



City of Appleton

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

Meeting Agenda - Final Safety and Licensing Committee

Wednesday, August 27, 2025

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting
[25-0989](#) Safety & Licensing Committee Minutes from 8/13/25

Attachments: [S&L Minutes 8.13.25.pdf](#)

5. Public Hearing/Appealances

- [25-0990](#) Demerit Point Violation Appearance - Richmond Mobil

Attachments: [Richmond Mobil Demerit Pt Violation Letter.pdf](#)

- [25-0991](#) Demerit Point Violation Appearance - Maritime Bar

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

- [25-0992](#) Demerit Point Violation Appearance - MYMY

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

6. Action Items

- [25-0988](#) World Peace Festival Special Event Application

Attachments: [World Peace Festival Application.pdf](#)
[Memo - World Peace Festival Event.pdf](#)

[25-0994](#) Class "B" Beer and Reserve "Class B" Liquor License Revocation Hearing for Rivera Restaurants LLC - Vanessa Alvarado, Agent

Attachments: [Mr. Frogs Complaint 8-18-25.pdf](#)

[Mr. Frogs Summons 8-18-25.pdf](#)

[25-0995](#) The Safety and Licensing Committee may go into closed session pursuant to State Statute §19.85(1)(a) for the purpose of deliberating the revocation of an alcohol license and then reconvene into open session.

[25-0997](#) Class "B" Beer and "Class C" Wine License application for Ototo WI LLC d/b/a Ototo, Yia Thao, Agent, located at 205 N Richmond St, contingent upon approval from the Inspections and Public Works departments

Attachments: [Ototo.WI.LLC.Alcohol.Class B Beer Class C Wine.8.7.25.REDACTED.pdf](#)

[25-0996](#) Temporary Premises Amendment application for Henry Grishaber LLC d/b/a Hank & Karen's, Magdalene Kresal, Agent, located at 1937 E John St, on September 28, 2025 from 10:00 a.m. to 6:00 p.m. for annual car show event, contingent upon approval from the Inspections department

Attachments: [Hank & Karen's.Alcohol.PA_Temp.9.28.25.REDACTED.pdf](#)

7. Information Items

[25-0993](#) APD Matrix Study Memo

Attachments: [SL and HRIT info item - matrix study memo.pdf](#)

[Police revised 8-20-25.pdf](#)

[Prof Dev Admin DRAFT Lieutenant.pdf](#)

[25-0982](#) Special Events

- Casa Hispana, Latino Fest, Pierce Park, September 5th and 6th 2025
- WIJAM, Sol Dance, Jones Park, September 6th 2025
- Community First Fox Cities Marathon presented by Miron Construction, Approved Route, September 20th and 21st 2025

[25-0998](#) 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, August 13, 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: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

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](#)

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

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

5. Public Hearing/Appearances

[25-0808](#)

Demerit Point Violation Appearance - Mill City Public House

Attachments: [Mill City Demerit Pt Violation Letter.pdf](#)

No one appeared for the violation

[25-0809](#)

Demerit Point Violation Appearance - El Azteca Restaurant

Attachments: [El Azteca Demerit Pt Violation Letter.pdf](#)

No one appeared for the violation

[25-0810](#)

Demerit Point Violation Appearance - The Bent Keg

Attachments: [Bent Keg Demerit Pt Violation Letter.pdf](#)*Bruce Hawley, Agent, of Fremont, WI addressed the committee*[25-0811](#)

Demerit Point Violation Appearance - Lindo Michoacan

Attachments: [Lindo Michoacan Demerit Pt Violation Letter.pdf](#)*Pedro Juarez addressed the committee*[25-0812](#)

Demerit Point Violation Appearance - Northland Amoco

Attachments: [Northland Amoco Demerit Pt Violation Letter.pdf](#)*Rai Kishan Malhotra addressed the committee*

6. Action Items

[25-0961](#)

Food Truck Fire Inspection MOU

Attachments: [Grand Chute MOU - Combined Doc 07-30-2025 - GCFD signed.pdf](#)

Hartzheim moved, seconded by Fenton, that the Memorandum Of Understanding be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

Balance of the action items on the agenda.

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

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus

[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](#)

This Report Action Item was recommended for approval

[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](#)

This Report Action Item was recommended for approval.

[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](#)

This Report Action Item was recommended for approval.

[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](#)

This Report Action Item was recommended for approval.

[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](#)

This Report Action Item was recommended for approval.

[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](#)

This Report Action Item was recommended for approval.

7. Information Items

[25-0949](#)

AASD Truancy Initiatives Update

Attachments: [AASD Attachment.pdf](#)

The following spoke regarding the Truancy Initiative:

Greg Hartjes, AASD Superintendent

Angie Day, parent of Appleton North student

Stephanie Marta, social worker and attendance coordinator

Justin Heitl, Appleton Central principal

Laura Jackson, AASD Executive Director of Student Services

Jax Anderson

Mitch Anderson

[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

Hartzheim moved, seconded by Fenton, that the meeting be adjourned at 6:53 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Croatt, Hartzheim, Van Zeeland, Fenton and Firkus



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

July 24, 2025

**Richmond Mobil
3401 N. Richmond Street
Appleton, WI 54911**

Attention: Buddi Subedi

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 Richmond Mobil, located at 3401 N. Richmond Street, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 27 at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on April 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, City Clerk



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July 24, 2025

**Maritime Bar
336 W. Wisconsin Avenue
Appleton, WI 54911**

Attention: Daniel M. Burton

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 Maritime Bar, located at 336 W. Wisconsin Ave, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 27 at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 22, 2025 which resulted in convictions on June 25, 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, City Clerk



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July 24, 2025

**MYMY
2825 N Ballard Road
Appleton, WI 54911**

Attention: Pa Zao Chang

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 Mymy, located at 2825 N Ballard Road, in the City of Appleton. Furthermore, you are hereby required to attend the Safety and Licensing Committee on Wednesday, August 27 at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, to inform the Committee about your efforts to rectify the issues that caused the imposition of any demerit points.

Your establishment recently had a violation for Dispense Alcohol to Minor on March 21, 2025 which resulted in convictions on July 2, 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, City Clerk



Special Event Permit Application Form

CASH OR CHECK ONLY!

- Additional Documentation**
- Safety and Emergency Plan
 - Certificate of Insurance
 - Route/Map
 - Supplemental Parade Questionnaire

FEES ARE NON-REFUNDABLE

<input checked="" type="checkbox"/> Special Event Application Fee (CLLCMS) \$75.00	Date Recv'd <u>8/19/25</u>
<input checked="" type="checkbox"/> Police Investigation Fee (CLLPF) \$7.00	Total \$ <u>82.00</u>
	Receipt #: <u>9055-2</u>

Applicants will be assessed the cost of 25% of City services rendered for the event. Invoices will be sent within 45 days after the event concludes.

Please Note: Incomplete applications will not be accepted and will be returned to applicant. Applications are forwarded for review once payment is received. Applying does not guarantee the application will be approved. For additional information, please refer to the Special Event Policy or Manual.

PLEASE PRINT CLEARLY!

SECTION 1 – EVENT ORGANIZER - Information about the person, entity or organization holding the special event.

Organization's Name: World Peace Festival

Organization's Address: 1911 N. Morrison St. Appleton 54911

Organization's Phone Number: _____ Organization's Email/Website: _____

SECTION 2 – APPLICANT INFORMATION - Information for person to contact before, during and after the event, if necessary.

Name: Bedford Hines

Address: 1911 N. Morrison St. Appleton 54911

Phone Number: _____ Email Address: _____

SECTION 3 – EVENT INFORMATION - Application must be filed at least 45 days prior to the event.

Name of Event: World Peace Festival

Event Location: Pierce Park

Event Date (list each date if it's a multi-day event): 9/13/25

Event Set Up Time: <u>10 am</u>	Event Start Time: <u>1:00 pm</u>	Event End Time: <u>4:00 pm</u>
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Head of Security's Name: John Polakowski Head of Security Phone Number: 920 427-7776

Anticipated Attendance (Participants/Attendees): 250

Admission Requirements: Free

Event information (whether the event has occurred before, purpose, activity, who can participate, etc.):
Celebrating Peace throughout world

SECTION 4 – APPLICANT CHECKLIST - *The applicant is responsible for contacting all necessary City departments and for obtaining all necessary reservations, permits, licenses and variances. Answer all questions regardless of size of event. Incomplete applications will not be processed.*

DEPARTMENT OF PUBLIC WORKS – (920) 832-5580

	Yes	No	Action to be taken by applicant:
1. Are you requesting street closure? Name of barricade company _____	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, your barricading contract provider will be required to submit a Traffic Control Plan to the Department of Public Works.
2. Did you include a <i>detailed map/diagram</i> of the event location and route (if applicable) with this application?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Be sure the event map/diagram is detailed, including showing all turns and the number of traffic lanes to be used.
3. Are you requesting parking meters to be bagged?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, a list of meters must be provided to the Department of Public Works.
4. Are you requesting use of the sidewalk or right of way?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Department of Public Works for a Street Occupancy Permit.
5. Are you requesting use of City Electricity (on City street poles/planters)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, please provide diagram specifying requested locations of outlets.

FIRE DEPARTMENT – (920) 832-5810

	Yes	No	Action to be taken by applicant:
1. Will the event be held indoors?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Fire Department for more information.
2. Will a tent or any other temporary structure be erected?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Fire Department for information about submitting a structure plan.
3. Will there be a tent larger than 200 square feet?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Fire Department for a permit.
4. Will fireworks/pyrotechnic be used during the event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Fire Department for a permit.

HEALTH DEPARTMENT – (920) 832-6429

	Yes	No	Action to be taken by applicant:
1. Will food be prepared and/or served at the event?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If yes, contact the Health Department for permitting requirements and for safe food handling tips.
2. Will there be a band or amplified music/noise?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If yes, contact the Health Department for a variance and more information.
3. Will there be portable restrooms?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, review guidelines on portable restrooms available in the Special Event Policy and Manual.

PARKS & RECREATION DEPARTMENT – (920) 832-5905

	Yes	No	Action to be taken by applicant:
1. If the event will be in a park have you reserved the park?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If no, contact Parks and Recreation to make a reservation.
2. Will there be rides and/or inflatables at the event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact Parks and Recreation for more information.

POLICE DEPARTMENT – (920) 832-5500

	Yes	No	Action to be taken by applicant:
1. Do you have a plan for medical emergencies that may occur during your event?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If no, contact the Police Department for assistance.
2. Is security needed for the event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Police Department for assistance defining your safety/security plan.
3. Are you requesting any special parking restrictions?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the Appleton Police Department for more information.

RISK MANAGEMENT – (920) 832-6300

	Yes	No	Action to be taken by applicant:
1. Do you have the proper insurance for your event, and have you provided your certificate of insurance to the City?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If no, contact the City's Risk Manager.

CITY CLERK'S OFFICE – (920) 832-6443

	Yes	No	Action to be taken by applicant:
1. Will alcoholic beverages be served/sold at the event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>If yes, contact the City Clerk's Office to obtain a Temporary Class "B" license.</i>
2. Does your event plan include a parade?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the City Clerk's office to fill out the required Supplemental Parade Questionnaire.
3. Does your event plan include shuttle services/rides?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the City Clerk's office for information on the licensing of taxicab/limousine/shuttle companies.
4. Do you owe money for past events?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, contact the City Clerk – your application may not be accepted.

SECTION 5 – ADDITIONAL INSURED REQUIREMENT

For events that involve more than 250 people, if a street closure is requested or if structures are brought onto public premises; the event holder agrees to list the City of Appleton, and its officers, council members, agents, employees, and authorized volunteers as an additional insured on the event holder's general liability insurance policy. Certificates of Insurance displaying this additional insured status must list the following as the certificate holder: City of Appleton, Attention: Risk Manager, 100 North Appleton Street, Appleton, WI 54911.

Signature of Applicant:

Bedford Hines

Date:

8/17/25

Print Name:

Bedford Hines

SECTION 6 – CERTIFICATION

By signing below, I certify that I am at least 18 years of age, that I have read and understand the Special Event Policy, and that I agree to the terms and conditions contained in the Special Event Policy. My signature further confirms (i) that I understand the filing of this application does not ensure the issuance of a Special Event Permit, (ii) that the Special Event Permit Fee is non-refundable pursuant to the terms of the Special Event Policy, (iii) I will be responsible for ensuring the event and event participants comply with all applicable city ordinances, traffic rules, park rules, state health laws, fire codes and liquor licensing regulations and any other applicable laws, rules and regulations including the Special Event Policy, (iv) that fees for park facilities, food sales permits, tent and fireworks permits, etc., are in addition to the Special Event Permit Fee, (v) that I am authorized to apply for this Special Event Permit on behalf of the organization holding the event (if applicable), and (vi) that the information contained in this Application is true to the best of my knowledge. I understand that intentionally providing false or misleading information in this Application may lead to civil or criminal penalties.

Signature of Applicant:

Bedford Hines

Date:

8/17/25

Print Name:

Bedford Hines

SECTION 7 – INDEMNIFICATION

Please read carefully before signing! This section affects your legal rights.

IF THERE IS ANYTHING IN THIS SECTION THAT YOU DO NOT UNDERSTAND OR IF YOU OBJECT TO ANY PROVISION CONTAINED IN THIS SECTION, YOU SHOULD NOT SIGN THIS SECTION AS IT IS DRAFTED, BUT RATHER SEEK ADVICE FROM YOUR LEGAL COUNSEL. REQUESTS FOR MODIFICATIONS MAY BE DIRECTED TO THE CITY ATTORNEY'S OFFICE AT 920-832-6423 WEEKDAYS BETWEEN 8:00 AM AND 4:00 PM.

INDEMNIFICATION: BY SIGNING BELOW I ACKNOWLEDGE THAT FOR GOOD AND VALUABLE CONSIDERATION, I, THE APPLICANT, ON BEHALF OF MYSELF AND THE ORGANIZATION, IF APPLICABLE, AGREE TO INDEMNIFY, DEFEND AND HOLD HARMLESS THE CITY OF APPLETON AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS FROM AND AGAINST ANY AND ALL LIABILITY, LOSS, DAMAGE, EXPENSES AND COSTS, INCLUDING ATTORNEY FEES, ARISING OUT OF THE ACTIVITIES PERFORMED AS DESCRIBED HEREIN, CAUSED IN WHOLE OR IN PART BY ANY NEGLIGENT ACT OR OMISSION OF THE APPLICANT/ORGANIZATION, ANYONE DIRECTLY OR INDIRECTLY EMPLOYED BY ANY OF THEM OR ANYONE WHOSE ACTS ANY OF THEM MAY BE LIABLE, EXCEPT WHERE CAUSED BY THE SOLE NEGLIGENCE OR WILLFUL MISCONDUCT OF THE CITY.

Signature of Applicant:

Bedford Hines

Date:

8/17/25

Print Name:

Bedford Hines

Event Timeline	
Include: start and finish times, road closure and reopening times, setup, clean up, etc.	
Time	Action
1:00	Speakers, Signing, Games for kids
4:00	Closure + pack up + clean up

Security / Event Attendance	
<ul style="list-style-type: none"> Designated security is required at the rate of 1/600 people for alcohol free events. Designated security is required at the rate of 1/300 people for events serving alcohol 	
Total number of people attending event?	150-250
Number of people present at busiest time?	200 - maybe 250
Will alcohol be served?	No
Admission requirements (guest list, public, etc)	None
Primary event security contact	John Polakowski
Total number of staff dedicated to security	Four
How security staff will be identifiable	
Location of security staff during event	Throughout event near Pavilion
Will private security be hired?	None
Private security main contact name and #	None

Medical Emergencies and Resources	
Does your event include strenuous activity?	No
Will EMS services be hired?	No
<ul style="list-style-type: none"> Company name and primary contact List resources (ambulance, EMT, etc.) 	
List any event staff with EMS training	None
Who is responsible for activating EMS / 911?	John Polakowski
Location of first aid stations	None
Any UTV / ATV / Golf Carts for transport	No
List mass casualty collection location	None

Weather Monitoring and Cancellation	
Person responsible for weather monitoring	John Polakowski
Shelter location	Pierre Park Pavilion
Evacuation plan / location	Com to Pavilion or go to cars
Emergency announcement method	Hand speaker
Predetermined criteria for weather cancellation	Checking weather reports
Link to the National Weather Service	NWS Forecast Page For Your Event

Items on this page fall under the direction of the Appleton Fire Department

Crowd Managers	
<ul style="list-style-type: none"> For inside events with over 500 people, one certified crowd manager is required per 250 people. For outside events with over 1,000 people, one certified crowd manager is required per 250 people Contact the Appleton Fire Department for crowd manager training 	
Describe evacuation plan	Pavilion + Cars
Describe shelter plan	Pavilion
Total # of crowd managers for your event	# One
List crowd managers	John Polakowski

Fire Alarm / Fire Safety / Other Hazards	
<ul style="list-style-type: none"> The Appleton Fire Department is committed to a fire prevention program that places a high priority on the safety and welfare of the public while minimizing potential fire and life safety hazards. Establishing fire prevention and life safety procedures at your special event is an essential component of the event planning process. Contact the Appleton Fire Department at (920)832-3934 for additional information. 	
Will the event be taking place in a building?	No
How will staff respond to an indoor fire?	N/A
Who is responsible for reporting a fire/alarm?	N/A
Will the event be taking place outdoors?	Yes
How will staff respond to an outdoor fire?	Evacuation + extinguisher
Fire Extinguishers	
List locations for any additional extinguishers	On site
Have staff been trained on their use?	Yes
Are staff expected to use extinguishers?	John Polakowski
Or, are staff expected to simply evacuate?	
Will a fire watch be provided for the event?	Not exclusively
If you answer YES to any of the following, complete Form SE-07	
Will there be chemicals / hazardous materials?	No
Will there be pyrotechnics or explosives?	No
Will there be tents at the event?	No

Other	
List any additional Safety Planning Procedures	



CITY OF APPLETON

MEMORANDUM

Special Event Denial – World Peace Festival

Date: August 22, 2025

To: Safety & Licensing Committee, Christopher Croatt – Chair;
Common Council

From: Amy Molitor, City Clerk

Encl: Special Event Denial Letter

The Special Event Policy requires applications to be submitted a minimum of forty-five (45) days prior to the event date. This is to allow adequate time for planning and resource availability to support special events. Bedford Hines applied for the World Peace Festival event on August 19th which is twenty-five (25) days out from the event date of September 13, 2025. As a result of the late submittal, the application was automatically denied pursuant to the policy. The policy allows for applications that are denied for any reason to be submitted to the Common Council by way of the Safety & Licensing Committee for final determination.

The special event application has been routed for departmental recommendations. As of August 22nd, approval recommendations have been received from the Fire Department and Risk Management. Recommendations have not yet been received from the Police, Health, Public Works, and Parks & Recreation departments or Valley Transit.



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK

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

August 19, 2025

Bedford Hines
1911 N. Morrison Street
Appleton, WI 54911
bbhines68@yahoo.com

This letter is in reference to your application for a special event permit filed on August 19, 2025 for a World Peace Festival event to occur September 13, 2025. Per the City of Appleton Special Event Policy V.A.1. completed applications for a special event permit must be received a minimum of forty-five (45) days prior to the commencement of the event. Late applications result in an automatic denial of the special event permit.

Due to the late submission of your application, it is automatically denied. You have the right to appeal this denial recommendation to the Safety & Licensing Committee. You provided our staff with notice of your intent to appeal at the time of submitting your application. The special event permit application is scheduled to go before the Safety & Licensing Committee on Wednesday, August 27, 2025. Their recommendation will proceed to Common Council for a final decision.

Should you have any questions related to this matter, please contact my office at the phone number provided above.

Respectfully,

Amy Molitor
City Clerk

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.

bounder 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



STATE OF WISCONSIN

CITY OF APPLETON

**CITY OF APPLETON,
a Wisconsin Municipal Corporation,
100 N. APPLETON STREET
APPLETON, WI 54911**

SUMMONS

v.

**Rivera Restaurants LLC
AGENT: Vanessa Alvarado
d/b/a Mr. Frogs on the Ave
409 W. COLLEGE AVE.
APPLETON, WI 54911**

TO: Any City of Appleton Police Department Officer

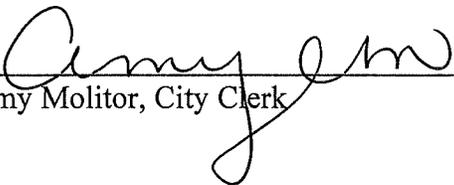
PLEASE TAKE NOTICE THAT,

**VANESSA ALVARADO
409 WEST COLLEGE AVENUE
APPLETON, WI 54911**

is commanded to appear at the Safety and Licensing Committee Meeting on Wednesday, August 27, 2025, at 5:30 p.m. in the Council Chambers, 100 North Appleton Street in the city of Appleton and show cause why her Reserve "Class B" and Class "B" Alcoholic Beverage Licenses should not be revoked in accordance with Wis. Stat. Sec. 125.12.

Dated in Appleton, Wisconsin this 18th day of August, 2025.

CITY OF APPLETON



Amy Molitor, 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)

<input checked="" type="checkbox"/> Class "A" Beer	\$ _____	<input checked="" type="checkbox"/> Class "B" Beer	\$ <u>100</u>
<input type="checkbox"/> "Class A" Liquor	\$ _____	<input type="checkbox"/> "Class B" Liquor	\$ _____
<input type="checkbox"/> "Class A" Liquor (cider only) \$ _____		<input type="checkbox"/> Reserve "Class B" Liquor \$ _____	
<input checked="" type="checkbox"/> "Class C" Liquor (wine only) \$ <u>100</u>		Deposit \$ <u>50</u>	

Fees	
License Fees	\$ <u>200</u>
Background Check Fee	\$ <u>7</u>
Publication Fee	\$ <u>60</u>
Total Fees	\$ <u>267</u>

Part A: Premises/Business Information			
1. Legal Business Name (individual name if sole proprietorship) <u>Ototo LLC WI</u>			
2. Business Trade Name or DBA <u>Ototo</u>			
3. FEIN		4. Wisconsin Seller's Permit Number <u>456-1032138331-02</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>WI</u>		7. Date of Organization <u>07/07/25</u>	8. Wisconsin DFI Registration Number <u>0046738</u>
9. Premises Address <u>205 N Richmond St</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 <u>10</u>
16. Premises Phone <u>920-666-8667</u>		17. Premises Email <u>ototo WI @ outlook.com</u>	18. Website <u>N/A</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>1250 sq.ft Alcohol beverage are purchase from asahi and beechwood. alcohol will be sell inside inside the restaurant, stored in the refrigerator inside the kitchen and serve to customers in the dining area where customers were eating, related records are keep in the basement in a small office. the building have dining area, kitchen and basement where dry good and an additional</u>			
20. Mailing Address (if different from premises address) <u>etch alcohols are storage.</u>			
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
Thao	Yia	managers or 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 Thao	First Name Yia	M.I.
Title Owner	Email	Phone
Signature 		Date 8-6-25

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 8-7-2025	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Alcohol Beverage Appointment of Agent

Date

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

Part A: Business Information	
1. Legal Business Name (Individual name if sole proprietor) <i>Ototo LLC WI</i>	
2. Business Trade Name or DBA <i>Ototo</i>	
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.	

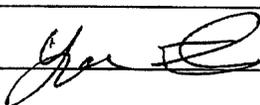
Part B: Agent Information			
1. Last Name <i>Thao</i>	2. First Name <i>Yia</i>	3. M.I.	
4. Email		5. Phone	
6. Home Address <i>5561 N Calmes Dr</i>			
7. City <i>Appleton</i>	8. State <i>WI</i>	9. Zip Code <i>54913</i>	10. Age
11. Drivers License/State ID Number		12. Drivers License/State ID State of Issuance	

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

Continued →

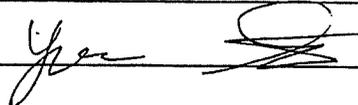
Part D: Business Attestation

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

Last Name Thao		First Name Yia		M.I.
Title Owner	Email		Phone	
Signature 			Date 8-6-25	

Part E: Agent Attestation

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

Last Name Thao		First Name Yia		M.I.
Signature 			Date 8-6-25	



City of Appleton

Alcohol License Questionnaire

1. Applicant Name: Yia Thao

2. Business Name: Ototo

Date the LLC/corporation/partnership/sole proprietorship commenced: 7/7/2025

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: 205 N Richmond St

4. Primary Business Activity:

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

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

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

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? 8-4-25

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: I wanted to start a business as that concept and type.

8. Anticipated date of opening? 8/2/25

9. Will your business sell or serve food?

Yes If yes, please describe the type of food offerings available Asias Asian cuisine food

No

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

Seating Capacity: Inside: 20-30

Outside: 0

Operating Days/Hours: Inside: 11am-9pm

Outside: none

Employees/Staff (per shift/day) Number of Personnel: 3

Approximate floor building area of the premises to be licensed: 1250 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:

Days of operations Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday

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

Signature [Handwritten Signature]

Date 8-6-25

John St

137 E John
Recently view

JD's Drive-In
As busy as it gets

remont St





Polly Olson, Chief of Police
222 South Walnut Street
Appleton, WI 54911
Phone: 920.832.5500
Fax: 920.832.5553
police.appletonwi.gov

To: Safety and Licensing Committee
Human Resources and Information Technology Committee
From: Chief Polly Olson
Date: August 7, 2025
Subject: Staffing Study – Informational Item

At the conclusion of the last budget cycle, the Common Council provided approval to fund a staffing study for the police department. A competitive Request for Proposals process was conducted, and the project was awarded to Matrix Consulting Group (Matrix); a consultancy with extensive experience in law enforcement agency staffing analysis. This study commenced in December 2024, and the final draft was received in July 2025.

The Appleton Police Department (APD) has had a long history of being an innovative and progressive police agency. When I was hired 25 years ago, the APD was one of very few agencies seeking candidates with diverse backgrounds and experience. They placed value on a higher education, rewarding employees who obtain advanced degrees. This practice has not changed. Although the landscape of policing has evolved significantly, our standards and expectations remain high and consistent.

Because of the high expectations set for our employees, we have been able to cultivate a strong relationship with our community with existing resources. We employ police officers with a leadership mindset who take personal responsibility for ensuring transparency and collaboration with those we serve.

This staffing study brought to light the strengths of our agency. It also identified some areas where changes might help to positively address some of the “pain points” experienced by our staff. Regardless of the recommendations we ultimately implement, the actionable strategies illuminated in this study will help guide us in the right direction to ensure we continue our long-standing practice of excellence in policing.

The request for Matrix was to “provide essential insights to ensure adequate staffing levels, optimize service delivery throughout all divisions within the organization, and meet the needs of the evolving community.”

This process was data driven with a large emphasis placed on CAD data and case management information. It is difficult to capture the nuances within an agency when relying heavily on summative statistical data alone. When considered alongside departmental knowledge of the nuances and context behind said data, the report's recommendations have been found reasonable and are expected to further enhance our ability to effectively serve this community.

It is important to note that this study is a snapshot of where we are at as an organization using data primarily from 2024. It does not account for future city growth, the anticipated continued diversification of our community, and potentially changing safety demands. The growth on the north side of the city should be considered when evaluating future patrol needs. Additional needs for traffic enforcement and greater demands for response to community-generated calls for service can be expected with further growth. Additional operational needs, such as consideration of the use of sub-stations to improve response times and employee experience, may also be needed in the future.

It is also important to recognize the work we do in the police department is dependent on programming and other vital work happening across the City of Appleton. Our success as an agency hinges on continued positive collaboration across all city departments. For example, our partnership with the City Health Department to house the Basic Needs Social Worker and our work with CEDC to reimagine "Neighborhoods" and our "Neighborhood Watch" program. This report and its recommendations assume a steady state in all other areas of City operations and programming.

The full report is 135 pages. Here are the key highlights:

Pages 2-4 – Summary of recommendations:

- Administrative Services Department
 - Identifies the manager has a large span of control, therefore recommends converting both "Lead" positions into official supervisory roles. **This recommendation is based on a basic span-of-control formula that does not account for on-the-ground operational realities. We will continue to monitor unit performance with this recommendation in mind, however, we are not considering immediate action.**
- Patrol Division
 - Increase patrol staffing by 1 FTE – **Mayor Woodford intends to include a request for an additional patrol FTE for Council consideration in the 2026 Executive Budget and Service Plan.**
 - Deploy patrol personnel to optimize their service levels – **APD Command is exploring various schedules for patrol. Examples of potential changes include: shifting resources to earlier in the day; adjusting minimum staffing levels to better meet service demands; adjusting minimum staffing by the season.**
 - K9 Unit will establish their own schedule to maximize their deployments. **This could result in a potential estimate savings of \$25,000 in overtime costs which could offset some of the cost of an additional patrol officer position.**
 - Increase the traffic unit by 3 Full-Time Equivalent Positions (FTE) – **Adding additional traffic safety officers will be a future priority.**
 - Explore converting the Operations Coordinator to a non-sworn position – **As this is a complex role with interwoven responsibilities, APD Command finds that a sworn officer in this role is required. Recommendation will not be considered at this time.**

- Increase Professional Development by 2 full-time officers – We are exploring moving one patrol lieutenant into the Professional Development unit to share training and additional administrative duties. This could expand our capacity for Virtual Reality training, equipment management, and small group intensive training. We recognize we have an obligation to ensure we provide exceptional support and training for our staff. We feel we can accomplish this with reallocation of existing resources.
- Investigative Services
 - Add 1 FTE Lieutenant to both Investigative Services Unit (ISU) and the School Resource Officer (SRO) unit – This recommendation is based on a basic span-of-control formula that does not account for on-the-ground operational realities. We will continue to monitor unit performance with this recommendation in mind, however, we are not considering immediate action
 - Maintain current staffing of detectives but transfer caseload from SROs to ISU – We are evaluating caseloads for all investigators to ensure resources are properly managed. Our investigative services division is unique when compared to similar and larger-sized agencies. As we are situated in three counties, we work with three vastly different district attorneys. We expect high clearance rates from our investigators, who work tirelessly to develop relationships with victims and witnesses. This takes additional time and resources but is the cornerstone of our mission and values as an organization. Several of our investigators serve on federal-level taskforces, and this time was not captured in the study. It is not unusual for our investigators to get pulled into assisting SIU with warrants or to conduct unified tactics training – this time was also not accounted for in this study.
 - Add 1 FTE Forensic Evidence Specialist – We are prioritizing this recommendation for the 2027 budget cycle.
 - Create a Forensic Evidence Supervisor – We are prioritizing this recommendation for the 2027 budget cycle.
 - Add 1 FTE Sex Offender Registry Specialist (SORP) investigator, 1 FTE Lake Winnebago Area MEG – Drug Unit (LWAM) investigator, 1 FTE Special Investigations Unit (SIU) Investigator – These recommendations will be considered as a part of our future planning. We are prioritizing Internet Crimes Against Children (ICAC) Investigations and seeking ways to better distribute the caseload of the current SORP investigator.

Pages 5 – 17 – Administrative Services

Pages 18 – 21 – Calls for service by Hour, Weekday, and by Month (2024)

- 27,713 community-generated calls for service
- Calls for service peak between 1500 and 1700 M-F, 1700 on Sunday, and between 1900 and 2100 on Saturday.
- Calls for service are lowest at 0400
- Calls for service are notably lower in the winter months, with a 13.2% decrease in February.
- Calls for service are predictably the highest in the summer months, with a 16.1% increase in August.

Pages 21-22 – Most common calls for service by type

Page 23 – Response times

- Excellent overall response times. Response times are calculated from the time of call creation to the time of arrival.

Pages 24 – 25 – Analysis of patrol resource needs

- Patrol Proactivity - the percentage of time in which an officer is available and on duty that is not spent responding to community-generated calls for service.
- Our agencies targeted patrol proactivity level was determined to be **50%**

Pages 25 – 34 – Patrol unit staffing, net availability, and proactivity

- APD was staffed with 48 patrol officers during 2024. This was our “average staffing level,” which excludes officers in training, light-duty assignments, and extended absences. This number also excludes the K9 and traffic officers.
- Work hours/FTE per year = 2015
- Average total leave hours/FTE = 211 (pulled from actual data for 2024)
- On-duty court time/FTE = 20 hours (this was an average based on the industry standard – our CAD system does not accurately track this metric)
- On-duty training time/FTE = 75 hours (calculated from APD data)
- Administrative time/FTE = 273 hours
- **Total net available hours = 1436 (2015-211-20-75-273=1436)**
- **Total net available hours per year are 68,928 (1436 hours x 48 officers)**
- **Total workload is 36,532 hours (total time taken to handle the community-generated calls for service)**

CALCULATION OF OVERALL PATROL PROACTIVITY

Total Patrol Net Available Hours		68,928
Total Patrol Workload Hours	–	36,532
<hr/>		
Resulting # of Uncommitted Hours	=	32,396
Divided by Total Net Available Hours	÷	68,928
<hr/>		
Overall Proactive Time Level	=	46.9%

- APD patrol units have a patrol proactive time of **46.9%**, a figure that falls short of the targeted levels of proactive capability (50%). This percentage indicates staffing levels are potentially capable of handling the calls for service workload in Appleton with sufficient proactive time available to address problems in the community.

PROACTIVITY BY HOUR AND WEEKDAY

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Overall
2am-6am	63%	79%	75%	74%	72%	66%	43%	69%
6am-10am	32%	24%	28%	26%	12%	22%	41%	28%
10am-2pm	26%	2%	-2%	6%	6%	-22%	15%	5%
2pm-6pm	29%	25%	28%	27%	27%	18%	37%	33%
6pm-10pm	47%	53%	46%	57%	53%	45%	45%	49%
10pm-2am	57%	74%	55%	69%	70%	62%	53%	63%
Overall	45%	48%	42%	48%	46%	37%	42%	47%

- These findings suggest that our department maintains strong proactive levels during the night and overnight hours, but there is limited flexibility during the daytime periods. For the community, this means that service levels are likely more responsive and enforcement-oriented at night, but more reactive and call-driven during the day. As such, any efforts to enhance visibility, conduct proactive enforcement, or address quality-of-life concerns during daylight hours may require additional staffing, strategic reallocation of resources, or a combination of approaches.

Pages 34 – 36 – Patrol unit staffing levels required to meet service level objectives

- The amount of “buffer” that an agency requires should be based on the historical rate of attrition in patrol.
- Turnover data was examined from 2022 – 2024
- Our turnover rate was determined to 9.3%. This means an additional 9.3% authorized positions should be added on top of the actual number currently filled to account for turnover.

CALCULATION OF PATROL UNIT STAFFING NEEDS

Total Workload Hours		36,532
Proactivity Target		50%
Staffed Hours Needed	=	73,065
Net Available Hours Per Officer	÷	1,436
Turnover Factor	+	9.3%
<hr/>		
Patrol Officer FTEs Needed	=	56

- The data suggest our department needs to be staffed with **56 patrol officers** to reach the targeted proactivity rate of 50%.

Pages 36 – 39 – Analysis of self-initiated activity

Pages 39 – 42 – Recommended patrol staffing deployment

RECOMMENDED PATROL STAFFING AND DEPLOYMENT

Team	Shift	Start Time	End Time	# Rec.
Red	Days	0700	1900	9
	Swing 1	0900	2100	6
	Swing 2	1500	0300	6
	Nights	1900	0700	7
Blue	Days	0700	1900	9
	Swing 1	0900	2100	6
	Swing 2	1500	0300	6
	Nights	1900	0700	7
Total FTE (Recommended):				56

Pages 42 – 44 – Evaluation of minimum staffing levels

- When evaluating the minimum staffing levels of a police patrol division, it is critical to consider both the workload demands and the need to maintain continuous coverage across all shifts. Key factors include the volume and nature of calls for service, response time expectations, geographic coverage areas, and officer availability after accounting for leave, training, and other non-patrol duties. Ultimately, the goal is to maintain adequate staffing to ensure officer safety, public service levels, and operational flexibility at all hours of the day.

- To evaluate the minimum staffing levels for their effectiveness in their ability to handle the workload in Appleton across all hours of the day, project staff have assigned a **20% proactivity** floor and calculated hourly staffing needs based upon this proactive driver.
- The 20% proactivity level is the minimum number of officers needed to handle calls for service. This does not account for officer-safety factors, fatigue, etc.

Pages 44 – 47 – K9 Unit

**see above recommendations

Pages 47 – 49 – Traffic Safety Unit

- The expansion of the traffic safety unit will increase capacity for the patrol unit to handle calls for service by reducing the number of crashes and unsafe driving complaints generated by the community. This will be a future budget priority.

Pages 50 – 54 – CSO's

Pages 54 – 55 – Operations Coordination

- **see above recommendation

Pages 56 – 59 – Professional Development

- Education and training are critical components of police agencies. Advanced training technologies and techniques are essential for equipping officers with a necessary combination of knowledge and skills, enhancing the safety and effectiveness of law enforcement while benefiting communities.
- Increasing Professional Development staffing will enable our department to explore advanced training technologies and techniques and enhance the department's training program for both sworn and non-sworn employees. Although the department will need to continue relying on part-time trainers, adding an additional officer (potential achieved by moving a patrol lieutenant) will help alleviate staffing issues and overtime caused by depending on part-time trainers to fulfill these roles.
- Additional administrative responsibilities give to this position will free up time for patrol lieutenants to be present for additional field supervision.

Pages 60 – 63 – Investigator net availability calculation

- As previously mentioned above, the 2027 budget cycle will prioritize adding a civilian to the evidence unit. The creation of a supervisor for that unit is also a priority item.
- The evidence unit is one of the highest liabilities in the department. It is imperative we have adequate staffing to ensure the integrity of our evidence and property. We fill current gaps in service by assigning officers to this unit while they are operating in a modified duty capacity. While sufficient in the immediate term, this is not a sustainable plan moving forward.

Pages 77 – 80 – Crime analyst and School Resource Officer Unit

- Evaluate the handling of investigative caseload by SRO's – consider transferring some cases to ISU.
- Adding an additional SORP investigator will be considered in future planning exercises.

Pages 80 – 82 - Special Investigations Unit

- Matrix recommended adding an investigator to both SIU and the MEG unit. This recommendation was based on the high production of the unit with self-initiated activity and their measurable outcomes. Increasing capacity in this unit in the future will be a decision made after considering community priorities.

Pages 82 – 90 – Community Resource Unit

- The aggregate activity of this unit is difficult to quantify with limited mechanisms for measuring outcomes. The work of this unit was captured by detailing the expectations from each role.

Results of the Employee Survey

- The initial round of invitations was distributed on February 24, 2025, and the survey closed to responses on March 7, 2025. Of the 140 invitations sent to APD employees, the project team received 115 responses (either partial or complete), resulting in a response rate of 82%.

Highlights:

- APD respondents expressed high levels of satisfaction on several key topics, including:
 - General service levels to the City of Appleton
 - Training practices within the department
 - Patrol and other field services within the agency
- While respondents felt that the current alternative response services offered by APD are strong, respondents (notably civilian respondents) indicated that these personnel are fully utilized and that the need for these services is growing throughout the City of Appleton.
- Open-ended responses indicate that staffing is the most notable opportunity for improvement within APD, while the personnel within APD is the organization's greatest strength.

#	Statement	SD	D	A	SA	NO
1	The department provides a high level of service to the community.	1%	2%	44%	54%	0%
2	Community policing is a high priority for the department.	1%	7%	42%	49%	1%
3	In general, we have a good relationship with the community.	0%	0%	44%	55%	1%
4	I have the <u>technology necessary</u> to complete my job tasks adequately and efficiently.	5%	20%	51%	21%	3%
5	Appleton PD is a desirable place of employment for potential employees.	0%	5%	51%	38%	6%
6	There is clear communication from the top of the organization.	8%	31%	42%	15%	5%
7	Supervisory spans of control are adequate.	5%	11%	57%	17%	10%
8	We have the resources we need to complete our jobs effectively.	2%	21%	57%	18%	2%

Responding employees indicated high levels of agreement relating to all topics covered in the general topics' matrix above. This finding is extraordinary in the experience of Matrix project staff. The members of our Command Staff were pleased to see the level of overall alignment of these results in the survey. We would like to further explore questions #4 and #6 above to determine how and where to make improvements.

#	Statement	SD	D	A	SA	NO
1	I received enough initial training to be effective at my job.	1%	3%	69%	27%	0%
2	I received enough continual training to be effective at my job.	0%	19%	58%	21%	3%
3	Our training division has adequate resources to provide sufficient training for our department.	7%	24%	50%	13%	5%
4	There is sufficient specialized training offered through the department.	5%	33%	46%	11%	6%
5	The department <u>provide</u> sufficient opportunities to attend specialized <u>trainings</u> outside the department.	8%	36%	39%	10%	6%

The responses to these questions helped us prioritize growing our training unit to elevate our ability to facilitate good quality training and growth opportunities.

#	Statement	SD	D	A	SA	NO
1	We have sufficient proactive time available to address problems in the community.	5%	31%	53%	8%	3%
2	Most of the time, there are adequate backup units available.	7%	19%	63%	10%	2%
3	Our response times to lower-priority calls are adequate.	2%	15%	71%	12%	0%
4	Our response times to higher-priority calls are adequate.	0%	7%	54%	37%	2%
5	Our current shift schedule works well operationally.	2%	19%	59%	20%	0%
6	Our shift schedule allows for a good work / life balance.	7%	15%	59%	17%	2%
7	The amount of overtime I am required to work is reasonable.	2%	14%	58%	10%	17%
8	Patrol Lieutenants have sufficient presence in the field.	17%	29%	42%	8%	3%
9	The collateral duties that are assigned to me are manageable.	3%	22%	64%	5%	5%

Responding patrol employees indicated high levels of agreement relating to all topics covered in the patrol matrix above. **This finding is extraordinary in the experience of Matrix project staff.** These findings exhibit that APD patrol officers have favorable opinions on all these vital topics, including, but not limited to:

- Having sufficient proactive time to address problems throughout the community
- The presence of backup units
- Response times to high- and low-priority calls for service
- The feasibility of the current shift schedule and its ability to allow officers to perform an adequate number of tasks as well as provide a satisfactory work/life balance
- The manageable number of collateral duties assigned to personnel

While patrol employees expressed a high level of agreement with all topics above, statement number 8 regarding the adequate field presence of patrol Lieutenants only garnered 50% agreement compared to 46% disagreement. As a result, these findings are explored further below.

PATROL OPPORTUNITIES FOR IMPROVEMENT

As mentioned above, only 50% of patrol employees agreed that “patrol Lieutenants have sufficient presence in the field.” Project staff conducted crosstabulations on these findings and, as a result, discrepancies across patrol shifts were revealed, as shown below:

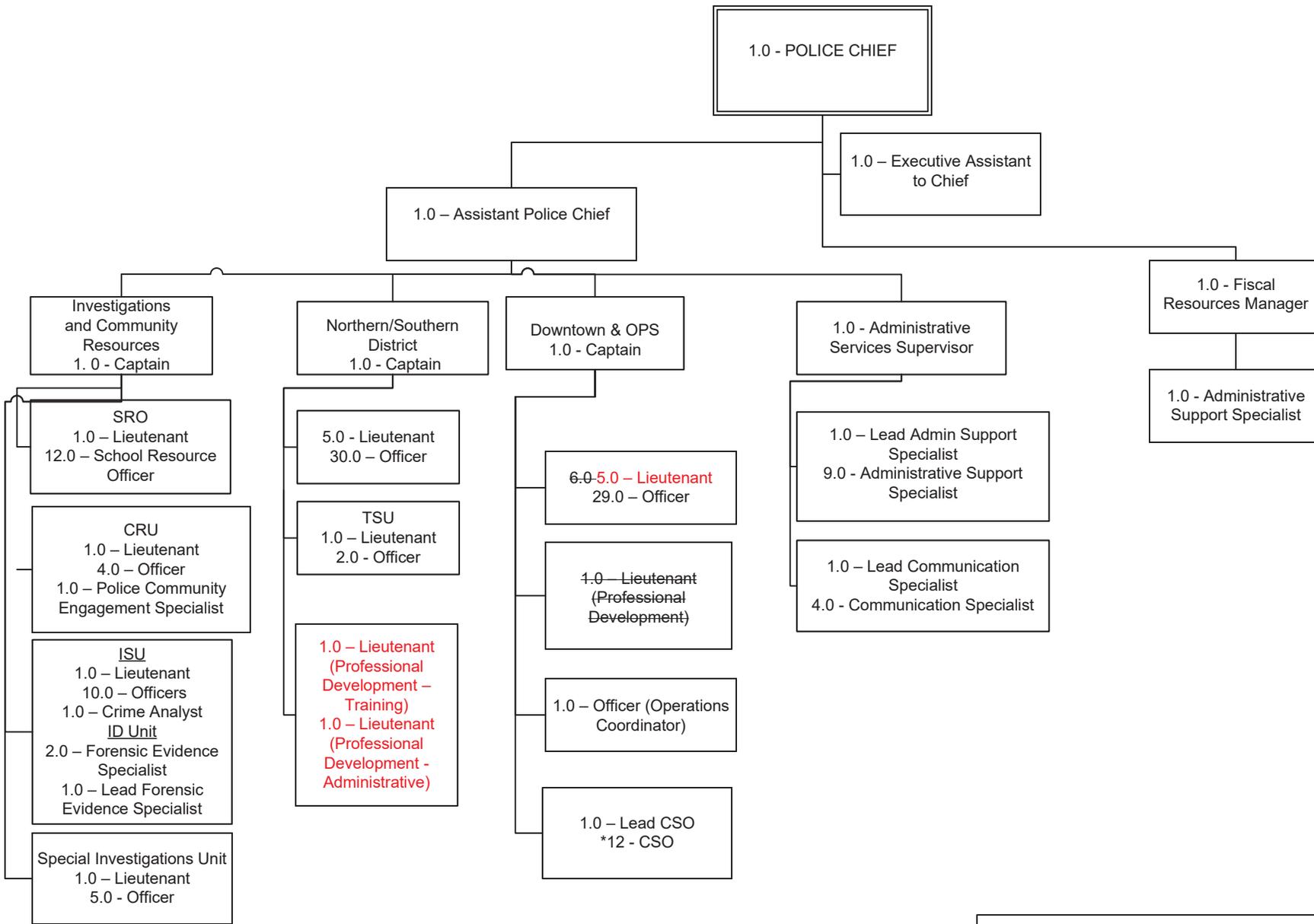
Patrol Shift	SD	D	A	SA	NO
Day Shift	35%	42%	23%	0%	0%
Afternoon Shift	0%	22%	67%	11%	0%
Night Shift	7%	13%	47%	20%	13%

Respondents assigned to the day shift disagree at a substantially higher rate with this statement compared to their counterparts assigned to the afternoon and night shifts. This finding likely correlates with an increased workload during daytime hours.

The remainder of the Matrix reports provides the results of the comparative study (pages 102 – 139).

The comparative study highlights the areas where Appleton Police Department stands out compared to other similar sized agencies. We strive to maintain our position in the Midwest as an agency that leads the field in recruitment and retainment along with delivering exceptional police services.

In conclusion, this Matrix Staffing Study is a tool to guide us in our strategic planning efforts in the next 5 – 10 years. It will be important to reassess some of these included metrics regularly to assess what additional changes/additions need to be made.



Draft 8/20/25

**PROFESSIONAL DEVELOPMENT ADMINISTRATIVE
LIEUTENANT
PROFESSIONAL DEVELOPMENT UNIT
APPLETON POLICE DEPARTMENT**

Reviewed Date: August 7, 2025

NATURE OF WORK

Under general supervision of the Patrol Captain, this first-line supervisory position is responsible for complex supervisory and managerial functions designed to enhance the performance of the Professional Development Unit. This position participates in the hiring process for new officers, coordinates the issuance of new equipment to entry level officers, and oversees the deployment to and return of officer's department related equipment. Manages the purchasing, inventory and maintenance of all officer-related department equipment. Develops and conducts shift-level and department-wide training. The assigned supervisor should be a highly motivated, organized, decision-oriented individual capable of managing complex and large-scale events and organizational projects, paying meticulous attention to detail.

ESSENTIAL JOB FUNCTIONS

In addition to performing all the Job Functions listed in the Police Officer job description, this position has the following requirements:

1. Maintains supplies for all officer-related department equipment, and works with various vendors, contractors, etc. to achieve the optimum prices and services available for equipment purchases.
2. Participates in various communications committees/organizations to remain current on communication changes, regional and statewide interoperability issues, and research enhancements to radio and tower systems, communication regulations and policies.
3. Coordinates the issuance of department equipment for entry-level police officers.
4. Assists with on-boarding of new officers and mentoring program.
5. Establishes workable emergency back-up procedures for equipment.
6. Completes special projects and additional duties as assigned.
7. Coordinates with CEA and Technology Services the technology communication functions, such as laptops, and portable radio communications.
8. Collaborates with the Professional Development Lieutenant to address training needs.
9. Functions as the FTO Coordinator.

REQUIREMENTS OF WORK

1. Knowledge of modern principles, practices and methods of police administration and organization.
2. Knowledge of departmental administrative and management programs.

3. Ability to evaluate subordinate staff member's performance tactfully and impartially, applying commendations and disciplinary action accurately.
4. Ability to delegate authority, responsibility, tasks to appropriate subordinates.
5. Ability to accurately monitor and observe subordinate performance for compliance with directives and established policies.
6. Ability to plan activities, goals, and objectives of staff members and the department.
7. Ability to analyze the department's needs, mission statement, future expansion and manpower requirements, and recommend appropriate changes that are feasible for the department.
8. Ability to identify and bring about changes needed for the department that would improve police protection and public safety.