



LICENSING, HEARINGS, AND PUBLIC SAFETY COMMITTEE AGENDA

July 27, 2026 at 5:30 PM

City Hall - Third Floor - Common Council Chambers, 828
Center Avenue, Sheboygan WI

Notice that the Licensing, Hearings, and Public Safety Committee will meet at 5:30 p.m. or immediately following the Finance and Personnel meeting.

This meeting may be viewed LIVE on:
Charter Spectrum Channel 990, AT&T U-Verse Channel 99
and: www.wcsssheboygan.com/vod.

It is possible that a quorum (or a reverse quorum) of the Sheboygan Common Council or any other City committees/boards/commissions may be in attendance, thus requiring a notice pursuant to State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553, 494 N.W.2d 408 (1993).

Persons with disabilities who need accommodations to attend this meeting should contact the City Attorney's Office at 828 Center Avenue, Suite 210, Sheboygan, Wisconsin, Ph. 920-459-3917. Persons other than committee members who wish to participate remotely shall provide notice to the City Attorney's Office at Ph. 920-459-3917 by 12:00 p.m. on meeting day to be called upon during the meeting. All Committee members may attend the meeting remotely.

OPENING OF MEETING

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Approval of Minutes**
Licensing, Hearings, and Public Safety Committee Meeting held on July 13, 2026
5. **Public Comment**
Limit of three minutes per person with comments limited to items on this agenda.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

6. Gen. Ord. No. 9-26-27 by Alderpersons Boorse and Heidemann amending sections 14-283 and 14-310 to increase the time application review may be conducted by the police department for mobile food vendors and transient merchants.
7. Res. No. 61-26-27 by Alderpersons Boorse and Heidemann approving alcohol beverage/tobacco licenses.
8. "Class B" liquor license presentations.

TENTATIVE DATE OF NEXT REGULAR MEETING

9. Next scheduled meeting: August 10, 2026

ADJOURN MEETING

10. Motion to Adjourn

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

City Hall • Mead Public Library
Sheboygan County Administration Building • City's website

CITY OF SHEBOYGAN**LICENSING, HEARINGS, AND PUBLIC SAFETY COMMITTEE MINUTES****Monday, July 13, 2026**

OPENING OF MEETING**1. Call to Order**

The meeting was called to order at 4:30 p.m. by Chair Boorse.

2. Roll Call

Alderspersons present: Chair Boorse, Vice Chair Heidemann, Grawien, Kelly, Perrella – 5.

3. Pledge of Allegiance**4. Approval of Minutes**

Licensing, Hearings, and Public Safety Committee Meeting held June 22, 2026

Special Licensing, Hearings, and Public Safety Committee Meeting held on June 29, 2026

MOTION TO APPROVE THE MINUTES

Motion made by Heidemann, Seconded by Grawien.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

5. Public Comment

No one spoke.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

6. Res. No. 56-26-27 by Alderspersons Boorse and Heidemann authorizing the appropriate City officials to renew the Agreement for Urban Search and Rescue Emergency Response services for the period July 1, 2026, through June 30, 2028.

MOTION TO RECOMMEND THE COMMON COUNCIL ADOPT THE RESOLUTION

Motion made by Heidemann, Seconded by Kelly.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

7. Res. No. 59-26-27 by Alderperson Boorse and Heidemann authorizing the appropriate City official to complete and sign Part G of Wisconsin Department of Revenue Form AB-105 submitted by Three Sheeps Brewing Company, LLC.

MOTION TO RECOMMEND THE COMMON COUNCIL ADOPT THE RESOLUTION

Motion made by Grawien, Seconded by Perrella.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

8. Res. No. 55-26-27 by Alderpersons Boorse and Heidemann authorizing the creation of temporary Designated Outdoor Refreshment Areas during the 2026 IHRA Mercury Racing Midwest Challenge, August 6-9, 2026.

MOTION TO RECOMMEND THE COMMON COUNCIL ADOPT THE RESOLUTION

Motion made by Heidemann, Seconded by Perrella.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

9. Res. No. 46-26-27 by Alderpersons Boorse and Heidemann approving an alcohol beverage license transfer from place-to-place (Lush Lounge Two LLC).

MOTION TO RECOMMEND THE COMMON COUNCIL ADOPT THE RESOLUTION

Motion made by Grawien, Seconded by Perrella.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

10. Res. No. 45-26-27 by Alderpersons Boorse and Heidemann approving beverage/tobacco licenses.

MOTION TO RECOMMEND THE COMMON COUNCIL ADOPT THE RESOLUTION

Motion made by Perrella, Seconded by Kelly.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

11. Discussion regarding available "Class B" liquor licenses.

TENTATIVE DATE OF NEXT REGULAR MEETING

12. Next scheduled meeting: July 27, 2026

ADJOURN MEETING

13. Motion to Adjourn

MOTION TO ADJOURN AT 4:49 PM

Motion made by Perrella, Seconded by Kelly.

Voting Yea: Boorse, Grawien, Heidemann, Kelly, Perrella – 5.

**CITY OF SHEBOYGAN
GENERAL ORDINANCE 9-26-27**

BY ALDERPERSONS BOORSE AND HEIDEMANN.

JULY 27, 2026.

AN ORDINANCE amending sections 14-283 and 14-310 to increase the time application review may be conducted by the police department for mobile food vendors and transient merchants.

THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

SECTION 1: **AMENDMENT** “Sec 14-283 Investigation” of the Sheboygan Municipal Code is hereby amended as follows:

AMENDMENT

“Sec 14-283 Investigation

- (a) Upon receipt of each application for registration as required in this division, the clerk may refer it as soon as practicable to the chief of police who may make and complete an investigation of the statements made in such registration. Any such investigation shall be completed within ~~72 hours~~ **10 business days** of the referral.
- (b) The clerk shall refuse to register the applicant if it is determined, pursuant to the investigation in subsection (a) of this section that:
 - (1) The application contains any material omission or materially inaccurate statement;
 - (2) Complaints of a material nature have been received against the applicant by authorities in the most recent cities, villages and towns, not exceeding three, in which the applicant conducted similar business;
 - (3) The applicant was convicted of a crime, statutory violation or ordinance violation within the last five years, the nature of which is directly related to the applicant's fitness to engage in direct selling; or
 - (4) The applicant failed to comply with any applicable provision of section 14-282.”

SECTION 2: **AMENDMENT** “Sec 14-310 License Required, Application, Regulation” of the Sheboygan Municipal Code is hereby amended as follows:

AMENDMENT

“Sec 14-310 License Required, Application; Regulation

...

(b) Upon receipt of an application for a mobile food vending license, the clerk may conduct a background check and may refer it as soon as practicable to the chief of police who may make and complete an investigation of the statements made in such registration. Any such investigation shall be completed within ~~72 hours~~ **10 business days** of the referral. The clerk shall refuse to register the applicant if it is determined that:

- (1) The application contains any material omission or materially inaccurate statement;
- (2) The applicant was convicted of a crime, statutory violation or ordinance violation within the last five years, the nature of which is directly related to the applicant's fitness to engage in direct selling; or
- (3) The applicant failed to comply with any requirement of subsection (a) of this section."

SECTION 3: REPEALER CLAUSE All ordinances or resolutions or parts thereof in conflict with the provisions of this ordinance are hereby repealed to the extent of such conflict.

SECTION 4: EFFECTIVE DATE This Ordinance shall be in effect from and after its passage and publication according to law.

PASSED AND ADOPTED BY THE CITY OF SHEBOYGAN COMMON COUNCIL

Presiding Officer

Attest

Ryan Sorenson, Mayor, City of
Sheboygan

Meredith DeBruin, City Clerk, City of
Sheboygan

**CITY OF SHEBOYGAN
RESOLUTION 61-26-27**

BY ALDERPERSONS BOORSE AND HEIDEMANN.

JULY 27, 2026.

A RESOLUTION approving alcohol beverage/tobacco licenses.

WHEREAS, the following applicant(s) have completed the necessary forms required by the Wisconsin Department of Revenue and/or the City of Sheboygan for applying for an alcohol beverage/tobacco license; and

WHEREAS, the applicant(s) have been provided a list of necessary requirements that must be completed before issuance of such license; and

WHEREAS, City Staff has reviewed the license application(s) and recommends the Common Council grant the alcohol beverage/tobacco licenses for the following applicant(s) contingent upon approvals, inspections, insurance, payment of license fees and meeting State Statute requirements and Sheboygan Municipal Code.

NOW, THEREFORE, BE IT RESOLVED: The Common Council does grant the alcohol beverage/tobacco license(s) for the following applicant(s) contingent upon approvals, inspections, insurance, payment of license fees and meeting State Statute requirements and Sheboygan Municipal Code.

BE IT FURTHER RESOLVED: That the City Clerk be authorized to issue the license(s) after the applicant(s) satisfy the contingency.

CLASS "B" BEER LICENSE (June 30, 2027) (NEW)

<u>No.</u>	<u>Name</u>	<u>Address</u>
3807	VM Hospitality LLC (VM Hospitality)	1307 Huron Avenue

PASSED AND ADOPTED BY THE CITY OF SHEBOYGAN COMMON COUNCIL

Presiding Officer

Attest

Ryan Sorenson, Mayor, City of
Sheboygan

Meredith DeBruin, City Clerk, City of
Sheboygan

GUIDELINES TO BE USED FOR GRANTING & DENIAL OF LIQUOR LICENSES

1. Compliance with all statutory and ordinance requirements.
2. The character of the applicant, agent, managerial personnel, and the directors or stockholders of a corporation where disclosure of the stockholders is required, and past experience with the police, if any, of any of these individuals, all subject to sec. 111.335, Wis. Stats.
3. The experience of the applicant and manager in operating a licensed establishment and his or her capability to do so as they relate to the establishment for which the license is sought.
4. The applicant's and managerial personnel's level of knowledge of alcoholic beverage regulations.
5. The design, type, and size of the proposed establishment and the operational details, such as the number of floor personnel and door checkers, the groups to which the proposed establishment intends to cater, noise, crowd and parking lot control methods, the existence of outdoor facilities, and plans for live entertainment.
6. Proximity to other licensed establishments, to residential complexes or areas, to public buildings, and to unlicensed businesses, etc.
7. The availability of parking for patrons.
8. The ease of access to the premises by police, fire department, and building inspection personnel, for inspections, enforcement, and fire-fighting efforts.
9. The impact on surrounding neighbors and other businesses involving increased traffic, noise, litter, influx of additional persons into the neighborhood, and the impact on maintenance, development, or improvement of adjacent and nearby properties.
10. The impact on the ability or capability of police to provide service to the new establishment and the impact of the new establishment on police capability to provide service to the balance of the community at all times.
11. The economic impact of the business on the City, including any increase or decrease in tax base and tax collections, the expense of providing government services to the new establishment, and the willingness of the establishment to enter into a payment in lieu of taxes (PILOT) agreement, if applicable.
12. The level of community, neighborhood, and aldermanic support for, or opposition to the establishment.

13. The ability of the license applicant to show that operation of its premises is not detrimental to the community.
14. If there is a previous license at this location, what, if any, changes are being proposed.
15. No liquor or wine can be sold over the counter except by liquor stores and taverns.
16. The existence of agreed to restrictions that would enhance the application, including the hours they are open, the number of bar stools, the serving of beer only, service bar only, etc.
17. The existence of any associated business conducted on the premises in conjunction with the liquor license that could be potentially dangerous or not conducive to liquor dispensing.

By design, these criteria are fairly broad and general, although each relates specifically to the operation impact of the proposed establishment. We believe that generality is to be preserved to keep the committee's and the council's exercise of discretion fairly broad. The cases do not require specificity in the determination of whether to grant a new license and continually uphold the licensing authority's exercise of broad discretion. The committee believes that we must preserve the broad authority granted to licensing agencies by the statutes and the courts, in part, to avoid the implication that if all the criteria are met, a license must automatically be issued. The committee and the council have and bear the responsibility of exercising sound judgment based on rational decisions and logic in the granting of licenses. The myriad of circumstances which can exist cannot be legitimately covered by strict and detailed guidelines.