

**MINUTES  
LICENSE COMMITTEE  
November 14, 2023 at 8:00 a.m.**

1. The meeting was called to order at 8:00 a.m.
2. On roll call, the following Committee members were present: Ald. Gehl, Ald. Kurkowski and Ald. Ruetz. Also in attendance was City Clerk Catherine Roeske and Deputy City Clerk Christa Miller.
3. Ald. Gehl, seconded by Ald. Ruetz, moved to approve the minutes of 9/13/23 meeting. On roll call, all voted aye.
4. City Clerk Roeske provided the Committee with information on Brewery Off-Site Secondary Retail locations and a proposed permit and fee.

City Clerk Roeske explained that per Statute, Breweries are able to have a brick-and-mortar location and then a secondary retail location, offsite, at any other location in the State of Wisconsin, once a day, each day for 365 days a year. When breweries opt for this secondary retail location, other than bringing people to an event in a city, they are essentially not providing the municipality with any other funds. There are no taxes paid to the City, there are no fees involved. A brewery can come in, set up, sell their goods and go home. The municipality, however, must verify with the DOR that they have applied for a Secondary Retail Location, that the venue that they are going to does not already hold a valid liquor license, that the venue they are going to can accommodate the amount of expected visitors to their event. City Clerk Roeske advised the Committee that depending on the event and the amount of people it expects to bring in, it can often be treated like a “special event” and she would then need to get Police, Fire and DPW involved for potential safety, road closures, parking accommodations, etc.

City Clerk Roeske advised the Committee that she has had discussions with the City’s local DOR agent, and that provided that a process be set up, a municipality could charge a fee for staff time and involvement making sure that the Secondary Retail Location is adequate and approved for the venue.

City Clerk Roeske provided the Committee with a draft application. As presented, the application would provide that each event would require a new application and an administrative processing fee of \$50 would be valid for up to 4 dates for the same event at the same location (ie, farmers market in DTS each Saturday during the summer).

There was discussion amongst the Committee and the consensus was that if an event had more than one date, administratively, it should cost the same to approve one date as it would for several. City Staff advised that depending on the complexity of multiple dates, it could be a little more time consuming to gather all the information, and thus, the Committee suggested a tiered rate system, with one event date being one fee and an event with multiple dates being another fee. It was also brought up that more time is spent on events that are last minute, since the City Clerk has to rush through approvals and connect with the DOR. It was then suggested that there should be a “late” fee applied to applications for events submitted with less than 7 days’ notice.

The Committee liked the overall idea, but asked that City Clerk Roeske present it to City Attorney Karls and City Administrator Vickers for their input.

5. Ald. Kurkowski, seconded by Ald. Gehl, moved to direct staff to make modifications to the form as outlined and to establish a tiered fee structure, with one-event, multiple-event and late fee tiers, and to approve the form with the concurrence of the City Attorney and City Administrator. On roll call, all voted aye.

Ald. Kurkowski, seconded by Ald. Ruetz, moved to adjourn the meeting at 8:30 a.m. On roll call, all voted aye.