



LICENSING BOARD MEETING - SPECIAL AGENDA

TUESDAY, SEPTEMBER 16, 2025 AT 6:45 PM

**WATERTOWN MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN, WI 53094 UPPER
LEVEL ROOM 2044**

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 917 858 0897 Passcode: 53094 One tap mobile +16469313860

<https://us06web.zoom.us/j/9178580897?pwd=eUOpCUyvIV65zIPMYImMdPU1LVLx5I.1>

1. CALL TO ORDER

2. BUSINESS

- A. Review and take action: application for a Temporary Premises Amendment from Silver Moon Watertown at 1601 East Gate Dr, Agent Jamie Reich, on October 4, 2025 during the hours of 11:00 am and 10:00 pm
- B. Review and take action: application for a Class "B" Malt License from Pratham JSN LLC dba Super 8 Watertown (Heet Patel, Agent) located at 1730 S. Church St. for licensing year July 1, 2025 – June 30, 2026

3. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

Request for Beer/Liquor License Premise Amendment

\$10.00 Fee

Name of Applicant: Jamie ReichName of Establishment: Silver Moon WatertownAddress of Premise: 1601 East Gate Dr.Date(s) of Premises Amendment: October 4th 2025Hours requested: 11 am - 10 pmDescribe proposed amendment (include dimensions): The premise amendment would include all outdoor green space and parking lotProposed event (reason for amendment): Grand opening event****Please attach a map of the proposed area to this form. ****
Signature of applicant



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- F. Outside sales; consumption; possession of open intoxicants. Possession of open intoxicants shall be defined as provided under § 410-52. Sales, consumption, or possession of open intoxicants with respect to alcohol beverages authorized under a retail Class "A," "Class A," Class "B," "Class B" or "Class C" license (except for picnic licenses) shall be limited to the internal confines of the licensed premises, except for those holders of a retail Class "B," "Class B" or "Class C" license and subject to the following restrictions:
- (1) The area to be licensed must be an area immediately adjacent to and abutting the licensed premises of the applicant's retail Class "B," "Class B" or "Class C" alcohol beverage license.
 - (2) "Outside sales area" is defined as "an open area immediately adjacent to and abutting the licensed premises of the applicant's retail Class "B," "Class B" or "Class C" alcohol beverage license where fermented malt beverages and alcohol beverages are sold, served or consumed."
 - (3) At any part of the outside sales area not blocked by a building, there shall be maintained or constructed a temporary fence or enclosure at least four feet in height.
 - (4) Entry to the outside sales area shall not be through an access point in the enclosure or fence and shall only be gained from the interior of the licensed premises.
 - (5) The outside sales area shall not be greater than the floor space of the abutting licensed premises unless specific exemption is granted by both the Licensing Board and Common Council. The exemption shall be renewed annually with the alcohol beverage license subject to approval by the Licensing Board and Common Council.
 - (6) The outside sales area capacity shall be in accordance with the State Fire Code, and the maximum capacity shall be separately posted within the outside sales area.
 - (7) The outside sales area shall not be open for the sale, service or consumption of alcohol beverages before 10:00 a.m. and shall not remain open for the sale, service or consumption of alcohol beverages after 10:00 p.m. Sunday through Thursday and 11:00 p.m. Friday and Saturday and on federally recognized holidays.
 - (8) The noise levels emanating from any outside sales area shall not violate § 410-40 of the Watertown Code of General Ordinances.
 - (9) Entertainment or events which include the operation or use of any radio, stereo or other mechanical or electrical device, instrument, or machine, and television may be broadcast or displayed on the exterior of the licensed premises or in the outside sales area between the hours listed in Subsection F(7).
 - (10) No live entertainment or event may be performed on the exterior of the licensed premises or in the outside sales area for a continuous block exceeding four hours in a twenty-four-hour period. The live entertainment or event may only be performed between the hours listed in Subsection F(7). The licensee shall not have more than four live entertainment or event in any calendar month and shall register said event with the City 24 hours prior to the event taking place and no more than 20 live entertainment or

event in any year. Regularly scheduled leagues are excluded from this monthly limitation. "Leagues" are defined to include but are not limited to volleyball, baseball, horseshoes, or bags.

- (11) The retail Class "B," "Class B" or "Class C" licensee, his/her employees or agents shall be responsible for preventing violations of this article and shall operate the outside sales area in conformity with Ch. 125, Wis. Stats., and Article I of this chapter.



Office of the
Clerk
106 Jones Street
PO Box 477
Watertown, WI 53094-0477
(920) 262-4006

September 12, 2025

TO: Members of the Licensing Board

The following applications have been made:

- Application for a Temporary Premises Amendment from Silver Moon Watertown at 1601 East Gate Dr., Agent Jamie Reich on October 4, 2025 during the hours of 11:00 am and 10:00 pm

Conditions should include the approval and issuance of the original "Class B" Malt and Liquor License and passed city inspections for the outdoor sales areas <https://ecode360.com/38416835>

Outside sales area will need to follow city code for allowable size unless specific exemption is granted by both the Licensing Board and Common Council.

- Application for a Class "B" Malt License from Pratham JSN LLC dba Super 8 Watertown (Heet Patel, Agent) located at 1730 S. Church St. for licensing year July 1, 2025 – June 30, 2026

(Coming back to licensing board due to applicant making an amendment to premises description to only include the hotel lobby)

Conditions should include passed city inspections and submittal and approval of a conditional use permit for this property.

Respectfully Submitted,

Megan Dunneisen, City Clerk

Form
AB-200

Alcohol Beverage License Application

For Municipality	Section 2, Item B.
Municipality	C. Watertown
License Period	2025-2026

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

- ☐ Class "A" Beer \$ _____ ☒ Class "B" Beer \$ 100-
- ☐ "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	\$ <u>7</u>
Publication Fee	\$ <u>300</u>
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)

Pratham JSN LLC

2. Business Trade Name or DBA

Super 8 Watertown

3. FEIN

87-0973195

4. Wisconsin Seller's Permit Number

456-1030807032-04

5. Entity Type (check one)

- ☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

6. State of Organization

Wisconsin

7. Date of Organization

9/2/2021

8. Wisconsin DFI Registration Number

P081463

9. Premises Address

1730 S church st

10. City

Watertown

11. State

WI

12. Zip Code

53094

13. County

Jefferson county

14. Governing Municipality: ☒ City ☐ Town ☐ Village
of: The City of Watertown

15. Aldermanic District

16. Premises Phone

920-261-1188

17. Premises Email

PrathamJSN LLC@gmail.com

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.

It's a hotel alcohol will be stored behind the front desk were only Employee can access it. It will be sold & consumed in guest room / lobby hallways.

20. Mailing Address (if different from premises address)

- Same

21. City

-

22. State

-

23. Zip Code

-

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ 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?	☐ Yes ☐ No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed?	☐ Yes ☐ No

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No

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
Patel	Heet	GM/owner	847-420-6761

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 Patel		First Name Heet		M.I. S
Title GM/owner		Email PrathamJSNLLC@Gmail.com	Phone 847-420-6761	
Signature 			Date 8/27/25	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 08-27-25	License Number 2371	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

September 12, 2025

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