Fire Companies strengthens our ability to deliver more advanced care quickly, while increasing the number of ALS resources available to a critically ill or injured patient. ALS-trained paramedics can administer life-saving medications, perform advanced airway procedures, interpret heart rhythms, and provide essential interventions. As firefighters are often the first on the scene, this capability helps reduce time to intervention and enhances survival for severe medical emergencies, including cardiac arrests, strokes, or major trauma incidents.

In 2024, we made significant progress toward the transition to ALS through hands-on training, strong community partnerships, and operational advancements. We strengthened paramedic-level training, emphasizing high-performance CPR, patient assessment, and medical emergencies. Scenario-based simulations and case reviews helped ensure our crews are prepared for complex situations, while data-driven education continues to improve patient care and operational efficiency.

We've also collaborated closely with local hospitals, healthcare providers, and public safety partners to refine patient care and response strategies. Additionally, we've engaged with community organizations to promote CPR and Stop the Bleed training, empowering the public to act in emergencies.





Recognizing Our New Paramedics

Our ALS expansion efforts were further supported by a FEMA grant, which funded tuition and backfill costs for up to six firefighters to complete paramedic training. Due to paramedic programs only being offered in the fall semester, we worked closely with FEMA administrators to ensure our funding was utilized within the two-year grant period, allowing us to enroll four personnel in the Fall 2023 class.

A milestone in this transition was the graduation of four firefighters from paramedic training in May 2024, increasing our total number of paramedics to 26. Their dedication and commitment to professional development will significantly enhance our ability to provide Advanced Life Support (ALS) care directly from our fire apparatus. Their expanded skill set ensures faster and more effective interventions, improving patient outcomes across the community.



**Captain
Steve Unruh**



**Lieutenant
Ryan Lee**



**Firefighter
Bryce Sternhagen**



**Firefighter
Luis Acosta**

Fire Prevention



Derek Henson
Battalion Chief

The Fire Prevention and Public Education Division aims to increase the quality of life in the City of Appleton by reducing the community's risk of injury or fire. The division consists of one battalion chief, two Civilian Fire Inspectors, six shift inspectors, and six relief shift inspectors. Following national best practices, the division is structured into three focus areas: engineering, education, and enforcement.

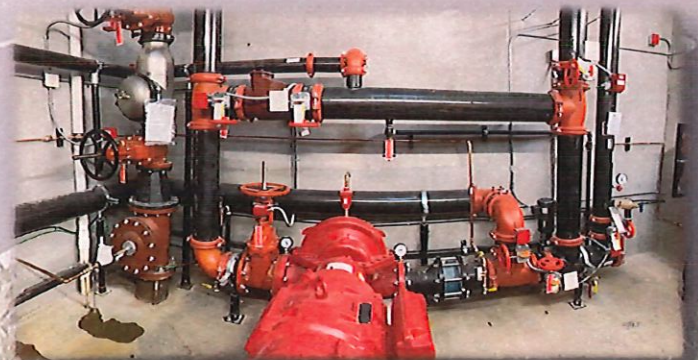
Engineering

Engineering duties are handled by the Battalion Chief of Fire Prevention and Public Education, Derek Henson, with assistance from two civilian fire inspectors. Risk reduction through engineering is achieved through reviewing plans for new developments, reviewing plans for new fire protection systems, and performing commissioning inspections for new fire protection systems.

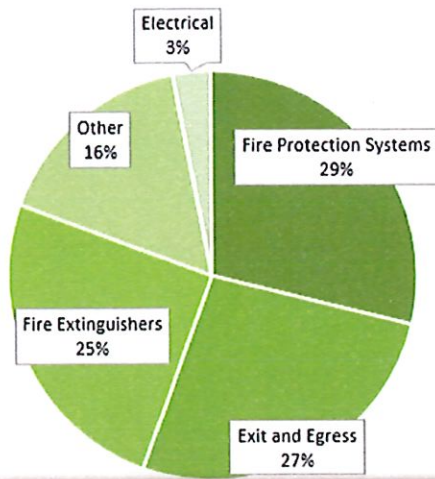
In 2024, 119 fire protection plan reviews were conducted, 34 commercial site plans were reviewed, and eight residential developments. Some significant projects that fire prevention staff were involved in included the Fox Commons remodel, the Appleton Public Library remodel, the Thrivent redevelopment, and the 222 Building remodel.

Fee Structure Increase

In 2024, the Safety and Licensing Committee and Common Council approved a fee structure increase for services rendered by the Appleton Fire Department. These services include false alarm responses, permit issuance, and plan reviews. This fee structure increase was needed as the structure has not been increased in over 25 years. The increase helps ensure the costs of the various services covers the costs incurred by the department.



Violation by Category



Enforcement

Code enforcement is coordinated by Civilian Fire Inspector, Jose Saldivar, with oversight from the Battalion Chief of Fire Prevention and Public Education. The largest portion of enforcement is handled through the conduction of routine inspections of commercial businesses and multi-family residential occupancies. In 2024, the Appleton Fire Department conducted 4,449 routine fire inspections, resulting in 991 of the 2,299 total violations being corrected. Further enforcement activities include 53 health license inspections, 81 special event license reviews, 61 temporary alcohol license reviews, 218 permanent alcohol license reviews, 65 amusement device license reviews, three Christmas tree sales license reviews, two firework sales tent license reviews, and 104 real estate inquiry form completions.

Fire Investigation

The fire investigation program is managed by the Battalion Chief of Fire Prevention and Public Education. Fire investigation duties are carried out by shift inspectors and relief shift inspectors. Every fire in the City of Appleton is investigated for origin and cause at some level. Inspectors investigated 35 fires in 2024. As part of these investigations, investigators took 5,133 pictures, an average of 146 per investigation. The investigation process includes a technical review by Lt. Adam Hansen, a Certified Fire Investigator and past shift inspector. After inspectors complete their reports, they are reviewed by Lt. Hansen before being given a final review by the battalion chief.

In 2024, one member gained certification as a Fire Investigation Technician through the International Association of Arson Investigators, bringing the total with this certification to five. As these investigators gain experience, the goal is for them to progress to the Certified Fire Investigator level of certification. The department maintains three members with the Certified Fire Investigator certification through the International Association of Arson Investigators.



Public Education

Education duties are coordinated by Civilian Fire Inspector and Public Education Specialist Alex Quintana, with oversight from the Battalion Chief of Prevention and Public Education. While every member of the fire department contributes to public education in some manner, the majority of programming is developed and delivered by Public Education Specialist Quintana and operations personnel.

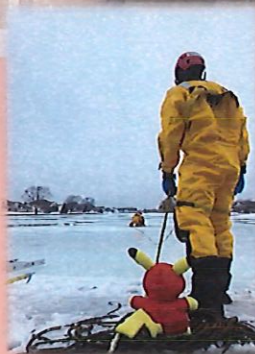
In 2024, we conducted over 150 educational and special events, reaching an estimated audience of 200,000 people. Our department takes pride in being visible, accessible, and actively engaged with our community across a wide variety of formats.

Some of our most visible efforts included participating in three major community parades—Memorial Day, Flag Day, and the Downtown Christmas Parade—as well as the City Celebration & Touch-a-Truck event, which draws families from across the Fox Valley each spring.

During Fire Prevention Month, our staff visited classrooms throughout the city, delivering targeted fire safety presentations to elementary students. The popularity of these school visits has grown so significantly that our former Fire Prevention Week has been extended to a full month in order to accommodate all scheduling requests.

Beyond school programming, we provided fire station tours, attended career fairs, and collaborated with senior living facilities and local organizations to offer fire safety and fall prevention education tailored to older adults.

These public education efforts are an essential part of our mission to reduce the risk of fire and injury through early engagement and consistent messaging. Each interaction represents an opportunity to build trust, strengthen community preparedness, and reinforce life-saving behaviors across every age group.



Media Relations



Our social media engagement included

-  17,461 reactions and likes
-  2,214 shares
-  1,496 comments
-  19,751 video views
- 4.7% average post engagement rate

In 2024, the Appleton Fire Department maintained a strong presence across both social media and traditional media platforms, focusing on transparency, engagement, and community education. Our communications team prioritized timely updates, public safety messaging, and meaningful stories that highlighted the dedication and innovation of our personnel.

Across Facebook, Instagram, and X (formerly Twitter), we published 1,021 total posts, generating over 1.24 million impressions and concluding the year with a combined follower count of 29,101—a 3.2% increase from 2023. Through these platforms, we connected with the public in real time, sharing department activities, fire prevention tips, incident updates, behind-the-scenes content, and recognition of our crews' outstanding work.

In addition to social media, our department was featured widely across local and regional television, radio, and online news outlets, with 852 media mentions tracked in 2024. These included coverage of emergency responses, community outreach efforts, and special events.

One of the most widely covered stories of the year was the signing of Senate Bill 829 at Appleton Fire Station #1 by Governor Tony Evers. Championed by Driver/Engineer Adam Paisier and supported by public safety partners, the bill allows Tactical Emergency Medical Services (TEMS) professionals to carry firearms in prohibited areas under law enforcement direction. The event drew significant media attention, highlighting Appleton Fire's leadership in advancing innovative, life-saving public safety policy.

Together, these media channels serve as vital tools for fostering trust, celebrating progress, and keeping our community informed. We remain committed to clear, consistent, and transparent communication with the people we serve.



Awards and Recognition

Department Awards

Employee of the Year



Lt. Ryan Lee



Award of Merit

Ryan Homman
Jeff Nelessen
Tim Damrow
Chad Donnay
Luke Syrjamaki
Troy Carpenter

Recognition Award

Steve Jahr



Meritorious Unit

Jerry Borski
Andrew Dobbe
Troy Carpenter

Public Awards

Citizen Award of Merit

Bob Cassioppi
Heath Peters
Randy Rickert
Cassidy Walsh



EMS Life Saving Award

Jake Kirchner
Steve Unruh
Mike Hietpas
Dave Reigles
Michael Wirtz
Kyle Zulegar
Tim Verstegen
Cole Nelson
Jake Laack

Distinguished Service

Adam Paiser



2024 Interns

Michael Becker
Jeret Cliffords
Neal Colling
Jamison Cullen
Cameron Grasee
Sam Green
Johnathan Lemon

New Employees



Firefighter
Jack Scott



Firefighter
Anthony Halloran



Firefighter
Patrick Hart



Firefighter
Steven Hoepfner



Firefighter
Stephan McEssey



Firefighter
Michael Wiltzius



Promotions



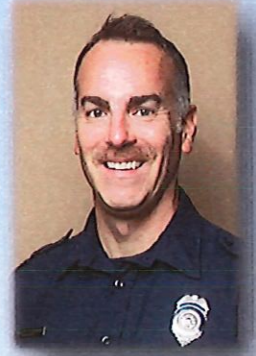
Lieutenant
Andrew Patz



Lieutenant
Todd Hendricks



Driver/Engineer
Kelly Lynch



Driver/Engineer
Timothy Damrow

Retirements



Lieutenant
Todd Bean
1999-2024



Lieutenant
Tim Meyer
2001-2024



Driver/Engineer
Michelle Neeck-Lappen
1998-2024

In Memoriam



Firefighter
Roland Hermes
1958-1988



Captain
David Hemauer
1965-1994

Fire Department Staff

Fire Chief Jeremy Hansen

Deputy Chief Ryan Weyers

Assistant to the Fire Chief Sharon Brochtrup

Support Staff:

Fire Inspector Jose Saldivar

Public Education Specialist/Fire Inspector Alex Quintana

Administrative Assistant Nancy Wilcox

Clerical Assistant Natasha Eversen

Central Equipment Agency Mechanic Jeremy Rycerz

Battalion Chiefs

Joe Scott

Rick James

Doug Vrechek

Joe Kozikowski

Derek Henson

Ryan Homman

Captains

Jeffrey Nelessen

Jason Lee

Scott Pelkin

Jake Kirchner

Steve Unruh

Justin Brown

Lieutenants

Chad Rucynski

Jeremy Hotynski

Bill Calaway

Greg Cullen

Jerry Borski

Corby Henkel

Ben Lee

Andrew Patz

Michael Becker

Adam Galica

Matt Gerrits

Michael Hietpas

Adam Hansen

Ryan Lee

Todd Hendricks

Driver Engineers

Darrin Butry

Bryan Knauer

Brian Cook

Scott Karpinski

Kraig Kasten

Gary Awe

Dave Reigles

Chad Johnson

Mark Deslauriers

Tyler Zunker

Kelly Lynch

Andrew Dobbe

Andrew Lane

Andrew Webb

Troy Kinley

Matt Dercks

Adam Paiser

Chris Britzke

Casey Kostechka

Michael Wirtz

Tim Damrow

Firefighter/ Inspectors

Jeremiah Detert

Nate Milhans

Eric Winger

Travis Nate

Cody Peabody

Tyler Linehan

Firefighters

Mike Wiese

Tyler Mickelson

Riley Kubisiak

Steve Jahr

Bart Rakun

Jordan Ross

David Hammer

Chad Donnay

Cody Welsh

Bryce Sternhagen

Kyle Zuleger

Alex Smith

Tim Verstegen

Cole Nelson

Tyler Rusch

Lukas Syrjamaki

Jake Laack

Ryan Monaghan

Devin Halbach

Troy Carpenter

Cory Asimus

Jordan Augsburger

Lucas Vanden Heuvel

Jason Karpinski

Leighton Myers

Jack Merrill

Griffin Kintopf

Doug Jacobs

Luis Acosta

Ty Davis

Jack Scott

Anthony Halloran

Patrick Hart

Steven Hoepfner

Stephen McEssey

Michael Wiltzius

