



City of Appleton

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

Meeting Agenda - Final-revised Safety and Licensing Committee

Wednesday, July 23, 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
[25-0838](#) Safety and Licensing Committee Minutes from 7/16/25
Attachments: [S&L Minutes 7.16.25.pdf](#)
5. **Public Hearing/Appearances**
[25-0828](#) Demerit Point Violation Appearance - Stuc's Pizza
Attachments: [Stuc's Demerit Pt Violation Letter \(2\).pdf](#)
[25-0834](#) Demerit Point Violation Appearance - Wal-Mart Super Center
Attachments: [Walmart Demerit Pt Violation Letter.pdf](#)
[25-0835](#) Demerit Point Violation Appearance - Appleton Liquor
Attachments: [Appleton Liquor Demerit Pt Violation Letter.pdf](#)
[25-0836](#) Demerit Point Violation Appearance - Rascal's Bar & Grill
Attachments: [Rascals Demerit Pt Violation Letter.pdf](#)
[25-0837](#) Demerit Point Violation Appearance - Scuba's Pourhouse
Attachments: [Scubas Demerit Pt Violation Letter.pdf](#)
6. **Action Items**

[25-0833](#) McFleshman's Full Service Retail Outlet Request for alcohol sales/service at the Downtown Appleton Farm Market on Aug 9, 16, 23, 30 and Sept 6, 13, 20, 27, 2025

Attachments: [McFleshmans 2025 Form AB-105 Producer Full-Service ...lication for AUG and](#)

[25-0830](#) Class "B" Beer and Reserve "Class B" Liquor License application for Trout Museum of Art, Christina Turner, Agent, located at 325 E College Ave, contingent upon approval from the Inspections department

Attachments: [Trout Museum of Art.Alcohol.Class B Beer Reserve Liquor.3.21.25.REDACTEE](#)

[25-0831](#) Class "B" Beer and Reserve "Class B" Liquor License temporary premises amendment application for Fox Cities Performing Arts Center Inc d/b/a Fox Cities Performing Arts Center, Maria Van Laanen, Agent, located at 400 W College Ave, on August 20, 2025 from 4:00 p.m. to 10:00 p.m. for Annual Partner Cookout event, contingent upon approval from the Health department

Attachments: [Fox Cities PAC.Alcohol.PA Temp.Partner Cookout.8.20.25.REDACTED.pdf](#)

7. Information Items

[25-0740](#) Fire Department Shared Services and Operating Agreement: 2025 Mid-Year Report

Attachments: [Shared Services and Operating Agreement_2025 Mid Year Report.pdf](#)

[25-0844](#) 2025 Fire Department Mid-Year Report

Attachments: [2025 Mid-Year Report - 06-30-25.pdf](#)

[25-0856](#) 2025 Legal & Admin. Services-CITY CLERK Mid-Year Report

Attachments: [2025 Clerk Mid Year Report.pdf](#)

[25-0841](#) Alcohol License Violation Convictions:
Sell Alcohol to Minor

- El Azteca Restaurant, 201D W. Northland Ave
- Lindo Michoacan, 211 N. Richmond St
- Mill City Public House, 1103 W. College Ave
- Northland Amoco, 800 E. Northland Ave
- The Bent Keg, 417 W. College Ave

[25-0816](#)

Special Events

- La Nueva Jerusalén Appleton, God Worship Time, Appleton Memorial Park, July 12th 2025
- Appleton Fox Cities Kiwanis Club, 48th Anniversary Appleton Old Car Show and Swap Meet, Pierce Park, July 20th 2025
- Appleton Parks & Recreation Department, Children's Parade, Approved Route, July 23rd 2025
- Appleton Parks & Recreation Department, Playground Fair, Pierce Park, July 24th and July 25th 2025
- The Trout Museum of Art, Art at the Park, City Park, July 26th and July 27th 2025
- Willems Marketing & Events, Mile of Music, Downtown Appleton Businesses, Houdini Plaza, Lawrence Lawn and Jones Park, July 31st through August 3rd 2025
- Miller Electric Family Picnic, Pierce Park, August 9th 2025

[25-0840](#)

Director's Report

1. City Clerk
 - Staffing Updates
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.



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Meeting Minutes - Final Safety and Licensing Committee

Wednesday, July 16, 2025

6:30 PM

Council Chambers, 6th Floor

Special Meeting

1. Call meeting to order

The meeting was called to order by Chair Croatt at 6:30 p.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 3 - Croatt, Hartzheim and Firkus

Excused: 2 - Van Zeeland and Fenton

4. Approval of minutes from previous meeting

[25-0813](#)

Safety & Licensing Committee Minutes from 7/9/25

Attachments: [S&L Minutes 7.9.25.pdf](#)

Hartzheim moved, seconded by Firkus, that the Minutes be approved. Roll Call.
Motion carried by the following vote:

Aye: 3 - Croatt, Hartzheim and Firkus

Excused: 2 - Van Zeeland and Fenton

5. Public Hearing/Appearances

6. Action Items

[25-0774](#)

Temporary Class "B" Beer License application for Appleton Fox Cities Kiwanis Club, Jay Stephany, Person in Charge, located at 1035 W Prospect Ave, Pierce Park, for 48th Anniversary Appleton Old Car Show and Swap Meet event on July 20, 2025 from 10:00 a.m. to 4:00 p.m., contingent upon approval from the Health and Fire departments

Attachments: [Appleton Fox Cities Kiwanis Club.Alcohol.Temp B Beer.Old Car Show & Swap Meet.7.20.25.REDACTED.pdf](#)

Hartzheim moved, seconded by Firkus, that the License be approved. Roll Call. Motion carried by the following vote:

Aye: 3 - Croatt, Hartzheim and Firkus

Excused: 2 - Van Zeeland and Fenton

7. Information Items

8. Adjournment

Hartzheim moved, seconded by Firkus, that the meeting be adjourned at 6:32 p.m. Roll Call. Motion carried by the following vote:

Aye: 3 - Croatt, Hartzheim and Firkus

Excused: 2 - Van Zeeland and Fenton



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK

100 North Appleton Street
Appleton, WI 54911
p: 920.832.6443
f: 920.832.5823
www.appletonwi.gov

June 10, 2025

**Stuc's Pizza
110 N Douglas Street
Appleton, WI 54914**

Attention: Erik Anderson

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Stuc's Pizza, located at 110 N Douglas Street in the City of Appleton. Furthermore, **you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 9th at 5:30 p.m.** in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 25, 2025 which resulted in convictions on May 28, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 24 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,

Kami Lynch, City Clerk



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June 27, 2025

**Wal-Mart Super Center
3701 E. Calumet Street
Appleton, WI 54915**

Attention: Jason R. Klunck

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Wal-Mart Super Center, located at 3701 E. Calumet Street, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 23rd at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 31, 2025 which resulted in convictions on June 4, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 12 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,

Amy Molitor, Deputy City Clerk



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June 27, 2025

**Appleton Liquor
2727 North Meade Street
Appleton, WI 54911**

Attention: Heidi Guta

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Appleton Liquor, located at 2727 N. Meade Street, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 23rd at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 19, 2025 which resulted in convictions on June 4, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 24 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,

A handwritten signature in black ink, appearing to read "Amy Molitor".

Amy Molitor, Deputy City Clerk



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June 27, 2025

**Rascal's Bar & Grill
702 E. Wisconsin Avenue
Appleton, WI 54911**

Attention: Karen Blodgett

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Rascal's Bar & Grill, located at 702 E. Wisconsin Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 23rd at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 17, 2025 which resulted in convictions on June 4, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 24 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,

Amy Molitor, Deputy City Clerk



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June 27, 2025

**Scuba's Pourhouse
1309 E. Wisconsin Avenue
Appleton, WI 54911**

Attention: Steven Van Fossen

Dear Alcohol License Holder,

The purpose of this letter is to inform you of the status of the demerit points against your alcohol license for the premises known as Scuba's Pourhouse, located at 1309 E. Wisconsin Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, July 23rd at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on April 5, 2025 which resulted in convictions on June 4, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed against it within the last 24 months.

Please be advised that if any establishment holding an alcohol license accumulates 150-199 demerit points within a 24-month period, the license is subject to suspension for not less than 10 days nor more than 90 days. If any alcohol licensee accumulates 200 or more demerit points within a 36-month period, the license is subject to revocation. A copy of the ordinance was provided to you at the time you received your license.

The City of Appleton Police Department offers free training to help ensure your establishment is operating in a manner that is safe and legal. If you are interested in taking advantage of this free training, please contact Lt. Benjamin Goodin at the Appleton Police Department.

If you have any questions related to this matter, please contact me at 920-832-6443.

Respectfully,

Amy Molitor, Deputy City Clerk

Part A: Producer Information

1. Business Legal Name (individual name if sole proprietor) McFleshman's Brewing Co., LLC		
2. Business Name or DBA McFleshman's Brewing Co.	3. Agent Name Bobby Fleshman	
4. FEIN [REDACTED]	5. Wisconsin Seller's Permit Number 456-1029314691-02	
6. Wisconsin Producer Permit Number BR-WI-21177	7. Producer Type <input type="checkbox"/> Brewery <input checked="" type="checkbox"/> Winery <input type="checkbox"/> Liquor Manufacturer/Rectifier	
8. Contact Person's First Name Bobby	9. Last Name Fleshman	10. M.I. L
11. Contact Person's Phone [REDACTED]	12. Contact Person's Email bobby@mcfleshmans.com	

Part B: Production Quantity

Note: Check appropriate quantity for permit held (see instructions). If you hold more than one producer permit, check the total aggregate quantity produced for each type of permit. Enter the highest quantity produced in any of the last three calendar years.

Brewery	Manufacturer/Rectifier	Winery
<input type="checkbox"/> Less than 250 barrels <input checked="" type="checkbox"/> 250 - 2,499 barrels <input type="checkbox"/> 2,500 - 7,499 barrels <input type="checkbox"/> 7,500 or more barrels	<input type="checkbox"/> Less than 1,500 liters <input type="checkbox"/> 1,500 - 4,999 liters <input type="checkbox"/> 5,000 - 34,999 liters <input type="checkbox"/> 35,000 or more liters	<input type="checkbox"/> Less than 1,000 gallons <input type="checkbox"/> 1,000 - 4,999 gallons <input type="checkbox"/> 5,000 - 24,999 gallons <input type="checkbox"/> 25,000 or more gallons
Calendar year: 2025	Calendar year:	Calendar year:
Quantity: 852	Quantity:	Quantity:

Complete only ONE of Part C, D or E.

Part C: Request for Full-Service Retail Sales at the Production Premises

1. Start Date	2. Production Premises Address		
3. City	4. State	5. Zip Code	
6. County	7. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		

Part D: Request for Fixed Full-Service Retail Outlet

1. Are you transferring one fixed full-service retail outlet to a new location? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, complete boxes 2 through 9.			
2. Current Outlet Name			
3. Current Outlet Premises Address			
4. City	5. State	6. Zip Code	
7. County	8. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		9. Premises Phone Number

Continued →

Part D: Request for Fixed Full-Service Retail Outlet (Cont.)

New Fixed Retail Outlet Information (complete boxes 10 through 23)

10. Start Date	11. New Outlet Name		
12. New Outlet Premises Address			
13. City	14. State	15. Zip Code	
16. County	17. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village		18. Premises Phone Number
19. Premises Description - Describe the building or buildings and any outside areas 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.			
20. Will you operate a restaurant on the premises? <input type="checkbox"/> Yes <input type="checkbox"/> No			
21. What alcohol beverages will be offered for sale? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
22. What alcohol beverages does the permittee produce? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
23. How will customers be served? (check all that apply) ... <input type="checkbox"/> Samples <input type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption			

Part E: Request for Unlimited Transfer Full-Service Retail Outlet

1. Name of Event (if applicable) Downtown Appleton Farm Market		
2. Dates of Operation (attach a schedule, if necessary) Sat: Aug 9,16,23,30; Sep 6,13,20,27	3. Hours of Operation 8:30a - 12:15p	
4. Premises Address 100-116 N Morrison St, Appleton WI 54911		
5. City Appleton	6. State WI	7. Zip Code 54911
8. County Outagamie	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: Appleton	
10. Organizer of Event (if not the named applicant) Appleton Downtown Incorporated	11. Email and/or Phone Number for Organizer of Event jennifer@appletondowntown.org	
12. Organizer Website appletondowntown.org	13. Event Website https://appletondowntown.org/events/downtown-appleton-farm-market/	
14. Premises Description - Describe the building or buildings and any outside areas 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. map attached; area will be open tables in the street with shade canopies		
15. On-Site Contact (Last Name, First Name) Bobby Fleshman	16. On-Site Contact Phone [REDACTED]	17. On-Site Contact Email bobby@mcfleshmans.com
18. Will you operate a restaurant on the premises? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
19. What alcohol beverages will be offered for sale? (check all that apply) <input checked="" type="checkbox"/> Beer <input checked="" type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
20. What alcohol beverages does the permittee produce? (check all that apply) <input checked="" type="checkbox"/> Beer <input checked="" type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
21. How will customers be served? (check all that apply) ... <input checked="" type="checkbox"/> Samples <input checked="" type="checkbox"/> On-premises consumption <input checked="" type="checkbox"/> Off-premises consumption		

Part F: Attestation

Who must sign this application?

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

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

- I will not operate this location outside of the dates and times approved by the municipality and Division of Alcohol Beverages.
- I will operate this location according to municipal ordinance and restrictions imposed as a condition of receiving this authorization.
- I will purchase alcohol beverages I do not produce from an authorized source, such as a Wisconsin-permitted wholesaler.
- I will operate this location according to Wisconsin law and administrative regulation including but not limited to: underage restrictions, closing hours, licensed operators, and record keeping requirements.

Further, 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 authorization. Further, I agree that the rights and responsibilities conferred by the authorization, if granted, will not be assigned to another individual or entity. I understand that lack of access to any portion of a premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this authorization. I understand that any authorization issued contrary to Wis. Stats. Chapter 125 shall be void under penalty of Wisconsin 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.

Signature 		Date 8/14/25	
Last Name Fleshman	First Name Bobby	M.I. L	
Title owner	Email bobby@mcfleshmans.com	Phone <div style="background-color: black; width: 100px; height: 15px;"></div>	

Part G: For Municipal Use Only (Complete if Requesting Authorization in Part D or E)

1. Will the municipality limit the scope of alcohol beverages offered for sale? <input type="checkbox"/> Yes <input type="checkbox"/> No		
2. Will the municipality impose any requirements or restrictions for the full-service retail outlet? <input type="checkbox"/> Yes <input type="checkbox"/> No		
3. Describe municipal restrictions indicated in questions 1 or 2 above.		
4. Last Name of Municipal Official	5. First Name	6. M.I.
7. Signature of Municipal Official		8. Date
9. Date Application was Filed with Clerk 7/14/2025		10. Date Full-Service Retail Outlet Approved by Governing Body

Form AB-105 Instructions

Producer Full-Service Retail Sales Application

Who may apply for full-service retail sales?

Producer permittees may apply for full-service retail sales on or off the production premises. Producer permittees include brewers, rectifiers, manufacturers, and wineries.

Who qualifies for full-service retail sales?

- A brewery that manufactures a minimum of 250 barrels of fermented malt beverages.
- A manufacturer/rectifier that produces a minimum of 1,500 liters of intoxicating liquor.
- A winery that produces a minimum of 1,000 gallons of wine.

What are full-service retail sales?

Permittees that are granted full-service retail sales privileges may:

- Sell fermented malt beverages and intoxicating liquor at retail for on- or off-premises consumption at their production premises and at one or more off-site full-service retail outlets.
- Provide taste samples of fermented malt beverages and intoxicating liquor.

What are full-service retail outlets?

Full-service retail outlets are authorized locations for full-service retail sales at places other than the permittee's production premises.

What is the difference between a fixed and unlimited transfer full-service retail outlet?

Fixed full-service retail outlets may be transferred from one location to another once per year. Unlimited transfer full-service retail outlets may be transferred an unlimited number of times in a year. Only one of a producer's full-service retail outlets may be transferred without limitation on frequency.

How many full-service retail outlets may I have?

The number of full-service retail outlets a producer qualifies for is determined by alcohol beverage production volume. Producers may have a maximum of three full-service outlets, regardless of the number or type of producer permits they hold.

Who approves full-service retail sales?

Full-service retail sales on the production premises need only be approved by the Division of Alcohol Beverages. Municipalities do not issue licenses for full-service retail sales outlets; however, municipalities must approve of the outlets. The applicant must forward the municipal approval to the Division of Alcohol Beverages for final granting of the authority for sales to commence on the premises.

Can a municipality limit authorized sales at a full-service retail outlet?

Yes, a municipality can limit authorized sales at a full-service retail outlet. Municipalities may limit the scope of alcohol beverages offered for sale by the permittee. Municipal approval of a full-service retail outlet must be based on the same standards and criteria, established by ordinance, for the evaluation and approval of retail licenses. A municipality may not impose any requirement or restriction in connection with the approval that the municipality does not impose on retail licensees.

How do I fill out Form AB-105 and begin the application process?

Authorizations requested on Form AB-105 must be applied for only one premises in one municipality at a time. To request multiple authorizations, submit a separate Form AB-105 for each location/premises.

Parts A, B, and F: Applicants must complete Parts A, B, and F.

Parts C, D, and E: Complete only one Part. Form AB-105 must be used to request only one authorization at a time.

Example: A producer applicant requesting full-service retail sales authorization on the production premises should complete Parts A, B, C, and F.

Example: A producer applicant requesting a fixed full-service retail outlet should complete Parts A, B, D, and F.

Example: A producer applicant requesting an unlimited transfer full-service retail outlet should complete Parts A, B, E, and F. Producer applicants requesting authorization in Part E must complete one Form AB-105 for each premises. Applicants may use the same Form AB-105 to request authorization for multiple dates and times occurring on the same premises.

Municipal approval is required for authorizations requested in Parts D and E. If a producer is applying for authorization in either of these sections, the completed application must first be submitted to the governing municipality.

After the municipality has granted approval by completing Part G, the applicant should submit AB-105 to the Division of Alcohol Beverages for final approval. If the applicant is only requesting authorization in Part C, the application does not require municipal approval and may be submitted directly to the Division of Alcohol Beverages.

Specific Instructions:

Part A: Producer Information

- Box 1: Enter the legal business name.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 3: Enter the name of the approved agent appointed for your producer permit.
- Box 4: Enter Federal Employer Identification Number (FEIN).
- Box 5: Enter Wisconsin seller’s permit number.
- Box 6: Enter the 15-digit Wisconsin Tax Account Number of the permit that these authorizations should be associated with.
- Box 7: Check the corresponding producer permit type.
- Box 8-10: Enter contact person’s name.
- Box 11: Enter contact person’s phone number.
- Box 12: Enter contact person’s email address.

Part B: Production Quantity

- Check the highest cumulative total of alcohol beverages produced in any one of the three preceding calendar years for each specific permit type held.
 - Do not include alcohol beverages produced under a contract production agreement.
- Enter the calendar year in which the highest cumulative total of alcohol beverages produced was met.
- Enter the exact quantity of alcohol beverages produced.
- If an applicant holds more than one type of permit or multiple permits of the same type, the aggregate number of full-service retail outlets that may be established is the maximum number authorized under their permit type, but not exceeding three full-service retail outlets.
 - Under these circumstances, each authorized full-service retail outlet shall serve as the full-service retail outlet associated with each applicable permit, regardless of whether permittee would otherwise be entitled to fewer full-service retail outlets when calculated under their other permit(s).

Part C: Request for Full-Service Retail Sales at the Production Premises

- Authorization under this portion does not require municipal approval. If the applicant is not seeking other retail authorizations on this form, it can be submitted directly to the Division of Alcohol Beverages.
- Box 1: Enter the date that you would like to begin full-service retail sales.
- Box 2-5: List the premises address for the permit identified in Part A, boxes 5 and 6.
- Box 6: Name the county where the production premises is located.
- Box 7: Name the governing municipality where the production premises is located.

Part D: Request for Fixed Full-Service Retail Outlet

- Authorization under this section must be approved by the municipality in which the retail outlet is located prior to submitting to the Division of Alcohol Beverages for final approval.
- Box 1: Check yes if you are applying to transfer a fixed full-service outlet from one location to another. Fixed Full-Service Retail Outlets may be transferred from place-to-place once per year with approval of the municipality that governs the new location.
- Boxes 2-9: Complete these boxes if you checked yes in box 1 to describe the current premises you are applying to transfer.

- Box 10: Enter the date that you would like to open the full-service retail outlet for business.
- Boxes 11-18: Complete these boxes to describe the location of your new premises.
- Box 19: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000-square-foot building.

- Box 20: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and division approval.
- Box 21: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer or producer group.
- Box 22: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 23: Check all types of service that apply to this full-service retail outlet.
 - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
 - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 18.
 - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume away from the premises identified in Box 18.

Part E: Request for Unlimited Transfer Full-Service Retail Outlet

- Authorizations under Part E must be for dates of operation where the unlimited transfer location will be located at the same premises in the same municipality. You must use a new Form AB-105 to request authorization for each separate premises, regardless of whether the separate premises are in the same municipality.
- Box 1: If you are requesting authorization to initiate or move your unlimited transfer outlet to a specific event like a farmer's market, festival, or other community event, name it here.
- Box 2: List the requested dates of operation. Attach a schedule or calendar of events, if necessary.
- Box 3: List the requested hours of operation. If no hours are listed, the approving municipality and the Division will assume you are seeking authorization to operate during all hours allowed under Chapter 125, Wis. Stats.
- Box 4-9: Identify the premises address.
- Box 10-13: If you are requesting authorization to move your unlimited transfer outlet to a specific event, provide contact information for the event organizer, if not the named applicant.
- Box 14: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI, 12345, and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

Example: The premises is the 1,000-square-foot tent within the southwest corner of the parking lot located at XYZ Church at 3456 Main St., Realtown, WI, 12345. All sales and storage of alcohol beverages and records will occur within the 1,000-square-foot tent in the southwest corner of the parking lot.

Example: The premises is located at PDQ Park (7890 Main St., Realtown, WI, 12345). A 5,000-square-foot tent will be constructed in the northeast corner of the park bordering the tree line and northern fence. All alcohol beverage sales and consumption will occur at this tent. Premises includes the adjacent north park office and the space between the tent and the office. Alcohol beverages and records will be securely stored in the north park office for the duration of the event.

- Box 15-17: Provide the name and contact information for a person who will be in control of the premises for the duration of the requested time.
- Box 18: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and Division of Alcohol Beverages approval.
- Box 19: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer under all their permits.
- Box 20: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 21: Check all the types of service that apply to this full-service retail outlet.
 - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
 - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 14.

- Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume away from the premises identified in Box 14.

Part F: Attestation

- Read the attestation carefully, then sign and date.

Part G: For Municipal Use Only

- Box 1: Check yes or no to indicate if the municipality will limit the scope of alcohol beverages offered for sale at this full-service retail outlet.
- Box 2: Check yes or no to indicate if the municipality will impose other requirements or restrictions on the full-service retail outlet.
- Box 3: Describe any limitations the municipality has placed on the full-service retail outlet as indicated in questions 1 or 2. Some limitations may be: parking, zoning, or noise ordinance restrictions; not allowing sales of alcohol beverages for off-premises consumption.
- Box 4-10: The municipal official completing this part should fill in the information requested.

Completion and Submission of Form AB-105

- The producer applicant should complete Parts A, B, and F completely, and either Part C, D, or E, depending on the type of authorization requested.
- If requesting only a Part C authorization, the application can be submitted directly to the Division of Alcohol Beverages. No municipal approval is required for Part C authorizations.
- If requesting a Part D or E authorization, provide the application to the municipality where the proposed full-service retail outlet will be located.
 - The municipality should complete Part G and return it to the producer applicant.
 - The producer applicant should provide the completed AB-105 to the Division of Alcohol Beverages for final approval.
- Sales of alcohol beverages at full-service retail outlets may not commence until the Division of Alcohol Beverages has provided final approval by way of issuing a printed authorization to the applicant to be posted at the retail premises identified in this application.

After Form AB-105 is completed by the producer and approved by the municipality in Part G, submit the form to the Division of Alcohol Beverages for final approval in one of two ways:

- Email: DORAlcoholPermits@wisconsin.gov

- Mail the form to the following address:

Wisconsin Department of Revenue
Division of Alcohol Beverages
P.O. Box 8934
Madison, WI 53708-8934

Assistance

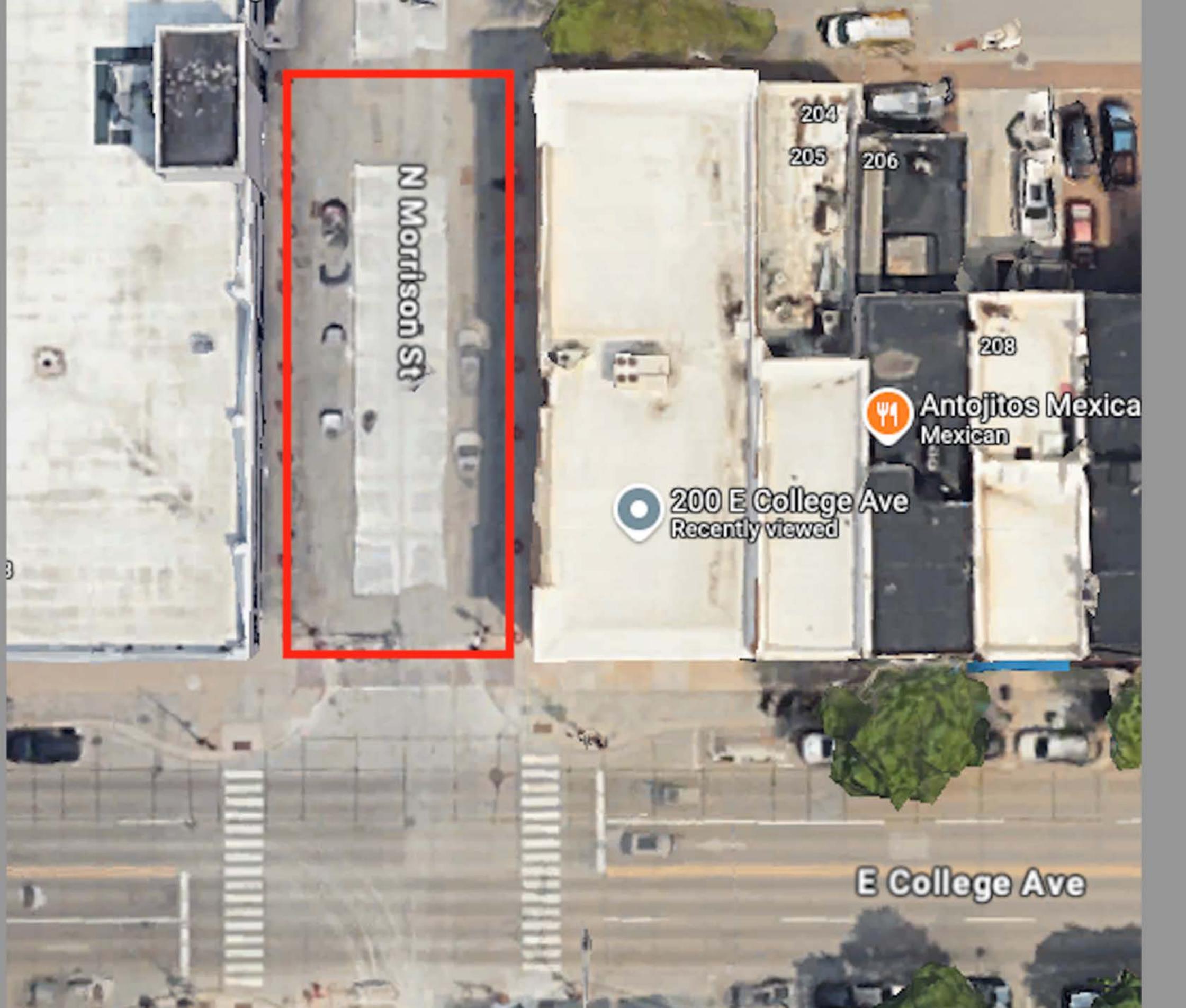
This form is designed by the Department of Revenue. If you require assistance with this form, consider reaching out to the Division of Alcohol Beverages for assistance with submission of this application and associated forms.

If you have questions about alcohol beverage laws and regulations, you may contact the Division of Alcohol Beverages using the contact information below.

Website: [DOR Alcohol Beverage \(wi.gov\)](http://DORAlcoholBeverage.wi.gov)

Write: DORAlcohol@wisconsin.gov

Call: (608) 266-2526



N Morrison St



200 E College Ave
Recently viewed



Antojitos Mexica
Mexican

204

205

206

208

E College Ave

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	Appleton
License Period	25-26

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 \$ 10,500
 "Class C" Liquor (wine only) \$ _____ **Deposit \$50**

Fees	
License Fees	\$10,600
Background Check Fee	\$ 140
Publication Fee	\$ 60
Total Fees	\$10,800

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) The Trout Museum of Art			
2. Business Trade Name or DBA The Trout Museum of Art			
3. FEIN		4. Wisconsin Seller's Permit Number 456-0000163373-02	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Nonprofit Organization			
6. State of Organization WI		7. Date of Organization 05/01/1961	8. Wisconsin DFI Registration Number 18399-800
9. Premises Address 325 E. College Ave.			
10. City Appleton		11. State WI	12. Zip Code 54911
13. County Outagamie	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of Appleton		15. Aldermanic District 1
16. Premises Phone (920) 733-4089	17. Premises Email info@troutmuseumart.org	18. Website troutmuseumart.org	
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. See attached.			
20. Mailing Address (if different from premises address) NA			
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
See attached.			

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 Turner	First Name Christina	M.I. S.
Title Executive Director	Email	Phone
Signature <i>Christina Turner</i>	Date 3-19-25	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 3/21/25	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Part A: Premises/Business Information

19.

The premises at 325 E College Ave., Appleton, WI 54911, encompass approximately 30,000 square feet. Alcohol service will primarily take place within the Community Gathering Space, particularly in the Drinkery seating area. Additionally, alcohol may be permitted in other rooms hosting programmatic activities, which are occasionally rented to the public. To ensure compliance with regulations, all alcohol will be securely stored in the prep kitchen and catering kitchen.

Part C: Individual Information

Karen Cain | Chair | Development Committee

13 Tilbury Ct, Appleton, WI 54913

Beth Zinsli PhD | Vice Chair | Exhibition Committee

224 E Cir St, Appleton WI 54911

Jon Brogan | Treasurer | Finance Committee

264 W Wisconsin Ave, Kaukauna, WI 54130

Leila Mousai | Secretary | Exhibits Committee
905 E Woodcrest Dr, Appleton, WI 54915

Eric Breiland | Chair Appointed | Strategic Engagement Committee

4708 N Crescent Ln, Appleton, WI 54913

Marissa Downs | Development Committee

2520 E. Apple Hill Blvd, Appleton, WI 54913

Kristi Schroeder | Strategic Engagement Committee

W6815 Appletree Ct, Greenville, WI 54942

Ana Burkham | Exhibition Committee

321 Castlebury Ln, Appleton, WI 54913

Clint Dusenbery | Facilities Committee

505 E. 17th St, Kaukauna, WI 54130

Dennis Hietpas | Finance Committee

1223 Fairview Ct, Little Chute WI 54140

Maria Donovan Harland | Education Committee

2425 W Prospect Av, Appleton, WI 54914

Li-Hsuan Hsu PhD | Education Committee - On a 1 year leave from the Board, starting Feb. 2025.

247 N Main St, Apt 5, Oshkosh, WI 54901

Holly Kowalski | Exhibition Committee

5583 Waterford Lane, Suite E, Appleton, WI 54914

Renee Ulman | Education Chair

519 N Sampson St., Appleton, WI 54911

Dan Van Daalwyk | Development Committee

256 N Park Avenue, Neenah, WI 54956

Steve Wille | Facilities Committee

122 E College Ave, Appleton 54911

Neo Medina | Artist | Education Committee

2424 Main Avenue, Kaukauna, WI 54130

Marayia Lotts | Strategic Engagement Committee

5423 Pleasant Way, Appleton WI, 54915

Christina Turner | TMA Executive Director

275 Lake Rd, Menasha, WI 54952

Gracie Garcia | Finance Committee

4700 Pine St., Appleton, WI 54914

Kelly Helein | Development Committee

70 River Dr., Appleton, WI

Alcohol Beverage Appointment of Agent

Date
3-3-25

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

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Trout Museum of Art	
2. Business Trade Name or DBA Trout Museum of Art	
3. Entity Type (check one) <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input checked="" 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 NA
6. Describe the reason for appointing a successor agent, if successor is checked above. NA	

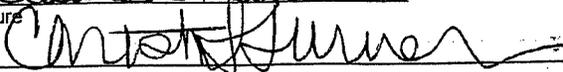
Part B: Agent Information			
1. Last Name Turner	2. First Name Christina	3. M.I. S	
4. Email		5. Phone	
6. Home Address 275 Lake Rd.			
7. City Menasha	8. State WI	9. Zip Code 54952	10. Age
11. Drivers License/State ID Number		12. Drivers License/State ID State of Issuance	

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 →

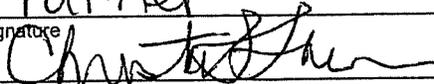
Part D: Business Attestation

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 Turner	First Name Christina	M.I. S
Title Executive Director	Email	Phone
Signature 	Date 3-3-25	

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 Turner	First Name Christina	M.I. S.
Signature 	Date 3-3-25	

★ Cain
Board chair

Karen

A



3/3/25



City of Appleton

Alcohol License Questionnaire

1. Applicant Name: Christina Turner

2. Business Name: The Trout Museum of Art

Date the LLC/corporation/partnership/sole proprietorship commenced: 05/01/1961

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: 325 E College Ave

4. Primary Business Activity:

- Restaurant
 Tavern/Night Club/Wine Bar
 Painting/Craft Studio
 Other (describe) Art Museum

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: _____

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? 06/09/2023

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? 09/06/2025

9. Will your business sell or serve food?

Yes If yes, please describe the type of food offerings available Light snacks and some prepared lunch items.

No

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

Seating Capacity: Inside: See attached.

Outside: 12

Operating Days/Hours: Inside: See attached.

Outside: See attached.

Employees/Staff (per shift/day) Number of Personnel: See attached.

Approximate floor building area of the premises to be licensed: 30,000 sq. ft.

Approximate outdoor area of the premises to be licensed: 875 sq. ft.

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

See attached.

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".

Christina Turner
Signature

3/24/25
Date

Question 10.

Seating Capacity: Inside: On a typical day, the drinkery will have seating for about 40 guests. However, capacity expands to accommodate up to 600 people during special events or private parties.

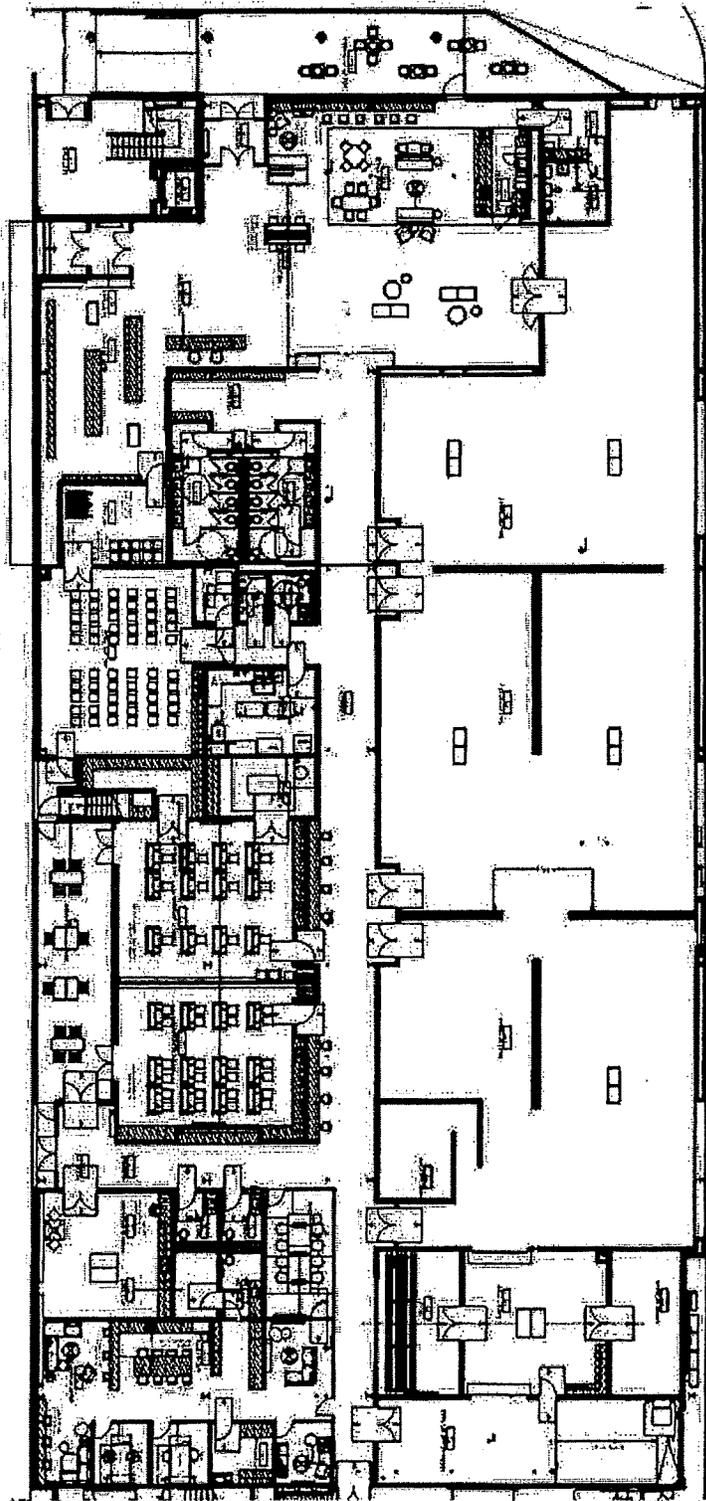
Operating Days/Hours: Inside/Outside: Tuesday + Wednesday 10AM-4PM;
Thursday + Friday 10AM-6PM; Saturday + Sunday 9AM-4PM

Employee/Staff (per shift/day) The Museum's staffing schedule includes 8 full-time employees working from 8 AM to 5 PM. On Tuesdays and Wednesdays, 3-4 part-time staff members and additional volunteers are scheduled from 3 PM to 5 PM. On Thursdays and Fridays, part-time staff and volunteers cover shifts from 3 PM to 7 PM. On Saturdays and Sundays, 5 part-time employees are scheduled from 8:30 AM to 4 PM.

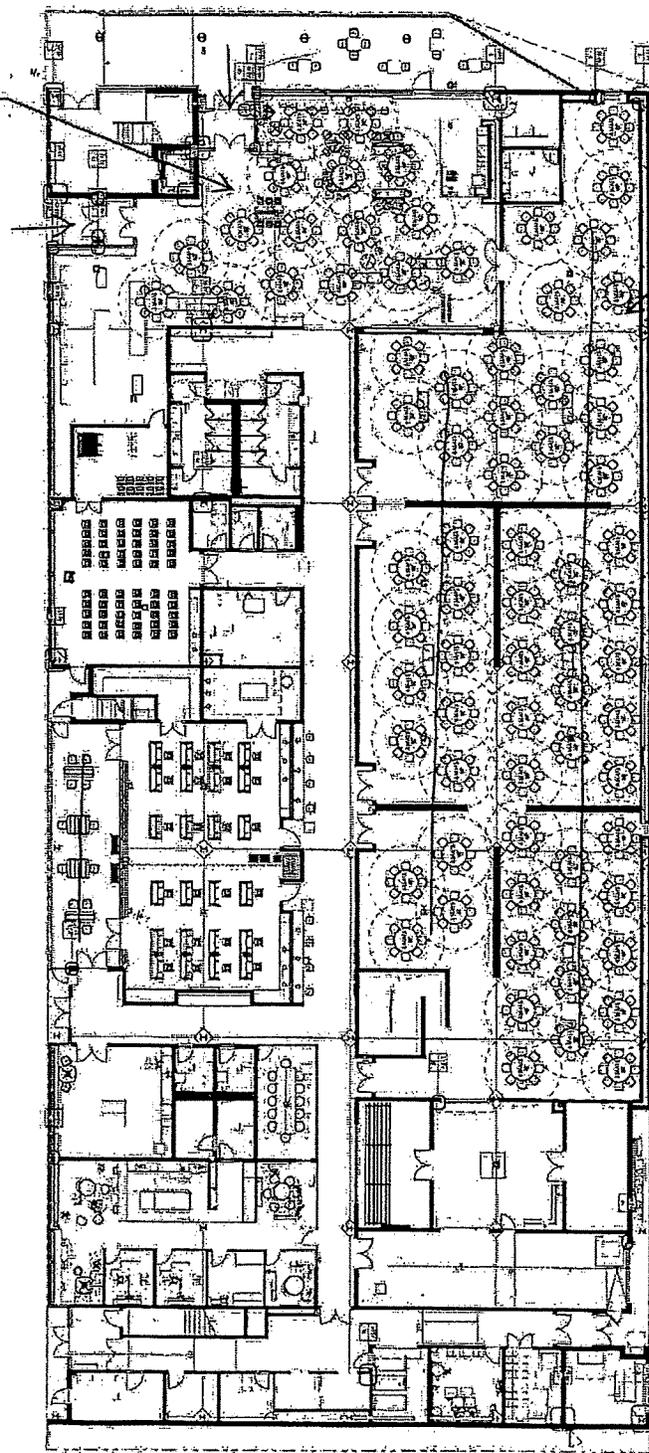
Summarize the day-to-day operations of the business in the space below:

The Museum Drinkery operates as a café and social space within the museum, offering beverages and a welcoming environment for visitors. Open Tuesday through Wednesday from 10 AM to 4 PM, Thursday through Friday from 10 AM to 6 PM, and Saturday through Sunday from 9 AM to 4 PM, the drinkery provides coffee, non-alcoholic beverages, and a selection of alcoholic drinks.

Alcoholic beverages are served exclusively within the Community Gathering Space, ensuring a controlled and relaxed atmosphere. The space may also host occasional classes, private events, or parties in other rooms available for rental. Daily operations include beverage preparation and service, maintaining cleanliness, restocking supplies, and coordinating with museum events and special programming. The drinkery functions as a hub for social engagement while complementing the museum's mission.



Welcome Center Banquet Seating
16 - 60 Inch tables
128 seats



Gallery Banquet Seating
59 - 60 Inch tables
472 seats

North Parking Lot

Welcome Sign & Golf Cart Pick-up Area

Annual Partner Cookout
Staff Parking Lot / Loading Dock
8-20-25

Additional 6ft table/chair for check-in/H&S at top of stairs

Stage Door

Stairs to Stage Door

Ramp to Stage Door →

Ramp to Stage Door →

Dumpster

8x12 stage under tent

PACTent Centered on top of stage

PACTent

BAR AREA

Standing Height

Buffet

Table according height

Check-in

Table under tent

AD TENT



Shared Services and Operating Agreement: 2025 Mid-Year Report

REPORT PREPARED BY:

NICK ROMENESKO, EXECUTIVE DIRECTOR, GOLD CROSS AMBULANCE

Background: On October 1, 2023, Gold Cross Ambulance Service (GCA) and the City of Appleton entered a shared services and operating agreement. This is the third iteration of this report, with the previous two being distributed in April 2024 and October 2024. The report below is a culmination of the work we have participated in with the City of Appleton and the Appleton Fire Department over the last 20 months.

Reporting Methodology: The Appleton Fire Department (AFD) has been working collaboratively to gather and share data collected by both entities. This data is shared and reviewed monthly with a raw data exchange between Gold Cross Executive Director, Nick Romenesko, and Appleton Fire Department Division Chief of EMS, Ryan Homman. The information below results from the data exchanged and verified to be accurate by both entities. Year one data reflect October 2023 through September 2024. Year two data reflects October 2024 through May 2025.

VI. Support Training and Education

- GCA and the Appleton Fire Department continue collaborating and working on various training topics.
- Gold Cross conducted Whole Blood Education to AFD staff during our roll-out period in Q4 of 2024
- Quarterly invites to ThedaCare Trauma Education
- BC Homman ride-along education for paramedic engine transition

VII. Dispatch and Response Time Goals

AFD <4:59

GCA: <8:59

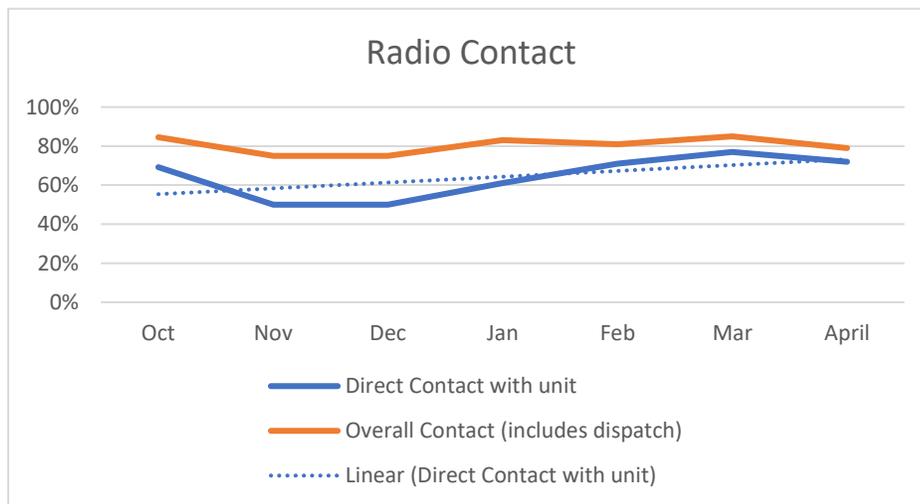
	Emergency 90th	Non-Emergency 90th	Emergency %	Non-Emergency%
AFD Year 1	6:01	7:55	71%	46.35%
GCA Year 1	8:32	11:41	93.12%	71.98%

GCA Data	<8:59									
Month	A 90th	B 90th	C 90th	D 90th	E 90th	A %	B %	C %	D %	E %
24-Oct	0:11:48	0:12:30	0:09:05	0:08:52	0:07:21	74.50%	72.70%	88.75%	91.55%	100.00%
24-Nov	0:11:25	0:11:59	0:08:04	0:08:54	0:08:21	72.50%	74.00%	95.50%	90.83%	100.00%
24-Dec	0:11:51	0:10:04	0:09:55	0:09:12	0:06:54	75.00%	79.40%	83.33%	90.20%	100.00%
24-Jan	0:13:02	0:12:50	0:09:38	0:09:28	0:07:01	59.50%	67.00%	81.91%	86.20%	100.00%
25-Feb	0:12:18	0:13:15	0:10:45	0:09:17	0:09:21	75.60%	70.70%	80.20%	89.50%	87.50%
25-Mar	0:11:24	0:11:57	0:08:09	0:08:35	0:07:27	75.24%	71.42%	95.91%	95.04%	100.00%
25-Apr	0:11:56	0:08:30	0:09:22	0:08:25	0:06:24	69.69%	92.59%	88.40%	93.43%	100.00%
25-May	0:12:21	0:12:17	0:08:57	0:08:05	0:06:59	63.46%	71.15%	90.99%	95.08%	100.00%

VII. Communications

- Gold Cross has transitioned to dual-banded Kenwood radios which allow for consistent monitoring of AFD Main radio channels
- Strategic Plan participation and collaboration with AFD and COA leadership

Month	Direct Contact	Overall Contact (includes dispatch)
Oct	69%	85%
Nov	50%	75%
Dec	50%	75%
Jan	61%	83%
Feb	71%	81%
Mar	77%	85%
April	72%	79%



IX. Local Medical Directors

- Monthly meetings/communication between Dr. Rose and Dr. Bope are ongoing
- Collaboration between GCA and AFD medical directors on creating ALS protocols for AFD.
- Develop the standard of care for patient care transitions when AFD goes to the ALS engine model.

XII. Operational Plans and Reports

Appleton Requests for Service

Period	Emergency	Non-Emergency	Private Calls	Monthly Total
Year 1 Avg.	286	239	99	624
24-Oct	275	215	90	580
24-Nov	253	330	87	670
24-Dec	308	224	108	640
25-Jan	299	288	109	696
25-Feb	289	231	106	626
25-Mar	258	220	91	569
25-Apr	284	214	74	572
25-May	280	291	86	657
YTD AVG	281	251	94	626

- Medic 1 expanded coverage
 - 2024- 8 hours, 5 days a week
 - 2025-12 hours, 7 days a week
- Medic 4 expanded coverage
 - 2024-12 hours, 7 days a week
 - 2025-24 hours, 7 days a week
- Whole Blood Availability- December 2024
 - 5 deployments in the City of Appleton



- 2025 Mission Lifeline



- Patient Care Metrics October 2024 thru April 2025:

- Total number of stroke activations:
 - Year 1: 72
 - Year 2 (YTD): 46
- Total number of over-triaged stroke activations:
 - Year 1: 14
- On-scene time for stroke patients- (Goal=<15:00)
 - Year 1: 14:53
 - Year 2 (YTD): 16:05
- Total number of STEMI activations:
 - Year 1: 22
 - Year 2 (YTD):13
- Total number of over-triaged STEMI activations:
 - Year 1: 7
 - Year 2 (YTD): 2
- At patient o EKG time: (Goal=<5:00)
 - Year 1: 7:30
 - Year 2 (YTD): 5:33
- On-scene time for STEMI patients:
 - Year 1: 18:40
 - Year 2 (YTD):
- Total number of trauma patients:
 - Year 1: 23
 - Year 2 (YTD):16

- On-scene time for trauma patients: (Goal=<10:00)
 - Year 1= 10:54
 - Year 2 (YTD): 9:43
- Total number of cardiac arrests (CARES Criteria):
 - Year 1: 56 (5 traumatic)
 - Year 2 (YTD): 26 (1 Traumatic)
- Total number of survivors (CARES Criteria):
 - Year 1: 7
 - Year 2 (YTD): 2
- Non-Traumatic Etiology Survival Rates:
 - Appleton
 - Overall: 8.0%
 - Bystander Witnessed: 18.2%
 - Unwitnessed: 0.0%
 - Utstein:
 - Appleton: 50%
 - Wisconsin: 40.8%
 - National: 33.4%

***Utstein: Witnessed by a bystander and found in a shockable rhythm.**

Other Organizational Improvements and AFD Collaboration

- Oxygen tank transition to improve safety and consistency for AFD
- Joint celebration and recognition of positive patient outcomes.



- FVTC and Lake County Cadet Programming
 - 7 Paramedic students
 - 5 EMT students
 - 2025-2026 Paramedic Cohort

Conclusion: The collaborative partnership between Gold Cross Ambulance, the City of Appleton, and the Appleton Fire Department continues to deliver measurable progress, operational enhancements, and improved patient outcomes. Throughout the past 20 months, we have strengthened our communication, expanded service capabilities, and aligned clinical protocols—all of which contribute to a more integrated and responsive emergency medical system. As the Appleton Fire Department transitions to a paramedic engine model, we remain committed to providing exceptional service, continuous training, and mutual support. Together, we are building a unified approach to public safety and emergency healthcare that benefits the entire community. The future of this partnership is promising, and we are proud of the shared achievements to date.



FIRE DEPARTMENT

APPLETON FIRE DEPARTMENT MID-YEAR REVIEW All figures through June 30, 2025

Significant 2025 Events

The Emergency Medical Services Division focused on our July 1, 2025, service upgrade to paramedic non-transport. Significant work was completed to develop clinical care patient treatment guidelines and purchase additional equipment such as cardiac monitors, narcotics vaults for our apparatus, and many other smaller items needed to perform the work. There was a strong focus on emergency medical training for the entire fire department. There was significant emphasis placed on learning the new equipment, refreshing paramedic skills, and educating the entire department on our new capabilities. Efforts were made to align our clinical care patient treatment guidelines and equipment with our private transport partner with the ultimate goal of improving patient care outcomes.

The National Fire Incident Reporting System (NFIRS) has served as the nation's primary system for collecting fire incident data since it was established in 1975. The Appleton Fire Department began limited reporting to NFIRS including only structure fires in the late 80's and all incident reports in 2007. The U.S. Fire Administration has identified that NFIRS no longer supports their needs and has become outdated. NFIRS will sunset on January 31, 2026. Prior to that time, the department will complete the full transition from NFIRS to the new National Emergency Response Information System (NERIS) for fire-based, all-hazards incident reporting and data analytics for the fire service. Fortunately, the department's existing records management system will accommodate this transition which is slated for completion by region. Our region will transition in December, and staff will be trained on the changes to the system later this year.

In the first half of 2025, the department had five retirements. The positions included one Captain, three Lieutenants, and a Driver/Engineer. The positions were filled through internal promotions and vacancies in the firefighter position. One of our existing firefighters received military orders for a one-year deployment. Therefore, the department requested an overhire for that position. The department completed a hiring process to fill the six firefighter vacancies in May, and they will begin staffing operations positions in late July.

Human Resources lead contract negotiations with the fire department and union leadership. It is expected that the contract ratification will be complete by the end of August.

The department's Resource Development Division held a Swiftwater Rescue class in May which qualified nine additional personnel for our Swiftwater Rescue Team. In April, a two-week Driver's Academy was held utilizing fire department staff as instructors to qualify an additional four personnel to drive as needed.

This May marked six years since Driver/Engineer Mitch Lundgaard was killed in the line of duty. The City of Appleton Parks and Recreation Department broke ground on the pavilion and restrooms at Lundgaard Park in the spring. Representatives from the Appleton Fire Department, the Lundgaard family, and City staff continue to be involved with this project.

The Prevention Division continued to stay busy with education, engineering, and code enforcement. A new Sparky costume was purchased with a donation. This costume is used in the education program. The division provided education at several large events this year, including Oktoberfest and Kids Expo, and at numerous smaller events. The Prevention Division continues to be engaged in the development process in the City of Appleton. Engagement starts at the planning phase and continues through the transition to an open business. Projects worked on this year include the Wilden Portfolio Park, Ope Brewing, the 222 Building remodel, and several large residential developments. Lastly, the Prevention Division continues to ensure a safe built environment in the City of Appleton through code enforcement. The Division completed over 5,000 inspections in the past year, with only two citations being issued. This demonstrates the Division's commitment to working with businesses to gain compliance.

ADMINISTRATION

Objectives

- Identify current service levels and evaluate their effectiveness and customer value.
- Address service needs created by continued City growth.
- Plan and prepare operational and capital budgets.
- Maintain staffing levels as detailed in the table of organization and approved by the Common Council
- Continue the development of joint service opportunities and regional relationships with neighboring fire departments.
- Enhance internal and external communications and working relationships.
- Transition from the existing incident reporting system to the National Emergency Response Information System. (NERIS)

FIRE SUPPRESSION

Objectives

- Identify and develop pre-fire plans for new structures, update pre-fire plans for existing structures, and develop emergency response plans for special events which present potential risks within the community.
- Proactively pursue, with our regional partners, the enhancement of our current mutual aid agreements and automatic aid agreements, evaluation of shared resources, updating of emergency management planning, and cooperative training exercises to help reduce the threats to our regional security and economy.
- Identify and develop employee safety programs, practices, and training for reducing the impact of lost time from work-related injuries.

SPECIAL OPERATIONS

Objectives

- Provide for local hazardous materials response in the City and in Outagamie, Calumet, and Manitowoc counties as defined by contract.
- Maintain necessary equipment and skill levels for local incidents.
- Continue the partnership with Winnebago County (Oshkosh Fire Department) and Brown County (Green Bay Metro Department).
- Provide specialized emergency response including: local hazardous materials response, confined space rescue, water rescue, structural collapse response, and trench rescue.
- Seek grant opportunities for equipment and training available through local and State organizations.

RESOURCE DEVELOPMENT

Objectives

- Maintain compliance with federal and State mandatory class requirements.
- Investigate and encourage attendance at specialized training to expand personal growth and development.
- Facilitate and coordinate the Safety Committee meetings for the department to promote health and safety among employees.
- Seek opportunities to provide leadership training, including command level training, through internal and/or external sources.
- Continuing to define our role as fire and EMS providers at active shooter incidents.

EMERGENCY MEDICAL SERVICES

Objectives

- Provide timely, state-of-the-art pre-hospital care for all people within our service area.
- Provide quality, consistent pre-hospital medical training to all employees of the Fire Department
- Maintain compliance with department, local and State codes, laws, guidelines, and regulations.
- Ensure continuous program development and quality improvement.
- Work with our Medical Director to monitor the percentage of cardiac patients who were discovered in ventricular fibrillation that survived and were discharged from the hospital.
- Participate with other fire departments, Gold Cross Ambulance, and other agencies during medical training or exercises.

FIRE PREVENTION & PUBLIC EDUCATION

Objectives

- Perform all state-mandated fire and life safety inspections in all buildings, and all plan reviews of State and locally required fire protection systems.
- Review all license applications for compliance with the provisions of the Fire Prevention Code.
- Continue proactive involvement with all City departments, as well as surrounding community departments to create a more consistent and cohesive code enforcement process throughout our community.
- Continue pre-incident planning using a computer-aided drafting program.
- Develop, implement, coordinate, and evaluate risk reduction programs designed to meet the needs of our community's diverse populations.
- Provide public information at emergency incidents and throughout the year.
- Define media relationship strategy as method/vehicle to communicate prevention messages.
- Enhance fire and life safety awareness in the City of Appleton.
- Foster a safer built environment through fire protection engineering and code enforcement.
- Raise the quality of life and reduce the risk of injury in the City by providing fire and life safety education.

TECHNICAL SERVICES

Objectives

- Provide and track all preventive, scheduled, and emergency maintenance on all non-motorized equipment to meet applicable standards.
- Research, purchase, and distribute equipment needed by the department.
- Provide ongoing technical training for department personnel.

Areas of Primary Concentration in 2025

In 2025, the Appleton Fire Department will concentrate on the following:

- Improve patient care outcomes through the service upgrade to paramedic non-transport.
- Transition from the existing national reporting system to the National Emergency Response Information System (NERIS).
- Continue the review of issues and potential solutions to the drop in response time performance within the city and seek opportunities to increase effective use of existing resources.
- Recruit and train employees to fill vacant positions within the authorized table of organization.
- Continue working with our automatic aid partners--the Town of Grand Chute and the Cities of Neenah and Menasha.

Budget Performance Summary

**City of Appleton Fire Department
Mid-Year Budget Report
For the Period Ending June 30, 2025**

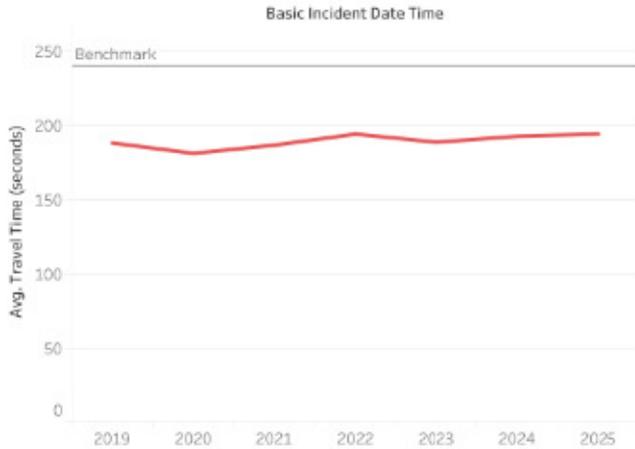
Description	Year-to-Date Expense	Full Year Amended Budget	Percent of Amended Budget
Administration	\$298,857	\$630,797	47.4%
Fire Suppression	\$5,100,943	\$11,090,472	46.0%
Special Operations	\$32,414	\$194,883	16.6%
Resource Development	\$97,010	\$197,243	49.2%
Emergency Medical Services	\$358,605	\$985,733	36.4%
Fire Prevention/Public Education	\$549,616	\$1,346,953	40.8%
Technical Services	\$193,717	\$465,457	41.6%
Fire Department Total	\$6,631,162	\$14,911,538	44.5%

Appleton Fire Department

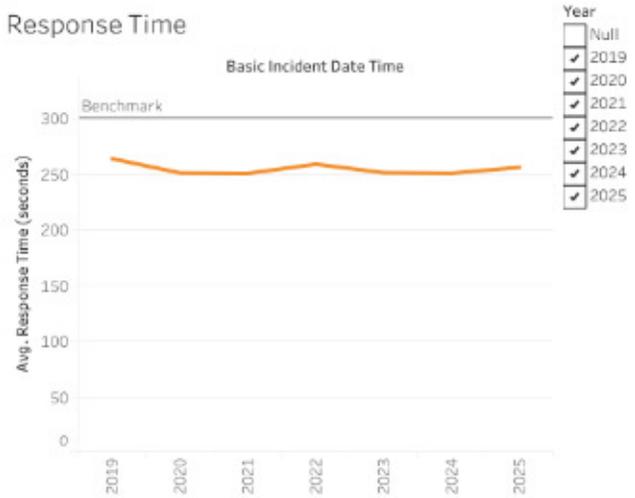
With our partners, the Appleton Fire Department protects the community with exceptional service. We pursue excellence and enhance the quality of life in Appleton and our regional community. The department is responsible for saving lives and protecting property with exceptional service. The role of the Fire Department is evolving to improve awareness of all facets of life safety.

All 2025 values are reflective through June 30, 2025.

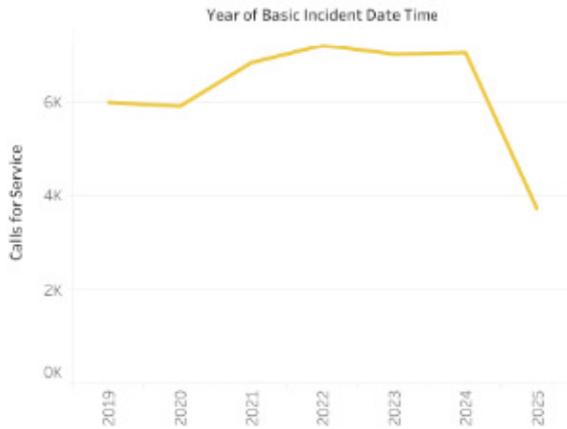
Travel Time



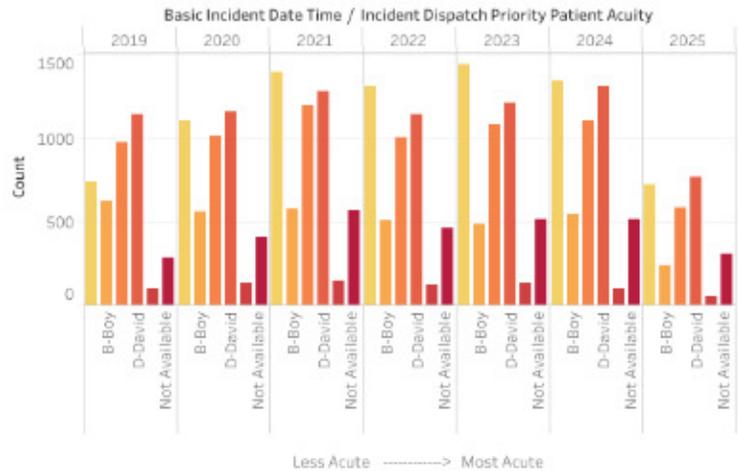
Response Time



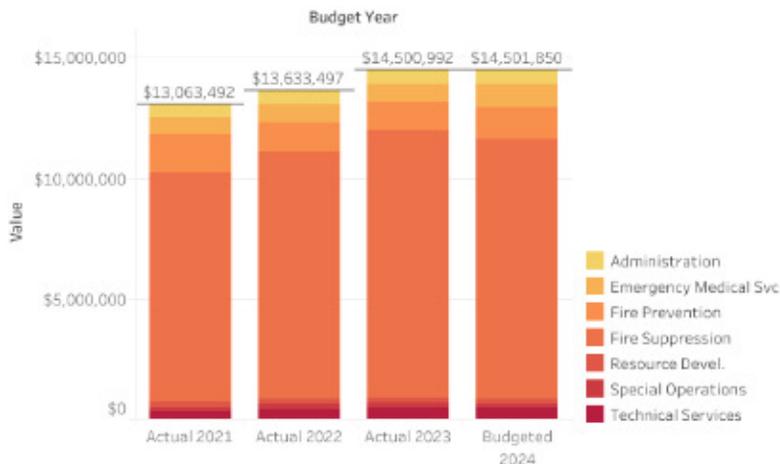
Total Calls for Service



Patient Acuity



Department Budget Summary



The electronic version of this dashboard includes a second page with charts illustrating

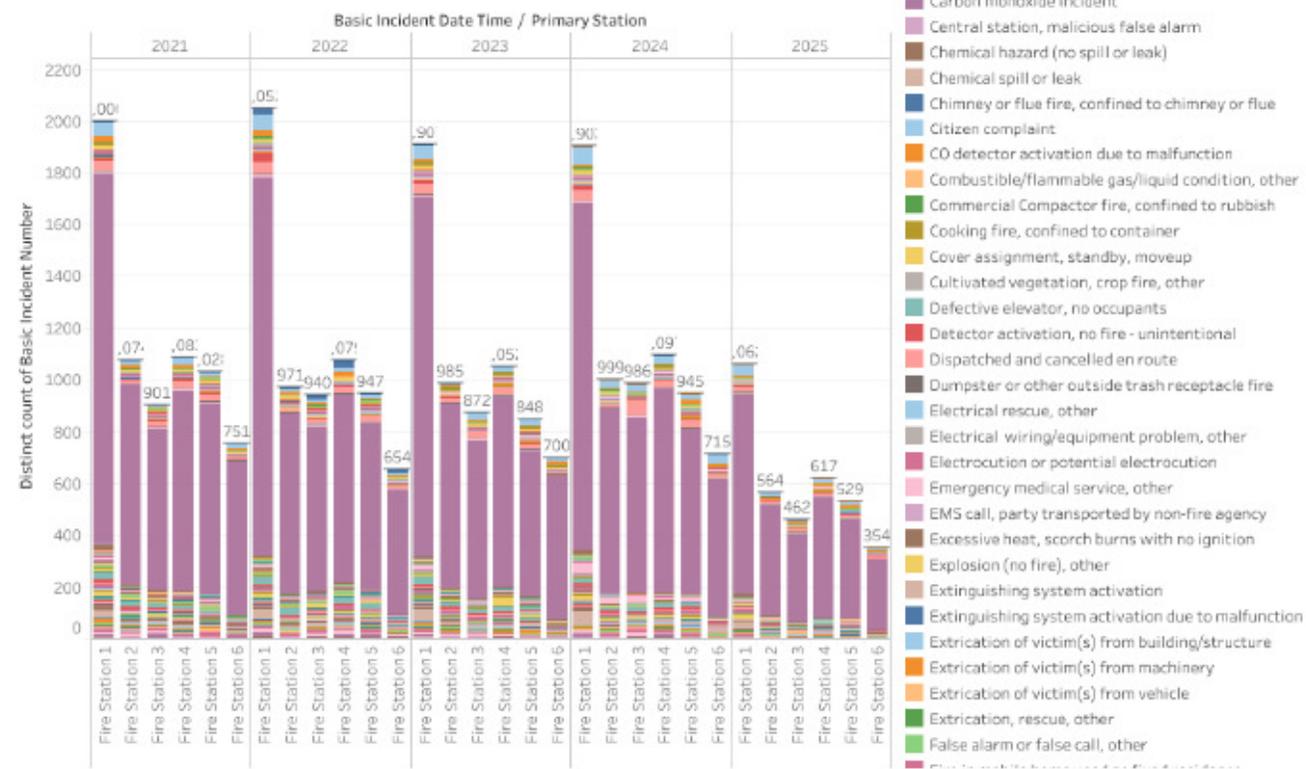
number of incidents categorized by type and incidents by station.

Appleton Fire Department Cont.

Incidents by Type



Incidents by Station



LEGAL and ADMINISTRATIVE SERVICES DEPARTMENT

MID-YEAR REVIEW

All figures through June 30, 2025

Significant 2025 Events:

The Legal and Administrative Services Department has been engaged in a number of matters through the first half of 2025. Below are some of the highlights for the first half of the year:

City Attorney's Office

- As of June 30, represented the City in traffic and ordinance related matters in 2025, including 3,003 scheduled initial court appearances and 1,306 hearings and trials.
- Worked cooperatively with City staff on multiple acquisitions including acquiring a blighted strip of abandoned property along the river using the eminent domain process and assisting with the negotiation, purchase, closing, and drafting of a use agreement for the Summer Street Lift Station parcel.
- Assisted the Community Development and Public Works departments with the drafting and negotiation of several development agreements, provided counsel regarding proposed projects including the Thrivent development, Transit Center project and others, and provided advice and guidance to facilitate resolution of contractual issues.
- Assisted with the preparation and processing of three annexations to the City.
- Assisted AFD with the preparation, coordination and execution of multiple automatic aid agreements with other jurisdictions.
- Drafted or assisted in amending or creating more than 92 ordinances.
- In just under the first six months of 2025, the Attorney's Office processed over 117 new agreements/contracts. This can include negotiation, preparation of the contract document, circulation for signatures, tracking, and distribution.
- Provided officers and staff of the Appleton Police Department with research results, written legal guidance as well as assisted APD officers to address legal questions on multiple occasions.

City Clerk's Office

- Implemented new procedures related to the updated Special Events policy including a new application process, fee schedule, and charge-back procedure.
- Worked with internal and external stakeholders to prepare and execute several Special Event Service agreements for historic or high-attendance special events.
- Finished a multi-year review of documents and records held by the City Clerk's Office to determine adherence to retention requirements. This improved our organization of documents and has allowed for more efficiency in record retrieval.
- Developed new procedures for managing alcohol license renewals, resulting in improved methods of processing of applications and fewer establishments failing to submit prior to the renewal deadline.
- Successfully completed the necessary license renewals by processing applications and issuing licenses for 192 alcohol license holders, 60 cigarette, tobacco, and vape license holders and 284 operator license holders.
- Successfully administered the Spring Primary Election and Spring Election, including

preparing and sending out over 11,000 absentee ballots.

- Improved the election night returns check-in procedures to increase security and ensure accuracy to facilitate an efficient reconciliation process the following day.

Areas of Primary Concentration for the remainder of 2025:

- We will continue working with other departments in the City to ensure that City projects run smoothly and there is no delay in project completions.
- The City Attorney’s Office will continue to vigorously defend the City of Appleton in actions filed against the City of Appleton and work closely with outside counsel to manage external litigation.
- The City Clerk’s Office will begin preparations for the next election cycle, including completing an analysis of our current electronic poll book inventory to identify upgrade and repair needs.
- The City Clerk’s Office will continue our maintenance of voter records, complying with the State of Wisconsin 4-year maintenance procedures, as well as conducting thorough reviews of outdated voter registration applications to identify records that have exceeded retention requirements.
- The City Clerk’s Office will implement a new mail processing system to lower costs and increase staff efficiency.

Budget Performance Summary

ORG	ACCOUNT DESCRIPTION	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	% USED
14510	Administration	\$410,081	\$410,081	\$194,228.79	47.40%
14521	Litigation	\$214,283	\$214,283	\$97,925.08	45.70%
14530	Recordkeeping	\$119,167	\$119,167	\$53,702.22	45.10%
14540	Licensing	-\$256,230	-\$256,230	-\$205,464.40	80.20%
14550	Elections	\$200,195	\$200,195	\$97,828.47	48.90%
14560	Mail/Copy Services	\$190,434	\$190,434	\$111,150.45	58.40%
	Revenue Total	-\$314,000	-\$314,000	-\$234,148.51	74.60%
	Expense Total	\$1,191,930	\$1,191,930	\$583,519.12	49.00%
	Grand Total	\$877,930	\$877,930	\$349,370.61	39.80%