

MEGHAN CASH,

Complainant,

V.

Rivera Restaurants LLC

AGENT: Vanessa Alvarado

d/b/a Mr. Frogs on the Ave

409 W. COLLEGE AVE.

APPLETON, WI 54911.

Respondent.

OFFICE OF THE CITY CLERK
FILED

AUG 18 2025

APPLETON, WISCONSIN

**COMPLAINT(S) SEEKING REVOCATION OF ALCOHOL LICENSES OF
RIVERA RESTAURANTS LLC d/b/a MR FROGS ON THE AVE, VANESSA
ALVARADO, AGENT**

Complainant seeks that the Safety and Licensing Committee of the Common Council of the City of Appleton meet as soon as practicable and as allowed by law, at which time the Complainant, Appleton Police Department Lt. Meghan Cash, a resident of the City of Appleton, asks the Committee to find this complaint to be true and recommend to the Common Council that it REVOKE the alcohol beverage licenses of RIVERA RESTAURANTS LLC d/b/a MR FROGS ON THE AVE, VANESSA ALVARADO, AGENT.

Rivera Restaurants LLC has registered agent of Vanessa Alvarado and was issued Class "B" (beer) and "Class B" (liquor) licenses of the premises located at 409 W. College Avenue, Appleton, Wisconsin 54911, known as Mr. Frogs on the Ave (Mr. Frogs). The alcohol licenses were first recommended for approval by the Safety and Licensing Committee on August 14, 2024, and approved by the Common Council on August 21, 2024. The licenses were renewed in 2025.

In relevant part, Wisconsin Statutes §125.12(2) allows for the revocation, suspension, or refusal to issue or renew a Chapter 125 license based upon violations of Chapter 125 or municipal

regulations adopted under §125.10. The City of Appleton has adopted municipal regulations of alcohol beverage licenses pursuant to §125.10, including but not limited to Articles I, II, and III of Chapter 9 of the Municipal Code of the City of Appleton. This includes the “Demerit point system” codified in Section 9-54 of the city’s Code. Complainant alleges that the license holder has accumulated sufficient demerit points to require that their alcohol licenses be revoked.

Complainant further alleges that the license holder “Keeps or maintains a disorderly or riotous, indecent or improper house,” contrary to Wisconsin Statutes §125.12(2)(ag)2., and that the licensee’s alcohol licenses should therefore be revoked.

Accumulation of demerit points and the keeping of a “disorderly or riotous, indecent or improper house,” each individually constitute sufficient, proper, independent and lawful cause for revocation of the retail alcohol licenses held by the above-named licensee.

This complaint by Lt. Meghan Cash is being made based upon information and belief regarding the incidents summarized¹ below²:

Demerit Points Violations

September 14, 2024 – Incident A24043576

On September 14, 2024, at approximately 1:12 AM, Appleton Police Department officers responded to a disturbance in the alley behind Mr. Frogs. Officers noted that the disturbance

¹ The names of parties involved are omitted from the summaries of these incidents where necessary, where appropriate, or where the names are not relevant. Whether criminal or civil litigation was commenced or completed was a significant consideration.

² Incidents within this complaint are described primarily in chronological order of occurrence, with deviation to highlight incidents for which demerit points apply.

spilled out into the St. Joseph's Church parking lot, with people trying to flee when officers arrived. Lt. Botz, who was outside of the establishment, specifically noted hearing the music inside stop suspiciously, which prompted him to enter and see what was going on. He observed a disturbance in the present crowd as it moved to the back of the bar and the alley.

While attempting to ascertain what had happened, officers located Manuel Ceda hiding between cars outside. He had no shirt on, indicating to officers he had been part of the disturbance. Ceda provided a false name to officers who ultimately needed to identify him via fingerprint scanner.

Ceda was cited for underage drinking and convicted of that offense on November 4, 2024 in Outagamie County case 24FO895.

Ceda was criminally charged with Resisting / Obstructing an Officer, and Possession of THC in Outagamie County case 24CM671. He was convicted of both offenses on July 15, 2025. As these offenses relate directly to the licensee's failure to maintain order resulting in a disturbance not only in the licensed establishment but also in the surrounding area, Section 9-54 of the Municipal Code of the City of Appleton prescribes that **45** demerit points shall be assessed against the alcohol beverage licenses.

November 8, 2024 – Incident A24052679

On November 8, 2024, at approximately 11:30 PM, Appleton Police Department Lt. Goodin reports that he was on duty on College Avenue when he was flagged down by a bouncer at one of the bars on College Avenue. The bouncer advised him that a 20-year-old woman had

just tried to enter the bar unlawfully but had been denied entry. The bouncer pointed out the woman as she was walking away.

Lt. Goodin followed the woman and observed as she attempted to enter another bar and was turned away by that bar's bouncer. He continued to observe as she then approached Mr. Frogs and was allowed entry. Lt. Goodin then made contact with the woman who claimed she had shown her ID to gain entry but could not produce it for Lt. Goodin. The woman was later identified and confirmed to be 20 years old.

Lt. Goodin spoke with staff members present who claimed to not know how the woman gained entry. One indicated he would try to access surveillance video to find out, but no video was ultimately provided or shown to Lt. Goodin.

As a result of this investigation, license holder Vanessa Alvarado was issued a citation for allowing an underage person to enter or remain on the premises, contrary to Section 9-51 of the Municipal Code of the City of Appleton, adopting §125.07(3)(b) of the Wisconsin Statutes. She was adjudicated guilty of this violation on December 4, 2024 in Outagamie County case 24FO1110. Section 9-54 prescribes that **80** demerit points shall be assessed for such a violation.

March 3, 2025 – Incidents A25009721 and A25010274

On March 3, 2025, at approximately 2:08 AM, Appleton Police Department officers responded to a physical disturbance outside of Mr. Frogs. Officers made contact several individuals inside the bar. The involved parties were identified as patrons Michael Jimenez, Mario Perez, Joseph Nieto, and bartender Nayeli Tierrablanca. Other patrons were present and were

generally uncooperative with police efforts to investigate the disturbance. Some refused to provide a statement. Others attempted to actively mislead officers.

Officers were able to utilize external traffic cameras to observe the disturbance outside of the licensed premises. Officers observed that Joseph Nieto walked out of the bar, removed his jacket, and tossed it aside. Michael Jimenez followed him out of the bar, and the two men appeared to swing at each other and begin to fight. The two end up falling to the ground and continuing to fight. Mario Perez and another patron had also followed the first pair out and initially appeared to be trying to pull Jimenez away from Nieto, but Perez can be seen kicking Nieto on the back while he's on the ground. After Jimenez hits Nieto several more times, the pair are separated.

Nayeli Tierrablanca, who was also outside by this point, appeared to be telling Nieto to walk away. It appeared that a verbal disturbance continued between the parties before everybody except Nieto reenters Mr. Frogs. Nieto then returns to the front door of the bar and appears to yell into the bar.

Perez and another patron then exit the bar again and appear to prepare to resume fighting. Jimenez exited the bar as well. Nieto then punched Perez in the face and started trying to hit the others that were present. The physical altercation resumed. Nieto eventually fell to the ground and Jimenez continued to hit him. The parties continued to exchange blows until eventually separating. When police arrived, Nieto was the only one involved who remained outside of the bar. The remainder had reentered Mr. Frogs once again.

Based upon statements made by parties involved, it was determined that the physical altercation outside stemmed from the parties' interactions inside the bar. Combatants and witnesses did not provide a clear explanation for the origin of the physical altercation.

It was determined by officers that Nieto, Jimenez, and Perez were mutual combatants in the altercation. Each was issued a citation for Disorderly Conduct, contrary to Section 10-9 of the Municipal Code of the City of Appleton. Subsequently, Nieto was found guilty of said violation on June 25, 2025, in Outagamie County case 25FO193. Jimenez was found guilty of said offense on June 18, 2025, in Outagamie County case 25FO193. Perez was found guilty of said offense on July 9, 2025, in Outagamie County case 25FO194.

Based upon the video reviewed in connection with the above investigation, officers were able to determine that the bartender, Nayeli Tierrablanca, had allowed customers to remain inside the establishment beyond the 2:00 AM closing time mandated by law. The disturbance itself did not take place until approximately 2:07 AM, at which time the involved individuals were seen exiting the bar to fight. Several of the involved individuals were then taken back inside of the bar by Tierrablanca.

When officers spoke with Tierrablanca, she informed officers that the disturbance had taken place outside of Mr. Frogs, so the establishment could not be held accountable for the situation. Tierrablanca was also heard telling the patrons inside the bar to tell officers that the entire disturbance had taken place outside so that "It could not be used against Frogs."

Officers confronted Tierrablanca about the bar remaining open after hours. She then explained that the disturbance had started inside the bar, so she was unable to remove the

patrons on time because they were being disruptive. When asked why she didn't call police to assist her so that she could avoid violating the open hours restriction, she did not have a response. Based upon their interactions with Tierrablanca, officers formed the opinion that she appeared to have been intoxicated.

Officers were able to obtain video from the interior of Mr. Frogs from the time leading up to the disturbance. The video begins at 2:03 AM. There are patrons remaining at the bar sitting and talking. Tierrablanca can be seen placing something in front of one of the patrons but does not appear to be asking any of them to leave. Officers noted no signs of a physical disturbance inside. A verbal argument among some patrons appears to be occurring, but Tierrablanca did not make any apparent effort to break it up or have the individuals leave.

A second video provided shows most of the individuals involved in the physical altercation reenter the bar as law enforcement arrives. They can be seen running around the interior of the bar and toward the back door. When comparing it to the exterior video, this appears to have been occurring at or after 2:08 AM.

Tierrablanca's statements to police appear to be consistent with neither the other evidence and observations made by officers, nor were they consistent internally with themselves.

Officers' investigation showed that the licensed premises remained open and unvacated during hours in which it was required to be closed by Wisconsin Statutes §125.32(3) and / or §125.68(4). As this is also a violation of Section 9-52(4) of the Municipal Code of the City of Appleton, the license holder, Vanessa Alvarado, was cited for "Open after hours / failure to

vacate premises.” She was found guilty of said offense on May 7, 2025, in Outagamie County case 25FO190.

The fighting incident described above was directly related to the licensed activity. It additionally involved a staff member of the establishment permitting some of the offenders to reenter the bar after witnessing them engaging in more than one round of physical violence. As this incident involves a clear failure to maintain order by the business, Section 9-54 prescribes that **45** demerit points shall be assessed for such a violation.

Section 9-54 further prescribes that **50** demerit points shall be assessed for the violation of “Open after hours / failure to vacate.”

May, 18, 2025 – Incident A25024083

On May 18, 2025, at approximately 2:07 AM, Officer Biffert of the Appleton Police Department was inside Mr. Frogs investigating a prior incident.³ At that time, he noticed a bouncer later identified as Ronni Leavitt engage in a verbal disturbance with individuals outside of the bar. Officer Biffert notes that the bar was closed and the door locked. The people outside appeared to be asking for a lost phone.

Officer Biffert observed Leavitt approach the door and begin yelling at the people outside. While yelling, he asked repeatedly, “who the fuck you talking to?” Leavitt told the people outside to “meet (him) in the back,” to “meet (him) in the back alley,” and to “meet in the alley.” He told the person(s) “you better have a switch on you,” and called the person(s) outside a “goofy ass

³ The separate incident is discussed in a different section of this complaint.

nigga” and a “cornball.” Officer Biffert advises that it appeared to him that Leavitt was attempting to instigate a fight. He further reports that he is familiar with the term “switch,” as it refers to a firearm accessory that allows semiautomatic weapon to function as a fully automatic weapon.

When Leavitt was separated from the person at the door, Leavitt explained to Officer Biffert that Officer Biffert did not know what the other guy was saying.

Officer Biffert notes that when he left Mr. Frogs, he observed Leavitt leave the in the direction where he had told the person(s) at the bar to meet him to presumably fight. Officer Biffert attempted to follow Leavitt but eventually lost track of him. No fight was subsequently observed.

Ronni Leavitt was issued a citation for Disorderly Conduct, contrary to Wisconsin Statutes §947.01 and Section 10-9 of the Municipal Code of the City of Appleton. He was found guilty of this offense by default by or about July 23, 2025, in Outagamie County case 25FO486.

As these offenses relate directly to the licensee’s failure to maintain order resulting in a disturbance not only in the licensed establishment but also in the surrounding area, Section 9-54 prescribes that **45** demerit points shall be assessed against the alcohol beverage licenses.

Demerit Points Accumulations

As a result of the above incidents, Mr. Frogs has accumulated no fewer than 265 demerit points in the 36 month period beginning December 4, 2024.⁴ Pursuant to Section 9-54(d)(3) of the Municipal Code of the City of Appleton, upon determination that the licensee has accumulated 200 or more demerit points in a 36 month period, the retail alcohol license(s) shall be revoked.

Complainant therefore requests that the Safety and Licensing Committee and the Common Council **REVOKE** the retail alcohol licenses for the above-named licensee and premises based upon §125.10 and §125.12(1) of the Wisconsin Statutes, and Section 9-54 of the Municipal Code of the City of Appleton.

When any license is revoked, at least six months shall elapse before another license is granted for the same premises, and 12 months shall elapse before any other license shall be granted to the person whose license was revoked.

Disorderly or Riotous House

Wisconsin Statutes §125.12(2) provides that a retail alcohol license granted under Chapter 125 of the Wisconsin Statutes may be revoked or suspended if the licensee “keeps or maintains a disorderly or riotous, indecent or improper house.” Complainant contends that the

⁴ Section 9-54(c) requires the use of the conviction date as the basis for assigning demerit points. December 4, 2024 is the first date of conviction for the incidents listed above. While a 36-month accumulation window is contemplated for potential revocation, the above points were accumulated within the first 12 months of licensure.

licensed premises described above constitutes a “disorderly or riotous, indecent or improper house.”⁵

Wisconsin Statutes do not define the terms or phrase “disorderly or riotous, indecent or improper house.”⁶ Wisconsin Statutes §62.11(5) is informative in that it empowers the Common Council to act on behalf of the government in the interests of good order for the city, and for its health, safety, and welfare of the public. It further specifically authorizes the Common Council to carry out such powers by several means, including “by license,” and by “other necessary or convenient means,” subject to express prohibitions elsewhere within the statutes.

Disorderly or Riotous Incidents

“Demerit Points” Incidents to be Considered

Complainant hereby incorporates all of the incidents for which demerit points were previously discussed for further consideration in determining whether the named establishment is a riotous house. Complainant submits the following additional incidents for consideration.

September 21, 2024 – Incident A24044814

During the afternoon of September 21, 2024, Appleton Police Department officers responded to a report of a past tense disturbance that occurred earlier that morning at Mr. Frogs, between 1:00 a.m. and 2:00 a.m. The reporting party advised that she had been at Mr. Frogs

⁵ Hereafter referred to as a “riotous house” for brevity.

⁶ Recognizing the lack of specific definition for a “riotous (etc.) house,” the 7th Circuit Court of Appeals upheld a finding of a riotous house against an Eau Claire establishment and described a “disturbing pattern of violence and disruptive behavior,” when the city’s allegations described eight incidents during a period of just shy of 27 months. The incidents involved fights between patrons, bouncers, other employees, and disturbances that required police intervention. Hegwood v. City of Eau Claire, 676 F.3d 600 (7th Cir. 2012).

earlier in the morning when she was attacked from behind by a former roommate of hers, referred to as "suspect" for the remainder of the description of this incident.

The reporting party indicated that Mr. Frogs security initially broke up the altercation. Suspect got away from security, and the two began fighting. The investigating officer observed that the reporting party had a black eye. The reporting party indicated that they were unaware that the suspect was present until the initial attack.

The suspect later told officers that the reporting party had been provoking her throughout the night. Suspect confirmed that the physical altercation occurred, but indicated it was immediately preceded by the reporting party shoving the suspect.

There is no indication that any staff member of Mr. Frogs made any attempt to alert law enforcement to the physical fight occurring inside the establishment. When contacted, the bar's staff indicated that none of the incident was captured on their cameras.

November 2, 2024 – Incident A24051645

At approximately 4:04 a.m., officers took a complaint of a strangulation incident occurring inside Mr. Frogs earlier that morning, at approximately 2:30 a.m. The reporting party indicated that she was at Mr. Frogs with a friend near closing time when the father of her child entered the bar. According to the reporting party, that individual, identified herein as "suspect," then approached her and pushed her against a wall, placing his hands around her neck, squeezing and restricting her breathing while insulting her with vulgarities.

The physical assault that the reporting party alleges occurred was eventually broken up by bar staff, but it had taken long enough for them to do so that she began to question why nobody was intervening.

Officers were able to subsequently review external traffic camera video of the area. They observed the reporting party and her friend rush out of Mr. Frogs at approximately the time of the reported incident. The reporting party's friend can be seen apparently comforting the reporting party before the two leave westbound. Shortly thereafter, the suspect is seen emerging from the bar and leaving in the same direction.

Officers subsequently learned that the suspect's account of events was substantially different than the reporting party's. However, both versions of events included a violent encounter between the two individuals, in addition to abusive and vulgar language. There is no indication that the staff Mr. Frogs made any attempt to advise law enforcement of a violent altercation occurring within the establishment. Despite multiple attempts to obtain internal video from the establishment by officers, no internal video was ever provided.

This incident is subject to pending litigation in Outagamie County case 24CF1127. While the associated defendant is presumed innocent in the eyes of the law until proven guilty, this incident remains a relevant and proper consideration for the determination of whether Mr. Frogs constitutes a "riotous house."

November 3, 2024 – Incident A24051801

On November 3, 2024, at approximately 1:43 AM, Appleton Police Department Officer Basak was on foot patrol on College Avenue when he heard a bottle break near the Mr. Frogs

doorway. He then observed a male party fall down the stairs. He appeared to be running from something. That individual, identified hereafter as "M1," indicated he was fine and quickly tried to leave.

Two other males were shoving each other in the doorway of Mr. Frogs. One male, "M2," was trying to push his way in. The other, "M3," was trying to keep M2 out. M2 was detained. M3 identified himself as a bouncer for Mr. Frogs, but he declined to give his name to police. He claimed he had been trying to keep M2 out of the bar due to a disturbance already going on inside the bar. There is no indication that this disturbance was reported to law enforcement.

Another member of the Mr. Frogs security team approached and told officers that they did not want anything done with M2 because he was "good," and a "regular." This is despite the fact Officer Basak observed M2 trying to push past the bouncer to enter the bar during an active disturbance.

It appeared that M1 may have been involved in the disturbance inside the bar, but all parties involved declined to cooperate with the investigation sufficiently to ascertain the full extent of what had occurred. No enforcement action could be taken despite the observed disturbance, based upon the lack of cooperation from all involved parties.

December 13, 2024 – Incident A24057701

On December 13, at approximately 11:06 p.m., Appleton Police Department Officers were dispatched to a disturbance at Mr. Frogs. They were advised that the suspect, later identified as Sarah George, had left, but had been throwing bottles, ripped the handle from the front door, and was trying to break a window.

George was located inside a nearby bar. When officers spoke with her, she indicated she had no idea why she had been removed from the bar Mr. Frogs. As she was speaking with officers, she began yelling at passersby, creating a further disturbance.

When interviewed, bar staff indicated that George had been removed for causing a disturbance, pushing other customers, and throwing a drink. She had to be physically pulled out of the bar. George pulled off the front door's handle while trying to get back inside before she left and went into a neighboring bar with the handle for the Mr. Frogs door handle still in her hand.

The portion of events described as occurring outside of the business are corroborated by traffic camera video. Interior video of the incident was requested from the staff of Mr. Frogs. Staff indicated that the video would be provided. It does not appear that any video was provided as requested and as staff indicated it would be.

As a result of above referenced events and investigation, Sarah George was subsequently referred to the Outagamie County District Attorney's office for charges of Possession of Cocaine, Criminal Damage to Property, Bail Jumping, and Disorderly Conduct. No charges were filed, but the referred charges and allegations were read into another criminal matter George had pending so that the allegations could be considered for sentencing purposes.

February 16, 2025 – Incident A25007115

On February 16, 2025, at approximately 1:37 a.m., Appleton Police Department officers observed a crowd forming in front of Mr. Frogs and could hear members of the crowd talking about fighting. Officers were able to observe that there were people within the crowd actively

trying to get others to walk away. These individuals asked officers to attempt to get one woman specifically, subsequently identified as Clea Bowden, to walk away from the group, as she was attempting to fight others.

Officers did intervene to physically separate the parties to prevent further physical escalation. Bowden became physically resistive to officers' attempts to separate the parties, resulting in a physical altercation between her and the officers. Bowden provided false identifying information to officers during their investigation. Her identity would only later be discovered while she was being booked into the Outagamie County Jail. Bowden told the officers that she would "burn" them for what they were doing.

When officers were able to actually speak with Bowden about what had occurred, she indicated that the problem started when she was struck multiple times while at Mr. Frogs.

Officers attempted to arrange to view interior video from Mr. Frogs to determine how much truth there was to what Bowden said. Officers had difficulty arranging to view the video with the license holder. Ultimately, the license holder did provide three segments of video, none of which showed Bowden.

As a result of the above indecent, Bowden was ultimately convicted of Resting or Obstructing an Officer in Outagamie County case 25CM108 on or about April 29, 2025.

March 23, 2025 – Incident A25013458

On March 23, 2025, at approximately 1:54 a.m., Appleton Police Department officers responded to a disturbance at Mr. Frogs. After establishing control of the scene, officers were able to utilize witnesses and traffic camera video to determine what had occurred.

Olivia Alanis Torrez had been inside Mr. Frogs with a friend when she approached the bartender at the bar to see if they had her purse. The bartender informed Alanis Torrez that no purses similar to hers had been found and turned into the bar. This precipitated an argument between the bartender and Alanis Torrez. The argument prompted the bouncer to “assist” Alanis Torrez out of the bar.

As she was being escorted out of the bar, Alanis Torrez appeared to attempt to physically assault multiple people who were present, including the bouncer and at least one other unidentified patron who was nearby and trying to keep her from reentering the establishment.

Alanis Torrez was subsequently arrested on active but unrelated arrest warrants. She was issued a city citation for Disorderly Conduct as a result of her conduct described above. She was found guilty of that municipal offense on April 18, 2025, in Outagamie County case 25FO231.

April 5, 2025 – Incident A25015903

On April 5, 2025, at approximately 11:50 p.m., Appleton Police Department Officers were dispatched to Mr. Frogs for a reported disturbance inside the bar. The reporting party, subsequently identified as Holly Lukaszewicz, reported that she was struck by another woman inside the bar. The other woman was subsequently identified as Taja Love. Officers were able

to speak with both parties involved. Both confirmed that the altercation began over the use of the restroom. Both parties agreed that the altercation originated as a heated verbal altercation and that it became physical. The parties gave differing accounts over who instigated and escalated at each stage of the confrontation. Their accounts were consistent in that it was when only the confrontation became physical that bar security intervened and removed Lukaszewicz from the establishment.

Officers attempted to secure internal surveillance video from Mr. Frogs but were unsuccessful in obtaining any video. There was no indication given that any member of the Mr. Frogs staff attempted to contact law enforcement about the physical violence that occurred, either during or after the incident.

Both involved parties were issued municipal citations for Disorderly Conduct. Love was found guilty of said offense on June 18, 2025 in Outagamie County case 25FO339. The citation against Lukaszewicz remains pending in Outagamie County case 25FO340 as of the drafting of this complaint.

April 26, 2025 – Incident A25019534

On April 26, 2025, at approximately 12:52 a.m., Appleton Police Department officers on College Avenue observed a disturbance “erupting” outside of Mr. Frogs as the bouncers appeared to be removing a group of women from the establishment. Officers approached. As they did, a group of women began throwing punches at each other. Officers rushed into the group and physically pulled the combatants apart, separating them.

Officers were able to identify two primary combatants, Emma Seymour and Anna Popovich. Seymour explained that she had been attacked by her cousin, Popovich, outside of the bar for no apparent reason. She showed officers a damaged tooth she indicated was from the incident. Officers learned from other parties present that Popovich and Seymour had “exchanged words” inside the bar and that there had been tension prior to the disturbance outside.

Based upon the totality of the information collected, it appeared that the conflict originated inside of Mr. Frogs, escalated to a verbal argument outside of the bar, before further escalating to physical violence before officers could intervene. Based on traffic camera video, officers determined that there were at least two other women involved in the physical fight, but they were no longer on the scene and were not identified. Neither identified combatant wished to pursue criminal charges against the other.

The two identified combatants were issued municipal citations for Disorderly Conduct as a result of the above-described events. Seymour was found guilty of said offense on July 2, 2025, in Outagamie County case 25FO362. Popovich was found guilty of said offense on July 9, 2025, in Outagamie County case 25FO361.

May 10, 2025 – Incident A25022181

On May 10, 2025, at approximately 1:27 a.m., Appleton Police Department Officer Christopherson reports observing a staff member at Mr. Frogs “forcefully removing someone from the bar.” Officer Christopherson made contact with the expelled individual, later identified as Preston Nelson, and detained him before making contact with the staff.

The staff member advised that Nelson had been wanting to use the restroom at the rear of the bar, but someone else was inside. As a result, Nelson forced his way inside the bathroom, damaging the door. Based on this, he was removed from the bar. Other bar staff was able to promptly provide internal security video of the incident, showing Nelson damaging the door belonging to Mr. Frogs.

Nelson was issued municipal citations for Damage to Property and Disorderly Conduct. He was found guilty of both offenses on July 16, 2025 in Outagamie County cases 25FO427 and 25FO428, respectively.

May 18, 2025 – Incident A25023583

On May 18, 2025 at approximately 12:20 a.m., Appleton Police Department Officer Biffert was waived into Mr. Frogs by a bouncer regarding a fight that occurred inside the bar. Officer Biffert noted that the bar was busy, and several people were being escorted out.⁷

Once the scene was stabilized, officers began to investigate what had occurred inside of Mr. Frogs leading up to people being expelled and officers being waived over. In speaking with multiple individuals involved and present, and observing at least one bleeding injury, and another involved individual with blood on their clothes, it was clear to officers that a physical altercation and disturbance involving several people had occurred inside the bar.

After the involved parties were identified and dispersed for the night, officers attempted speak further with the bar's staff about what had occurred. Officer Biffert indicates that the first

⁷ This is the incident being investigated during which Officer Biffert observed the behavior by Ronni Leavitt which prompted him to be issued the Disorderly Conduct citation described within the "demerit point" incidents.

bouncer he spoke with at this time told him that they did not have video and that there had been no disturbance. Officer Biffert pointed out that he had been waived into the bar by a different bouncer regarding a fight, and that he could see multiple cameras hanging from the ceiling.

A second bouncer advised that there was a disturbance, but he did not actually see what had occurred. The bartender advised that she noticed, but did not see, the disturbance. As a result of noticing the disturbance, she turned the interior lights on inside the bar.

Officer Biffert attempted to contact the alcohol license holder for the premises, Vanessa Alvarado. After leaving a voicemail for her on May 21, he spoke with her on May 23 about submitting video from the interior cameras at Mr. Frogs. She agreed to do so. Officer Biffert left follow-up voicemails with Alvarado on May 25 and June 2, as the video had not been provided as agreed. Officer Biffert was notified on June 6 that video had been provided.

A citation for Disorderly Conduct was subsequently issued to Antonio Lewis. Lewis was found guilty of said offense on August 6, 2025, in Outagamie County case 25FO569.

Discussion of "Disorderly or Riotous House"

The incidents described above, all occurring within less than one year of the retail alcohol licenses in question being granted to the license holder, demonstrate a clear pattern of violence and disorder in and surrounding Mr. Frogs. The above-described incidents show that through both action and inaction, Mr. Frogs and license holder Vanessa Alvarado fail to maintain order such that it is a threat to the health, safety and welfare of both customers and members of the public in general. A non-exhaustive set of known examples is set forth below.

Mr. Frogs, through actions and inactions of the licensee and employees acting on her behalf, shows a pattern of reluctance to seek law enforcement assistance to deal with imminent or present violence within the establishment. In the instances described above, it is rare that the person who sought law enforcement assistance was associated with Mr. Frogs. Often, law enforcement intervened based on their own physical observations.⁸ Some incidents were reported after the fact by parties involved. Some were reported by bystanders. While it cannot reasonably be expected that every disorderly incident can be prevented, Mr. Frogs habitually failed to exercise the level of oversight, supervision, and security necessary to minimize such incidents. Mr. Frogs habitually failed to seek the assistance of law enforcement to allow for accountability for those involved in even violent disturbances when such incidents could not be prevented.

Once law enforcement became involved, Mr. Frogs demonstrated what can be most charitably characterized as “inconsistent” willingness and / or ability to assist law enforcement in investigating even violent disturbances within and originating from the establishment. The incidents above contain numerous examples of delays and complete failures to provide requested surveillance video to assist in addressing violent incidents within the bar. There are instances described above in which staff members denied the existence of a disturbance that had clearly taken place, provided otherwise untrue or inconsistent information to officers, and denied the existence of video evidence despite the visible presence of cameras in that area of the bar.

⁸ In fairness, it could be argued in some of these instances that law enforcement intervened before Mr. Frogs staff could have a chance to contact law enforcement. The pattern behavior indicates this is unlikely.

So not only is the establishment unwilling or unable to maintain order, but it also hinders the ability of law enforcement to do so.

Mr. Frogs has further demonstrated through its actions, inactions, and even by the words of its own employees, that the priority is not in making sure that people are safe or even that people who engage in violent, disorderly, or other illicit behavior on their licensed premises are held accountable after the fact. Doing so would likely leave people with the impression that if they want to engage in such behavior, Mr. Frogs would not be the place to do it. Instead, the priority is making sure that whatever happens at Mr. Frogs doesn't get "used against (Mr.) Frogs," even when that means that a preventable physical conflict will erupt on the busy sidewalks of College Avenue.

The above-described behavior demonstrates an operating philosophy and practice that prioritizes maintaining "plausible deniability" for the bar over maintaining order and safety. This was clearly verbalized by one staff member on March 3, 2025. There is very little interest in preventing violent disorder, as long as that violent disorder can be pushed out onto College Avenue quickly enough to avoid consequences for the bar.

Mr. Frogs fails to maintain order within its establishment. It is inconsistent at best in assisting law enforcement efforts to hold offenders adequately accountable. It treats violence and disorder as problems to be pushed literally and figuratively out of the door for someone else to deal with, at greater risk to the community.

Recommendations and Conclusions

Mr. Frogs has accumulated no fewer than 265 demerit points during the 36-month period beginning from December 4, 2024. Complainant requests that the imposition of 265 demerit points be confirmed by the Safety and Licensing Committee and Common Council and that the retail alcohol licenses previously granted to RIVERA RESTAURANTS LLC d/b/a MR FROGS ON THE AVE, VANESSA ALVARADO, AGENT, therefore be REVOKED as required Section 9-54(d)(3) of the Municipal Code of the City of Appleton, and permitted by Wisconsin Statutes §125.12(2)(ag)1.

Mr. Frogs is a “disorderly or riotous, indecent or improper house,” maintained by the above-named licensee. In the interest of public safety, public health, public order, public welfare, and other interests of the city and people of Appleton for which the Common Council is empowered and charged to act, Complainant asks that the retail alcohol licenses previously granted to RIVERA RESTAURANTS LLC d/b/a MR FROGS ON THE AVE, VANESSA ALVARADO, AGENT, be REVOKED as permitted by Wisconsin Statutes §125.12(2)(ag)2.

Dated this 18th day of August, 2025


Meghan Cash
Resident of the City of Appleton
Lieutenant, Appleton Police Department

OUTAGAMIE COUNTY, WISCONSIN
Subscribed and sworn to before me
this 18th day of August, 2025.



Notary Public, State of Wisconsin
My commission is permanent

