



**PUBLIC NOTICE & AGENDA**  
**BELOIT ALCOHOL BEVERAGE LICENSE CONTROL COMMITTEE**  
**City Hall Forum - 100 State Street, Beloit, WI 53511**  
**4:00 PM**  
**Tuesday, May 10, 2022**

1. ROLL CALL
2. APPROVAL OF THE MINUTES
  - 2.a. Consider approval of the minutes of the regular meeting of April 12, 2022  
[Attachment](#)
3. PUBLIC COMMENT
4. LICENSES
  - 4.a. Consideration of an application for an amendment of a Class "B" Beer and "Class B" intoxicating Liquor License for Bushel & Peck's, 328 State St. premises description for period ending June 30, 2022.  
[Attachment](#)
  - 4.b. Consider Application for a new Class "A" Beer and "Class A" Intoxicating Liquor License for Kwik Trip, Inc. located at 3155 Prairie Ave, Adam Larson, Agent.  
[Attachment](#)
  - 4.c. Consider applications for renewal of Class "A" Beer and "Class A" intoxicating Retail Liquor Licenses for license period July 1, 2022 through June 30, 2023  
[Attachment](#)
  - 4.d. Consider applications for renewal of Class "A" Beer Retail Licenses for license period July 1, 2022 through June 30, 2023.
  - 4.e. Consider applications for renewal of Class "B" Beer Licenses for license period July 1, 2022 through June 30, 2023.
  - 4.f. Consider applications for renewal of Class "B" Beer and "Class C" Licenses for License period July 1, 2022 through June 30, 2023
  - 4.g. Consider applications for renewal of Class "B" Beer and "Class B" Intoxicating Liquor Licenses for license period July 1, 2022 through June 30, 2023.
  - 4.h. Consider applications for renewal of Class "B" Beer and Reserve "Class B" Intoxicating Liquor Licenses for license period July 1, 2021 through June 30, 2023.
5. CHANGE OF AGENT

5.a. Consideration of Change of Agent on the Class "A" Beer and "Class A" Liquor Retail License for the Walmart Stores East, LP, d/b/a Walmart #2532, located at 2785 Milwaukee Road, Beloit, WI from Shelly L. McCormick to Jenny Welch for license period ending June 30, 2022.

[Attachment](#)

6. COMMITTEE COMMENTS

7. POLICE DEPARTMENT REPORT/COMMENTS

7.a. Monthly Calls for Service and Business Checks report for the month of April 2022 Licensed Premises (Lt. Eberhardt)

8. CITY ATTORNEY COMMENTS

9. ADJOURNMENT

\*\* Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511.



**PROCEEDINGS OF THE ALCOHOL BEVERAGE LICENSE CONTROL COMMITTEE**  
**100 State Street, Beloit WI 53511**  
**City Hall Forum – 4:00 p.m.**  
**Tuesday, April 12, 2022**

**1) ROLL CALL**

Chairperson Martin Densch called the meeting to order at 4:02pm.

Present: Martin Densch, Ron Tilley, Allison Semrau, Sherry Pounds and  
Councilor Mark Preuschl

Absent: Henry Clement, Monette Bebow-Reinhard

Vacant: One seat

Staff Present: Assistant City Attorney Tjoa, Lt. Eberhardt, City Clerk-Treasurer Granger

**2) APPROVAL OF THE MINUTES**

2a. Moved by Allison Semrau- Seconded by Sherry Pounds to approve the minutes of the regular meeting of October 12, 2021. Motion carried 4-0.

AYES: Martin Densch, Ron Tilley, Allison Semrau, Sherry Pounds

NOES: None

**3) PUBLIC COMMENT – None**

**4) LICENSES- None**

**5) CHANGE OF AGENT**

5a. Consideration of Change of Agent on the Class "B" Beer and "Class B" Intoxicating Liquor License for the Bloomin Apple Beloit, LLC d/b/a Applebee's Neighborhood Grill & Bar, located at 2680 Cranston Road, from Leah Christian to Ashley Beamon for license Period ending June 30, 2022.

The Bloomin Apple Beloit LLC, d/b/a Applebee's Neighborhood Grill & Bar, located 2680 Cranston, has requested to change their agent from Leah Christian to Ashley Beamon For license period ending June 30, 2022.

1. The applicant has submitted the required documents to request such change: Schedule of appointment of Agent form AT-107a; Schedule of Successor of Agent, AT-104; Auxiliary Questionnaire form AT-103; and the supplemental questionnaire for agents.
2. The application was sent to the Beloit Police Department on March 30, 2022 to check municipal and state criminal records of the applicant and has been approved.
3. The ABLCC should review the application to assure conformity with existing rules, regulations and zoning ordinances of the city and state and make recommendation to City Council.
4. This item will appear on the April 18, 2022 City Council agenda for action.

Lt. Eberhardt checked municipal and state criminal records. To the best of his knowledge, with the available information, the character, record and reputation are satisfactory and he has no objection to the agent appointed.

Assistant City Attorney Tjoa clarified with Ashley Beamon that she understood # 9 on supplemental questionnaire. Ashley understands.

Moved by Allison Semrau – Seconded by Ron Tilley to approve the recommendation for change of agent as presented. Motion carried 4-0.

AYES: Martin Densch, Ron Tilley, Allison Semrau, Sherry Pounds

NOES: None

6) COMMITTEE COMMENTS –

Councilor Preuschl noted he was not needed for quorum and did not need to vote, He wanted to note how hard it is to own a Bar/tavern these days.

7) POLICE DEPARTMENT REPORT/COMMENTS

Lt. Eberhardt reviewed the monthly report listing calls for service and reported no immediate concerns of our licensed establishments.

7b. Consider and discuss recent incidents on licensed premise for B&C Sports Bar, LLC, Bryan Matthew, agent located at 1414 Cranston Rd, was present.

Mr. Matthew stated he owns businesses in Beloit, the bar business is new to him. He was sick with COVID and in the hospital. His wife and children had to try and step up to help. I know we can get better security, and hire older bartenders, there is a list of things we can and are trying to implement. Lt. Eberhardt has had conversations with Mr. Matthew and is happy with the list of ideas he is implementing and he is willing to work with the Police Department. Sherry Pounds stated she knows the struggle he is going through and it takes time, but you can do it. Councilor Preuschl stated he admires the ambition it takes to run a bar, the list of things trying to implement are wonderful. Allison Semrau appreciates that Mr. Matthews showed up for the meeting.

8) CITY ATTORNEY COMMENTS – None

9) ADJOURNMENT

Moved by Sherry Pounds- Seconded by Allison Semrau to adjourn at 4:21 p.m.

Motion carried 4 – 0.

AYES: Martin Densch, Ron Tilley, Allison Semrau, Sherry Pounds

NOES: None

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Marcy J Granger, City Clerk-Treasurer

[www.beloitwi.gov](http://www.beloitwi.gov)

Date approved by ABLCC:

# CITY OF BELOIT

## REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Consideration of an application for an amendment of a Class "B" Beer and "Class B" intoxicating Liquor License for Bushel & Peck's, 328 State St. premises description for period ending June 30, 2022.		
Date:	May 10, 2022		
Presenter:	Marcy J Granger	Department:	City Clerk-Treasurer

### Overview/Background Information

Bushel & Peck's, located at 328 State St. has requested to amend their premise description for the license period ending June 30, 2022.

### Key Issues

1. The applicant has submitted the required documents to request such change.
2. The application was sent to Planning & Building Services, staff reviewed the application for the amendment and was approved on March 9, 2022.
3. The ABLCC should review the application to assure conformity with existing rules, regulations and zoning ordinances of the city and state and make a recommendation to City Council.
4. This item will appear on the May 16, 2022 City Council agenda for action

### Conformance with Strategic Plan

Approval of this action would conform with the stated purpose of the following strategic goal:

- Goal #1 - Create and Sustain Safe and Healthy Neighborhoods
- Goal #2 - Create and Sustain a High Performing Organization
- Goal #3 - Create and Sustain Economic and Residential Growth
- Goal #4 - Create and Sustain a High Quality of Life
- Goal #5 - Create and Sustain High Quality Infrastructure and Connectivity
- Goal #6 - Create and Sustain Enhanced Communications and Community Engagement, while maintaining a Positive Image

### Sustainability

If applicable, briefly comment on the environmental, economic, and/or social sustainability of this policy or program. Consider how current needs are met without compromising the ability of future generations to meet their own needs. Write N/A if not applicable

N/A

### Action Required/Recommendation

Staff recommends that the ABLCC make a positive recommendation and City Council approve this amendment of premises description.

### Fiscal Note/Budget Impact

N/A

### Attachments

Application, Site map

Revised 03-09-2022



# Beloit

WISCONSIN

City Clerk  
100 State Street, Beloit, WI 53511  
Ph: 608-364-6680; Fax: 608-364-6642

## APPLICATION FOR AMENDMENT OF CLASS "B" BEER AND "CLASS B" INTOXICATING LIQUOR LICENSED PREMISES DESCRIPTION

Name of Licensed Premises:

Bushel & Peck's

Address: 328 State, Beloit, WI 53511

Applicant's Name: Jacqueline S. Genrell

Phone Numbers – business and personal: 312.420-2004 + 608.363.3

Purpose for requesting the amendment to premises description:

Serves alcohol in sidewalk cafe

Detailed description of new premises (attach scaled drawings/floor plans):

Same as approved sidewalk cafe. See attached.

Signature of Applicant: [Signature]

Date of Application: 4/21/21

1. ABLCC meeting date\*: \_\_\_\_\_

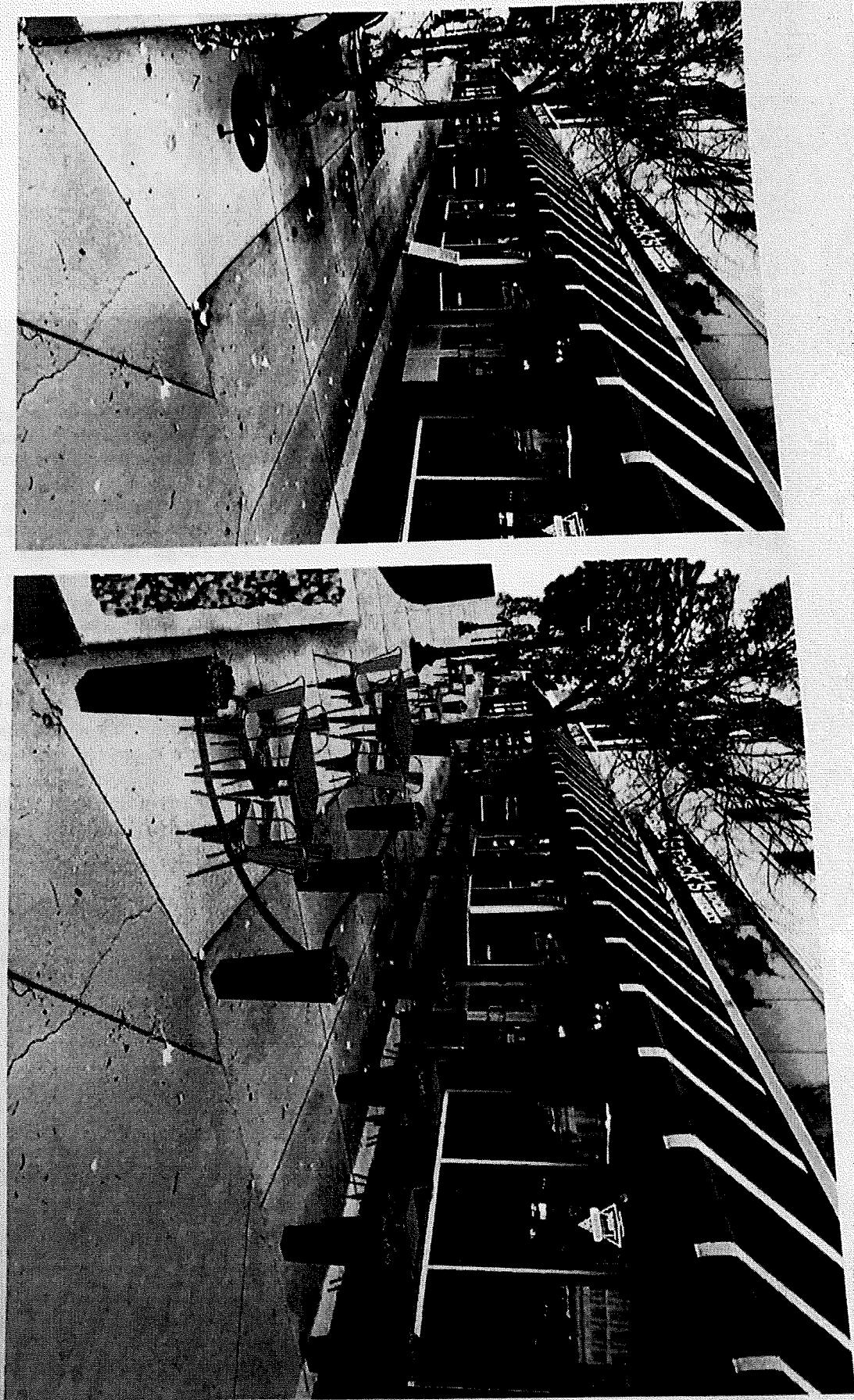
2. City Council meeting date\*: \_\_\_\_\_

3. Applicant amends premises description on license application at City Clerk's Office after Council approval. Date: \_\_\_\_\_

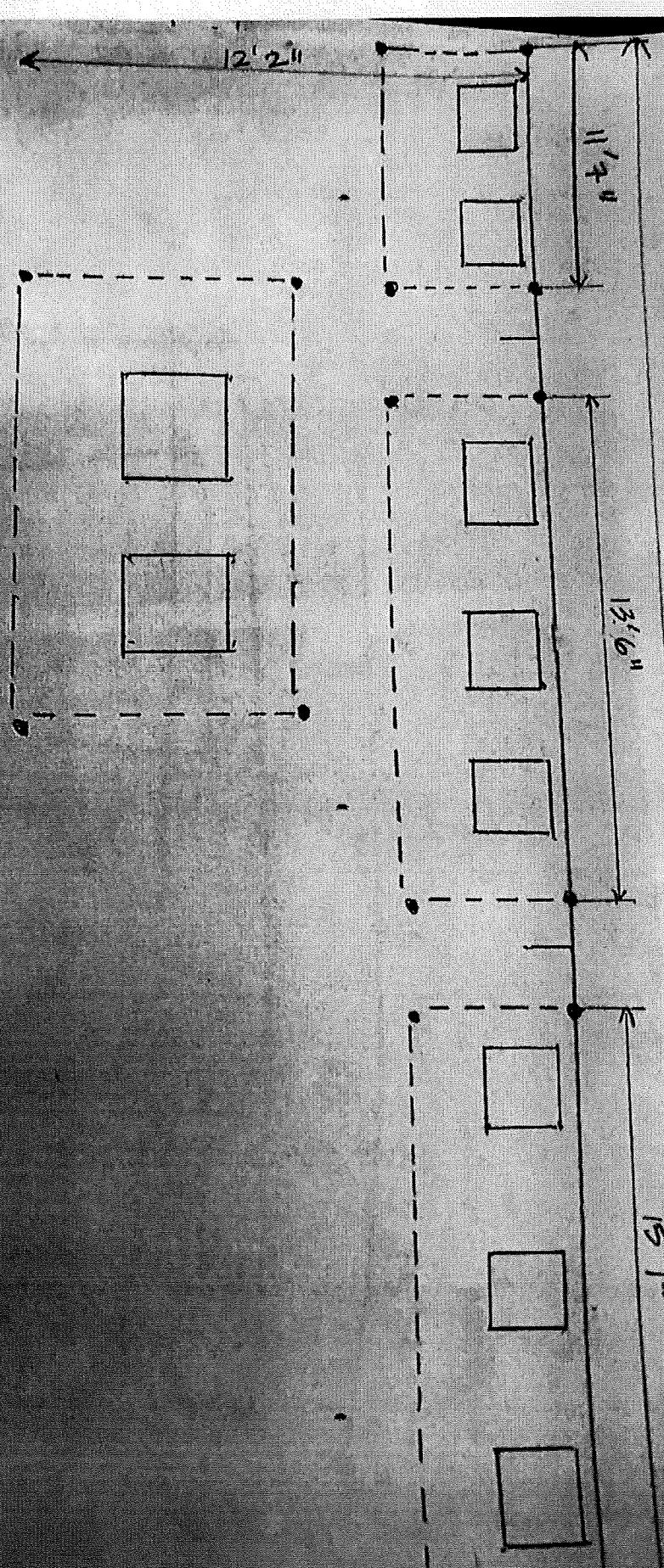
\*Application MUST be present for these meetings.

BELOIT, WI  
JOE LAWNICZAK

BUSHEL & PECK - OUTDOOR CAFÉ SEATING  
NOVEMBER 12, 2021



**BUCHEL & PECK'S**  
**SIDEWALK CAFE**  
2.15.22 40'2" x 12'2"





Division of Planning and  
Building Services  
City Hall  
100 State Street  
Beloit, Wisconsin 53511

608-364-6700 (Office)  
608-364-6609 (Fax)  
beloitwi.gov  
Equal Opportunity Employer

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COMMUNITY DEVELOPMENT DEPARTMENT

March 9, 2022

Jackie Gennett  
Bushel & Pecks  
328 State Street  
Beloit, WI 53511

**Re: 2022 Sidewalk Café License Amendment – New Furniture & Layout**

Dear Ms. Gennett:

Planning & Building Services Division staff has reviewed your application for amendment of your Sidewalk Café License for Bushel & Peck's located at 328 State Street in the City of Beloit. Your current license was issued on July 13, 2021 and expires on June 30, 2022. The requested amendments are approved.

Please recall the following requirements for your Sidewalk Café License:

- This sidewalk café may consist of up to 10 tables and 24 chairs.
- All sidewalk café furniture, furnishings, and equipment shall be removed from the public sidewalk between the hours of 1:00 am and 5:00 am daily.
- There shall be at least four feet of unobstructed sidewalk for pedestrian right-of-way through the sidewalk café at all times. There shall be at least two feet of unobstructed sidewalk along the curb.
- Food and beverage shall only be served in the sidewalk café between the hours of 6:00 am and 12:00 midnight.
- No open intoxicant may be purchased, possessed, or consumed in the sidewalk café unless your alcoholic beverage license is modified to include the sidewalk area. A barrier is required to define the area where alcoholic beverages will be served and consumed.

I am providing a copy of this letter to the City Clerk's Office and Downtown Beloit Association. If you have any questions or require additional information, please contact me at (608) 364-6711.

Sincerely,

A handwritten signature in black ink that appears to read "Drew Pennington".

Drew Pennington, AICP  
Director of Planning & Building Services

Enclosures: License

c: Shauna El-Amin, Downtown Beloit Association  
Marcy Granger, City Clerk  
Hilary Rottmann, Planner II  
File, Sidewalk Café Licenses & Property

# CITY OF BELOIT

## REPORTS AND PRESENTATIONS TO CITY COUNCIL



**Beloit**  
WISCONSIN

Topic:	Referral to ABLCC: An application for a new Class "A" Beer and Classs "A" Liquor License for Kwik Trip, Inc., located at 3155 Prairie Ave, Adam Larson, Agent		
Date:	May 2, 2022		
Presenter:	Marcy J Granger	Department:	City Clerk- Treasurer

### Overview/Background Information

Kwik Trip, Inc. is building at 3155 Prairie Ave, Beloit and is applying for a Class "A" Beer and Class "A" Intoxicating Liquor License for the license period ending June 30, 2023.

### Key Issues

1. Kwik Trip, Inc. is requestiong the approval of a Class "A" Beer and "Class A" Intoxicating Liquor License for the period ending June 30, 2023 through the construction of business located at 3155 Prairie Ave. Beloit WI
2. A complete application with publication fees was submitted to the Clerk-Treasurer's office and is being referred to the ABLCC for their May 10, 2022 agenda by the City Council on the May 2, 2022 consent agenda.
3. The ABLCC will review the application at their May 10, 2022 regular meeting to assure conformity with existing rules, regulations and zoning ordinances of the City and State and will make a recommendation to the Council based on their review.
4. The City Council will take action on the recommendation of the ABLCC at their May 16, 2022 regular meeting.

### Conformance with Strategic Plan

Approval of this action would conform with the stated purpose of the following strategic goal:

- Goal #1 - Create and Sustain Safe and Healthy Neighborhoods
- Goal #2 - Create and Sustain a High Performing Organization
- Goal #3 - Create and Sustain Economic and Residential Growth
- Goal #4 - Create and Sustain a High Quality of Life
- Goal #5 - Create and Sustain High Quality Infrastructure and Connectivity
- Goal #6 - Create and Sustain Enhanced Communications and Community Engagement, while maintaining a Positive Image

### Sustainability

If applicable, briefly comment on the environmental, economic, and/or social sustainability of this policy or program. Consider how current needs are met without compromising the ability of future generations to meet their own needs. Write N/A if not applicable

N/A

### Action Required/Recommendation

Staff recommends that the ABLCC review the application at its May 10, 2022 meeting and make a recommendation. This application will return to Council for a decision at its May 16, 2022 Regular City Council Meeting.

### Fiscal Note/Budget Impact

The fee for this action is \$50.00 Publication fee and \$1,000 annually

### Attachments

(AT-106) Retail License Application; (AT-103) Auxiliary Questionnaires; (AT-104) Appointment of Agent; Map

Revised 03-09-2022

# Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

For the license period beginning: 07/04/2022 (mm dd yyyy) ending: 06/30/2023 (mm dd yyyy)

To the Governing Body of the:  Town of  Village of  City of Beloit

County of Rock Aldermanic Dist. No. \_\_\_\_\_  
(if required by ordinance)

Check one:  Individual  Limited Liability Company  
 Partnership  Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number 456000028761403	
FEIN Number 39-1036365	
TYPE OF LICENSE REQUESTED	Fee
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>50.00</u>
<b>TOTAL FEE</b>	\$

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)

Kwik Trip, Inc., 1626 Oak St., PO Box 2107, La Crosse, WI 54602

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>Zietlow</u>	(First) <u>Donald</u>	(Middle Name) <u>Paul</u>	Home Address (Street, City or Post Office, & Zip Code) <u>2802 Bergamot Pl., Onalaska, WI 54650</u>
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name <u>Wrobel</u>	(First) <u>Jeffrey</u>	(Middle Name) <u>James</u>	Home Address (Street, City or Post Office, & Zip Code) <u>3633 Bentwood Pl., La Crosse, WI 54601</u>
Agent Last Name <u>Larson</u>	(First) <u>Adam</u>	(Middle Name) <u>Wayne</u>	Home Address (Street, City or Post Office, & Zip Code) <u>1332 S. Chatham St., Janesville, WI 53546</u>
Directors / Managers Last Name <u>Zietlow</u>	(First) <u>Donald</u>	(Middle Name) <u>Paul</u>	Home Address (Street, City or Post Office, & Zip Code) <u>2802 Bergamot Pl., Onalaska, WI 54650</u>

1. Trade Name Kwik Trip 1151 Business Phone Number \_\_\_\_\_

2. Address of Premises 3155 Prairie Ave. Post Office & Zip Code Beloit 53511

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

One-story frame construction with storage in lockable walk in cooler,  
lockable cabinetry on sales floor and behind sales counter.

4. Legal description (omit if street address is given above): \_\_\_\_\_

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? .....  Yes  No

(b) If yes, under what name was license issued? \_\_\_\_\_

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? **If yes, explain** .....  Yes  No

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7. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? .....  Yes  No  
**If yes, explain.**

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8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? **If yes, explain** .....  Yes  No

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9. (a) **Corporate/limited liability company applicants only:** Insert state Wisconsin and date 10/07/64 of registration.

(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **If yes, explain** .....  Yes  No

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(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No  
**If yes, explain.**

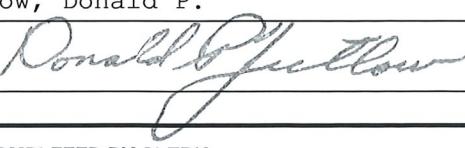
Kwik Trip, Inc. has multiple retail locations in Wisconsin with alcohol  
licenses doing business as Kwik Trip, Tobacco Outlet Plus, Tobacco  
Outlet Plus Grocery, Stop-N-Go and Kwik Spirits.

10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] .....  Yes  No

11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] .....  Yes  No

12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? .....  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.)  <u>Zietlow, Donald P.</u>	Title/Member  <u>President</u>	Date  <u>4-7-22</u>
Signature  	Phone Number  <u>608-793-6262</u>	Email Address  <u>DHafner@kwiktrip.com</u>

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk  <u>4/11/22</u>	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

# Auxiliary Questionnaire

## Alcohol Beverage License Application

*Submit to municipal clerk.*

WI Dr. Lic. #L625-0198-5162-04

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
Larson		Adam		Wayne	
Home Address (street/route) 1332 S. Chatham St.	Post Office Janesville	City	State WI	Zip Code 53546	
Home Phone Number 608-728-2954	Age 36	Date of Birth 5/2/1985	Place of Birth Janesville, WI		

The above named individual provides the following information as a person who is (check one):

Applying for an alcohol beverage license as an **individual**.  
 A member of a **partnership** which is making application for an alcohol beverage license.  
 Agent of Kwik Trip, Inc.

*(Officer / Director / Member / Manager / Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)*

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

1. How long have you continuously resided in Wisconsin prior to this date? Since 1985

2. Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)

3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, describe status of charges pending.

4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? .....  Yes  No  
 If yes, identify.

*(Name, Location and Type of License/Permit)*

5. Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? .....  Yes  No  
 If yes, identify.

*(Name of Wholesale Licensee or Permittee) (Address By City and County)*

6. Named individual must list in chronological order last two employers.

Employer's Name	Employed From	To
Pizza Hut	2/2000	2/2015
Lab Safety	2009	2011

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 (Signature of Named Individual)  
 Adam W. Larson

## Auxiliary Questionnaire Alcohol Beverage License Application

*Submit to municipal clerk.*

WI Dr. Lic. #Z340-1953-4444-01

Individual's Full Name (please print) (last name) Zietlow		(first name) Donald		(middle name) Paul	
Home Address (street/route) 2802 Bergamot Pl.	Post Office Onalaska	City	State WI	Zip Code 54650	
Home Phone Number 608-779-0469	Age 87	Date of Birth 12/4/1934	Place of Birth Chaseburg, WI		

The above named individual provides the following information as a person who is (check one):

Applying for an alcohol beverage license as an individual.  
 A member of a partnership which is making application for an alcohol beverage license.  
 President of Kwik Trip, Inc.  
(Officer / Director / Member / Manager / Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

1. How long have you continuously resided in Wisconsin prior to this date? All my life.
2. Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? .....  Yes  No  
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)  
Please see reverse.
3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? .....  Yes  No  
If yes, describe status of charges pending.
4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? .....  Yes  No  
If yes, identify. Officer of Kwik Trip, Inc. which holds multiple retail alcohol licenses in the State of Wisconsin. (Name, Location and Type of License/Permit)
5. Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? .....  Yes  No  
If yes, identify.

(Name of Wholesale Licensee or Permittee)

(Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name Kwik Trip, Inc.	Employer's Address 1626 Oak St., La Crosse, WI 54603	Employed From 9/1/1989	To Present
Employer's Name Gateway Foods	Employer's Address La Crosse, WI	Employed From 1963	To 1989

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
(Signature of Named Individual)

Donald P. Zietlow

# Auxiliary Questionnaire

## Alcohol Beverage License Application

*Submit to municipal clerk.*

Individual's Full Name (please print) (last name)		(first name)		WI Dr. Lic. #W614-4306-0256-09 (middle name)	
Wrobel		Jeffrey		James	
Home Address (street/route) 3633 Bentwood Pl.	Post Office La Crosse	City	State WI	Zip Code 54601	
Home Phone Number 608-787-6596	Age 61	Date of Birth 7/16/1960	Place of Birth La Crosse, WI		

The above named individual provides the following information as a person who is (check one):

Applying for an alcohol beverage license as an **individual**.  
 A member of a **partnership** which is making application for an alcohol beverage license.

Agent Treasurer (Name of Corporation, Limited Liability Company or Nonprofit Organization)  
(Officer / Director / Member / Manager / Agent)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

1. How long have you continuously resided in Wisconsin prior to this date? All my life.
2. Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, describe status of charges pending.
4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? .....  Yes  No  
 If yes, identify. Officer of Kwik Trip, Inc. which holds multiple retail alcohol licenses.  
(Name, Location and Type of License/Permit)
5. Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? .....  Yes  No  
 If yes, identify.

(Name of Wholesale Licensee or Permittee)		(Address By City and County)	
6. Named individual must list in chronological order last two employers.			
Employer's Name <b>Kwik Trip, Inc.</b>	1626 Oak St., La Crosse, WI 54603	Employed From <b>6/1/1988</b>	To <b>Present</b>
<b>Rau Corporation</b>	600 Sumner St., La Crosse, WI 54603	Employed From <b>1983</b>	To <b>1988</b>

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
(Signature of Named Individual)

Jeffrey J. Wrobel

## Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village of Beloit  City County of Rock

The undersigned duly authorized officer/member/manager of KWIK TRIP, INC.  
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

Kwik Trip 1151

(Trade Name)

located at 3155 Prairie Ave., Beloit, WI 53511

appoints Adam W. Larson

(Name of Appointed Agent)

1332 S. Chatham St., Janesville, WI 53546

(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No  
How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? Since 1985

Place of residence last year 1332 S. Chatham St., Janesville, WI 53546

For: KWIK TRIP, INC

(Name of Corporation / Organization / Limited Liability Company)

By: Donald J. Fullow

(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

### ACCEPTANCE BY AGENT

I, Adam W. Larson, hereby accept this appointment as agent for the  
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Adley

(Signature of Agent)

4/5/22

(Date)

Agent's age 36

1332 S. Chatham St., Janesville, WI 53546

(Home Address of Agent)

Date of birth 5/2/1985

### APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

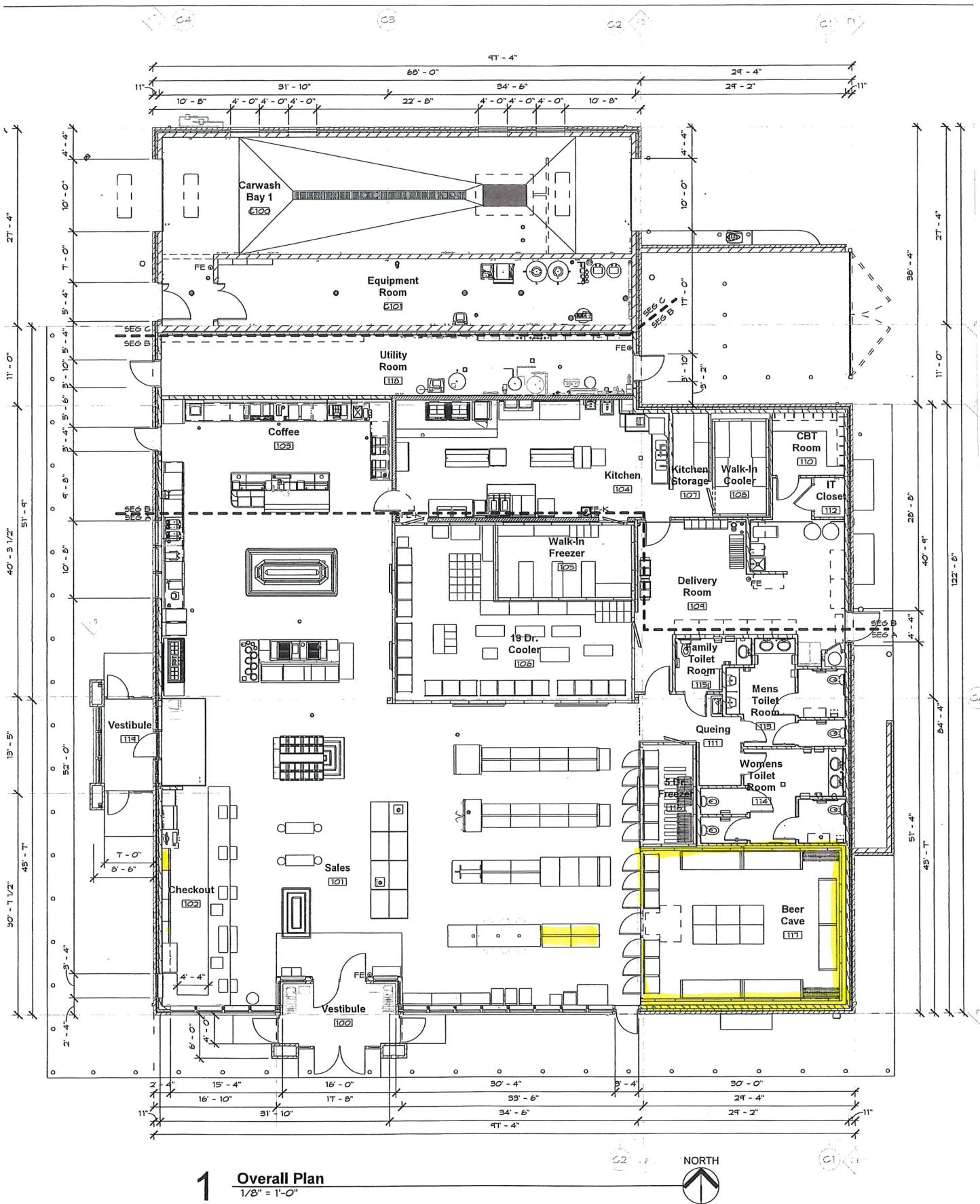
I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 04/22/22 by Lt. of Police  
(Date) J. J. Eberhardt

(Signature of Proper Local Official)

Title Lt Eberhardt #3120

(Town Chair, Village President, Police Chief)



# CITY OF BELOIT

## REPORTS AND PRESENTATIONS TO CITY COUNCIL



Topic:	Annual Applications for Beer/Liquor Licenses 2022-2023		
Date:	May 2, 2022		
Presenter:	Marcy J Granger	Department:	City Clerk-Treasurer

### Overview/Background Information

1. The laws defining and regulating the sale, procurement, dispensing and transfer of alcoholic beverages are regulated by Wis. State Stats Chapter 125 and Chapter 31 of the General Code of Ordinances for the City of Beloit. Annually, the premise engaging in the sale, procurement, dispensing and transfer of alcoholic beverages must make application to the City of Beloit for annual renewal of their appropriate liquor license(s).
2. ALL licenses shall expire on June 30 of each year and a renewal process is necessary to maintain operations. The renewal process in the Clerk's office begins March 15 when letters are mailed to current license holders with a renewal application (AT-115), Auxiliary Questionnaire (AT-103), instructions for filing with clerk and a list of applicable fees. They are asked to return the paperwork and pay the publication fee by April 15, 2022. The list is assembled and brought to Council for referral to the ABLCC upon which a recommendation to the City Council is made at the 2nd meeting in May.
3. City Ordinance 31.04 - Approval by City Council states: No new retail alcohol beverage license, other than a temporary Class "B" or "Class B" license, shall be granted except by a majority vote of the members present at a meeting of the City Council. In determining the suitability of an applicant, consideration shall be given to the responsibility of the applicant, the appropriateness of the location, the premises proposed and generally, the applicant's fitness for the trust to be reposed in him/her. In addition, the applicant shall possess the qualifications required by §125.04(5), Wis. Stats

### Key Issues

1. The City Clerk-Treasurer is responsible for receiving all renewal applications for timely referral to ABLCC.
2. The City Clerk-Treasurer must publish all applications. (this list will publish May 5, 6 and 9, 2022)
3. The ABLCC will act on this list at the May 10, 2022 regular meeting. Upon committee recommendation, this list will return to the City Council for approval at the May 16, 2022 regular meeting.
4. The Municipal Clerk will issue check sheets and inspection forms to pertinent City authorities, collect all fees and upon successful completion of the application checklist, will issue a new annual license to be effective July 1, 2022 - June 30, 2023.
5. By July 15, 2022, the Municipal Clerk is responsible for submitting an annual retail license report to the Department.

### Conformance with Strategic Plan

Approval of this action would conform with the stated purpose of the following strategic goal:

- Goal #1 - Create and Sustain Safe and Healthy Neighborhoods
- Goal #2 - Create and Sustain a High Performing Organization
- Goal #3 - Create and Sustain Economic and Residential Growth
- Goal #4 - Create and Sustain a High Quality of Life
- Goal #5 - Create and Sustain High Quality Infrastructure and Connectivity
- Goal #6 - Create and Sustain Enhanced Communications and Community Engagement, while maintaining a Positive Image

### Sustainability

(If applicable, briefly comment on the environmental, economic, and/or social sustainability of this policy or program. Consider how current needs are met without compromising the ability of future generations to meet their own needs.) Write N/A if not applicable)

N/A

### Action Required/Recommendation

Refer to Alcohol Beverage License Control Committee for review and recommendation at their May 10, 2022 regular meeting.

### Fiscal Note/Budget Impact

Alcohol Licensing brings approximately \$52,000 in revenues annually.

#### Attachments

List of Renewal Applications received by 4/29/2022 for Beer/Liquor Licenses for License period July 1, 2022- June 30, 2023.

Revised 03-01-2022

# BEER/LIQUOR LICENSES ISSUED 2022-2023

## CLASS "A" BEER

Class "A" licenses are for the sale of fermented malt beverages from premises within the municipality and authorizes retail sales of fermented malt beverages for consumption off the premises where sold and in original packages, containers and bottles. See State Statute 125.25 for more.

125.51(2)(e) allows the granting and issuing of a "Class A" Cider license to applicants whose retail sales of intoxicating liquor is limited to cider and already hold a Class "A" license for the same premise. There is no additional cost for the Cider license. "Cider" means any alcohol beverage that is obtained from the fermentation of the juice of apples or pears that contains not less than 0.5 percent alcohol by volume and not more than 7.0 percent alcohol by volume. "Cider" includes flavored, sparkling, and carbonated cider.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	W/Cider PAID
CASEY'S GENERAL STORE #3316	CASEY'S MARKETING COMPANY	ANTHONY WAYNE HAWKS	2350 CRANSTON ROAD	CIDER \$525
CLARK GAS STATION	BINDI R. INC	JAY GRAVITT	903 BROAD ST	CIDER \$525
DAVE'S BAIT & TACKLE	DAVID C. HUYCK	NA	901 BAYLISS AVE	NO \$525
GS GAS MART	G.S. GAS MART, INC	HARJINDER SINGH SAMRA	1888 SHOPIERE RD	NO \$525
LIBERTY GAS MART	LIBERTY GAS MART, INC.	HARJINDER SINGH SAMRA	1407 LIBERTY AVENUE	CIDER \$525
MEXICO DOMINICANA	MEXICO DOMINICANA, INC.	ANGEL L. RODRIGUEZ	854 HENRY AVE	NO \$650
PARK AVENUE MART	PARK AVENUE MART INC	HARJINDER SINGH SAMRA	1771 PARK AVE	CIDER \$525
PILOT TRAVEL CENTER #289	PILOT TRAVEL CENTERS LLC	AMBER BARROWS	3001 MILWAUKEE RD	CIDER \$525
SHOPIERE GAS MART	SHOPIERE GAS MART, INC.	HARJINDER SINGH SAMRA	1902 SHOPIERE ROAD	CIDER \$525
SPEEDWAY #2086	SPEEDWAY LLC	DEBRA R. WELCH	1107 LIBERTY AVE	CIDER \$525
SPEEDWAY \$4087	SPEEDWAY LLC	AARON BEXELL	148 LIBERTY AVE	CIDER \$635
SPEEDWAY #4293	SPEEDWAY LLC	JANE M. ERBE	2781 MILWAUKEE RD	CIDER \$525
STAR QUICK MART	TRISTAR BELOIT, LLC	PRADIP PATEL	2158 PRAIRIE AVENUE	NO \$525
TEXAS GROCERY LLC	JAIMES ENTERPRISES, LLC	CESAR JAIMES	1909 ST LAWRENCE AVE	NO \$650

RED BOLDED AGENTS = NEW this licensing period

YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE

### **CLASS "A" BEER AND "CLASS A" LIQUOR**

Class "A" licenses are for the sale of fermented malt beverages from premises within the municipality and authorizes retail sales of fermented malt beverages for consumption off the premises where sold and in original packages, containers and bottles. See State Statute 125.25 for more.

A "Class A" liquor license authorizes the retail sale of intoxicating liquor for consumption off the premises where sold and in original packages and containers.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
ALDI #48	ALDI, INC	MATTHEW BECKER	2780 MILWAUKEE ROAD	\$1,025
BADGER SPIRITS	BADGER SPIRITS LTD	ALICE J. BLUE	2621 PRAIRIE AVENUE	\$1,025
BELOIT MOBIL ON THE RUN	ND GAS LLC	BETH NALAN	2883 MILWAUKEE RD	\$1,025
CORNELLIER SUPERSTORE	CORNELLIER LIMITED	BRAD LEE LAWVER	2909 FORD ST	\$1,025
CVS PHARMACY #5600	WISCONSIN CVS PHARMACY, LLC	JEANNINE HEAVER	2149 PRAIRIE AVE	\$1,025
CVS PHARMACY #8534	WISCONSIN CVS PHARMACY, LLC	TARA BROWN	1063 FOURTH STREET	\$1,025
MADISON ROAD MART	MADISON ROAD MART, INC	HARJINDER SINGH SAMRA	1343 MADISON RD	\$1,025
PIGGLY WIGGLY	GUZMAN'S SUPERMARKET, LLC	MIGUEL ANGEL GUZMAN, SR	1827 PRAIRIE AVE	\$1,025
TOBACCO SHACK	AKSHAR BRAHMA INC	JIGNESH U. DESAI	1212 CRANSTON RD	\$1,025
WALGREENS #06096	WALGREENS CO.	JULIE A. PUNZEL	1901 PRAIRIE AVE	\$1,025
WALGREENS #11528	WALGREENS CO.	TAMMY L. PATTERSON	1531 MADISON RD	\$1,025
WALGREENS #12136	WALGREENS CO.	REGINA ROPER	910 BROAD ST	\$1,025
WAL-MART #2532	WAL-MART STORES EAST, LP	JENNY WELCH	2785 MILWAUKEE RD	\$1,025
WOODMAN'S FOOD MARKET	WOODMAN'S FOOD MARKET, INC	CHRISTOPHER E. STURDEVANT	1877 MADISON RD	\$1,025

**RED BOLDED AGENTS = NEW this licensing period**

**YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE**

### CLASS "B" BEER

Class "B" Beer licenses are for the sale of fermented malt beverages from premises within the municipality and may authorize an official or body of the municipality to issue temporary Class "B" licenses under sub. [\(6\)](#). A Class "B" license authorizes retail sales of fermented malt beverages to be consumed either on the premises where sold or off the premises. See State Statute 125.26 for more.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
BELOIT COLLEGE COUGHY HAUS	BELOIT COLLEGE	<b>FRANCIS E. MCKEARN</b>	708 CLARY STREET	\$125
BELOIT ARTS CENTER	BELOIT FINE ARTS INCUBATOR,	BEN N. HENTHORN	520 EAST GRAND	\$125
PIZZA HUT	ROCKFORD PIZZA, INC.	ELLIOTT STUBBENDICK	2787 PRAIRIE AVE.	\$125
TAQUERIA AZTECA	TAQUERIA AZTECA BELOIT, LLC	RUBEN ROSAS	1910 SHOPIERE RD	\$225
TONY & MARIA'S RESTAURANT	ANTONINO PICCIONE JR	NA	1181 MADISON RD	\$125
TURTLE TAP BASEBALL PARK	THE TURTLE TAP, LTD	CURTIS W. BRANNON	136 DEARBORN AVE	\$125

**RED BOLDED AGENTS = NEW this licensing period**

**YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE**

#### CLASS "B" BEER AND "CLASS C" WINE

Class "B" Beer licenses are for the sale of fermented malt beverages from premises within the municipality and may authorize an official or body of the municipality to issue temporary Class "B" licenses under sub. [\(6\)](#). A Class "B" license authorizes retail sales of fermented malt beverages to be consumed either on the premises where sold or off the premises. See State Statute 125.26 for more.

A "Class C" license authorizes the retail sale of wine by the glass or in an opened original container for consumption on the premises where sold. A "Class C" license may be issued to a person qualified under s. [125.04 \(5\)](#) for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which does not have a barroom or for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which has a barroom in which wine is the only intoxicating liquor sold. A "Class C" license may not be issued to a foreign corporation, a foreign limited liability company or a person acting as agent for or in the employ of another.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
BELOIT COLLEGE POWERHOUSE	BOARD OF TRUSTEES AT BELOIT COLLEGE	KEN HNILO	850 PLEASANT ST	\$250
VINCE'S PIZZA	VINCE'S PIZZA INC	PIERA GABRIELLE-PARISI	1050 HACKETT ST	\$225

**RED BOLDED AGENTS = NEW this licensing period**

**YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE**

### CLASS "B" BEER AND "CLASS B" LIQUOR

Class "B" Beer licenses are for the sale of fermented malt beverages from premises within the municipality and may authorize an official or body of the municipality to issue temporary Class "B" licenses under sub. (6). A "Class B" liquor license authorizes the retail sale of intoxicating liquor for consumption on the premises where sold by the glass and not in the original package or container. In addition, wine may be sold in the original package or container in any quantity to be consumed off the premises where sold. This paragraph does not apply in municipalities in which the governing body elects to come under par. (b) or to a winery that has been issued a "Class B" license.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
5BAR	5BAR, LLC	LEVI J. ANDERSEN	530 E GRAND AVE	\$750
ALARM BOX	KATHLEEN A DAVIS	NA	925 FOURTH STREET	\$25
APPLEBEE'S NEIGHBORHOOD BAR & GRILL	THE BLOOMIN' APPLE BELOIT, LLC	ASHLEY BEAMON	2680 CRANSTON ROAD	\$625
BAGELS AND MORE	BAGELS AND MORE LLC	DAVID J SIEKERSKI	324 STATE STREET	\$625
B & C SPORTS BAR	B & C SPORTS BAR, LLC	BYRON MATTHEWS	1414 CRANSTON RD	\$625
BELOIT COLLEGE- PEARSONS HALL	BOARD OF TRUSTEES BELOIT COLLEGE	KEN HNILO	700 COLLEGE STREET	\$625
BELOIT SKY CARP BASEBALL	GERONIMO SPORTS ENTERTAINMENT GROUP, LLC	JEFFREY WHITEMAN	217 SHIRLAND AVE	\$625
BITTERS PUB	HO MING FONG	NA	1309 MADISON ROAD	\$625
BUSHEL AND PECK'S	JACQUELINE GENNETT & RICHARD HORBACZEWSKI		328 STATE STREET	\$25
CAROM ROOM	DAVE COLES, INC	DAVID L. COLES JR.	614 E GRAND AVE	\$625
CHADDYSHACK	CHADDYSHACK, LLC	JOSIE SMITH	1611 HACKETT ST	\$25
CLUB BALLYHOO	TILLEY'S PIZZA HOUSE INC	TERESA DONOVAN	902-904 FOURTH ST	\$625
COYOTES BAR AND BANQUET	COYOTES OF ROCK CO LLC	BRAD L. LAWVER	107 DEARBORN ST	\$50
DEB'S TOWN CLUB	PETERSON'S TOWN CLUB, LLC	DEBRA E PETERSON	1900 ST LAWRENCE AVE	\$625
LIBERTY HOUSE/WHISKEY LOUNGE	B & I BUSINESS, LLC	ARBEN USENI	1901 LIBERTY AVE	\$625
DOMENICO'S ITALIAN RESTAURANT	DOMENICO PIZZA & RESTAURANT, INC	PETER V. GABRIELLE	547 E GRAND AVE	\$625
G5 BREWING COMPANY	G5 BREWING COMPANY, LLC	LEE GUNDERSON	1895 GATEWAY BLVD	\$625
GRAND AVENUE PUB	JD SECOND TIME, INC	GAYLE SCHLIEM	132 WEST GRAND AVE	\$750
GRAND HALL II	PALERMO ENTERPRISE, LLC	PETER V. GABRIELE	648 FOURTH STREET	\$625
GRAND SLAM	RUCKERT INVESTMENTS, INC.	THOMAS A. RUCKERT	173 WEST GRAND AVE	\$625
HATLEY'S PUB	HATLEY ENTERPRISES OF BELOIT	GREGORY L HATLEY	435 E GRAND AVE	\$625
IRONWORKS GOLF LAB	THE BELOIT CLUB, LLC	JEFFREY E. WHITEMAN	625 3RD ST, SUITE 100	\$625
JERSEY'S BAR & GRILL	JERSEY'S INC	REBECCA R HERNANDEZ	2770 MILWAUKEE RD	\$625

LITTLE MEXICO OF BELOIT	LITTLE MEXICO OF BELOIT, LLC	ADRIAN CORTES	2787 MILWAUKEE RD	\$625
MAXINE'S SOCIAL	MAXINE'S SOCIAL, LLC	ZACHARIAH DAVIS	431E. WOODLAND DR	\$625
MERRILL AND HOUSTON'S	MERRILL& HOUSTON'S STEAK JOINT,	JEFFREY E.WHITEMAN	500 PLEASANT ST	\$625
PATTI'S ROAD DAWG PUB	PRD SALOON OF BELOIT, INC	PATTI JEAN VANCE	2956 MILWAUKEE RD	\$625
PIG IRON PUB & GRUB	ELLIOTT PUBLIC HOUSE HOLDINGS, LLC	DAVID A. ELLIOTT	614 BROAD STREET	\$625
ROONEY'S PUB & GRUB	KLINE'S CLUB 88 INC	GLENDA G. KLINE	65 PORTLAND AVE	\$25
THE 615 CLUB	P AND G OF BELOIT, INC	GREGORY L HATLEY	615 BROAD STREET	\$625
THE BRASS RAIL	CPRTB, LLC (CHERYL WILSON)	CHERYL L. WILSON	646 FOURTH ST	\$625
THE LAST LAP	LAST LAP INC	BRADLEY J. SANDMIRE	1028 MARY ST	\$625
THE MOUSE TAVERN	MICKY MOUSE TAVERN INC	THOMAS R. ROEHL	1420 MADISON RD	\$625
THE ROCK BAR & GRILL	HOSPITALITY ON THE ROCK, INC	JASON A. AGATE	101 MAPLE AVE	\$625
THIRSTY BADGER BAR & GRILL	DRAEVING COMPANIES, LLC	MICHAEL DRAEVING, SR	2683 PRAIRIE AVENUE	\$625
TRUK'T	TRUK'T LLC	JEFFERY E.WHITEMAN	443 E GRAND AVE	\$625
TURTLE TAP	THE TURTLE TAP LTD	CURTIS W. BRAN NON	1344 E GRAND AVE	\$625
MEAD ALLEN VFW POST 2306	MEAD-ALLEN POST #2306 VETERANS OF FOREIGN WARS OF THE UNITED	STEVEN MAYFIELD	2711 AFTON RD	\$625
WEST SIDE PUB & GRILL	DITA'S INC.	SHPEZIME SARA FADILOVSKI	1567 MADISON RD	\$750
WISCO KITCHEN, LLC	WISCO KITCHEN, LLC	JACQUELINE S. GENNETT	302 STATE ST	\$25

There is a quota limit of 42 Class "B" Liquor Licenses. There are currently 42 Active Licenses expiring June 30, 2022.

**RED BOLDED AGENTS = NEW this licensing period**

**YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE**

### **CLASS "B" BEER AND RESERVE "CLASS B" LIQUOR**

Class "B" Beer licenses are for the sale of fermented malt beverages from premises within the municipality and may authorize an official or body of the municipality to issue temporary Class "B" licenses under sub. (6). A "Class B" liquor license authorizes the retail sale of intoxicating liquor for consumption on the premises where sold by the glass and not in the original package or container. In addition, wine may be sold in the original package or container in any quantity to be consumed off the premises where sold. This paragraph does not apply in municipalities in which the governing body elects to come under par. (b) or to a winery that has been issued a "Class B" license.

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
BUFFALO WILD WINGS	BLAZIN WINGS, INC	JAMIE SWAN	2747 MILWAUKEE ROAD	\$625
CLANCY'S SPORTS LOUNGE & GRILL	CLANCY L. SMITH	NA	201 SHORT ST	<b>\$25</b>
COACH'S BAR & GRILL	DIEHL ENTERPRISE, LLC	DEREK DIEHL	2745 PRAIRIE AVENUE	<b>\$750</b>
ECLIPSE CENTER	ECLIPSE EVENT CENTER LLC	JEFFERY WHITEMAN	100 ECLIPSE CENTER	\$625
FRESCO FAJITA HOUSE	FRESCO LA CASA de las FAJITAS	JENNIFER DOMINGUEZ	315 STATE STREET	\$625
LA CASA GRANDE	CASA GRANDE, INC	PETER V. GABRIELE	618 4 <sup>TH</sup> STREET	\$625
LUCY'S #7 BURGER BAR	LUCY'S #7 BURGER BAR, LLC	JEFFERY WHITEMAN	430 E GRAND AVE, STE 102	\$625
THE ALIBI	BRBK LLC	WENDY K. DRAKE	1180 MADISON ROAD	\$625
THE CASTLE AT 501 PROSPECT	HOURGLASS MEDIA, LLC	JOHN WITTNEBEL	501 PROSPECT ST	\$625
VELVENT BUFFALO	VELVET BUFFALO, LLC	JEFFERY WHITEMAN	419 PLEASANT ST	\$625
ZEN SUSHI & GRILL	KYOTAI CORP	TAI K PARK	430 E GRAND AVE, STE 101	<b>\$750</b>

There is a quota limit of 11 "CLASS B" Reserve Liquor Licenses. There are currently 11 active licenses expiring June 30, 2022.

**RED BOLDED AGENTS = NEW this licensing period**

**YELLOW HIGHLIGHT = NO RENEWAL APP TO DATE**

# CITY OF BELOIT

## REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Consideration of a Change of Agent on the Class "A" Beer and "Class A" Liquor Retail License for The Walmart Stores East, LP, d/b/a Walmart #2532, located at 2785 Milwaukee Road, Beloit, WI from Shelly L. McCormick to Jenny Welch for license period ending June 30, 2022.		
Date:	May 2, 2022		
Presenter:	Marcy J Granger	Department:	City Clerk-Treasurer

### Overview/Background Information

The Walmart Stores East, LP, d/b/a Walmart #2532, located at 2785 Milwaukee Road, Beloit, WI has requested to change their agent from Shelly L. McCormick to Jenny Welch for license period ending June 30, 2022.

### Key Issues

1. The applicant has submitted the required documents to request such change: Schedule of Appointment of Agent form AT-107a; Schedule of Successor of Agent, AT-104; Auxiliary Questionnaire form AT-103; and the Supplemental Questionnaire for agents.
2. The application was sent to the Beloit Police Department on April 22, 2022 to check municipal and state criminal records of the applicant and has been approved.
3. The ABLCC should review the application to assure conformity with existing rules, regulations and zoning ordinances of the city and state and make recommendation to City Council.
4. This item will appear on the May 16, 2022 City Council agenda for action.

### Conformance with Strategic Plan

Approval of this action would conform with the stated purpose of the following strategic goal:

- Goal #1 - Create and Sustain Safe and Healthy Neighborhoods
- Goal #2 - Create and Sustain a High Performing Organization
- Goal #3 - Create and Sustain Economic and Residential Growth
- Goal #4 - Create and Sustain a High Quality of Life
- Goal #5 - Create and Sustain High Quality Infrastructure and Connectivity
- Goal #6 - Create and Sustain a Positive Image, Enhance Communications and Engage the Community

### Sustainability

(If applicable, briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment. Consider whether the policy or program will reduce dependence upon fossil fuels, reduce dependence on chemicals and other manufacturing substances that accumulate in nature, reduce dependence on activities that harm life sustaining eco-systems, and/or meet the hierarchy of present and future human needs fairly and efficiently. Write N/A if not applicable)

N/A

### Action Required/Recommendation

Staff recommends that the ABLCC make a positive recommendation and City Council approve this Change of Agent Application.

### Fiscal Note/Budget Impact

The fee for this action is \$10 per state statute.

### Attachments

(AT-107a)Schedule for Successor of Agent, (AT-104) Appointment of Agent; (AT-103) Auxiliary Questionnaire; Supplemental Questionnaire.

Revised 05-24-2018

## Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

Town

To the governing body of:  Village of BELOIT  City

County of ROCK

The undersigned duly authorized officer/member/manager of WAL-MART STORES EAST, LP  
(*Registered Name of Corporation / Organization or Limited Liability Company*)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as  
WALMART #2532

*(Trade Name)*

located at 2785 MILWAUKEE ROAD, BELOIT, WI 53511

appoints JENNY WELCH

*(Name of Appointed Agent)*

114 E. SPRING STREET, UNIT 102, ORFORDVILLE WI 53576

*(Home Address of Appointed Agent)*

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 14 YEARS

Place of residence last year 114 E. SPRING STREET, UNIT 102, ORFORDVILLE WI 53576

For: WAL-MART STORES EAST, LP

*(Name of Corporation / Organization / Limited Liability Company)*

By:

*(Signature of Officer / Member / Manager)*

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

### ACCEPTANCE BY AGENT

I, JENNY WELCH (Print / Type Agent's Name), hereby accept this appointment as agent for the

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Agent's age 49

(Signature of Agent) (Date)

114 E. SPRING STREET, UNIT 102, ORFORDVILLE WI 53576

*(Home Address of Agent)*

Date of birth 04/07/1972

### APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 04-22-22 by Lt. Eberhardt #3120 Lt. of Pol.  
(Date) (Signature of Proper Local Official)

Title Lt Eberhardt #3120 Lt. of Pol.  
(Town Chair, Village President, Police Chief)

# Auxiliary Questionnaire

## Alcohol Beverage License Application

*Submit to municipal clerk.*

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
WELCH		JENNY		
Home Address (street/route)	Post Office	City	State	Zip Code
114 E. SPRING ST UNIT 102		ORFORDVILLE	WI	53576
Home Phone Number	Age	Date of Birth	Place of Birth	
608-295-1264	39	04/07/1972	JANESVILLE, WI	

The above named individual provides the following information as a person who is (check one):

Applying for an alcohol beverage license as an individual.  
 A member of a partnership which is making application for an alcohol beverage license.

AGENT of WAL-MART STORES EAST, LP

(Officer / Director / Member / Manager / Agent)

(Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

1. How long have you continuously resided in Wisconsin prior to this date? 14 YEARS

2. Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)

3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? .....  Yes  No  
 If yes, describe status of charges pending.

4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? .....  Yes  No  
 If yes, identify. \_\_\_\_\_

(Name, Location and Type of License/Permit)

5. Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? .....  Yes  No  
 If yes, identify.

(Name of Wholesale Licensee or Permittee)

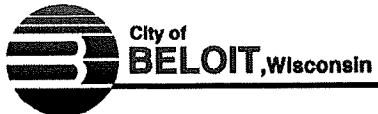
(Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
WALMART #2532	2785 MILWAUKEE RD, BELOIT	04/2018	CURRENT
Employer's Name	Employer's Address	Employed From	To
WALMART #1176		07/2017	04/2018

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 (Signature of Named Individual)



## **SUPPLEMENTAL QUESTIONNAIRE FOR AGENTS**

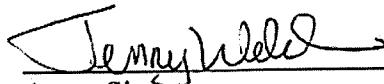
You are required to provide the following information to the City of Beloit to assist in determining whether you meet the qualifications necessary to act as agent for the corporation or limited liability company that has submitted your appointment as agent. (Wis. Stats. 125.04(5) and (6)).

Please attach as many sheets as necessary to provide your answers to the questions below. Your notarized signature is required on the next page and constitutes your sworn statement that the information provided by you is truthful and accurate. It is also necessary that you have a corporate officer sign the second page and have that signature notarized also. The signing and notarization by the corporate officer constitutes a representation to the city that the corporation is requesting that the city rely on the information provided by the agent, which you attach.

### **QUESTIONS**

1. The law requires that the entity appointing you as agent vest in you, by properly authorized and executed written delegation, full authority and control of the premises described in the license or permit of the entity, and of the conduct of all business on the premises relative to alcohol beverages, that the license or permittee could have and exercise if it were a natural person. Please state in your own words how you intend to fulfill those duties and exercise your authority.
2. Please describe any previous experience you have had in retail alcohol sales.
3. Please state how many other people will be under your supervision and engaged in alcohol beverage business.
4. Please describe what type of training you will offer to those under your supervision, describe whether the training will be ongoing, and attach any written training materials or policy manuals you intend to rely on.
5. Please describe in detail what training, policy, and procedures you intend to implement to ensure against underage sales.
6. Please describe what other employees will hold licenses to directly dispense alcohol.
7. Please describe whether you are going to be a full time employee and further state whether you either act as an alcohol agent for any other business or hold any other employment.

8. Please state your intended hours or schedule of being physically present at the licensed premises. Your intended hours should be set on a daily, weekly, or monthly basis as appropriate.
9. Please state whether you understand that you can be personally given citations by the police department for such things as underage sales, open after hours, or other alcohol related violations even when you are not on the premises.
10. Please describe any alcohol related violations you have been charged with in the last five (5) years. Provide the date of the offense, the nature of the charge, and the disposition of the matter. If there are none, so state.
11. Please provide any other information you believe that the City of Beloit should be aware of in deciding whether you satisfactorily qualify to be an alcohol beverage agent.



Agent Signature

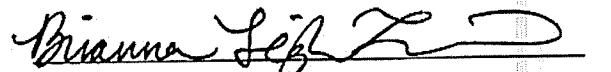
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 JENNY WELCH

Print Agent Name

Subscribed and sworn to be this 25<sup>th</sup> day of March, 2022.

BRIANNA LEIGH TRAINOR  
NOTARY PUBLIC  
STATE OF WISCONSIN


Notary Public Brianna Leigh TrainorMy Commission Expires: 3/14/2025


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Corporate Officer Signature  
(Designate Office)

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 Sarah Little, Assistant Secretary

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 Print Corporate Officer Name

Subscribed and sworn to be this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

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 Notary Public \_\_\_\_\_

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 My Commission Expires: \_\_\_\_\_

8. Please state your intended hours or schedule of being physically present at the licensed premises. Your intended hours should be set on a daily, weekly, or monthly basis as appropriate.
9. Please state whether you understand that you can be personally given citations by the police department for such things as underage sales, open after hours, or other alcohol related violations even when you are not on the premises.
10. Please describe any alcohol related violations you have been charged with in the last five (5) years. Provide the date of the offense, the nature of the charge, and the disposition of the matter. If there are none, so state.
11. Please provide any other information you believe that the City of Beloit should be aware of in deciding whether you satisfactorily qualify to be an alcohol beverage agent.

\_\_\_\_\_  
Agent Signature

\_\_\_\_\_  
Print Agent Name

Subscribed and sworn to be this \_\_\_\_ day of \_\_\_\_\_, 2022.

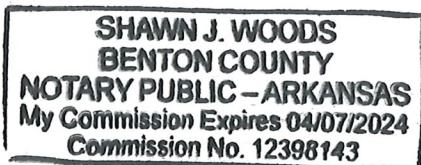
\_\_\_\_\_  
Notary Public \_\_\_\_\_

\_\_\_\_\_  
My Commission Expires:\_\_\_\_\_

*Suth*  
\_\_\_\_\_  
Corporate Officer Signature  
(Designate Office)

*Sarah Little, Assistant Secretary*  
\_\_\_\_\_  
Print Corporate Officer Name

Subscribed and sworn to be this *14<sup>th</sup>* day of *February*, 2022.



*Shawn Woods*  
\_\_\_\_\_  
Notary Public \_\_\_\_\_  
My Commission Expires: *04/07/2024*

## Answers to Supplemental Questionnaire for Agents

1. I plan to ensure all register operator is fully trained on alcohol sales and have taken Walmart's computer based learning. I intend to ensure each associate is empowered to decline a sale of alcohol and stand behind them when they do.
2. I first held a bartender's license at approximately 19 years of age. I was a bartender at my uncle's bar while I attended college. I was a manager at a convenience store and had an operator's license. I have been a manager with Walmart for the last 15 years. I have had licenses in each store that sold alcohol.
3. There currently 155 associates in the store that have completed the Alcohol Sales Training in the store.
4. Walmart has a computer based learning set up for any individual that runs a register. The Alcohol Sales Training computer based learning which is required to be completed yearly. Also, Walmart's policy is to check identification of anyone who appears to be under 40 years old. If an id is checked, the birthdate from the id is entered in the register.
5. I intend to implement and uphold the above training, policy and procedures to ensure against underage sales.
6. The entire management team will hold operator's license.
7. I will be a full time associate of Walmart and will not act as agent for any other business.
8. I will be scheduled 5 days a week except while on vacation. The schedule will vary from 7am to 10pm with shifts of 10 hours.
9. I am aware and understand that I can personally be given citations for alcohol related violations.
10. I have not had any alcohol related violations in my lifetime.
11. No additional information.