



LICENSING BOARD MEETING AGENDA

WEDNESDAY, NOVEMBER 13, 2024 AT 4:15 PM

WATERTOWN MUNICIPAL - 106 JONES STREET, WATERTOWN, WI 53094 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. REVIEW AND APPROVE MINUTES

- [A.](#) Licensing Board minutes from September 11, 2024

3. BUSINESS

- [A.](#) Review and take action: Application for a "Class A" Malt and Liquor License from Watertown Liquor Depot LLC DBA Liquor Depot (Hydn Heisel, Agent) located at 1907 Market Way Ste C
- [B.](#) Review and take action: application for Temporary "Class B" Wine license from St. Jude Academy Inc at Watertown Moravian Church at 510 Cole St for the St. Jude Academy Benefit Event event on Friday, December 6, 2024 from 6:00 pm to 9:00 pm
- C. Convene into Closed Session pursuant to Wis. Stats. 19.85(1)(b) Considering licensing or discipline of any person licensed by a board or commission or the investigation of charges against such a person, and the taking of formal action on any such matter; provided that the person licensed is given actual notice of an evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand the evidentiary hearing or meeting be held in open session. This closed session does not apply to any such evidentiary hearing or meeting where the person licensed requests that an open session be held to discuss specific licenses: Application for operator license: Jessica L Raatz
- D. Reconvene to open session
- E. Review and take action: application for operator's license from Jessica L Raatz

4. REPORTS

- [A.](#) Review and discuss: Special Events List
- [B.](#) Review and discuss: Monthly Operator's List
- C. Review and discuss: Monthly Police Report

5. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

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

LICENSING BOARD MEETING MINUTES**WEDNESDAY, SEPTEMBER 11, 2024 AT 4:15 PM****WATERTOWN MUNICIPAL - 106 JONES STREET, WATERTOWN, WI 53094 UPPER LEVEL
ROOM 2044**

The Licensing Board met on the above date and time in person at the Municipal Building 106 Jones St. in Room 2044 and via Zoom. The following members were present: Mayor McFarland, Ald. Smith, Blanke, Erin Schroeder, and Cheri Martin. Staff present were: Police Chief David Brower, City Attorney Steven Chesebro (virtual), Deputy Clerk Sheri Rohr, and City Clerk Megan Dunneisen. Other members of the public were also present.

1. **CALL TO ORDER** Mayor McFarland called the meeting to order at 4:19 pm
2. **REVIEW AND APPROVE MINUTES**
 - A. Martin made a motion to approve the Licensing Board minutes from July 31, 2024, seconded by Schroeder and carried by unanimous voice vote.
3. **BUSINESS**
 - A. Schroeder made a motion to approve the application for a "Class B" Malt and Liquor License from Kathy B's LLC DBA The Buffalo Bar (Ashley Berry, Agent) located at 814 N Church St for licensing year July 1 2024 - June 30, 2025 (former Kathy B's LLC DBA Kathy's Buffalo Bar), seconded by Martin and carried by unanimous voice vote.
 - B. Schroeder made a motion to convene into Closed Session pursuant to Wis. Stats. 19.85(1)(b) Considering licensing or discipline of any person licensed by a board or commission or the investigation of charges against such a person, and the taking of formal action on any such matter; provided that the person licensed is given actual notice of an evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand the evidentiary hearing or meeting be held in open session. This closed session does not apply to any such evidentiary hearing or meeting where the person licensed requests that an open session be held to discuss specific licenses: Application for "Class A" Combo Retail Liquor License: Watertown Liquor Depot (Ashraf R Mustafa), seconded by Ald. Blanke and carried by roll call vote of: Yes; 5 (Blanke, Smith, Schroeder, Martin, McFarland), No;0.
 - C. Schroeder made a motion to reconvene to Open Session, seconded by Ald. Blanke and carried by unanimous voice vote.
 - D. Ald. Blanke made a motion to deny the application for a "Class A" Malt and Liquor License from Watertown Liquor Depot DBA Liquor Depot (Hydn Heisel, Agent) located at 1907 Market Way Ste C, due to Cat V & Cat VI of the City of Watertown Licensing Guidelines, seconded by Schroeder and carried by unanimous voice vote.
 - E. Change to the October 16 meeting date – Cancelled
4. **REPORTS**
 - A. The Special Events List was presented.
 - B. The Monthly Operator's List was presented.
 - C. The Monthly Police Report was presented.
5. **ADJOURNMENT** Martin made a motion to adjourn the meeting at 4:57 pm, seconded by Schroeder and carried by unanimous voice vote.

Respectfully submitted,

Megan Dunneisen, City Clerk

Save Print Clear

Form AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	C. Watertown
License Period	2024-2025

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	\$ 175.00
Total Fees	\$

v pd 10/1

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) watertown liquor depot, LLC			
2. Business Trade Name or DBA liquor depot			
3. FEIN 99-2150486		4. Wisconsin Seller's Permit Number 456-1031755790-04 456-1029886642-05	
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 wisconsin		7. Date of Organization 2/27/24	8. Wisconsin DFI Registration Number W084465
9. Premises Address 1907 Market way unit C			
10. City watertown		11. State WI	12. Zip Code 53094
13. County Jefferson	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: watertown		15. Aldermanic District 9
16. Premises Phone 262-352-7895	17. Premises Email courtney0501@gmail.com		18. Website N/A
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. Liquor and Beverages will be stored on shelving units, cabinets, cool display models. we plan to have walk-in beer cave. There will be one front counter for transactions. one storage room unavailable to public. Two bathrooms, 1 male, 1 female. see floor plan attached			
20. Mailing Address (if different from premises address) PO BOX 750			
21. City Brookfield		22. State WI	23. Zip Code 53008

1 female

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
Heisel	Hydn	Member/Manager	414-507-5332
Hobbs	Courtney	Member	262-352-7895

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 Hobbs		First Name Courtney		M.I. E.
Title Member	Email courtney0501@gmail.com		Phone 262-352-7895	
Signature Courtney Hobbs			Date 10/1/24	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 10/01/24	License Number 2094	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

RECEIVED

OCT 23 2024

Section 3, Item B.

Form AB-220

Temporary Alcohol Beverage License

Municipality C. Watertown

License(s) Requested	Fees	
	<input checked="" type="checkbox"/> Temporary "Class B" Wine <input type="checkbox"/> Temporary Class "B" Beer	License Fees
	Background Check	\$
	Total Fees	\$ 10.00

Part A: Organization Information

1. Organization Name
St. Jude Academy INC

2. Organization Permanent Address
510 Cole St

3. City
Watertown

4. State
WI

5. Zip Code
53094

6. Mailing Address (if different from permanent address)
307 Henry Ct. Waterloo, WI 53594

7. FEIN
88-2806195

8. Date of Organization/Incorporation
5/20/2022

9. State of Organization/Incorporation
Wisconsin

10. Phone
608.215.3517

11. Email
jgetz.stjudeacademy@gmail.com

12. Organization type (check one)
 Bona Fide Club Church Fair Association/Agricultural Society Veteran's Organization
 Lodge/Society Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.

13. Is this organization required to hold a Wisconsin Seller's permit? Yes No

14. Wisconsin Seller's Permit Number (if applicable)

Part B: Individual Information

List the name, title, and phone number for all officers, directors, and agent of the organization. Include an Individual Questionnaire (Form AB-100) for each person listed below. Attach additional sheets if necessary.

Corporations must also include Alcohol Beverage Appointment of Agent (Form AB-101).

Last Name	First Name	Title	Phone
<i>Coetz</i>	<i>Jennifer</i>	<i>President</i>	<i>608.215.3517</i>
<i>Coetz</i>	<i>Mark</i>	<i>Secretary</i>	<i>608.669.3665</i>

Continued →

Part C: Event Information

1. Name of Event (if applicable)
St. Jude Academy Benefit Event

2. Dates of Operation
12/16/2024

3. Hours of Operation
6pm - 9pm

4. Premises Address
510 Cole St

5. City
Watertown

6. State
WI

7. Zip Code
53094

8. County
Jefferson

9. Governing Municipality City Town Village
of: *Watertown*

10. Aldermanic District
15

11. Organizer of Event (if not the named applicant)
Jennifer Coetz

12. Email and/or Phone Number for Organizer of Event
jcoetz.stjudeacademy@gmail.com 608.215.3517

13. Organizer Website
www.stjudeacademy.info

14. Event Website
n/a

15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are 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.
The Bohnsack Hall of Watertown Moravian Church is located in the lower level (1st level) of the west end of the entire structure. The Church portion of the building is on the east end. All wine will be consumed within the Bohnsack Hall. The 2nd level of the building contains offices related to Watertown Moravian Church. The 3rd level is used by St. Jude Academy for classrooms & by Watertown Moravian Church for some storage. There is an attached upper room above the church that is used for Religious Ed. or meetings. All wine will be stored in Bohnsack kitchen or the main church kitchen.

Part D: Attestation

Who must sign this application?
• one officer or director of the nonprofit organization

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 organization 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 according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted 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
Coetz

First Name
Jennifer

M.I.
L

Title
President

Email
jcoetz.stjudeacademy@gmail.com

Phone
608.215.3517

Signature
Jennifer Coetz

Date
10/23/24

Part E: For Clerk Use Only

Date Application Was Filed With Clerk
10/23/2024

License Number
2024-057

Date License Granted

Date License Issued

Signature of Clerk/Deputy Clerk

PERMIT #	DATE OF EVENT	DECISION DATE	EVENT NAME AND ORGANIZATION WITH EVENT DESCRIPTION	REPEAT OR 1ST YEAR	CITY SPONSORED?	FEDERAL HOLIDAY? (no fees)
	7/16/1905		Town Square event listing submitted 10/31/2023 per agreement			
2024-03	2/10/2024		MAIN STREET PROGRAM Dessert Tasting	1st Year	No	no
2024-06	3/3/2024		CHAMBER - MORNING MIXER Adult Beverage Walk	Repeat	No	no
2024-16	3/16/2024		JIG JOG - Run	Repeat	No	no
2024-07	4/27/2024		CHAMBER WHISKEY WINE WALK Adult Beverage Walk	Repeat	No	no
2024-05	05/01/2024 - 10/31/2024		MAIN STREET PRORGRAM Year Farmers Market	Repeat	No	no
2024-11	5/10/2024	6/5/2024 APPROVED	St. Marks - Year end school Event	1st year	no	no
2024-15	5/27/2024	5/5/2024 APPROVED	City Vets Council Memorial Day Ceremony	Repeat	Yes	Yes
2024-17	6/13/2024 6/13-7/11-8/15-9/12	6/5/2024 APPROVED 45448	Moose Lodge Annual Car Show Town Square Event - Thirsty Thursdays	1st Year 2nd Year	No yes	No no
2024-10	6/22/2024	5/1/2024 APPROVED	Rock River Community Clinic-TOUR-DA-GOOSE- Bike Ride	Repeat	No	no
2024-19	7/3/2024	6/5/2024 APPROVED	Am legion 4th of July Celebration	Repeat	Yes	Yes
2024-09	7/4/2024		4th of July Parade Committee - Federal holiday Parade	Repeat	Yes	yes
2024-02	7/9/2024		POLICE DEPARTMENT Safety Fair	Repeat	Yes	no
2024-16	7/13/2024	6/5/2024 APPROVED	Downtown Watertown Craft Beer Walk - Main Street Program - Increase traffic and awareness to downtown	Repeat	No	No
	7/20/2024	7/3/2024 POLICE CHIEF AND MAYOR APPROVAL	Main Street Program annual Sidewalk sale to promote business to downtown shopping	Repeat	Police Chief and Myor approval to change date - no other approval needed - see sidewalk sales ordinance	no
2024-08	7/27/2024	5/1/2024	UNITY Vendor fair to celebrate LGBTQ & Pride CANCELLED	Repeat	No	no
2024-26	7/30/2024	8/7/2024- Approved	Watertown Area YMCA - RIVERFEST RUN	Repeat	no	no
2024-27	9/14/2024	9/4/2024 - APPROVED	Because we care - Freedom ride for Police, Fire & EMS	Repeat	no	no
2024-01	8/8/2024		RIVERFEST Community Festival	Repeat	No - see Riverfest Agreement	no
2024-25	8/18/2024	8/7/2024	St Paults Church picnic CANCELLED	1st Year	no	no

2024-21	8/24/2024	8/7/2024 - APPROVED	MC - Bartelme-Schwefel Detachment #349 - Annual Fundraiser	Repeat	No	No
2024-12	8/25/2024	6/5/2024 APPROVED	Town Square Event - Christian Concert	1st year	no	no
2024-14	8/31/2024	6/5/2024- APPROVED	Fiesta at the Park - Sam Gataviz - Promote positive cross-cultural activities CANCELLED	1st year	no	no
2024-20	9/5/2024	7/3/2024 APPROVED	Watertown Chamber of Commerce Wine Walk - Drive traffic to downtown business	Repeat	No	No
2024-13	9/21/2024	6/5/2024 APPROVED	DONUT DASH - Watertown Police Department - run/walk fundraiser	Repeat	yes	no
2024-22	9/21/2024	8/7/2024 - APPROVED	BLOCKTOBER FEST - Community Festival focusing on german heritage hosted by Local Waters	Repeat	no	no
2024-24	10/4/2024	8/7/2024 - APPROVED	Watertown High School yearly homecoming parade	Repeat	no	yes
2024-32	10/12/2024	10/2/2024 APPROVED	Daniel Leija - Trunk or Treat	Repeat	no	no
2024-29	10/26/2024	10/2/2024 APPROVED	Moose Lodge trunk or Treat	Repeat	no	no
2024-28	11/28/2024	10/2/2024	Run Turkey Run - 5K Run/Walk to raise monet for local non-profits	Repeat	no	no
2024-33	11/30/2024	10/2/2024 APPROVED	Wttn Christmas Parade Committee	Repeat	Yes	Yes
2024-34	12/8/2024	11/13/2024	Park and REC - CP Holiday Train event	Repeat	Yes	No

TOTAL = 27 (not including 10/31 Town Square Events, Maxwell Street Days, or Cancelled events)

Report Criteria:

License Type.Description = "Operator's License"

License.License issued date = 10/01/2024-10/31/2024

Business Name	Works At	Home Address	City	State	Zip	Date of Birth	License Issued Date
Alexis Flaten	Watertown Country Club	541 Autumn Crest Dr	Watertown	WI	53094	08/16/2001	10/14/2024
Amy Eicksteadt	Watertown Bowl Inc	1062 Perry St Apt 2	Watertown	WI	53098	02/01/1979	10/04/2024
Austin Michael Perry	Watertown BP Mart	305 Goehl St	Waterloo	WI	53594	12/28/1999	10/01/2024
Brian Kroening	Liberty Square/Citgo	510 College Ave	Watertown	WI	53094	11/02/1978	10/02/2024
Brittany Ann Susunaga	Tequila Nights	W9359 Garden Rd	Watertown	WI	53098	04/24/1989	10/04/2024
Chandler Hansen	Walmart	1004 Sand St	Watertown	WI	53098	09/01/2006	10/04/2024
Cierra West	Clark Gas Station]	1004 S Tenth St	Watertown	WI	53094	12/17/2003	10/24/2024
Dalila del Carmen Flores Uriarte	Los Perez Supermarket	700 S 2nd St	Watertown	WI	53094	03/27/1999	10/14/2024
Daniel Hay	Speedway	2115 Saint Clair St	Racine	WI	53402	01/20/2004	10/01/2024
Daniel R Benninger		318 Union St	Watertown	WI	53098	08/25/1991	10/09/2024
David Morrison	River Tap	223 Milwaukee St	Jefferson	WI	53549	09/24/1988	10/16/2024
Jessica A Dalton	D&J Sports Bar	1153 Boughton St #3G	Watertown	WI	53094	01/02/1991	10/24/2024
Kaitlin Gutknecht	Silver Eagle Saloon	401 Humboldt St	Watertown	WI	53094	01/31/1986	10/24/2024
Patricia L Moe	Marquardt	505 Clovercrest Ct	Watertown	WI	53094	11/22/1970	10/01/2024
Shawna L Nicklaus	Clark Gas Station	312 Franklin St	Watertown	WI	53094	02/01/1982	10/01/2024
Tabitha B Derr	Pour Decisions	1131 S Third St	Watertown	WI	53094	05/12/1990	10/16/2024
Teresa Mae Luchini	River Tap	1008 Kraemer Ct	Watertown	WI	53098	05/13/1976	10/09/2024
Vickie Marie Shook	BP Gas Station	109 N Main St Apt 2	Lake Mills	WI	53551	01/18/1989	10/28/2024