



# City of Appleton

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

## Meeting Agenda - Final Safety and Licensing Committee

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Wednesday, August 13, 2025

5:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting  
[25-0950](#) Safety & Licensing Committee Minutes from 7/23/2025  
**Attachments:** [S&L Minutes 7.23.25.pdf](#)

### 5. Public Hearing/Appearances

- [25-0808](#) Demerit Point Violation Appearance - Mill City Public House  
**Attachments:** [Mill City Demerit Pt Violation Letter.pdf](#)
- [25-0809](#) Demerit Point Violation Appearance - El Azteca Restaurant  
**Attachments:** [El Azteca Demerit Pt Violation Letter.pdf](#)
- [25-0810](#) Demerit Point Violation Appearance - The Bent Keg  
**Attachments:** [Bent Keg Demerit Pt Violation Letter.pdf](#)
- [25-0811](#) Demerit Point Violation Appearance - Lindo Michoacan  
**Attachments:** [Lindo Michoacan Demerit Pt Violation Letter.pdf](#)
- [25-0812](#) Demerit Point Violation Appearance - Northland Amoco  
**Attachments:** [Northland Amoco Demerit Pt Violation Letter.pdf](#)

### 6. Action Items

- [25-0939](#) Class "A" Beer & "Class A" Liquor License application for Top Dogz Vape Shop LLC d/b/a Top Dogz Vape Shop, Jennifer Peters, Agent, located at 208 E Wisconsin Ave, contingent upon approval from the Health, Inspections, and Public Works departments  
**Attachments:** [Top Dogz Vape Shop LLC.Alcohol.Class A Beer Liquor.7.9.25.REDACTED.pdf](#)
- [25-0940](#) Pet Store License renewal application for Lucky Fish & Aquarium LLC, Keeteekune Thao, Applicant, located at 337 W Wisconsin Ave, contingent upon approval from the Fire and Inspections departments  
**Attachments:** [Lucky Fish & Aquarium.PK.7.16.25.REDACTED.pdf](#)
- [25-0945](#) Temporary Class "B" Beer License application for Heart of the Valley Lions Club, Jon Schinke, Person in Charge, located at 301 W Lawrence St, Jones Park, on September 6, 2025 from 2:00 p.m. to 10:00 p.m. for Sol Dance Festival, contingent upon approval from the Police and Health departments  
**Attachments:** [Heart of the Valley Lions Club.Alcohol.Temp B Beer.Sol Dance.9.6.25.REDACTED.pdf](#)
- [25-0946](#) Temporary Class "B" Beer and "Class B" Wine License application for St Joseph Parish, Mike Pusnik, Person in Charge, located at 404 W Lawrence St, on September 13 from 9:00 a.m. to 9:00 p.m. and September 14, 2025 from 8:00 a.m. to 1:00 p.m. for Fall Festival event, contingent upon approval from the Health department  
**Attachments:** [St Joseph Parish.Alcohol.Temp B Beer Wine.Fall Festival.9.13.25.REDACTED.pdf](#)
- [25-0947](#) Temporary Class "B" Beer and "Class B" Wine License application for Irish Fest of the Fox Cities Inc, Mark Hudson, Person in Charge, located at 301 W Lawrence St, Jones Park, on September 19 from 2:00 p.m. to 10:00 p.m. and September 20, 2025 from 10:00 a.m. to 10:00 p.m. for Irish Fest of the Fox Cities event, contingent upon approval from the Health department  
**Attachments:** [Irish Fest Fox Cities.Alcohol.Temp B Beer Wine.9.19.25.REDACTED.pdf](#)
- [25-0948](#) Temporary Class "B" Beer License application for Fox Cities Chamber Foundation, Aimee Herrick, Person in Charge, on College Ave from Richmond St to Lawe St, on September 26 from 12:00 p.m. to 9:30 p.m. and September 27, 2025 from 5:00 a.m. to 6:00 p.m. for License to Cruise and Appleton's Octoberfest events, contingent upon approval from the Health department  
**Attachments:** [Fox Cities Chamber Foundation.Alcohol.Temp B Beer.9.26.25.REDACTED.pdf](#)

## 7. Information Items

[25-0949](#) AASD Truancy Initiatives Update

[25-0839](#) 2025 Police Department Mid-Year Report

**Attachments:** [2025 APD Mid-Year report.pdf](#)

[25-0944](#) Alcohol License Violation Convictions:

No Licensed Operator on Premises

-Fronteras Restaurant, 2311 W College Ave

Sell Alcohol to Minor

-TJ's Japanese Steakhouse, 4025 E Lorna Ln

-MyMy, 2825 N Ballard Rd

-Richmond Mobil, 3401 N Richmond St

-Maritime Bar, 336 W Wisconsin Ave

[25-0890](#) Special Events

- Appleton Police Department National Night Out, Various Neighborhoods Around Appleton, August 5th 2025

- Apple Tree Connections, Steps for Sidney 5k Run/Walk, Approved Route, August 16th 2025

- Parish Fest, Sacred Heart Parish, August 16th and 17th 2025

- Appleton Downtown Inc., Light the Night Market - Summer, College Avenue from Durkee St to Superior St, August 22nd 2025

- The Megan Kelley Foundation, 7th Annual Wisconsin Lights of Hope: A Recovery Celebration and Memorial Walk, Pierce Park, September 7th 2025

[25-0951](#) Director's Report

1. City Clerk

2. Fire Chief

3. Police Chief

## 8. Adjournment

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

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



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## Meeting Minutes - Final Safety and Licensing Committee

---

Wednesday, July 23, 2025

5:30 PM

Council Chambers, 6th Floor

---

1. Call meeting to order

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

2. Pledge of Allegiance

3. Roll call of membership

**Present:** 3 - Croatt, Fenton and Firkus

**Excused:** 2 - Hartzheim and Van Zeeland

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](#)

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

**Aye:** 3 - Croatt, Fenton and Firkus

**Excused:** 2 - Hartzheim and Van Zeeland

5. **Public Hearing/Appearances**

[25-0828](#)

Demerit Point Violation Appearance - Stuc's Pizza

**Attachments:** [Stuc's Demerit Pt Violation Letter \(2\).pdf](#)

*Erik Anderson, Agent, 521 Lamers Rd Kimberly WI, addressed the committee*

[25-0834](#)

Demerit Point Violation Appearance - Wal-Mart Super Center

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

*Jason Klunck, Agent, 1801 White Wolf Ln Kaukauna WI, addressed the committee*

[25-0835](#)

Demerit Point Violation Appearance - Appleton Liquor

**Attachments:** [Appleton Liquor Demerit Pt Violation Letter.pdf](#)*Heidi Guta, Agent, 1325 E Overland Rd Appleton WI, addressed the committee*[25-0836](#)

Demerit Point Violation Appearance - Rascal's Bar &amp; Grill

**Attachments:** [Rascals Demerit Pt Violation Letter.pdf](#)*Karen Blodgett, Agent, and Jim Derks, 715 E Hancock St Appleton WI, addressed the committee*[25-0837](#)

Demerit Point Violation Appearance - Scuba's Pourhouse

**Attachments:** [Scubas Demerit Pt Violation Letter.pdf](#)*Steven Van Fossen, Agent, 2278 Fraser Fir Dr Appleton WI, addressed the committee*

## 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 SEP\\_Redacted \(002\).pdf](#)**Firkus moved, seconded by Fenton, that the Request be recommended for approval. Roll Call. Motion carried by the following vote:****Aye:** 3 - Croatt, Fenton and Firkus**Excused:** 2 - Hartzheim and Van Zeeland[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.REDACTED.pdf](#)**Fenton moved, seconded by Firkus, that the License be recommended for approval. Roll Call. Motion carried by the following vote:****Aye:** 3 - Croatt, Fenton and Firkus**Excused:** 2 - Hartzheim and Van Zeeland

[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](#)

**Firkus moved, seconded by Fenton, that the Amendment be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 3 - Croatt, Fenton and Firkus

**Excused:** 2 - Hartzheim and Van Zeeland

## 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](#)

*Gold Cross Executive Director Nick Romenesko and Division Chief Homman addressed the committee*

[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

**Fenton moved, seconded by Firkus, that the meeting be adjourned at 6:14 p.m.**

**Roll Call. Motion carried by the following vote:**

**Aye:** 3 - Croatt, Fenton and Firkus

**Excused:** 2 - Hartzheim and Van Zeeland



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](http://www.appletonwi.gov)

**July 9, 2025**

**Mill City Public House  
1103 W. College Avenue  
Appleton, WI 54914**

**Attention: Russell Leary**

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 Mill City Public House, located at 1103 W. College Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 13<sup>th</sup> at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> 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



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**July 9, 2025**

**El Azteca Restaurant  
201D W. Northland Avenue  
Appleton, WI 54911**

**Attention: Fe Montalvo**

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 El Azteca Restaurant, located at 201D W. Northland Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 13<sup>th</sup> at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> 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 4, 2025 which resulted in convictions on June 18, 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.

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Respectfully,

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**July 9, 2025**

**The Bent Keg  
c/o Tyler England  
1007 E. Byrd Street  
Appleton, WI 54911**

**Attention: Bruce Hawley**

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 The Bent Keg, located at 417 W. College Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 13<sup>th</sup> at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

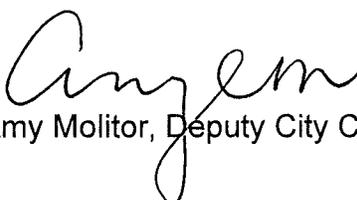
Your establishment recently had a violation for Dispense Alcohol to Minor on March 22, 2025 which resulted in convictions on June 18, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 80 demerit points assessed 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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**July 9, 2025**

**Lindo Michoacan  
211 N. Richmond Street  
Appleton, WI 54911**

**Attention: Pedro Juarez**

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 Lindo Michoacan, located at 211 N. Richmond Street, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 13<sup>th</sup> at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> 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 22, 2025 which resulted in convictions on June 18, 2025. Dispense Alcohol to Minor carries an assessment of 80 demerit points. At this time, the license for this establishment has a total of 120 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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**July 9, 2025**

**Northland Amoco  
800 E. Northland Avenue  
Appleton, WI 54911**

**Attention: Kanu Patel**

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 Northland Amoco, located at 800 E. Northland Avenue, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 13<sup>th</sup> at 5:30 p.m. in the Council Chambers, 6<sup>th</sup> 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 6, 2025 which resulted in convictions on June 18, 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

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

Fees	
License Fees	\$ 700
Background Check Fee	\$ 14
Publication Fee	\$ 60
<b>Total Fees</b>	<b>\$ 774</b>

Part A: Premises/Business Information			
1. Legal Business Name (Individual name if sole proprietorship) <u>Top Dogz Vape Shop LLC</u>			
2. Business Trade Name or DBA <u>Top Dogz Vape Shop</u>			
3. FEIN		4. Wisconsin Seller's Permit Number <u>456-10316212127-04</u>	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization <u>Wisconsin</u>		7. Date of Organization <u>2-29-2024</u>	8. Wisconsin DFI Registration Number <u>T102979</u>
9. Premises Address <u>208 E Wisconsin Ave</u>			
10. City <u>Appleton</u>		11. State <u>WI</u>	12. Zip Code <u>54911</u>
13. County <u>Outagamie</u>		14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Appleton</u>	15. Aldermanic District
16. Premises Phone <u>920-740-5065</u>		17. Premises Email <u>jenbu@topdogzvapeshop.com</u>	18. Website <u>www.topdogzvapeshop.com</u>
19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.  <u>Store front of 1750 square feet including office and bathroom</u>			
20. Mailing Address (if different from premises address)			
21. City		22. State	23. Zip Code

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

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . .  Yes  No beverages.  
 If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

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

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

4a. Name of Business Entity	4b. Business Entity FEIN
-----------------------------	--------------------------

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
Peters	Jennifer	Owner	
Williams	Jason	Owner	

**Part D: Attestation**

One of the following must sign and attest to this application:  
 • sole proprietor      • one general partner of a partnership      • one corporate officer      • one member of an LLC

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

Last Name Peters	First Name Jennifer	M.I. L
Title owner	Email	Phone
Signature <i>Jennifer Peters</i>	Date 5/30/2025	

**Part E: For Clerk Use Only**

Date Application Was Filed With Clerk 7/9/25	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

# Alcohol Beverage Appointment of Agent

Date

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

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

<b>Part B: Agent Information</b>		
1. Last Name <u>Peters</u>	2. First Name <u>Jennifer</u>	3. M.I. <u>L</u>
4. Email		5. Phone
6. Home Address: <u>220 Frances St</u>		
7. City <u>Kaukauna</u>	8. State <u>WI</u>	9. Zip Code <u>54130</u>
10. Date of Birth	11. Drivers License/State ID Number	
	12. Drivers License/State ID State of Issuance	

<b>Part C: Agent Questions</b>	
1. Have you satisfied the responsible beverage server training requirement? Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? 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 <i>Peters</i>	First Name <i>Jennifer</i>	M.I. <i>L</i>
Title <i>owner</i>	Email	Phone
Signature <i>Jennifer Peters</i>	Date <i>5/30/2025</i>	

**Part E: Agent Attestation**

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

Last Name <i>Peters</i>	First Name <i>Jennifer</i>	M.I. <i>L</i>
Signature <i>Jennifer Peters</i>	Date <i>5/30/2025</i>	



# City of Appleton

## Alcohol License Questionnaire

1. Applicant Name: Jennifer Peters

2. Business Name: Top Dogz Vape Shop LLC

Date the LLC/corporation/partnership/sole proprietorship commenced: 2-29-2024

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: 208 E Wisconsin Ave Appleton WI 54911

4. Primary Business Activity:

- Restaurant
- Tavern/Night Club/Wine Bar
- Painting/Craft Studio
- Other (describe) Vape shop

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: vape shop, previously wedding shop

If existing building, will there be construction or renovations?  Yes  No

If yes, explain \_\_\_\_\_

NOTE: Contact the Inspections department (920-832-6411) for information on building codes and permits.

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? 1/15/2025

7. Did you purchase the business from another individual or 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? Already open as Vape Shop

9. Will your business sell or serve food?

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

No

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

Seating Capacity: Inside: 0

Outside: 0

Operating Days/Hours: Inside: Monday - Saturday 9 AM - 10pm Sunday 10AM - 8pm

Outside: none

Employees/Staff (per shift/day) Number of Personnel: 1 person per shift | 2 people per day

Approximate floor building area of the premises to be licensed: 1750 sq. ft.

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

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

Sell vapes, hemp, apparel, small gifts,  
candles, bags, jewelry and hopefully  
beer, wine and liquor

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".

Jennifera Pura  
Signature

5/30/2025  
Date



# Application for Pet Store/Kennel License

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

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

**FEES ARE NON-REFUNDABLE**

**CASH OR CHECK ONLY!**

See SECTION 4 for fee schedule

Date Recv'd 7/16/25

License Fee - Initial \$ \_\_\_\_\_

Total \$ 82

License Fee - Renewal \$ 82

Receipt #: 8901-2

**SECTION 1 - BUSINESS LOCATION**

Business Name (Company and Trade Name/DBA)  
Lucky Fish & Aquarium, LLC

Business Street Address  
337 W Wisconsin Ave

City  
Appleton

State  
WI

Zip  
54911

Business Phone Number (Required)  
920-205-4619

Business Email Address  
luckyfishaquariumllc@gmail.com

**SECTION 2 - APPLICANT INFORMATION**

Name (First, MI, Last)  
Keeteeekune Thaw

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

Home Address  
1202 N Division St

City  
Appleton

State  
WI

Zip  
54911

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

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

Phone Number (Required)  
 \_\_\_\_\_

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

**SECTION 3 - SERVICES TO BE PROVIDED**

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

~~Live animals~~     Pet Food     Pet Accessories     Fish

Other \_\_\_\_\_

**SECTION 4 - FEE SCHEDULE** NOTE: all application fees include a \$7 Police Investigation fee

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

**SECTION 5 - PENALTY NOTICE**

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

Signature of Applicant: [Signature] Date 7/1/25

**FOR OFFICE USE ONLY**

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

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

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

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

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

Application Date: \_\_\_\_\_

Town  Village  City of Appleton

County of \_\_\_\_\_

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

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.  
 A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 9/6/25 and ending 9/6/25 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

**1. Organization** (check appropriate box) →

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

(a) Name Heart of the Valley Lions Club

(b) Address PO Box 151 Combined Locks, WI 54113  
(Street)  Town  Village  City

(c) Date organized 2018

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

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

(f) Names and addresses of all officers:

President Beth Sewall 207 Hidden Ridges Way Combined Locks, WI  
 Vice President Christine Vavrek 1526 Hecassis St Kaukauna, WI  
 Secretary Kelly Laird 510 Richard St Combined Locks, WI  
 Treasurer Michelle Vanden Bosch 9603 Handel Dr Appleton, WI

(g) Name and address of manager or person in charge of affair: Jon Schinke

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

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

(a) Street number 301 W. Lawrence St Appleton, WI - Jones Park

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

(c) Do premises occupy all or part of building? \_\_\_\_\_

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

**3. Name of Event**

(a) List name of the event 2025 501 Dance Festival

(b) Dates of event 9/6/2025

(c) Time(s) of event 2 pm to 10 pm

**DECLARATION**

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

Officer Beth Sewall 5-16-2025  
(Signature / Date)

Heart of the Valley Lions Club  
(Name of Organization)

Date Filed with Clerk 8/6/25

Date Reported to Committee \_\_\_\_\_

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

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

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

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

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

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

Application Date: 4-10-2025

Town  Village  City of Appleton

County of OUTAGAMIE

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

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.  
 A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning SEP 13<sup>th</sup> and ending SEP 14<sup>th</sup> and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

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

(a) Name St. JOSEPH PARISH

(b) Address 404 W LAURENCE ST APPLETON, WI 54911  
(Street)  Town  Village  City

(c) Date organized 1828

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

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

(f) Names and addresses of all officers:

President BR RAY STADMEYER PASTOR

Vice-President \_\_\_\_\_

Secretary DANA SCHMIDT

Treasurer FACILITY MGR MIKE POSNIK

(g) Name and address of manager or person in charge of affair: Mike Pusnik

(g) \_\_\_\_\_ (g)3

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

(a) Street number 404 W LAURENCE ST

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

(c) Do premises occupy all or part of building? ALL

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

3. Name of Event

(a) List name of the event FALL FESTIVAL

(b) Dates of event SEP 13 & 14, 2025

(c) Time(s) of event 9-9 & 8-1

### DECLARATION

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

Officer: Michael Pusnik Facility Mgr  
(Signature / Date)

St. Joseph Parish  
(Name of Organization)

Date Filed with Clerk 4/10/25

Date Reported to Committee \_\_\_\_\_

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

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

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

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

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

FEE \$ 10 per event + \$7 (applicant background investigation fee) Application Date: 04/08/2025  
 Town  Village  City of Appleton County of Outagamie

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

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 09/19/2025 and ending 09/20/2025 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

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

(a) Name Irish Fest of the Fox Cities Inc.

(b) Address 513 E. Byrd St. Appleton, WI 54911  
(Street)  Town  Village  City

(c) Date organized 06/18/2020

(d) If corporation, give date of incorporation 06/18/2020

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

(f) Names and addresses of all officers:  
 President John Hogerty, W6309 Firelane 9, Menasha, WI 54952  
 Vice President Dan Flaherty, 1703 W. Reid Dr. Appleton, WI 54914  
 Secretary Tim Higgins, 909 Cambridge Ct. Appleton, WI 54915  
 Treasurer Mark Fogarty, 2825 E. Incline Way Appleton, WI 54915

(g) Name and address of manager or person in charge of affair: Mark Hudson

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

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

(a) Street number Jones Park, 301 W. Lawrence St. Appleton

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

(c) Do premises occupy all or part of building? \_\_\_\_\_

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

3. Name of Event

(a) List name of the event Irish Fest of the Fox Cities

(b) Dates of event 09/19/2025 09/20/2025

(c) Time(s) of event 2pm - 10pm 10am - 10pm

### DECLARATION

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

Officer Mark Hudson 4/8/25  
(Signature / Date)  
**FESTIVAL DIRECTOR**

Irish Fest of the Fox Cities Inc.  
(Name of Organization)

Date Filed with Clerk 4/8/25  
 Date Granted \_\_\_\_\_

Date Reported to Committee \_\_\_\_\_  
 License No. \_\_\_\_\_

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

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

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

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

Application Date: 05/05/2025

Town  Village  City of Appleton

County of Outagamie

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

A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 09/26/2025 and ending 09/27/2025 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

### 1. Organization (check appropriate box) →

Bona fide Club

Church

Lodge/Society

Veteran's Organization

Fair Association or Agricultural Society

Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Fox Cities Chamber Foundation

(b) Address 125 N Superior St  
(Street)

Town

Village

City

(c) Date organized 09/29/1976

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

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

(f) Names and addresses of all officers:

President Becky Bartoszek, 125 N Superior St

Vice President Thomas Lehr, 125 N Superior St

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

(g) Name and address of manager or person in charge of affair: Aimee Herrick

(g)1. Date of Birth. \_\_\_\_\_

(g)2. Drivers License #: \_\_\_\_\_

(g)3. Email: \_\_\_\_\_

Phone \_\_\_\_\_

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

(a) Street number See bar locations on attached map, on College Avenue from Richmond Street to Lawe Street. Bud trucks will be at bar locations storing beer.

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

(c) Do premises occupy all or part of building? \_\_\_\_\_

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

### 3. Name of Event

(a) List name of the event License to Cruise 9/26 and Appleton's Oktoberfest 9/27

(b) Dates of event 09/26/2025 - 9/27/2025

(c) Time(s) of event 9/26: 12:00PM-9:30PM, 9/27: 5:00AM-6:00PM

### DECLARATION

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

Officer Aimee Herrick 5/8/25  
(Signature / Date)

Fox Cities Chamber Foundation

(Name of Organization)

Date Filed with Clerk 5/8/25

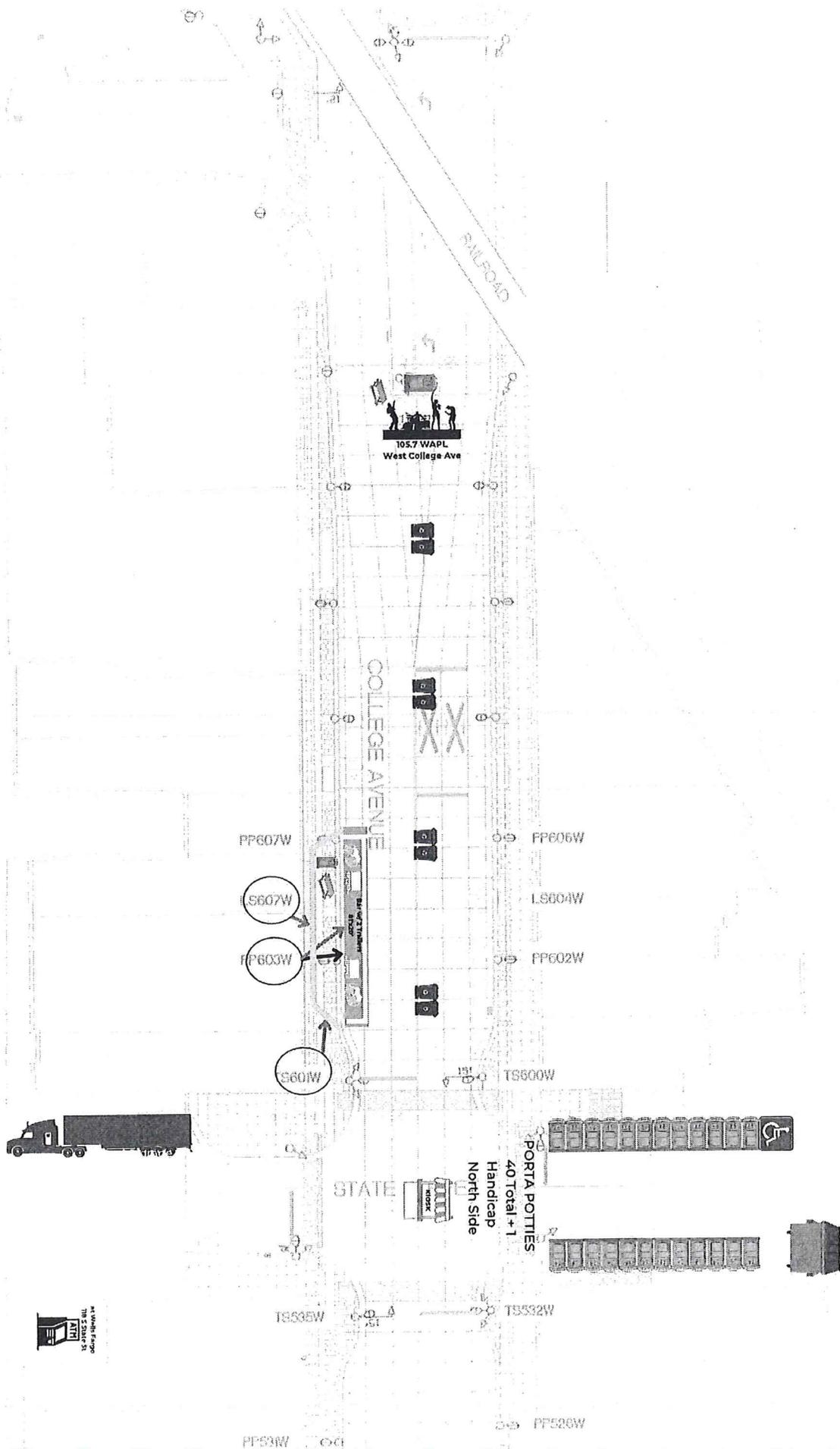
Date Reported to Committee \_\_\_\_\_

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

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

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

Otoberfest





TS60W

TS60W

STATE STREET

TS55W

TS52W

PP53W

PP526W

527 W.  
Sushi  
College  
Lover

LS527W

LS524W

522 & 524 W.  
College  
Flanagan's Wine & Liquor

PP522W

PP525W

LS516W

523 W.  
College  
OBS  
Brau  
Haus

LS523W

PP518W

519 W.  
College  
Dega  
WV

PP519W

LS516W

LS519W

514 W.  
College  
Crazy  
Sweets

PP514W

PP516W

LS514W

LS513W

PP512W

PP513W

LS508W

PP506W

LS511W

SPECIALTY  
Brewery / 2 Trailers 65000

500 W.  
College  
Acca  
Coffee

PP507W

503 W.  
College  
Victoria's

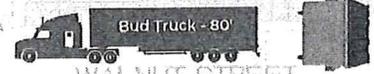
TS50W

TS50W



PORTA POTTIES  
10 Total  
Southeast side

WALNUT STREET



Bud Truck - 80'



Bud Truck - 65'

TS40W

TS40W

JOHNSTON STREET

STON STREET

PP500W

PP507W

TS501W

TS500W

WALNUT STREET

WALNUT STREET



TS431W

TS430W

ATM  
Inside The Bar  
427 W. College  
The Bar

425 W. College  
Speakeasy

PP425W

PP426W

LS423W

LS424W

PP425W

PP424W

LS417W

LS413W

PP415W

PP414W

LS413W

PP411W

PP400W

ATM  
411 W. College  
Sals  
Pizza

ATM  
403 W. College  
D2 Sports Bar

TS401W

TS400W



PORTA POTTIES  
32 Total + 1 Handicap  
North/West Side



TS DC

DIVISION STREET

TS315W

TS344W



ATM  
Inside Katsu-ya

PP313W

LS340W

PP346W

PP340W

DIVISION STREET

TS-CC

345 W. College  
Jimmy Johns

343 W. College  
The Dury  
Leprchaun

Hilton Paper Valley Hotel

338 W. College  
Katsu-Ya  
Inside Katsu-Ya  
ATM

330 W. College  
Evan's Title

322 W. College  
Doughlicious

308 W. College  
College Rye

300 W. College  
Copperleaf  
Hotel

POLICE AVENUE

SUPERIOR STREET

TS345W

PP345W

PP34W

PP329W

PP325W

LS320W

PP32W

LS32W

PP319W

PP31W

PP31W

LS309W

PP307W

TS30W

TS344W

LS335W

PP310W

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PP321W

LS324W

PP322W

LS320W

PP315W-2

LS319W-2

PP318W-1

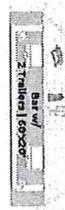
LS318W-1

PP310W

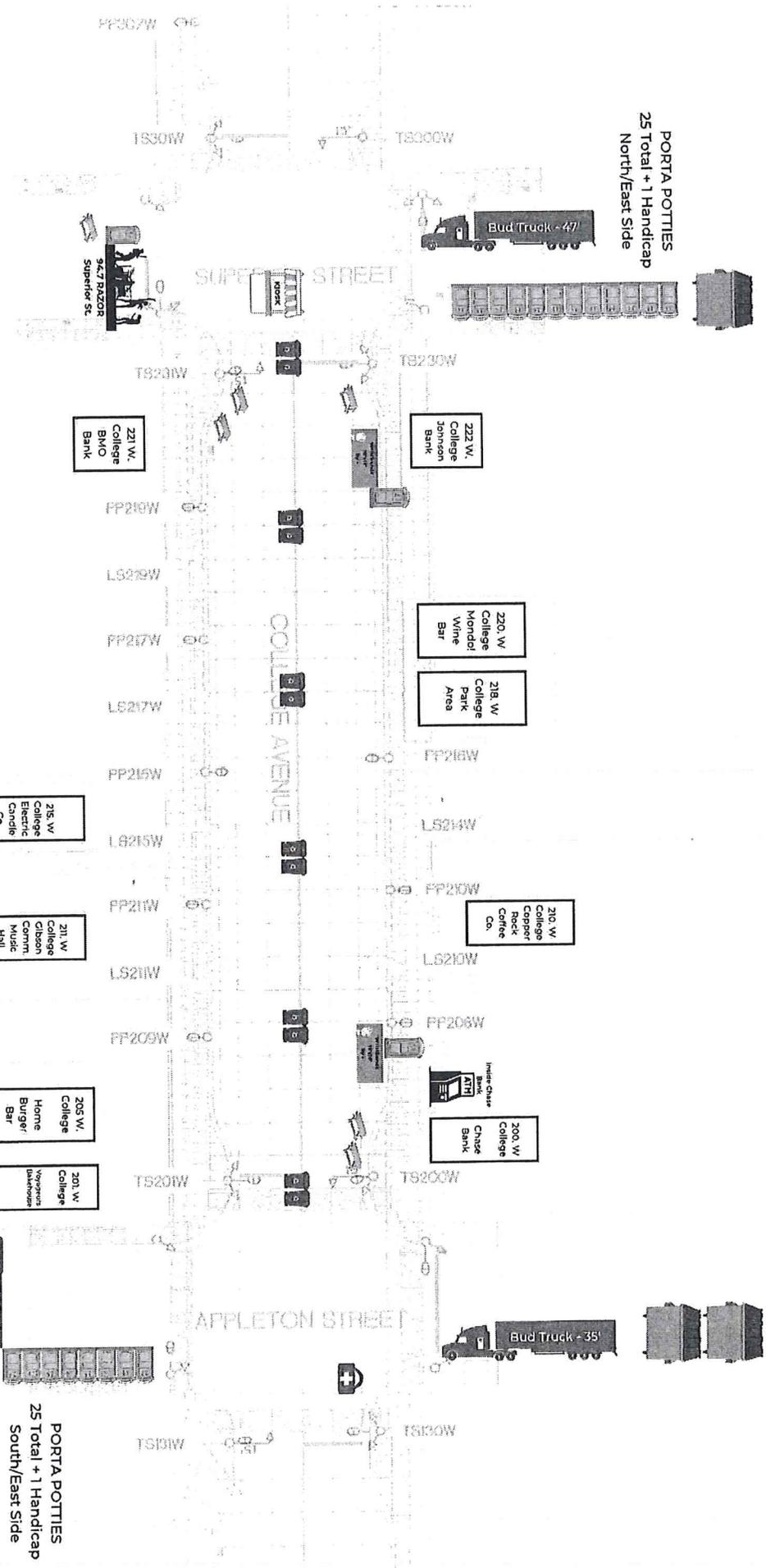
LS308W

PP306W

TS300W



PORTA POTTIES  
25 Total + 1 Handicap  
North/East Side



PORTA POTTIES  
25 Total + 1 Handicap  
South/East Side

**104.3 The Fuse**  
**Houdini Plaza**

**PORTA POTTIES**  
 8 Total + 1 Handicap  
 South/West Side



**101 W. College**  
 The  
 Museum  
 of  
 Art

**105 W. College**  
 The  
 Houdini  
 at  
 Zuelke

**101 E. College**  
 The  
 Houdini  
 at  
 Zuelke

**100 W. College**  
 Building  
 For  
 Kids

**City Center Plaza**

TS20W

APPLETON STREET

TS10W

TS30W

PP12W

PP120W

LS15W

PP14W

PP13W

LS12W

LS11W

PP10W

PP11W

LS10W

PP107W

PP108W

TS100W

TS100W

FPC0-0

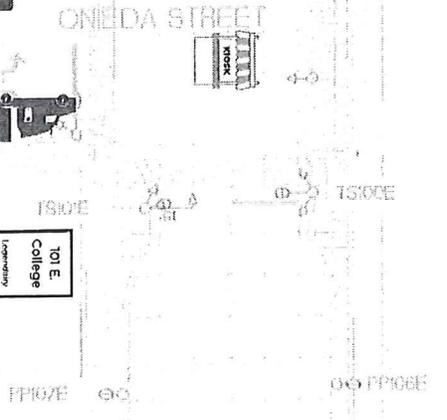
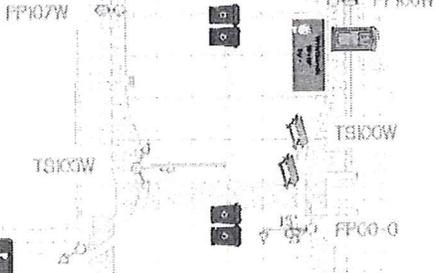
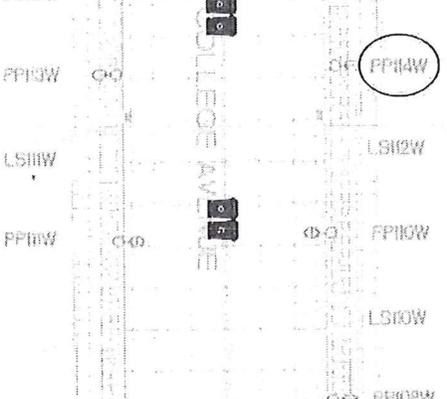
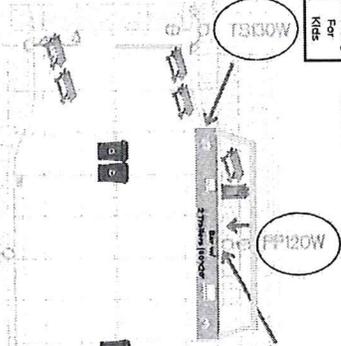
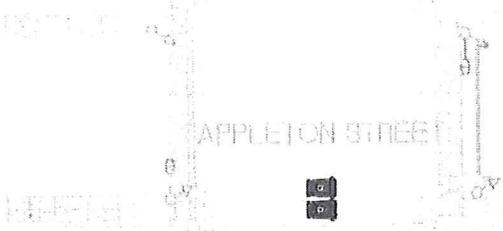
ONEIDA STREET

TS10E

TS100E

PP107E

PP100E









TS230E TS232E

LANKEE STREET

TS301E TS303E

305 E College Avenue Jewellers

308 E College Heid Music

PF305E PF306E

LS307E LS308E

PF309E PF310E

LS311E LS312E

PF313E PF314E

314 E College Dr. Jaquits

LS315E LS316E

PF319E PF320E

Arts & Crafts Booths All 12x12

322 E College YOGA3

LS321E LS322E

PF325E PF324E

LS329E LS328E

330 E College History Museum at the Castle

PF331E PF330E

LS333E LS332E

PF335E PF334E

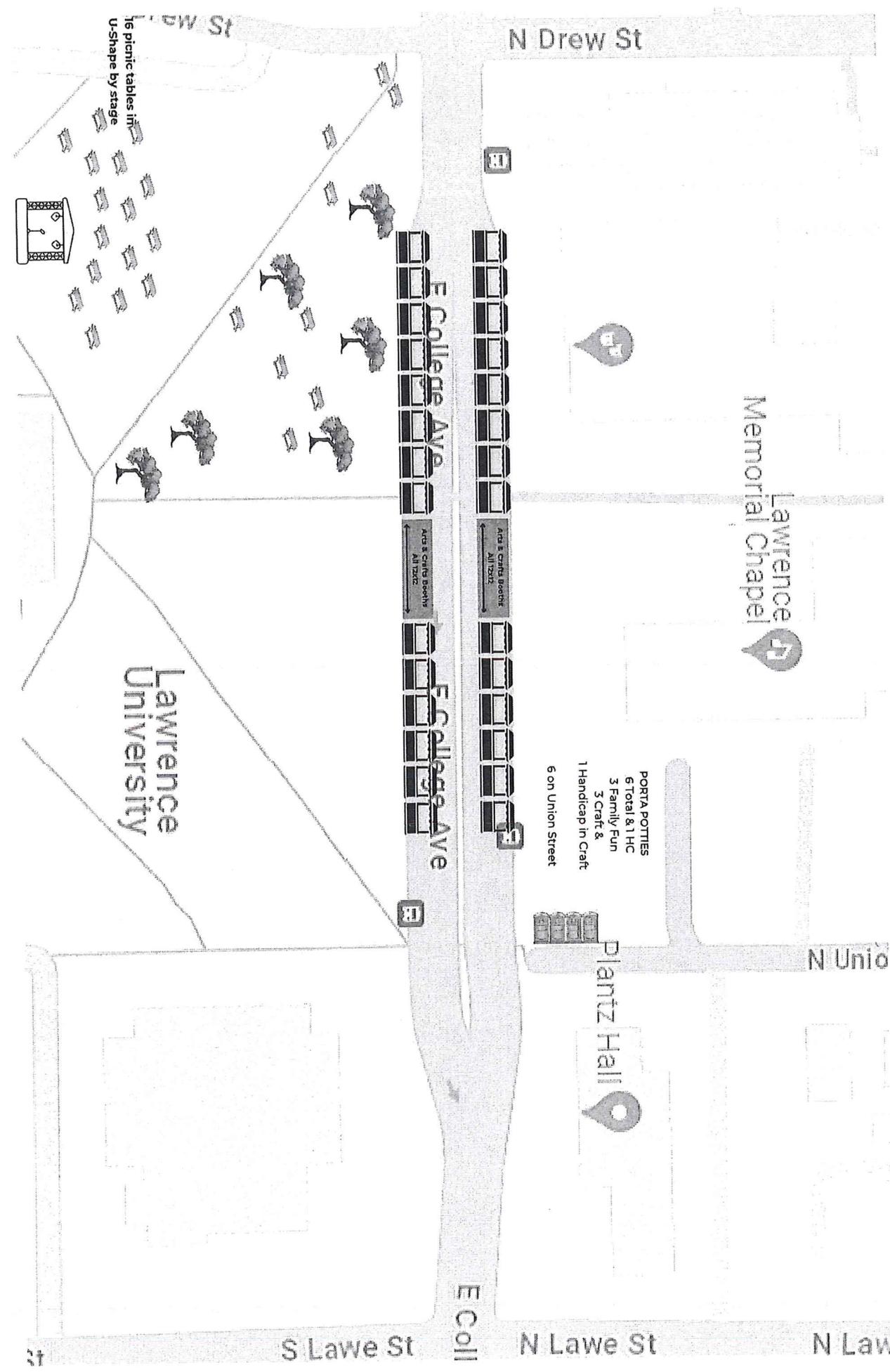
TS337E TS340E

PORTA POTTIES  
8 Total + 1 Handicap  
North/East Side

dumpsters & porta potties on one side -- Entrance for A&C vendors



DRIVEWAY



N Drew St

Lawrence  
Memorial Chapel

E College Ave

E College Ave

Lawrence  
University

PORTA POTTIES  
6 Total & 1 HC  
3 Family Fun  
3 Craft &  
1 Handicap In Craft  
6 on Union Street

Plantz Hall

N Unio

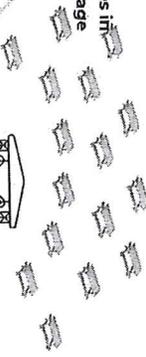
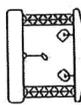
N Lawe St

S Lawe St

E Coll

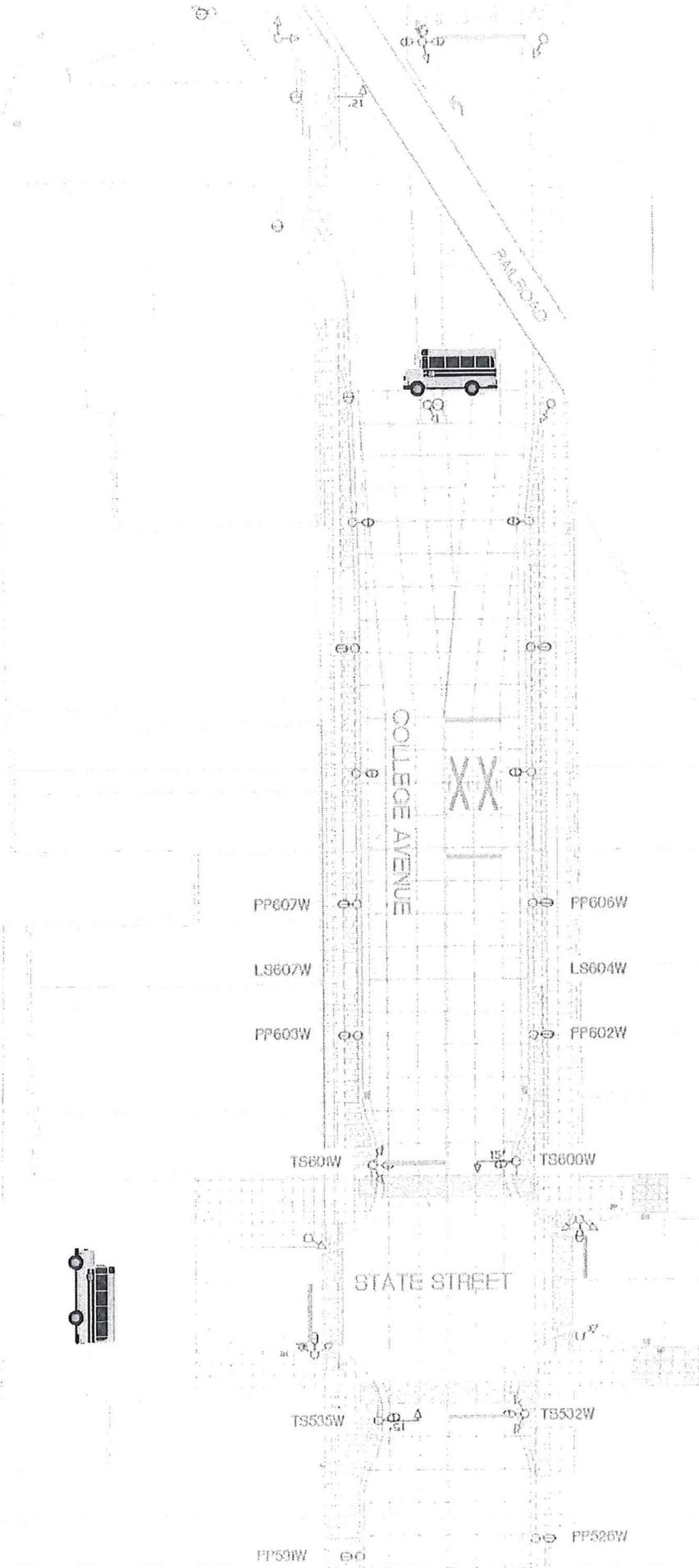
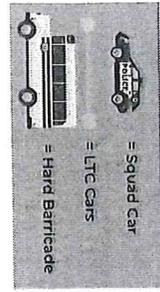
S Lawe St

16 picnic tables in  
U-Shape by stage



Area 8 Crisis Booths  
All Day

Area 8 Crisis Booths  
All Day



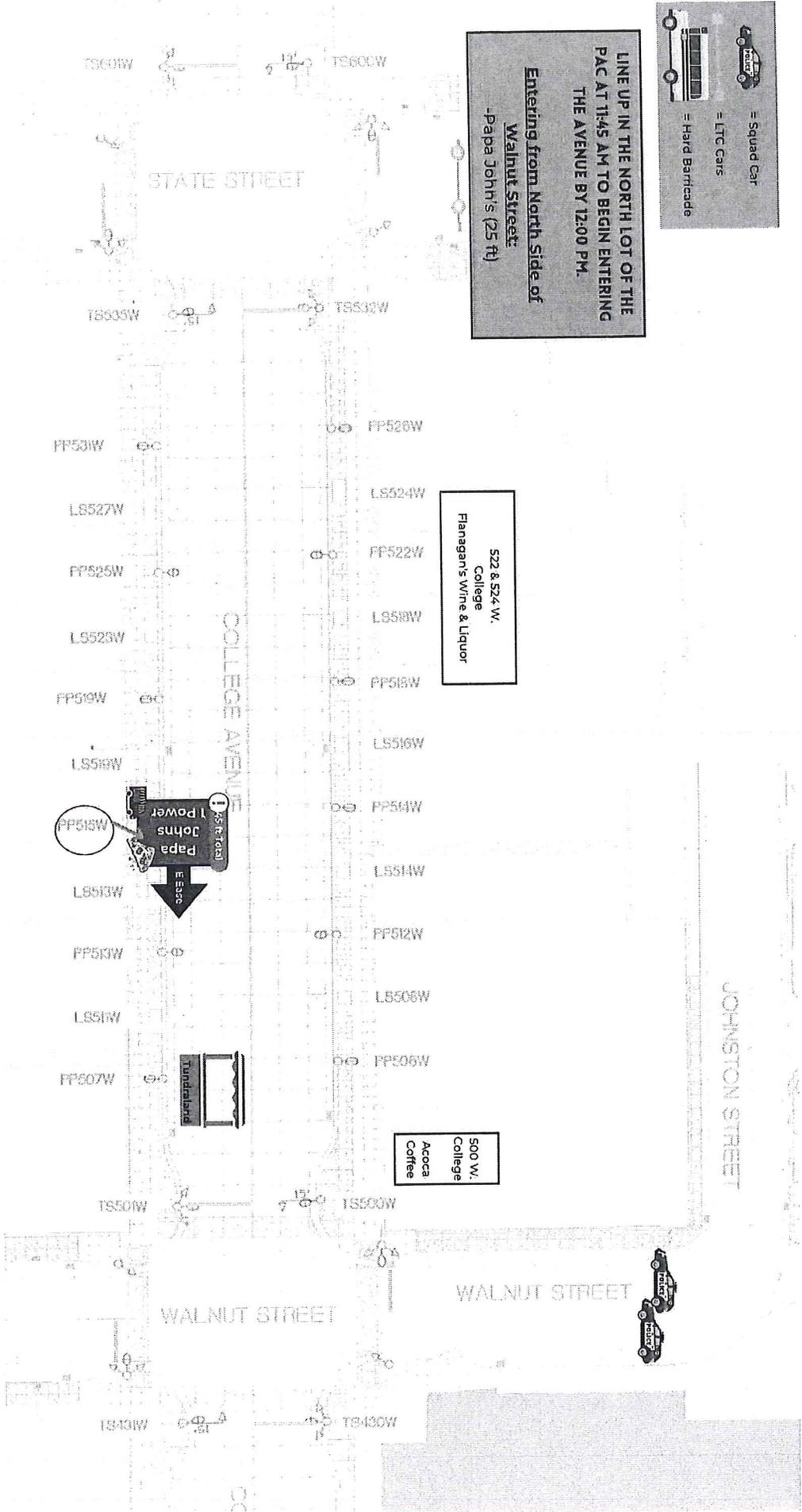
License To Cruise

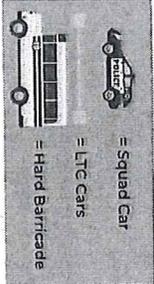
 = Squad Car  
 = LTC Car  
 = Hard Barricade

**LINE UP IN THE NORTH LOT OF THE PAC AT 11:45 AM TO BEGIN ENTERING THE AVENUE BY 12:00 PM.**  
**Entering from North Side of Walnut Street**  
 -Papa Johns (25 ft)

S22 & S24 W.  
 College  
 Flanagan's Wine & Liquor

500 W.  
 College  
 Accora Coffee





= Squad Car  
 = LTC Cars  
 = Hard Barricade

PP507W    630    FP500W

TS501W    TS500W

WALNUT STREET

WALNUT STREET

TS451W    TS400W

COLLEGE AVENUE

FP425W    FP426W

LS423W    LS424W

FP423W    FP424W

LS417W    LS416W

FP415W    FP414W

LS413W

FP411W    FP400W

Performing Arts Center

TS40W    TS400W

TS-CC    DIVISION STREET

TS315W    TS344W

FP313W    LS310W

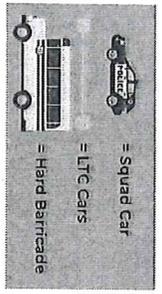
FP314W    FP310W

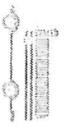










 Oneida/Soldier  
 Square Barricade

**LINE UP IN THE NORTH LOT OF THE  
 PAC AT 11:45 AM TO BEGIN ENTERING  
 THE AVENUE BY 12:00 PM.**  
**Line up entering from North  
 Morrison Street:**  
 -Taqueria La Picosita  
 -Kona Ice  
 -Travelin' Tom's Coffee

Thrivent Financial-Lutherans  
 AZCO Inc.  
 Hoffmann Planning, Design &  
 Construction  
 Joellger Consulting Inc.

101 E  
 College  
 Legendary  
 Cowen &  
 Company

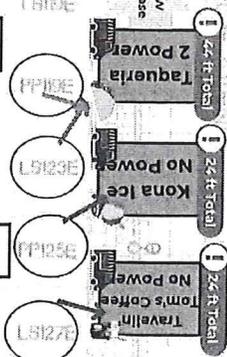
100 E  
 College  
 Bowlful

111 E  
 College  
 Base  
 Ride  
 Brewery

119 E  
 College  
 The  
 Village  
 Cider

125 E  
 College  
 Anthony  
 Hutchins  
 &  
 Son

125 E  
 College  
 J. Kipka  
 Law



**LINE UP IN THE NORTH LOT OF THE PAC AT 11:45 AM TO BEGIN ENTERING THE AVENUE BY 12:00 PM.**

**Line up entering from North**  
**Durkee Street:**  
 -Main Celebration  
 -Wooden Nickel

201 E College  
 Nickel  
 National  
 Bank

204 E College  
 Justice  
 Members

215 E College  
 Power 2  
 Arcade  
 Bar

217 E College  
 Wooden  
 Nickel

226 E College  
 Pioneer  
 Parade

233 E College  
 Lawless  
 Coffee

232 E College  
 Inspire  
 Spa

 = Squad Car  
 = LTC Cars  
 = Hard Barricade

MORRISON STREET

DURKEE STREET

EDGE AVENUE

 1 Power  
 1 Power  
 Wooden Nickel  
 E Edge

 1 Power  
 1 Power  
 Main Celebration





DUNKLE STREET

TS230E

TS232E

TS300E

TS302E

303 E  
College  
Avenue  
Jewelry

308 E College  
Hard Music

PP300E

PP300E

LS307E

LS308E

PP309E

PP308E

LS310E

LS312E

PP310E

PP310E

LS315E

LS316E

PP318E

PP320E

LS321E

LS322E

322 E  
College  
YOOAS

PP325E

PP324E

LS329E

LS326E

PP331E

PP330E

330 E  
College  
History  
Museum  
ADP  
Skins

LS330E

LS332E

PP335E

PP334E

TS337E

TS340E



DREW STREET

 = Squad Car  
 = LTR Cars  
 = Hard Barricade

# APPLETON POLICE DEPARTMENT

## 2025 Mid-Year Budget Report

### Significant 2025 Events

In 2025, the Appleton Police Department continued to face challenges associated with the economy, recruitment, and increased traffic within the community. This is consistent with the nationwide trend of law enforcement agencies navigating unique obstacles within their community. With an emphasis on recruitment efforts, most police agencies experienced an increased need to hire police officers replacing those who retired or sought other professions. Although Appleton is faced with these same challenges, the Department continues an ongoing hiring process thereby attracting potential candidates throughout the year. At mid-year the Department has hired 8 police officers with 3 pending hires scheduled to attend the August police academy.

Traffic safety also continues to be a concern for both pedestrian and vehicular traffic along with other nuisance concerns, such as excessive vehicle noise. The Traffic Safety Unit (TSU) addresses complaints, educates the public, and identifies traffic enforcement initiatives and will continue to evaluate and refine traffic safety measures to create a positive safety culture in our community. Supplementing traffic safety efforts, the Police Department has been the recipient of multiple grants with over 68% of grants awarded supporting the Wisconsin Department of Transportation (DOT) initiatives for Impaired Driving, Speed, Pedestrian and Bicycle enforcements.

In addition to the Traffic Safety grants the department received funding through federal, state, and local agencies for drug enforcement, bullet resistant vests, bicycle helmets, specialized training, and other critical task force collaborations and initiatives. Grant sustainability is important to enhance programs, maintain equipment, expand services, and increase community safety. As a result, the department will continue to effectively seek grant opportunities.

Ensuring the safety of officers requires essential protection such as the external Load Bearing Vests (LBV) and carriers purchased in 2025. In addition to the soft body armor worn under clothing, the LBV covers a larger body area providing a higher level of protection as identified by the National Institute of Justice. The ergonomic design also enables easy access to duty equipment while distributing the weight more evenly across the torso, reducing strain on the shoulders and back. The LBV provides significant protection and ease of wear when responding to calls for service.

The Department continues to partner with various agencies to enhance our mission of reducing crime through prevention, intervention, and enforcement. An integral part of operation efficiencies is the use of technology, such as drones that provide real-time information when monitoring critical situations. Partnering with the Fox Cities Chamber of Commerce in 2025, the Department utilizes Axon Air to remotely deploy drones, benefiting first responders in knowing what is happening before they arrive on scene.

Being visible in the community is one of the most important strategies for community engagement. Our Community Resource Unit specializes in strengthening the foundation of trust and connecting individuals with support services and resources. Fostering positive relationships through events such as Neighborhood Watch, Fun Run, Charity Hockey Game, safety presentations, Butterfly Festival, reading to groups, etc. allows them to connect with youth, seniors, and specific populations within our community. Additionally, our continued collaborative efforts with the Public Health Department, and Community and Economic Development support various community initiatives through shared expertise and resources. The outreach to individuals, families, and neighborhoods will engage our citizens in events and provide an exchange of information to strengthen the wellness of our community.

The safe parks initiative creates a sense of community with park patrol special assignments in June, July, and August by the Community Service Officers (CSO). The outreach of this program is designed to ensure the safety of park visitors and to build positive relationships with residents. CSO's are assigned 4-hour blocks at various times of the day and week monitoring activity for appropriate use of parks. During the month of June, 120 hours of park patrol were completed.

The K9 Unit continues to provide support in suspect apprehension, locating missing persons, narcotics detection, and other critical areas through continued training to enhance their skills. Community support also remains essential to ensure the canines and handlers have the necessary training and equipment to assist our officers. Through donations made to the *Appleton Police K9 Program Fund* at the Community Foundation of the Fox Valley Region, the department purchased K9 Kaleb, the 11<sup>th</sup> canine for the department, replacing K9 Zuul who retired. Kaleb and his handler received intensive training in New Mexico from March 7<sup>th</sup> through April 20<sup>th</sup>.

**Budget Performance Summary**  
**City of Appleton Police Department**  
**For Period Ending June 30, 2025**

<b>Description</b>	<b>Adopted Budget</b>	<b>Year-To Date Expenses</b>	<b>Percent of Budget</b>
Executive	\$ 892,486	\$ 588,841	66%
Administration	\$ 1,888,706	\$ 901,850	48%
Community Services	\$ 860,372	\$ 425,521	49%
Investigations	\$ 5,829,972	\$ 2,648,623	45%
Field Operations	\$12,432,687	\$ 5,845,867	47%
<b>TOTAL</b>	<b>\$21,904,223</b>	<b>\$10,410,702</b>	<b>48%</b>

***Executive Objectives:***

- Provide leadership and oversight to the community to support community partnerships.
- Coordinate inter- and intradepartmental activities and solicit employee participation in department programs.

***Administrative Objectives:***

- Supply accurate and timely information to police officers, City departments, and other external agencies.
- Provide a centralized repository for all field reports created by law enforcement personnel.

***Community Services Objectives:***

- Provide support services to patrol officers by having Community Service Officers (CSOs) complete those operational tasks that do not require a sworn officer.
- Increase the number and effectiveness of proactive patrols and activities (City parks, parking ramps, special events, etc.).

***Investigative Services Objectives:***

- Conduct investigations in high-tech crimes.
- Support investigations with qualified forensic recovery and analysis.
- Build partnerships in the schools with staff, students, and parents to ensure a safe learning environment.
- Special Investigation Unit - aggressively pursue street level crimes and offenders.

***Field Operations Objectives:***

- Facilitate collaborative efforts between police and community partners
- Adapt quickly to changing conditions and constantly examine current operating practices to improve processes.
- Encourage community participation in crime prevention strategies.
- Create partnerships in the community to identify and solve recurring problems.

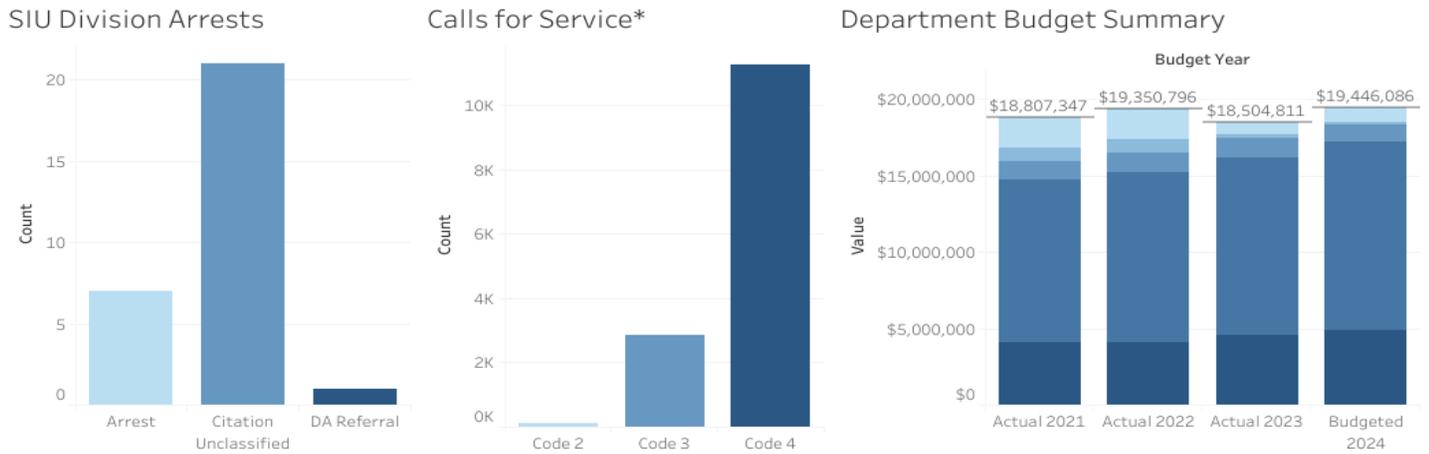
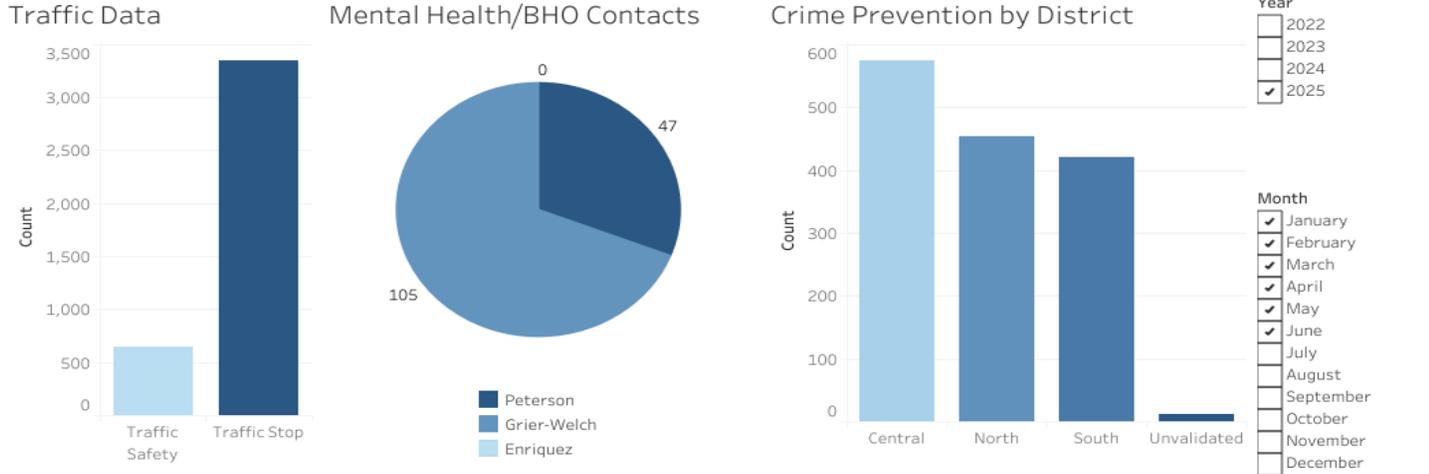
**Areas of Primary Concentration for 2025:**

- Continued collaboration of the Police Chief's Community Advisory Board to educate the community in crime prevention and other police services.
- Deploy law enforcement resources in the most efficient and effective manner to ensure we are successfully improving our ability to respond to the needs of the community.
- Strengthen community outreach with increased presence in neighborhoods and parks, neighborhood programs, and enhancing community policing initiatives.
- Provide excellence in investigative services to citizens and victims impacted by crime in our community.
- Prioritize traffic safety measures to enhance traffic safety in our community.
- Expand and use our communications platforms to educate the community on our successes and encourage active participation in public safety.
- Continue partnerships for collaborative crisis response to mental health calls for service.

# Appleton Police Department

The Appleton Police Department remains committed to protecting the lives and property within our community by prioritizing core services, identifying key initiatives for organizational efficiencies and acknowledging challenges we will continue to face to maintain public safety and trust. Through our community partnerships, we will educate the public regarding available services and facilitate collaborative problem-solving initiatives with other public and private agencies. Working together and individually our officers are engaged and proactive in addressing mental health issues, providing support to victims of crime, and collaborating with community groups and other agencies to resolve challenges through communication and transparency.

This dashboard is updated monthly with the previous month's data. This dashboard was last updated on 4/7/2025.



\*Types of Codes:  
**Code 2** - emergency response - officers respond with emergency equipment activated, driving with due regard for public safety (usually less than 3 minutes of dispatch for the first officer on scene, even at peak service demand times.)  
**Code 3** - priority response - officers respond promptly, driving with due regard, possibly activating emergency equipment at times to clear traffic for a quicker response (usually under 7 minutes for first officer on scene).  
**Code 4** - general response - non-emergency response. These calls may be held for available staff and may be handled by phone initially.

- Administrative Services
- Community Services
- Executive Management
- Field Operations
- Investigative Services