



PUBLIC NOTICE & AGENDA
BELOIT ALCOHOL BEVERAGE LICENSE CONTROL COMMITTEE
City Hall Forum - 100 State Street, Beloit, WI 53511
4:00 PM
Tuesday, May 14, 2024

1. ROLL CALL
2. APPROVAL OF THE MINUTES
 - 2.a. Consider approval of the minutes of the regular meeting of April 9, 2024
[Attachment](#)
3. PUBLIC COMMENT
4. LICENSES
 - 4.a. Consider an application for a new Class "B" Fermented Malt Beverage (Beer) and a Reserve "Class B" Intoxicating Liquor License for Austin's Filling Station LLC, d/b/a Austin's Filling Station, located at 1414 Cranston Rd, Beloit, Austin Vance, Agent
[Attachment](#)
 - 4.b. Consider applications for renewal of Class "A" Fermented Malt Beverage (Beer) and "Class A" Intoxicating Retail Liquor Licenses for license period July 1, 2024 through June 30, 2025,
[Attachment](#)
 - 4.c. Consider applications for renewal of Class "A" Fermented Malt Beverage (Beer) Retail Licenses for license period July 1, 2024 through June 30, 2025
[Attachment](#)
 - 4.d. Consider applications for renewal of Class "B" Fermented Malt Beverage (Beer) Licenses for license period July 1, 2024 through June 30, 2025
[Attachment](#)
 - 4.e. Consider applications for renewal of Class "B" Fermented Malt Beverages (Beer) and "Class C" Wine Licenses for license period July 1, 2024 through June 30, 2025.
[Attachment](#)
 - 4.f. Consider applications for renewal of Class "B" Fermented Malt Beverage (Beer) and "Class B" Intoxicating Liquor Licenses for license period July 1, 2024 through June 30, 2025.
[Attachment](#)
 - 4.g. Consider applications for renewal of Class "B" Fermented Malt Beverage (Beer) and Reserve "Class B" Intoxicating Liquor Licenses for license period July 1, 2024 through June 30, 2025.

[Attachment](#)

- 4.h. Consideration of an application for an amendment for a premise extension and amendment of premise description for a Class "B" Fermented Malt Beverage (Beer) and "Class B" Intoxicating Liquor License for OGG Prairie Street LLC, d/b/a Jerry's Bar and Grill, located at 2745 Prairie Ave, Beloit

[Attachment](#)

- 5. CHANGE OF AGENT
- 6. COMMITTEE COMMENTS
- 7. POLICE DEPARTMENT REPORT/COMMENTS
- 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 BELOIT CITY COUNCIL

100 State Street, Beloit WI 53511

City Hall Forum – 4:00PM

APRIL 9, 2024

- 1) ROLL CALL
Marty Densch called the meeting to order at 4:00pm
Present: Gregg Schneider, Martin Densch, Sheri Pounds
Absent: Allison Semrau, Henry Clement
Staff: Clerk-Treasurer Marcy Granger, Clerk-Treasurer Specialist Lisa Miannecki
Assistant City Attorney Tjoa, Lt. Elrod
- 2) APPROVAL OF THE MINUTES
2.a The minutes of the regular meeting of March 12, 2024 were approved. Moved by Gregg Schneider, second by Sheri Pounds. Motion carried.
[Attachment](#)
- 3) PUBLIC COMMENT- None
- 4) LICENSES-None
- 5) CHANGE OF AGENT
5a. Consideration of Change of Agent for the Class "A" Fermented Malt Beverage (Beer) and "Class A" Intoxicating Liquor License for Wisconsin CVS Pharmacy, LLC d/b/a CVS Pharmacy #8534, located at 1063 Fourth Street, Beloit WI from Tara S. Brown to Jayne E Kenny for license period ending June 30, 2024

Jayne E Kenny present, Attorney Tjoa verified #9 on auxiliary questionnaire, and Mrs. Kenny affirmed. Lt. Elrod has no concerns for Mrs. Kenny being named the agent. Moved by Gregg Schneider second by Sheri Pounds to recommend approval of the change of agent to City Council. Motion carried.
[Attachment](#)
- 6) COMMITTEE COMMENTS- Next meetings will be renewal of Liquor licenses.
- 7) POLICE DEPARTMENT REPORT/COMMENTS
Lt Elrod submitted Business Check reports
- 8) CITY ATTORNEY COMMENTS- None
- 9) Adjournment- Moved by Yusuf Adama, second by Gregg Schneider to adjourn at 4:15pm

Marcy J. Granger, City Clerk-Treasurer

www.beloitwi.gov

Date approved by ABLCC:

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO ABLCC



Topic: Consider an application for a new Class “B” Fermented Malt Beverage (Beer) and a Reserve “Class B” Intoxicating liquor license for Austin’s Filling Station LLC, d/b/a Austin’s Filling Station, located at 1414 Cranston Rd Beloit, Austin Vance, Agent

Date: May 14, 2024

Presenter: Marcy J Granger **Department:** City Clerk-Treasurer

Overview/Background Information

Austin's Filling Station LLC, d/b/a Austin's Filling Station is applying for a Reserve Class "B" Fermented Malt Beverage (Beer) and "Class B" Intoxicating Liquor License for the License period ending June 30, 2025.

1. Austin's Filling Station LLC, d/b/a Austin's Filling Station is requesting approval of a Reserve Class "B" Fermented Malt Beverage (Beer) and "Class B" Intoxicating Liquor License for the period ending June 30, 2025.
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 14, 2024 agenda and back to the City Council on the May 20, 2024 consent agenda.
3. The ABLCC will review the application at their May 14, 2024 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 20, 2024 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 14, 2024 meeting and make a recommendation. This will return to Council for a decision at its May20, 2024 Regular City Council Meeting.

The fee for this action is a \$10,000 Reserve fee plus \$600 License fee.

(AB-200) Alcohol Beverage License Application, (AB-100) Alcohol Beverage Individual Questionnaire, (AB-101) Alcohol Beverage Appointment of Agent, Supplemental Questionnaire, Neighborhood Impact Report

Revised 03-09-2022

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	C - Beloit
License Period	

License(s) Requested: (up to two boxes may be checked)

- Class "A" Beer \$ _____
- Class "B" Beer \$ _____
- "Class A" Liquor \$ _____
- "Class B" Liquor \$ _____
- "Class A" Liquor (cider only) \$ _____
- Reserve "Class B" Liquor \$ _____
- "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$ 50.00 4/12/24
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (Individual name if sole proprietorship) Austin's Filling Station, LLC		
2. Business Trade Name or DBA Austin's Filling Station		
3. FEIN 99-2249709	4. Wisconsin Seller's Permit Number 456-1031706792-04	
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 WI	7. Date of Organization 04/01/2024	8. Wisconsin DFI Registration Number A111461
9. Premises Address 1414 Cranston Road		
10. City Beloit	11. State WI	12. Zip Code 53511
13. County Rock	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: Beloit	15. Aldermanic District
16. Premises Phone (608) 363-7969	17. Premises Email vance.businessoffice@gmail.c	18. Website
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. Bar and Grill alcoholic and non alcoholic beverages sold for consumption on premise as well as food for consumption on or off premise		
20. Mailing Address (if different from premises address) 2956 Milwaukee Road		
21. City Beloit	22. State WI	23. Zip Code 53511

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. Yes 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
Vance	Austin	Owner	(608) 363-7969

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 Vance	First Name Austin	M.I.
Title Owner	Email vance.businessoffice@gmail.com	Phone (608) 363-7969
Signature 		Date 4/12/24

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 4/12/24	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Alcohol Beverage Individual Questionnaire

Date
4/12/24

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.


Part A: Business Information	
1. Legal Business Name (Individual name if sole proprietor) Austin's Filling Station, LLC	
2. Business Trade Name or DBA Austin's Filling Station	
3. Entity Type (<i>check one</i>) <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	

Part B: Individual Information				
1. Last Name Vance		2. First Name Austin		3. M.I. R
4. Relationship to Business (Title) Owner		5. Email vance.businessoffice@gmail.com		6. Phone (608) 363-7969
7. Home Address 6402 E. Buss Road				
8. City Clinton		9. State WI	10. Zip Code 53525	11. Date of Birth
12. Drivers License/State ID Number			13. Drivers License/State ID State of Issuance WI	

Part C: Address History							
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Years 29</td> <td style="width: 50%;">Months 3</td> </tr> </table>	Years 29	Months 3		
Years 29	Months 3						
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1 4717 E. Cty Rd. J		City Beloit	State WI	Zip Code 53511			
Previous Address 2		City	State	Zip Code			
Previous Address 3		City	State	Zip Code			
Previous Address 4		City	State	Zip Code			
Previous Address 5		City	State	Zip Code			
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State	County	State	County	State	County	State	County
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History		
1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.		
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.		

Part E: Attestation	
READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.	
Signature	Date
	4/12/24

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) Austin's Filling Station, LLC	
2. Business Trade Name or DBA Austin's Filling Station	
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 Vance	2. First Name Austin	3. M.I. R	
4. Email vance.businessoffice@gmail.com		5. Phone (608) 363-7969	
6. Home Address 6402 E. Buss Road			
7. City Clinton	8. State WI	9. Zip Code 53525	10. Age
11. Drivers License/State ID Number		12. Drivers License/State ID State of Issuance WI	

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, <i>Alcohol Beverage Individual Questionnaire</i> ? 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 <i>Vance</i>		First Name <i>Austin</i>	M.I.
Title <i>owner - agent</i>	Email		Phone
Signature 			Date

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 Vance		First Name Austin	M.I. R
Signature 			Date



SUPPLEMENTAL QUESTIONNAIRE FOR AGENTS

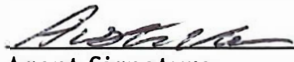
You are required to provide the following information to the City of Beloit to assist in determining whether you meet the qualifications necessary to act as agent for the corporation or limited liability company that has submitted your appointment as agent. (Wis. Stats. 125.04(5) and (6)).

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

Austin Vance
 Print Agent Name *owner*

Subscribed and sworn to be this 12 day of April, 2024.


 Notary Public Rock County, WI
 My Commission Expires: 12/25/2025


 Corporate Officer Signature
 (Designate Office)

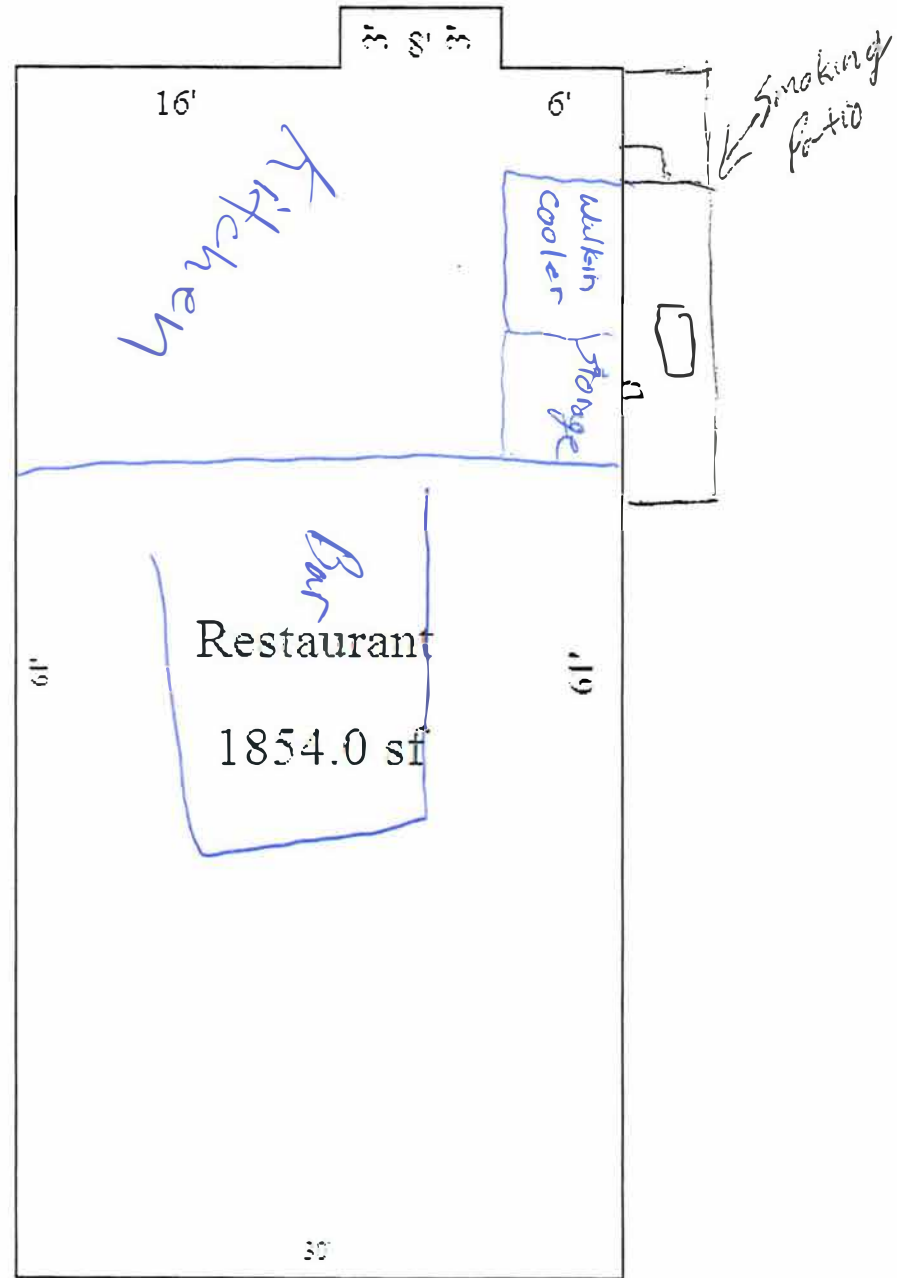
 Print Corporate Officer Name

Subscribed and sworn to be this ____ day of _____, 20__.

 Notary Public _____
 My Commission Expires: _____

Supplemental Questionnaire

1. I will verify all Bartenders are knowledgeable of the liquor laws and properly licensed to fulfill duties and exercise my authority as agent.
2. I have been working in PRD Saloon of Beloit, Patti's RD Saloon, and PJVance 2014 since 2015, and purchased them in 2022. I have been the registered agent for all three businesses since 2022.
3. There will be 3-4 other bartenders under my supervision.
4. Those under my supervision will be properly licensed and provided with a training manual that will aid in ongoing training. Such as alcohol awareness, liquor law, checking identification, and sanitation.
5. All bartenders will be licensed and properly trained to card everyone that walks through the door, if they are not 21, they cannot be in our bar. Servers are trained to card anyone ordering an alcoholic beverage. We will also provide a digital calendar to aid in reminding all bartenders the date and year that our customers' birth dates must be to enter.
6. There will be an estimated 3-4 other bartenders that will hold licenses with the City.
7. I will be acting agent for this business as well as PRD Saloon of Beloit, PJVance 2014, and Patti's RD Saloon, as I have been for the past two years. These four businesses are my only employment as owner/operator.
8. I am in and out of all of the businesses every single day.
9. I understand.
10. None
11. I have been the agent for my other three businesses for the past two years. I have worked in the businesses since 2015, so my experience in the bar/restaurant business is well versed.



CITY PLAN/ZONING

ENVIRONMENTAL/WASTEWATER

~~POLICE DEPARTMENT~~

HOUSING SERVICES

FIRE DEPARTMENT

a. Building Inspection

**NEIGHBORHOOD
IMPACT COMMENT REPORT**
(Reserve)

An application has been filed for a Class B Beer & License with the City Clerk

By: Austin's Filling Station ^{Liquor}

Located at: 1414 Cranston Rd

Date: 4/17/24

Notice of this application is being submitted to you for *comment*.

Please comment below and return to the City Clerk's Office by: 4/25/2024

Note: Planning Department report should include if the property is meeting State Statute 125.68 (3) that the premise is not within 300 feet of the main entrance of any public or parochial school, hospital or church. (For liquor sales only)

DATE: 04/25/24

SIGNED: *Pink Smith*

**POLICE DEPARTMENT
NEIGHBORHOOD IMPACT SURVEY**

The undersigned are in favor of or opposed to granting a Class B Beer & Liquor
 To: Austin's Filling Station, LLC
 Located at: 1414 Cranston Rd Beloit, WI 53511

NAME	ADDRESS	IN FAVOR	OPPOSED	REASON
Hannah Myers General Manager	1434 Cranston Rd Dairy Queen	X		N/A
Shannon Woods CNA	1712 Cranston Adaptive Alliance	X		
Toni Light Administrator	2122 Pioneer Dr Suites at Beloit	X		
Liza Lyon	2086 Pioneer #13	X		
Jordan Meckler	2086 Pioneer #20	X		
David Zimdars	2086 Pioneer #16	X		
Tom Jackson	2086 Pioneer #2	X		
Dylan Davies	2086 Pioneer #1	X		

PREPARED BY: N. Smith #4459

DATE: 03/22/24

**POLICE DEPARTMENT
NEIGHBORHOOD IMPACT SURVEY**

The undersigned are in favor of or opposed to granting a Class B Beer & Liquor License
 To: Austin's Filling Station, LLC
 Located at: 1414 Cranston Rd Beloit, WI 53511

B

NAME	ADDRESS	IN FAVOR	OPPOSED	REASON
Ray Solberg	1532 Henderson	X		N/A No comment
Sue Viken (Administrator)	2121 Pioneer Dr Autumn Lake	X		
Trisha Mascari Manager	2149 Pioneer Dr	X		
Debbie Stevenson Secretary	1705 Cranston Carpet Store	X		
CHRIS Karonias Salesman	1410 Cranston House of carpets	X		
Rosag Williams Branch Manager	1184 Cranston Educators credit union	X		
Shannon Ahrens Owner	1122 Cranston	X		
Jade Ostenson Insurance Rep	116 Cranston State Farm	X		

PREPARED BY: N. Smith #1408

DATE: 03/22/24

**POLICE DEPARTMENT
NEIGHBORHOOD IMPACT SURVEY**

The undersigned are in favor of or opposed to granting a Class B Beer & Liquor License
 To: Austin's Filling Station, LLC
 Located at: 1414 Cranston Rd Beloit, WI 53511

NAME	ADDRESS	IN FAVOR	OPPOSED	REASON
Diane Meier Employee	1205 Cranston Rd Beloit Floral	X		
Jeff Pargman	2066 Pioneer Dr	X		
Mark Pearsall	1487 Pioneer Dr	X		
Amber Dalgard	1486 Pioneer Dr	X		
James Jacot	1481 Pioneer Dr	X		
Christa Mitson owner	1731 Cranston Rd	X		
Rachel's Smith	1974 Pioneer Dr	X		

PREPARED BY: N. Smith 4054

DATE: 4/25/24

CITY PLAN/ZONING

ENVIRONMENTAL/WASTEWATER

POLICE DEPARTMENT

HOUSING SERVICES

a. Building Inspection

FIRE DEPARTMENT

**NEIGHBORHOOD
IMPACT COMMENT REPORT**
(Reserve)

An application has been filed for a Class B Beer & License with the City Clerk

By: Austin's Filling Station Liquor

Located at: 1414 Cranston Rd

Date: 4/17/24

Notice of this application is being submitted to you for *comment*.

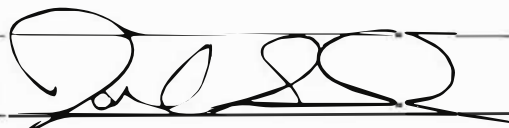
Please comment below and return to the City Clerk's Office by: 4/25/2024

Note: Planning Department report should include if the property is meeting State Statute 125.68 (3) that the premise is not within 300 feet of the main entrance of any public or parochial school, hospital or church. (For liquor sales only)

No comment

DATE: 4/22/24

SIGNED:



CITY PLAN/ZONING

ENVIRONMENTAL/WASTEWATER

POLICE DEPARTMENT

HOUSING SERVICES

a. Building Inspection

~~FIRE DEPARTMENT~~

NEIGHBORHOOD IMPACT COMMENT REPORT

(Reserve)

An application has been filed for a Class B Beer & Liquor License with the City Clerk

By: Austin's Filling Station

Located at: 1414 Cranston Rd

Date: 4/17/24

Notice of this application is being submitted to you for *comment*.

Please comment below and return to the City Clerk's Office by: 4/25/2024

Note: Planning Department report should include if the property is meeting State Statute 125.68 (3) that the premise is not within 300 feet of the main entrance of any public or parochial school, hospital or church. (For liquor sales only)

No OPEN VIOLATIONS.

DATE: 04/21/2024

SIGNED: [Signature]

CITY PLAN/ZONING

ENVIRONMENTAL/WASTEWATER

POLICE DEPARTMENT

HOUSING SERVICES

a. Building Inspection

FIRE DEPARTMENT

**NEIGHBORHOOD
IMPACT COMMENT REPORT**
(Reserve)

An application has been filed for a Class B Beer & Liquor License with the City Clerk

By: Austin's Filling Station

Located at: 1414 Cranston Rd

Date: 4/17/24

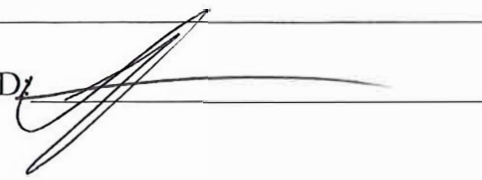
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Please comment below and return to the City Clerk's Office by: 4/25/2024

Note: Planning Department report should include if the property is meeting State Statute 125.68 (3) that the premise is not within 300 feet of the main entrance of any public or parochial school, hospital or church. (For liquor sales only)

PROPERTY MEETS STATE STATUTE 125.68(3) AND
IS NOT WITHIN 300 FEET OF THE MAIN
ENTRANCE OF ANY PUBLIC OR PAROCHIAL
SCHOOL, HOSPITAL OR CHURCH.

DATE: 4/19/2024

SIGNED: 

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Annual Applications for Beer/Liquor Licenses for 2024-2025		
Date:	May 14, 2024		
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 began April 8th when letters were mailed to current license holders with a (AB-200) Alcohol Beverage License Application, (AB-101) Alcohol Beverage Appointment of Agent, (AB-100) Alcohol Beverage Individual Questionnaire, the City of Beloit Supplemental questionnaire and instructions for filing with the clerk and a list of applicable fees. They are asked to return the paperwork and pay the publication fee by May 1, 2024. 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 published May 9, 10 & 13, 2024)
3. The ABLCC will act on this list at the May 14, 2024 regular meeting. Upon committee recommendation, this list will return to the City Council for approval at the May 20, 2024 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, 2024- June 30, 2025.
5. By July 15, 2024, the Municipal Clerk is responsible for submitting an annual retail license report to the Department of Revenue.

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 14, 2024 regular meeting

Fiscal Note/Budget Impact

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

Attachments

List of Renewal Applications received by May 1, 2024 for Beer/Liquor Licenses for period July 1, 2024-June 30, 2025

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. CLASS A BEER \$500 CLASS A LIQUOR \$500 PUBLICATION FEE \$25= \$1025

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
ALDI #48	ALDI, INC	MARLENE WAGNER	2780 MILWAUKEE ROAD	\$1025
BELOIT MOBIL ON THE RUN	ND GAS LLC	BETH NALAN	2883 MILWAUKEE RD	\$1025
CASEY'S GEN STORE #3316	CASEY'S MARKETING COMPANY	ROBERT MOLD	2350 CRANSTON RD	\$1025
CVS PHARMACY #5600	WISCONSIN CVS PHARMACY, LLC	JEANNINE HEAVER	2149 PRAIRIE AVE	\$1025
KWIK TRIP #1151	KWIK TRIP, INC.	ADAM LARSON	3155 PRAIRIE AVE.	\$1025
MADISON ROAD MART	MADISON ROAD MART, INC	HARJINDER SINGH SAMRA	1343 MADISON RD	\$1025
PIGGLY WIGGLY	GUZMAN'S SUPERMARKET, LLC	MIGUEL ANGEL GUZMAN, SR	1827 PRAIRIE AVE	\$1025
SHOPIERE GAS MART	SHOPIERE GAS MART, INC.	HARJINDER SINGH SAMRA	1902 SHOPIERE ROAD	\$1025
SUNNY'S LIQUOR	RSK ENTERPRISES, LLC	AMRIK SINGH	2621 PRAIRIE AVE	\$1025
TOBACCO SHACK	AKSHAR BRAHMA INC	JIGNESH U. DESAI	1212 CRANSTON RD	\$1025
WAL-MART #2532	WAL-MART STORES EAST, LP	DON ALAN JOHNSTON	2785 MILWAUKEE RD	\$1025
WOODMAN'S FOOD MARKET	WOODMAN'S FOOD MARKET, INC	KEVIN KOLBERG, JR.	1877 MADISON RD	\$1025

RED BOLDED AGENTS = NEW this licensing period

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Annual Applications for Beer/Liquor Licenses for 2024-2025		
Date:	May 14, 2024		
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 began April 8th when letters were mailed to current license holders with a (AB-200) Alcohol Beverage License Application, (AB-101) Alcohol Beverage Appointment of Agent, (AB-100) Alcohol Beverage Individual Questionnaire, the City of Beloit Supplemental questionnaire and instructions for filing with the clerk and a list of applicable fees. They are asked to return the paperwork and pay the publication fee by May 1, 2024. 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

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2. The City Clerk-Treasurer must publish all applications. (This list published May 9, 10 & 13, 2024)
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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, 2024- June 30, 2025.
5. By July 15, 2024, the Municipal Clerk is responsible for submitting an annual retail license report to the Department of Revenue.

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 14, 2024 regular meeting

Fiscal Note/Budget Impact

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

Attachments

List of Renewal Applications received by May 1, 2024 for Beer/Liquor Licenses for period July 1, 2024-June 30, 2025

BEER/LIQUOR LICENSE APPLICATIONS 2024-2025

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 retails 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. CLASS A BEER \$500 CLASS A CIDER ONLY \$0 PUBLICATION FEE \$25=525\$

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	W/Cider	PAID
CLARK GAS STATION	BINDI R. INC	JAY GRAVITT	903 BROAD ST	CIDER	\$525
CORNELLIER FIREWORKS	CORNELLIER ENTERPRISES	BRAD LAWVER	105 DEARBORN	NO	\$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	\$525
PARK AVENUE MART	PARK AVENUE MART INC	HARJINDER SINGH SAMRA	1771 PARK AVE	CIDER	\$525

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Annual Applications for Beer/Liquor Licenses for 2024-2025		
Date:	May 14, 2024		
Presenter:	Marcy J. Granger	Department:	City Clerk-Treasurer

Overview/Background Information

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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

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5. By July 15, 2024, the Municipal Clerk is responsible for submitting an annual retail license report to the Department of Revenue.

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
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- 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 14, 2024 regular meeting

Fiscal Note/Budget Impact

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

Attachments

List of Renewal Applications received by May 1, 2024 for Beer/Liquor Licenses for period July 1, 2024-June 30, 2025

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. CLASS B \$100 PUBLICATION FEE \$25 125\$

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
BELOIT ARTS CENTER	BELOIT FINE ARTS INCUBATOR,	BEN N. HENTHORN	520 EAST GRAND AVENUE	\$125
CLASSIC CINEMAS BELOIT	TIVOLI ENTERPRISES INC	ERIC NEWNHAM	2799 CRANSTON RD	\$125
TAQUERIA AZTECA	TAQUERIA AZTECA BELOIT, LLC	RUBEN ROSAS	1910 SHOPIERE RD	\$125

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



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Attachments

List of Renewal Applications received by May 1, 2024 for Beer/Liquor Licenses for period July 1, 2024-June 30, 2025

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
VINCE'S PIZZA	VINCE'S PIZZA INC	PIERA FIORELLA PARISI	1050 HACKETT STREET	\$225

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



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CLASS "B" BEER AND "CLASS B" LIQUOR

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TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
5BAR	5BAR, LLC	LEVI J. ANDERSEN	530 E GRAND AVE	\$625
		NA		
ANDIE'S PUB	ANDIE FLAHERTY	NA	1611 HACKETT STREET	\$625
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 SIEKIERSKI	324 STATE 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
BLUE COLLAR COFFEE COMPANY	BLUE COLLAR COFFEE COMPANY,	JEFFREY WHITEMAN	108 W GRAND AVE	\$625
BUSHEL AND PECK'S LOCAL MARKET	YES WE CAN KITCHEN LLC	JACQUELINE GENNETT	328 STATE STREET	\$25
CAROM ROOM	DAVE COLES, INC	DAVID COLES JR.	614 E GRAND AVE	\$625
CHEEZEHEAD BREWING	DAIRY AIR, LLC	THOMAS M MORGAN	414 PLEASANT STREET	\$625
CLUB BALLYHOO	TILLEY'S PIZZA HOUSE INC	TERESA DONOVAN	900 FOURTH ST	
COYOTES	COYOTES OF ROCK CO. LLC	BRAD LAWVER	107 DEARBORN STREET	\$625
DEB'S TOWN CLUB	PETERSON'S TOWN CLUB, LLC	DEBRA E PETERSON	1900 ST LAWRENCE AVE	
DOMENICO'S ITALIAN RESTAURANT	DOMENICO PIZZA & RESTAURANT,	PETER V. GABRIELE	547 E GRAND AVE	\$625
DULCE VIDA MICHOCANA	DULCE VIDA MICHOCANA, INC	ESMERALDA GUZMAN	1817 PRAIRIE 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	\$625

GRAND HALL II	PALERMO ENTERPRISE, LLC	PETER V. GABRIELE	648 FOURTH STREET	\$625
HATLEY'S PUB	HATLEY ENTERPRISES OF BELOIT	GREGORY L HATLEY	435 E GRAND AVE	\$625
HUB BELOIT	THE HUB BELOIT, LLC	LEVI J ANDERSEN	501 PROSPECT STREET	\$625
IRONWORKS GOLF LAB	THE BELOIT CLUB, LLC	JEFFREY E. WHITEMAN	625 3RD ST, SUITE 100	\$625
JERRY'S BAR & GRILL	OGG PRAIRIE STREET, LLC	GERARDO GARCIA	2745 PRAIRIE AVE.	
JERSEY'S BAR & GRILL	JERSEY'S INC	HALLI HINEY	2770 MILWAUKEE RD	\$625
LIBERTY HOUSE GRILL	BOLA42, LLC	ASHLEE BARTH	1901 LIBERTY AVE	\$625
MERRILL AND HOUSTON'S STEAK JOINT	MERRILL& HOUSTON'S STEAK JOINT, LLC	JEFFREY E WHITEMAN	500 PLEASANT ST	\$625
ROAD DAWG PUB	PRD SALOON OF BELOIT, INC	AUSTIN VANCE	2956 MILWAUKEE RD	\$625
THE 615 CLUB	P AND G OF BELOIT, INC	GREGORY L HATLEY	615 BROAD STREET	\$625
THE BRASS RAIL	CPRTB, LLC	TANA L ROBERTS	646 FOURTH ST	\$625
THE LAST LAP	LAST LAP INC	BRADLEY J. SANDMIRE	1028 MARY ST	\$625
THE MOUSE TAVERN & RESTAURANT	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
MEAD ALLEN VFW POST 2306	MEAD-ALLEN POST #2306 VETERANS OF FOREIGN WARS OF THE UNITED	STEVEN MAYFIELD	2711 AFTON RD	\$625

CITY OF БЕЛОИТ

REPORTS AND PRESENTATIONS TO ABLCC



Topic:	Annual Applications for Beer/Liquor Licenses for 2024-2025		
Date:	May 14, 2024		
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 began April 8th when letters were mailed to current license holders with a (AB-200) Alcohol Beverage License Application, (AB-101) Alcohol Beverage Appointment of Agent, (AB-100) Alcohol Beverage Individual Questionnaire, the City of Beloit Supplemental questionnaire and instructions for filing with the clerk and a list of applicable fees. They are asked to return the paperwork and pay the publication fee by May 1, 2024. 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 published May 9, 10 & 13, 2024)
3. The ABLCC will act on this list at the May 14, 2024 regular meeting. Upon committee recommendation, this list will return to the City Council for approval at the May 20, 2024 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, 2024- June 30, 2025.
5. By July 15, 2024, the Municipal Clerk is responsible for submitting an annual retail license report to the Department of Revenue.

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 14, 2024 regular meeting

Fiscal Note/Budget Impact

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

Attachments

List of Renewal Applications received by May 1, 2024 for Beer/Liquor Licenses for period July 1, 2024-June 30, 2025

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. (License Quota is 11) \$625

TRADE NAME (DBA)	LEGAL NAME	AGENT	PREMISE ADDRESS	PAID
CLANCY'S SPORTS LOUNGE & GRILL	CLANCY L. SMITH	NA	201 SHORT ST	\$625
ECLIPSE EVENT CENTER	ECLIPSE EVENT CENTER LLC	JEFFERY WHITEMAN	100 ECLIPSE CENTER	\$625
LA CASA GRANDE	CASA GRANDE, INC	PETER V. GABRIELE	618 4 TH 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
VELVET BUFFALO	VELVET BUFFALO, LLC	JEFFERY WHITEMAN	500 PUBLIC AVE STE 100	\$625
ZEN SUSHI & GRILL	KYOTAI CORP	TAI K PARK	430 E GRAND AVE, STE 101	\$625



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: Jerry's Mexican ^{Bar/Grill} Kitchen & Bar

Address: 2745 Prairie Ave

Applicant's Name: Gerardo Garcia

Phone Numbers – business and personal: Business 608-299-8012 - 608-436-8887

Purpose for requesting the amendment to premises description:
Restaurant was offered more space to expand to accommodate more seating. We would like to add more tables to increase the seating capacity, decreasing waiting time.

Detailed description of new premises (attach scaled drawings/floor plans):
New premise covers 10,500 sqft, 4,000 sqft will be used as a dining service area. 500 sqft servers station along with 1,000 sqft of dry storage (office) 500 sqft will be used for bathrooms. Entry point to current premise on left hand side.

Signature of Applicant: [Signature]

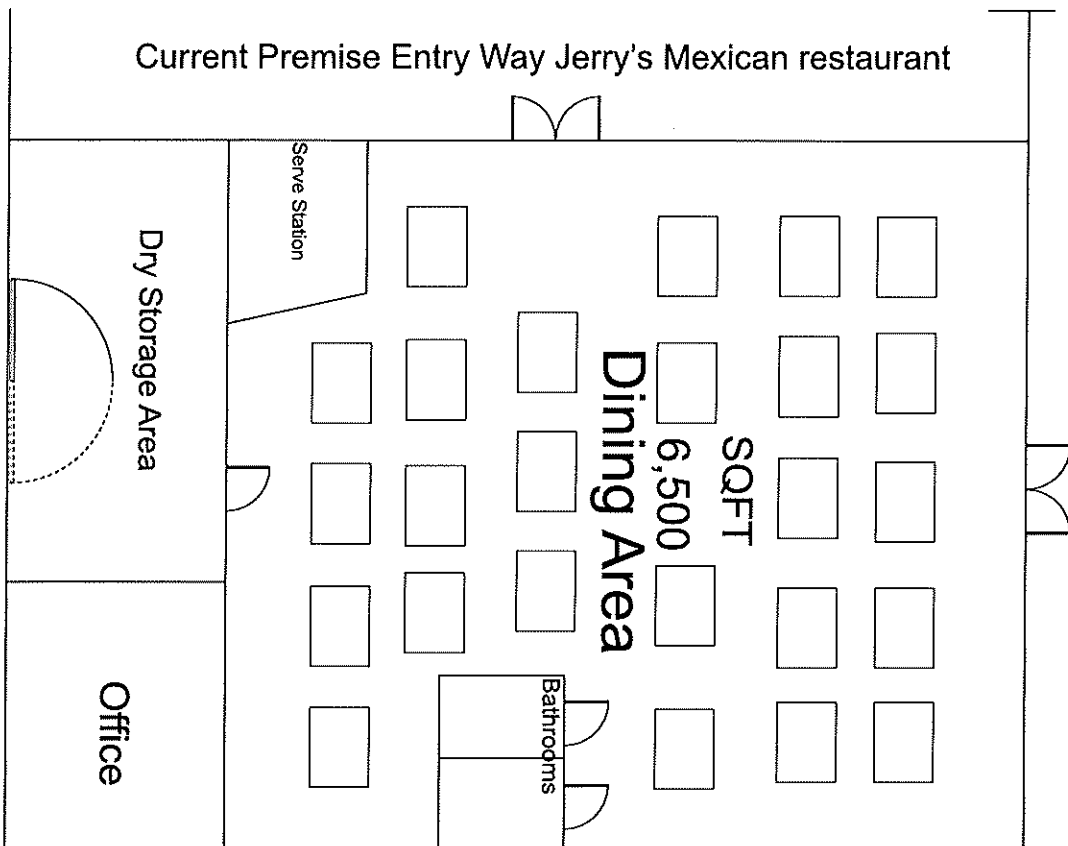
Date of Application: 3/27/24

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.

Parking Lot (Front)

Plaza Walkway



Back Door Entrance

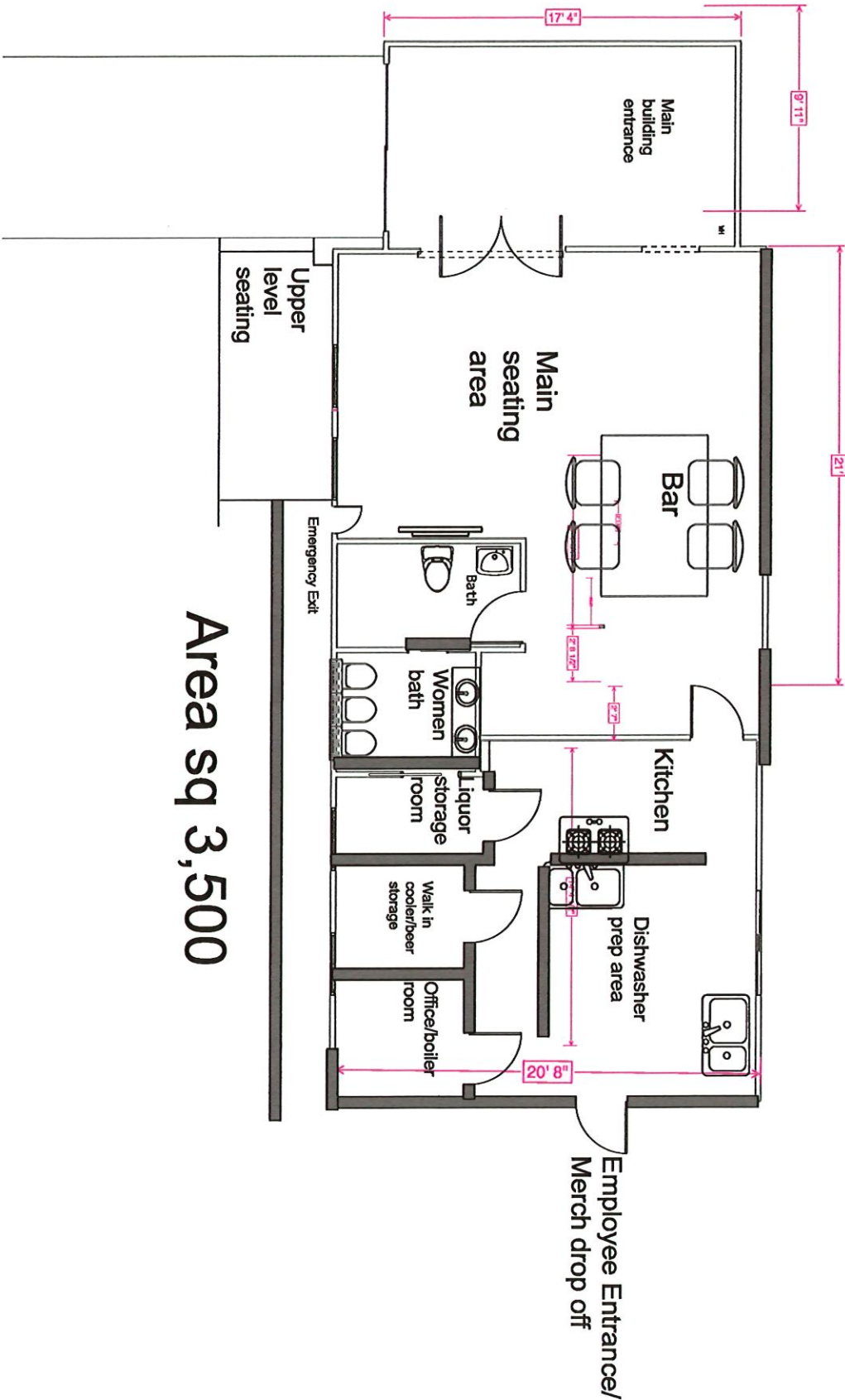
Jerry's Bar and Grill

Location 2745

prairie Ave Beloit

Wisconsin 53511

Parking Lot



Area sq 3,500