



**LICENSING BOARD MEETING AGENDA**

**WEDNESDAY, MAY 15, 2024 AT 4:15 PM**

**WATERTOWN MUNICIPAL - 106 JONES STREET, WATERTOWN, WI 53094 ROOM 0041**

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**In-Person:** Watertown Municipal Building 106 Jones Street Room 0041

**Virtually:** <https://meet.goto.com/496523101> **Access Code:** 496-523-101

**1. CALL TO ORDER**

**2. REVIEW AND APPROVE MINUTES**

A. Licensing Board minutes from April 10, 2024

**3. BUSINESS**

A. Review and take action: Application for a "Class A" Malt and Liquor License from VAM United Inc DBA Watertown Mart (Poojaben Patel, Agent) located at 330 Summit Ave (currently licensed to PNJ Enterprises LLC - Watertown BP Mart)

B. Review and take action: application for Temporary Class "B" Beer and Temporary "Class B" Wine license from Fiesta Cultural.org at Bentzin Family Town Square for the Fiesta at the Park event on Saturday, August 31, 2024

C. Review and take action: application for Temporary Class "B" Beer license from Watertown Main Street Program at Bentzin Family Town Square for the Summer Concert Series event on Saturday, June 8, 2024

D. Review and take action: applications for Temporary Class "B" Beer Licenses for the Watertown Craft Beer & Seltzer Walk event hosted by Watertown Main Street Program on July 13, 2024, during the hours of 1:00 p.m. and 4:00 p.m. Locations include: 2oh!2 Salon Suites, 202 W Main St; Fuelify, 114 N Water St; Bradow Jewelers, 217 E Main St; Brown's Shoe Fit Co, 212 E Main St; Central Block Kitchen & Design, 300 E Main St; Latte Donatte, 501 E Main St; Literatus & Co, 401 E Main St; White Oak Builders, 14 E Main St; Wilder's Plants & More, 314 E Madison St; and Ava's A Posh Boutique, 209 E Main St.

E. Review and take action: application for Temporary Class "B" Beer license from Watertown Moose Lodge 830 at 1222 Juneau St for the Car Show event on Thursday, June 13, 2024

F. Review and take action: application for Temporary Class "B" Beer license from Whitetails Unlimited at Bentzin Family Town Square for the Summer Concert Series events on Saturday, August 17, and Saturday, August 24, 2024

G. Update: License amendment for Little Italy LLC - Change in DBA name to Old House Bar & Grill

H. Review and take action: request for a Producer Full-Service Retail Sales to sell beer and wine from BrewFinity Brewing for Thirsty Thursdays Beer Garden Series at Bentzin Family Town Square on June 13, July 11, August 15, and September 12, 2024 during the hours of 5pm - 9pm and for the Summer Concert Series on June 15, 2024 from 5pm - 9pm

I. Review and take action: renewals of the following COMPLETED license applications (Exhibit A):

"Class B" Combination Malt and Liquor Licenses

"Class A" Malt Licenses

"Class B" Malt Licenses

"Class C" Wine Licenses

"Class A" Combination Malt and Liquor Licenses

- J. Review and take action: renewals of Secondhand Article / Jewelry Licenses (Exhibit B)
- K. Review and take action: incomplete/not recieved renewals of the following (Exhibit C):
  - “Class B” Combination Malt and Liquor Licenses
  - “Class A” Malt Licenses
  - “Class B” Malt Licenses
  - “Class C” Wine Licenses
  - “Class A” Combination Malt and Liquor Licenses
- L. 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: Brandan S Jolliff
- M. Reconvene to open session
- N. Review and take action: application for operator's license from Brandan S Jolliff

#### 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](mailto: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, APRIL 10, 2024 AT 4:30 PM**

**WATERTOWN MUNICIPAL - 106 JONES STREET, WATERTOWN, WI 53094 ROOM 0041**

The Licensing Board met on the above date and time in person at the Municipal Building 106 Jones St. in Room 0041 and via GoToMeeting. The following members were present: Mayor McFarland, Ald. Blanke, and Ald. Smith. Absent were Erin Schroeder and Cheri Martin. Staff present were: Police Chief David Brower, City Attorney Steven Chesebro, and Deputy Treasurer/Clerk Sheri Rohr.

1. **CALL TO ORDER** Mayor McFarland called the meeting to order at 4:32 pm.
2. **REVIEW AND APPROVE MINUTES**
  - A. Ald. Smith made a motion to approve the Licensing Board minutes from March 13, 2024, seconded by Ald. Blanke, and carried by unanimous voice vote.
3. **BUSINESS**
  - A. Ald. Smith made a motion to approve the application, conditioned upon approved inspections, for a "Class B" Malt and Liquor license from Saldivar Food Services LLC DBA Jordy's Steak House and Bar located at 1632 S. Church Street and to appoint Luis Saldivar as agent, seconded by Ald. Blanke and carried by unanimous voice vote.
  - B. Ald. Smith Schroeder made a motion to approve the application, conditioned upon approved inspections, for a "Class A" Malt and Liquor license from KK Grewal 2 Inc DBA Watertown Wine and Liquor Store located at 1668 S. Church Street and to appoint Kulwant Grewal as agent, seconded by Ald. Blanke and carried by unanimous voice vote.
  - C. Ald. Blanke made a motion to approve the application for Temporary Class "B" Beer license from Watertown Rotary Club at Bentzin Family Town Square for the Sounds of Summer Concert Series event on the following days: Friday, June 21, 2024 from 6pm - 10pm; Saturday, July 13, 2024 from 6pm - 9pm; and Saturday, July 20, 2024 from 6pm - 9pm, seconded by Ald. Smith and carried by unanimous voice vote.
  - D. Ald. Blanke made a motion to approve the application for Temporary Class "B" Beer and Temporary "Class B" Wine license from Watertown Rotary Club at Bentzin Family Town Square for the Sounds of Summer Concert Series event on the following days: Saturday, May 18, 2024 from 11am to 7:30pm and Saturday, September 7, 2024 from 6pm to 9pm, seconded by Ald. Smith and carried by unanimous voice vote.
  - E. Ald. Blanke made a motion to approve the application for Temporary Class "B" Beer license from Rock River Community Clinic at Riverside Park for the Tour Da Goose event on Saturday, June 22, 2024 from 12pm - 5pm, seconded by Ald. Blanke and carried by unanimous voice vote.
  - F. Ald. Blanke made a motion to approve the application for Temporary Class "B" Beer and Temporary "Class B" Wine license from Watertown Athletic Booster Club at Bentzin Family Town Square for the Summer Concert Series - Music on the Square event on Saturday, September 14, 2024, seconded by Ald. Smith and carried by unanimous voice vote.
  - G. Ald. Smith 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 operator license: Michelle R Anzivino, seconded by Ald. Blanke and carried by roll call vote of: Yes: 3 No: 0.
  - H. Ald. Blanke made a motion to reconvene to open session, seconded by Ald. Smith and carried by unanimous voice vote.

- I. Ald. Smith made a motion to deny the application for operator's license from Michelle R Anzivino due to Category III and Category V of the C. Watertown Licensing Guidelines, seconded by Ald. Blanke and carried by unanimous voice vote.

**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** Ald. Blanke made a motion to adjourn at 4:44 pm, seconded by Ald. Smith and carried by unanimous voice vote.

Respectfully submitted,

Sheri Rohr, Deputy Treasurer/Clerk

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

Form  
AB-200

# Alcohol Beverage License Application

For Municipal	Section 3, Item A.
Municipality C. Watertown	
License Period 06/23 - 06/24	

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

- Class "A" Beer ..... \$ 100       Class "B" Beer ..... \$ \_\_\_\_\_  
 Class A" Liquor ..... \$ 480       "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	\$ <u>175</u>
<b>Total Fees</b>	<b>\$</b>

paid  
4/18/24

### Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) <u>VAM UNITED INC</u>			
2. Business Trade Name or DBA <u>WATERTOWN MART</u>			
3. FEIN <u>99-0902630</u>		4. Wisconsin Seller's Permit Number <u>456-1031637684-04</u>	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization <u>Wisconsin</u>		7. Date of Organization <u>11/19/24</u>	8. Wisconsin DFI Registration Number <u>V034152</u>
9. Premises Address <u>330 Summit Ave</u>			
10. City <u>Watertown</u>		11. State <u>WI</u>	12. Zip Code <u>53094</u>
13. County <u>Jefferson</u>		14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Watertown</u>	15. Aldermanic District <u>3</u>
16. Premises Phone <u>920-262 3582</u>		17. Premises Email <u>NP@cstore.group</u>	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. <u>This convenience store with gas. Will be stored and sold here. on the serve &amp; back storage room sold at the register</u>			

20. Mailing Address (if different from premises address) <u>1929 Madera St #2</u>			
21. City <u>Waukegan</u>		22. State <u>WI</u>	23. Zip Code <u>53189</u>

### 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 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
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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	NARENDRA	President /owner	217 218 9724

**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 NARENDRA		M.I. G
Title President		Email NP@Cstore-group		Phone 217 218 9724
Signature <i>N Patel</i>			Date 4/5/24	

**Part E: For Clerk Use Only**

Date Application Was Filed With Clerk 04/08/24	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk			Date Provisional License Issued (if applicable)



Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 3/10/2024
County of Jefferson

Town Village City of Watertown

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 10 AM and ending 6:30 PM and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

- 1. Organization (check appropriate box) -> Bona fide Club, Church, Lodge/Society, Veteran's Organization, Fair Association or Agricultural Society, Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Fiesta at the park/Fiesta Cultural Latinoamericana INC

(b) Address N 1028 County Rd. M Watertown, WI 53098
Town Village City

(c) Date organized 3/17/2024

(d) If corporation, give date of incorporation

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: [ ]

(f) Names and addresses of all officers:
President Samuel J. Galaviz
Vice President Sandra Olaguez
Secretary Colleen Galaviz
Treasurer Colleen Galaviz

(g) Name and address of manager or person in charge of affair:
Samuel J. Galaviz

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Bentzin Family Town Square

(b) Lot Block

(c) Do premises occupy all or part of building? All (PARK/Square)

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

3. Name of Event

(a) List name of the event FIESTA @ THE PARK

(b) Dates of event Aug. 31, 2024

DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Samuel J. Galaviz (Signature./ Date)

Fiesta Cultural Latinoamericana INC (Name of Organization)

Date Filed with Clerk 4/5/2024

Date Reported to Council or Board

Date Granted by Council

License No.

# Outdoor Open Container Entertainment Event Permit Application

The following items **MUST** accompany this application:

- Event map including fencing plans and street closures
- Specific plan indicating where patrons will be permitted to carry alcoholic beverages
- Detailed description of all public entertainment associated with the event
- Detailed security plan for the event
- Proof of insurance must be provided no later than 10 days prior to the event

### Section 1 – Applicant Information

Corporation/ Organization Name:

*Fiesta @ the Park*

Responsible Party:

*Samuel J. Galaviz*

Driver's License # (list State if not WI):

*G412 7904 9183 09*

Date of Birth:

*5/23/49*

Address:

*N 1028 CTH M*

City:

*Watertown*

State:

*WI*

Zip Code:

*53098*

Telephone Number:

*(920) 285-1949*

E-mail Address:

*galavizsp@gmail.com*

### Section 2 – Event Information

Name of Event:

*Fiesta @ the Park (Fiesta Cultural.com)*

Purpose of Event:

*We celebrate cultures & our vision is to unite cultures*

Locations/Address of Event (must include event map including fencing plans, barricades, street closures, etc.):

*Bentzin Family Town Square*

Event Dates (limit 4 consecutive days):

*8/31/2024*

Event Hours (must be between 6 a.m. & 11 p.m.):

*10:00AM - 8:00PM*

Maximum Daily Attendance:

*500*

Have you applied for a temporary Class "B" malt or temporary "Class B" wine license for the event?  Yes  No

If no, contact Clerk's Office to obtain proper licenses/permits. No hard liquor may be sold/served/given away at events.

Have you applied for a special event permit for the event?  Yes  No

If no, contact Clerk's Office to obtain proper licenses/permits.

Permit # (office use only)

Date Application Received:

Approved

Denied



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 1000 Application Date: April 10-2024  
 Town  Village  City of Watertown WI County of Jefferson

The named organization applies for: (check appropriate box(es))

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning June 8th 2024 5PM and ending June 8-2024 10PM and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

- 1. Organization** (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 East Main Street Watertown WI  
(Street)  Town  Village  City

(c) Date organized April 2000

(d) If corporation, give date of incorporation \_\_\_\_\_

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Counsell - 1319 West Main Street Watertown WI 53094

Vice President Kevin Clifford - 108 South 6th Street Watertown WI 53094

Secretary Annie Wedl -

Treasurer Brian Konz - 118 West Main Street Watertown WI 53094

(g) Name and address of manager or person in charge of affair:

b.konz@oswald.konzgroup.com Brian Konz - 118 West Main St. Watertown WI 53094

**2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:**

(a) Street number 1 West Main Street Watertown WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? \_\_\_\_\_

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: \_\_\_\_\_

**3. Name of Event**

(a) List name of the event Beatzin Family Town Square - Concert

(b) Dates of event June 8-2024

**DECLARATION**

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer [Signature]  
(Signature / Date)

Watertown Main St. Program  
(Name of Organization)

Date Filed with Clerk 04-10-24

Date Reported to Council or Board 05-08-24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

Receipt No: 1.233567

Apr 10, 2024

Watertown Main Street Program

LICENSES

TEMP CLASS "B" & "CLASS B" 10.00

01-43-11-18

CLASS "B" MALT-SPECIAL EVENT

Total: 10.00

CHECK

Check No: 09944 10.00

Payor:

Brian Konz - no receipt

Total Applied: 10.00

Change Tendered: .00

Duplicate Copy  
04/10/2024 3:13 PM

City of Watertown

106 Jones Street

Watertown WI 53094

920-262-4000

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.<sup>00</sup>

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

- 1. Organization** (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Counsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kevin Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094

**2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:**

(a) Street number 202 W. Main St. Watertown WI 53094 20h!2

(b) Lot \_\_\_\_\_ Block Salon Suites

(c) Do premises occupy all or part of building? Part

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to first floor retail space

**3. Name of Event**

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

**DECLARATION**

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/5/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

watertownmainstreet@gmail.com  
920-342-3623

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Caswell, 1319 W. Main St. Watertown, WI 53094

Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watertownmainstreet@gmail.com 920-342-3623

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Fuelify 114 N Water St Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? Part

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: limited to first floor retail space

### 3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

**1. Organization** (check appropriate box) →

- Bona fide Club
- Church
- Lodge/Society
- Veteran's Organization
- Fair Association or Agricultural Society
- Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Coarsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watertownmainstreet@gmail.com 920-242-3623

**2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:**

(a) Street number Bradwin Jewelers 217 E. Main St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All, event limited to retail space

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: event limited to retail space

**3. Name of Event**

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

**DECLARATION**

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24  
(Signature / Date)

Watertown Main Street Program  
(Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

- (f) Names and addresses of all officers:
- President Ron Cansell, 1319 W. Main St. Watertown, WI 53094
  - Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094
  - Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094
  - Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watermainstreet@gmail.com 920-342-2623

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Brown's Shoe Fit Co. 212 E. Main St Watertown,  
(b) Lot \_\_\_\_\_ Block WI-53094

(c) Do premises occupy all or part of building? Part

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to first floor retail space.

### 3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.<sup>00</sup>

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Cansell, 1319 W. Main St. Watertown, WI 53094

Vice President Kevin Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watermainstreet@gmail.com 930-242-3623

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Central Block Kitchen + Design 300 E. Main St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to first floor retail space

### 3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Counsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kenn Clifford, 108 S. 10th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watertownmainstreet@gmail.com 920-342-3623

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Latte Donette 501 E. Main St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event invited to retail space

### 3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.<sup>00</sup>

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

**1. Organization** (check appropriate box) →

- Bona fide Club
- Church
- Lodge/Society
- Veteran's Organization
- Fair Association or Agricultural Society
- Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

- President Ron Counsell, 1319 W. Main St. Watertown, WI 53094
- Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094
- Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094
- Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
watertownmainstreet@gmail.com 980-342-3623

**2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:**

(a) Street number Literatus & Co 401 E. Main St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to retail space

**3. Name of Event**

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

**DECLARATION**

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24  
(Signature / Date)

Watertown Main Street Program  
(Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

- (f) Names and addresses of all officers:
- President Ron Counsell, 1319 W. Main St. Watertown, WI 53094
  - Vice President Kenn Clifford, 108 S. 10th St. Watertown, WI 53094
  - Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094
  - Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
waterstownmainstreet@gmail.com 920-342-3623

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number White Oak Builders 14 E. Main St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to first floor retail space

3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

#### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_



### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.<sup>00</sup>

Application Date: 4-12-2024

Town  Village  City of Watertown

County of Jefferson

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 12:00pm and ending 5:00pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

- 1. Organization** (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Counsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094  
waterstownmainstreet@gmail.com 900-242-2523

**2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:**

(a) Street number Wilders Plants & More 314 E. Madison St. Watertown, WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Event limited to retail space

**3. Name of Event**

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

#### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/15/24

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_

### Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 4-12-2024  
County of Jefferson

Town  Village  City of Watertown

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
- A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 1 p.m. and ending 4 p.m. and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →
- Bona fide Club
  - Church
  - Lodge/Society
  - Veteran's Organization
  - Fair Association or Agricultural Society
  - Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094  
(Street)  Town  Village  City

(c) Date organized 2000  
(d) If corporation, give date of incorporation 2000

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Ron Counsell, 1319 W. Main St. Watertown, WI 53094  
 Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094  
 Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094  
 Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:  
Jody Purcell, 519 E. Main St. Watertown, WI 53094

### 2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number Ava's a Posh Boutique 209 E. Main St. Watertown WI 53094

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? All

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: designated retail space.

### 3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

### DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer Jody Purcell 4-19-24 Watertown Main Street Program  
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4-29-24

Date Reported to Council or Board \_\_\_\_\_

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_





The Watertown Main Street Program is planning to host the 7<sup>th</sup> annual Downtown Watertown Craft Beer & Seltzer Walk on July 13 2024 from 1-4 p.m. We are proposing to have **18** craft beer tasting locations, with **12** stops at retail businesses, **7** stops at bar/restaurant locations and **2** snack only locations. One craft beer sample would be available at each location, and a maximum of 300 tickets would be sold for the event. The Main Street Program would purchase the craft beer for the retail establishments directly from a distributor. The establishments with the existing licenses would provide their own craft beer sample in conjunction with the event.

All tasting locations within the businesses will be clearly defined. The Main Street Program has purchased a liquor liability policy for the event, and will provide bartenders for each location. The entrance and exit points will also be monitored to ensure all alcohol consumption remains inside each building. All participants are required to wear a wristband throughout the duration of the event. Wristbands will be provided only to adults who present tickets for the event and have their IDs checked by a Main Street Program representative.

**Retail businesses participating in the event include (temp. licenses required):**

2 oh! 2 Salon Suites, 202 W. Main St.

Ava's Posh Boutique 209 E. Main St.

Fuelify 114 N. Water St.

Bradow Jewelers, 217 E. Main St.

Brown's Shoe Fit Co., 212 E. Main St.

Central Block Kitchen & Designs, 300 E. Main St.

Fuelify 114 N. Water St.

Latte Donatte, 500 E. Main St.

Literatus & Co., 401 E. Main St.

White Oak Builders, 14 E. Main St.

Wilder's Plants & More 314 E. Madison St.

**Retail businesses participating with existing liquor license:**

Pine Hill Farm, 200 W. Main St.

The Chic Boutique, 113 E. Main St.

**Bars participating in the event include:**

Amado Jr.'s, 403 E. Main St.

Bismarck's 105 E Main St.

Local Waters, 109 S. Third St.

Lyons Irish Pub, 201 E. Main St.

The Drafty Cellar, 110 S. Third St.

Uptown Bar, 416 E. Main St.

The Score Sports Bar N. 4th St.

**Snacks Only participating in the event include:**

The Towne Cinema 308 E Main St

Watertown Artisan Market 111 N. 4th St.

All proceeds from the event will be used to support downtown revitalization and beautification projects. For more information, please contact Jody Purtell, Main Street Program executive director, at 920-342-3623 or email [watertownmainstreet@gmail.com](mailto:watertownmainstreet@gmail.com).

Sincerely,

Jody Purtell  
Executive Director  
Watertown Main Street Program

**NEED TEMP B**

2 Oh! 2 Salon Suites

Fuelify

Ava's

Bradow Jewelers

Brown's Shoes

Central Block Kitchen & Designs

Latte Donatte

Literatus & Co

White Oak Builders

Wilder's Plant & More

---

Pine Hill Farm

Chic Boutique

Lyons Pub

Bismarks

Local Waters

Drafty Cellar

The Score

### Application for Temporary Class "B" / "Class B" Retailer's License City of Watertown Dodge/Jefferson County

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE: \$10.00      Application Date: 4/20/24

The named organization applies for: (check appropriate box(es).)

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats. A Temporary
- "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 5:00 pm and ending 8:00 pm and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box)  Bona fide Club     Church     Lodge/Society
- Veteran's Organization     Fair Association or Agricultural Society
- Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name Watertown Moose Lodge 830

(b) Address 1222 JUNEAU ST WATERTOWN WI 53096  
(Street)       Town     Village     City

(c) Date organized JUNE 13 2024

(d) If corporation, give date of incorporation \_\_\_\_\_

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President ALLEN SANDYKE HUSTISFORD WI

Vice President ANDY TESSMAN WATERTOWN WI

Secretary SCOTT MARON JEFFERSON WI

Treasurer TOM COOTNEY WATERTOWN WI

(g) Name and address of manager or person in charge of affair: \_\_\_\_\_

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 1222 JUNEAU ST WATERTOWN WI 53096 Parking lot

(b) Lot \_\_\_\_\_ Block See map

(c) Do premises occupy all or part of building? YES

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: \_\_\_\_\_

3. Name of Event

(a) List name of the event CAR SHOW

(b) Dates of event JUNE 13 2024

#### DECLARATION

An officer of the organization declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer [Signature] 4/20      MOOSE LODGE 830  
(Signature/Date)      (Name of Organization)

Date Filed with Clerk \_\_\_\_\_ Date Reported to Council or Board \_\_\_\_\_

Date Granted by Council \_\_\_\_\_ License No. \_\_\_\_\_

Form  
AB-220

# Temporary Alcohol Beverage License

Municipality  
C. Watertown

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

**Part A: Organization Information**

1. Organization Name: Whitetails Unlimited

2. Organization Permanent Address: 2100 Michigan St.

3. City: Sturgeon Bay      4. State: WI      5. Zip Code: 54235

6. Mailing Address (if different from permanent address): 2100 Michigan St., PO Box 720, Sturgeon Bay WI 54235

7. FEIN: 39-1415070      8. Date of Organization/Incorporation: 7/1/1982      9. State of Organization/Incorporation: WI

10. Phone: (800) 274-5471      11. Email: \_\_\_\_\_

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): 03556847

**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
Bartz	Don	Co Chair	9209685299
Bartz	Dan	Co Chair	9202618932

Continued →



Part C: Event Information			
1. Name of Event (if applicable) Sounds of Summer Concert Series			
2. Dates of Operation 8/17/2024		3. Hours of Operation 6pm - 10pm	
4. Premises Address Bentzen Family Town Square, 1 W. Main St., Watertown			
5. City Watertown		6. State WI	7. Zip Code 53094
8. County Jefferson	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: Watertown		10. Aldermanic District 7
11. Organizer of Event (if not the named applicant) Stephanie Juhl		12. Email and/or Phone Number for Organizer of Event sjuhl@watertownwi.gov	
13. Organizer Website		14. Event Website watertownwi.gov/departments/park-recreation-forestry	
<p>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.</p> <p>Bentzen Family Town Square is a city park located at corner of W. Main St. and S. Water St. Alcohol sales will be located on S. Water St. adjacent to Town Square</p>			

Part D: Attestation			
Who must sign this application?			
• one officer or director of the nonprofit organization			
<p><b>READ CAREFULLY BEFORE SIGNING:</b> 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.</p>			
Last Name Bartz		First Name Daniel	M.I. C
Title Watertown Chapter Co-Chair	Email dbartz@att.net		Phone 920-261-8932
Signature [Handwritten Signature]		Date 5/2/24	

Part E: For Clerk Use Only	
Date Application Was Filed With Clerk 5.2.24	License Number
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	



Form  
AB-220

Temporary Alcohol Beverage License

Municipality  
C. Watertown

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

pc1

**Part A: Organization Information**

1. Organization Name  
Whitetails Unlimited

2. Organization Permanent Address  
2100 Michigan St.

3. City  
Sturgeon Bay

4. State  
WI

5. Zip Code  
54235

6. Mailing Address (if different from permanent address)  
2100 Michigan St., PO Box 720, Sturgeon Bay, WI 54235

7. FEIN  
39-1415070

8. Date of Organization/Incorporation  
7/1/1982

9. State of Organization/Incorporation

10. Phone  
800-274-5471

11. Email

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)  
0355684A

**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
Bartz	Dan	Watertown Chapter Co Chair	920-988-5299
Bartz	Dan	Watertown Chapter Co Chair	920-261-8932

Continued →

Part C: Event Information			
1. Name of Event (if applicable) Sounds of Summer Concert Series			
2. Dates of Operation 8/24/2024		3. Hours of Operation 6pm - 10pm	
4. Premises Address Bentzen Family Town Square, 1 W. Main St, Watertown WI			
5. City Watertown		6. State WI	7. Zip Code 53094
8. County Jefferson	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: Watertown		10. Aldermanic District 7
11. Organizer of Event (if not the named applicant) Stephance Juhl		12. Email and/or Phone Number for Organizer of Event sjuhl@watertownwi.gov	
13. Organizer Website watertownwi.gov/departments/park-recreation-forestry		14. Event Website	
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. Bentzen Family Town Square is a city park located at corner of W. Main St. and S. Water St. Alcohol sales will be located on S. Water St. adjacent to BFTS			

Part D: Attestation			
Who must sign this application? • one officer or director of the nonprofit organization			
<p><b>READ CAREFULLY BEFORE SIGNING:</b> 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.</p>			
Last Name Bartz		First Name Dancel	M.I. C
Title Watertown Chapter Co Chair	Email dcbartz@att.net	Phone 920-261-8932	
Signature Dancel Bartz		Date 5/2/2024	

Part E: For Clerk Use Only	
Date Application Was Filed With Clerk 5.2.24	License Number
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	



## MEMO

TO: Licensing Board  
FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry  
DATE: May 8, 2024  
RE: Bentzin Family Town Square Beer Vendor Approval

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**Licensing Board members,**

**The Bentzin Family Town Square will be hosting a Thirsty Thursday Beer Garden Series on Thursdays: June 13; July 11; August 15; September 12, 2024; as well as, June 15, Conscious Pilot concert. We would like to invite Kellermeister Beverages LLC d/b/a BrewFinity Brewing to sell beer & seltzer at these events from 5pm until 9pm.**

**BrewFinity Brewing is located at N58W39800 Industrial Road, Suite D, Oconomowoc, WI 53066. State law allows for a full service retail sales permit for the sale of Fermented Malt Beverages so long as the local governing body agrees.**

**BrewFinity is requesting approval of their application from the City of Watertown.**

**We are looking for your approval to move forward with BrewFinity Brewing.**

Part A: Producer Information		
1. Business Legal Name (individual name if sole proprietor) <b>KELLERMEISTER BEVERAGES, LLC</b>		
2. Business Name or DBA <b>BREWFINITY BREWING CO</b>	3. Agent Name <b>CHAD OSTRAM</b>	
4. FEIN <b>47-5354872</b>	5. Wisconsin Seller's Permit Number <b>456-1028904632-02</b>	
6. Wisconsin Producer Permit Number <b>309-1028904632</b>	7. Producer Type <input checked="" type="checkbox"/> Brewery <input type="checkbox"/> Winery <input type="checkbox"/> Liquor Manufacturer/Rectifier	
8. Contact Person's First Name <b>CHAD</b>	9. Last Name <b>OSTRAM</b>	10. M.I. <b>R</b>
11. Contact Person's Phone <b>(262) 271-2701</b>	12. Contact Person's Email <b>chad@brewfinitybrewing.com</b>	

Part B: Production Quantity		
<b>Note:</b> Check appropriate quantity for permit held (see instructions). If you hold more than one producer permit, check the total aggregate quantity produced for each type of permit. Enter the highest quantity produced in any of the last three calendar years.		
Brewery	Manufacturer/Rectifier	Winery
<input type="checkbox"/> Less than 250 barrels <input checked="" type="checkbox"/> 250 - 2,499 barrels <input type="checkbox"/> 2,500 - 7,499 barrels <input type="checkbox"/> 7,500 or more barrels	<input type="checkbox"/> Less than 1,500 liters <input type="checkbox"/> 1,500 - 4,999 liters <input type="checkbox"/> 5,000 - 34,999 liters <input type="checkbox"/> 35,000 or more liters	<input type="checkbox"/> Less than 1,000 gallons <input type="checkbox"/> 1,000 - 4,999 gallons <input type="checkbox"/> 5,000 - 24,999 gallons <input type="checkbox"/> 25,000 or more gallons
Calendar year: 2023	Calendar year:	Calendar year:
Quantity: 415	Quantity:	Quantity:

**Complete only ONE of Part C, D or E.**

Part C: Request for Full-Service Retail Sales at the Production Premises		
1. Start Date	2. Production Premises Address	
3. City	4. State	5. Zip Code
6. County	7. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	

Part D: Request for Fixed Full-Service Retail Outlet		
1. Are you transferring one fixed full-service retail outlet to a new location? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, complete boxes 2 through 9.		
2. Current Outlet Name		
3. Current Outlet Premises Address		
4. City	5. State	6. Zip Code
7. County	8. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	9. Premises Phone Number

**Part D: Request for Fixed Full-Service Retail Outlet (Cont.)**

**New Fixed Retail Outlet Information (complete boxes 10 through 23)**

10. Start Date		11. New Outlet Name	
12. New Outlet Premises Address			
13. City		14. State	15. Zip Code
16. County	17. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		18. Premises Phone Number
19. Premises Description - Describe the building or buildings and any outside areas 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.			
20. Will you operate a restaurant on the premises? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No			
21. What alcohol beverages will be offered for sale? (check all that apply) . . . . . <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
22. What alcohol beverages does the permittee produce? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
23. How will customers be served? (check all that apply) . . . <input type="checkbox"/> Samples <input type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption			

**Part E: Request for Unlimited Transfer Full-Service Retail Outlet**

1. Name of Event (if applicable) <b>THIRSTY THURSDAY BEER GARDEN SERIES</b>		
2. Dates of Operation (attach a schedule, if necessary) <b>06/13/24, 7/11/24, 8/15/24, 9/12/24</b>		3. Hours of Operation <b>5PM - 9PM</b>
4. Premises Address <b>Bentzin Family Town Square, 1 W. Main St</b>		
5. City <b>WATERTOWN</b>		6. State <b>WI</b>
		7. Zip Code <b>53094</b>
8. County <b>JEFFERSON</b>		9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <b>WATERTOWN</b>
10. Organizer of Event (if not the named applicant) <b>STEPHANIE JUHL</b>		11. Email and/or Phone Number for Organizer of Event <b>SJUHL@WATERTOWNWI.GOV</b>
12. Organizer Website		13. Event Website
14. Premises Description - Describe the building or buildings and any outside areas 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.  <b>The event will be held outside in the park. The Brewfinity van and dispensing trailer will be used with records stored in the van for the duration of the event. A 50x50 perimeter off of the beer trailer is where alcoholic beverages will be sold.</b>		
15. On-Site Contact (Last Name, First Name) <b>OSTRAM, CHAD</b>		16. On-Site Contact Phone <b>(262) 271-2701</b>
		17. On-Site Contact Email <b>CHAD@BREWFINITYBREWING.COM</b>
18. Will you operate a restaurant on the premises? . . . . . <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
19. What alcohol beverages will be offered for sale? (check all that apply) . . . . . <input checked="" type="checkbox"/> Beer <input checked="" type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
20. What alcohol beverages does the permittee produce? (check all that apply) <input checked="" type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
21. How will customers be served? (check all that apply) . . . <input type="checkbox"/> Samples <input checked="" type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption		

**Part F: Attestation**

Who must sign this application?


- sole proprietor
- general partner of a partnership
- corporate officer
- member of an LLC

**READ CAREFULLY BEFORE SIGNING:**

I understand and agree to the following:

- I will not operate this location outside of the dates and times approved by the municipality and Division of Alcohol Beverages.
- I will operate this location according to municipal ordinance and restrictions imposed as a condition of receiving this authorization.
- I will purchase alcohol beverages I do not produce from an authorized source, such as a Wisconsin-permitted wholesaler.
- I will operate this location according to Wisconsin law and administrative regulation including but not limited to: underage restrictions, closing hours, licensed operators, and record keeping requirements.

Further, 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 authorization. Further, I agree that the rights and responsibilities conferred by the authorization, if granted, will not be assigned to another individual or entity. I understand that lack of access to any portion of a premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this authorization. I understand that any authorization issued contrary to Wis. Stats. Chapter 125 shall be void under penalty of Wisconsin 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 05/07/2024	
Last Name <b>OSTRAM</b>	First Name <b>CHAD</b>	M.I. <b>R</b>	
Title <b>OWNER/MEMBER</b>	Email <b>CHAD@BREWFINITYBREWING.COM</b>	Phone <b>(262) 271-2701</b>	

**Part G: For Municipal Use Only (Complete if Requesting Authorization in Part D or E)**

1. Will the municipality limit the scope of alcohol beverages offered for sale? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No		
2. Will the municipality impose any requirements or restrictions for the full-service retail outlet? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No		
3. Describe municipal restrictions indicated in questions 1 or 2 above.		
4. Last Name of Municipal Official	5. First Name	6. M.I.
7. Signature of Municipal Official		8. Date
9. Date Application was Filed with Clerk	10. Date Full-Service Retail Outlet Approved by Governing Body	



# Form AB-105 Instructions

## Producer Full-Service Retail Sales Application

### Who may apply for full-service retail sales?

Producer permittees may apply for full-service retail sales on or off the production premises. Producer permittees include brewers, rectifiers, manufacturers, and wineries.

### Who qualifies for full-service retail sales?

- A brewery that manufactures a minimum of 250 barrels of fermented malt beverages.
- A manufacturer/rectifier that produces a minimum of 1,500 liters of intoxicating liquor.
- A winery that produces a minimum of 1,000 gallons of wine.

### What are full-service retail sales?

Permittees that are granted full-service retail sales privileges may:

- Sell fermented malt beverages and intoxicating liquor at retail for on- or off-premises consumption at their production premises and at one or more off-site full-service retail outlets.
- Provide taste samples of fermented malt beverages and intoxicating liquor.

### What are full-service retail outlets?

Full-service retail outlets are authorized locations for full-service retail sales at places other than the permittee's production premises.

### What is the difference between a fixed and unlimited transfer full-service retail outlet?

Fixed full-service retail outlets may be transferred from one location to another once per year. Unlimited transfer full-service retail outlets may be transferred an unlimited number of times in a year. Only one of a producer's full-service retail outlets may be transferred without limitation on frequency.

### How many full-service retail outlets may I have?

The number of full-service retail outlets a producer qualifies for is determined by alcohol beverage production volume. Producers may have a maximum of three full-service outlets, regardless of the number or type of producer permits they hold.

### Who approves full-service retail sales?

Full-service retail sales on the production premises need only be approved by the Division of Alcohol Beverages. Municipalities do not issue licenses for full-service retail sales outlets; however, municipalities must approve of the outlets. The applicant must forward the municipal approval to the Division of Alcohol Beverages for final granting of the authority for sales to commence on the premises.

### Can a municipality limit authorized sales at a full-service retail outlet?

Yes, a municipality can limit authorized sales at a full-service retail outlet. Municipalities may limit the scope of alcohol beverages offered for sale by the permittee. Municipal approval of a full-service retail outlet must be based on the same standards and criteria, established by ordinance, for the evaluation and approval of retail licenses. A municipality may not impose any requirement or restriction in connection with the approval that the municipality does not impose on retail licensees.

### How do I fill out Form AB-105 and begin the application process?

Authorizations requested on Form AB-105 must be applied for only one premises in one municipality at a time. To request multiple authorizations, submit a separate Form AB-105 for each location/premises.

Parts A, B, and F: Applicants must complete Parts A, B, and F.

Parts C, D, and E: Complete only one Part. Form AB-105 must be used to request only one authorization at a time.

**Example:** A producer applicant requesting full-service retail sales authorization on the production premises should complete Parts A, B, C, and F.

**Example:** A producer applicant requesting a fixed full-service retail outlet should complete Parts A, B, D, and F.

**Example:** A producer applicant requesting an unlimited transfer full-service retail outlet should complete Part

Producer applicants requesting authorization in Part E must complete one Form AB-105 for each premises. Applicants may use the same Form AB-105 to request authorization for multiple dates and times occurring on the same premises.

Municipal approval is required for authorizations requested in Parts D and E. If a producer is applying for authorization in either of these sections, the completed application must first be submitted to the governing municipality.

After the municipality has granted approval by completing Part G, the applicant should submit AB-105 to the Division of Alcohol Beverages for final approval. If the applicant is only requesting authorization in Part C, the application does not require municipal approval and may be submitted directly to the Division of Alcohol Beverages.

## Specific Instructions:

### *Part A: Producer Information*

- Box 1: Enter the legal business name.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 3: Enter the name of the approved agent appointed for your producer permit.
- Box 4: Enter Federal Employer Identification Number (FEIN).
- Box 5: Enter Wisconsin seller’s permit number.
- Box 6: Enter the 15-digit Wisconsin Tax Account Number of the permit that these authorizations should be associated with.
- Box 7: Check the corresponding producer permit type.
- Box 8-10: Enter contact person’s name.
- Box 11: Enter contact person’s phone number.
- Box 12: Enter contact person’s email address.

### *Part B: Production Quantity*

- Check the highest cumulative total of alcohol beverages produced in any one of the three preceding calendar years for each specific permit type held.
  - Do not include alcohol beverages produced under a contract production agreement.
- Enter the calendar year in which the highest cumulative total of alcohol beverages produced was met.
- Enter the exact quantity of alcohol beverages produced.
- If an applicant holds more than one type of permit or multiple permits of the same type, the aggregate number of full-service retail outlets that may be established is the maximum number authorized under their permit type, but not exceeding three full-service retail outlets.
  - Under these circumstances, each authorized full-service retail outlet shall serve as the full-service retail outlet associated with each applicable permit, regardless of whether permittee would otherwise be entitled to fewer full-service retail outlets when calculated under their other permit(s).

### *Part C: Request for Full-Service Retail Sales at the Production Premises*

- Authorization under this portion does not require municipal approval. If the applicant is not seeking other retail authorizations on this form, it can be submitted directly to the Division of Alcohol Beverages.
- Box 1: Enter the date that you would like to begin full-service retail sales.
- Box 2-5: List the premises address for the permit identified in Part A, boxes 5 and 6.
- Box 6: Name the county where the production premises is located.
- Box 7: Name the governing municipality where the production premises is located.

### *Part D: Request for Fixed Full-Service Retail Outlet*

- Authorization under this section must be approved by the municipality in which the retail outlet is located prior to submitting to the Division of Alcohol Beverages for final approval.
- Box 1: Check yes if you are applying to transfer a fixed full-service outlet from one location to another. Fixed Full-Service Retail Outlets may be transferred from place-to-place once per year with approval of the municipality that governs the new location.
- Boxes 2-9: Complete these boxes if you checked yes in box 1 to describe the current premises you are applying to transfer.

- Box 10: Enter the date that you would like to open the full-service retail outlet for business.
- Boxes 11-18: Complete these boxes to describe the location of your new premises.
- Box 19: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

**Example:** The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000-square-foot building.

- Box 20: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and division approval.
- Box 21: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer or producer group.
- Box 22: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 23: Check all types of service that apply to this full-service retail outlet.
  - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
  - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 18.
  - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume away from the premises identified in Box 18.

*Part E: Request for Unlimited Transfer Full-Service Retail Outlet*

- Authorizations under Part E must be for dates of operation where the unlimited transfer location will be located at the same premises in the same municipality. You must use a new Form AB-105 to request authorization for each separate premises, regardless of whether the separate premises are in the same municipality.
- Box 1: If you are requesting authorization to initiate or move your unlimited transfer outlet to a specific event like a farmer's market, festival, or other community event, name it here.
- Box 2: List the requested dates of operation. Attach a schedule or calendar of events, if necessary.
- Box 3: List the requested hours of operation. If no hours are listed, the approving municipality and the Division will assume you are seeking authorization to operate during all hours allowed under Chapter 125, Wis. Stats.
- Box 4-9: Identify the premises address.
- Box 10-13: If you are requesting authorization to move your unlimited transfer outlet to a specific event, provide contact information for the event organizer, if not the named applicant.
- Box 14: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

**Example:** The premises is located at 1234 Main St., Realtown, WI, 12345, and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

**Example:** The premises is the 1,000-square-foot tent within the southwest corner of the parking lot located at XYZ Church at 3456 Main St., Realtown, WI, 12345. All sales and storage of alcohol beverages and records will occur within the 1,000-square-foot tent in the southwest corner of the parking lot.

**Example:** The premises is located at PDQ Park (7890 Main St., Realtown, WI, 12345). A 5,000-square-foot tent will be constructed in the northeast corner of the park bordering the tree line and northern fence. All alcohol beverage sales and consumption will occur at this tent. Premises includes the adjacent north park office and the space between the tent and the office. Alcohol beverages and records will be securely stored in the north park office for the duration of the event.

- Box 15-17: Provide the name and contact information for a person who will be in control of the premises for the duration of the requested time.
- Box 18: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and Division of Alcohol Beverages approval.
- Box 19: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer under all their permits.
- Box 20: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 21: Check all the types of service that apply to this full-service retail outlet.
  - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
  - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 14.
  - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume

away from the premises identified in Box 14.

*Part F: Attestation*

- Read the attestation carefully, then sign and date.

*Part G: For Municipal Use Only*

- Box 1: Check yes or no to indicate if the municipality will limit the scope of alcohol beverages offered for sale at this full-service retail outlet.
- Box 2: Check yes or no to indicate if the municipality will impose other requirements or restrictions on the full-service retail outlet.
- Box 3: Describe any limitations the municipality has placed on the full-service retail outlet as indicated in questions 1 or 2. Some limitations may be: parking, zoning, or noise ordinance restrictions; not allowing sales of alcohol beverages for off-premises consumption.
- Box 4-10: The municipal official completing this part should fill in the information requested.

**Completion and Submission of Form AB-105**

- The producer applicant should complete Parts A, B, and F completely, and either Part C, D, or E, depending on the type of authorization requested.
- If requesting only a Part C authorization, the application can be submitted directly to the Division of Alcohol Beverages. No municipal approval is required for Part C authorizations.
- If requesting a Part D or E authorization, provide the application to the municipality where the proposed full-service retail outlet will be located.
  - The municipality should complete Part G and return it to the producer applicant.
  - The producer applicant should provide the completed AB-105 to the Division of Alcohol Beverages for final approval.
- Sales of alcohol beverages at full-service retail outlets may not commence until the Division of Alcohol Beverages has provided final approval by way of issuing a printed authorization to the applicant to be posted at the retail premises identified in this application.

After Form AB-105 is completed by the producer and approved by the municipality in Part G, submit the form to the Division of Alcohol Beverages for final approval in one of two ways:

- Email: [DORAlcoholPermits@wisconsin.gov](mailto:DORAlcoholPermits@wisconsin.gov)
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Wisconsin Department of Revenue  
Division of Alcohol Beverages  
P.O. Box 8934  
Madison, WI 53708-8934

**Assistance**

This form is designed by the Department of Revenue. If you require assistance with this form, consider reaching out to the Division of Alcohol Beverages for assistance with submission of this application and associated forms.

If you have questions about alcohol beverage laws and regulations, you may contact the Division of Alcohol Beverages using the contact information below.

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**Write:** [DORAlcohol@wisconsin.gov](mailto:DORAlcohol@wisconsin.gov)

**Call:** (608) 264-4573



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Form  
**AB-105**

# Producer Full-Service Retail Sales Application

Date **Section 3, Item H.**  
5/9/24

<b>Part A: Producer Information</b>		
1. Business Legal Name (individual name if sole proprietor) KELLERMEISTER BEVERAGES, LLC		
2. Business Name or DBA <b>BREWFINITY BREWING CO</b>		3. Agent Name CHAD OSTRAM
4. FEIN 47-5354872		5. Wisconsin Seller's Permit Number 456-1028904632-02
6. Wisconsin Producer Permit Number 309-1028904632-09		7. Producer Type <input checked="" type="checkbox"/> Brewery <input type="checkbox"/> Winery <input type="checkbox"/> Liquor Manufacturer/Rectifier
8. Contact Person's First Name <b>CHAD</b>		9. Last Name <b>OSTRAM</b>
		10. M.I. <b>R</b>
11. Contact Person's Phone 2622712701		12. Contact Person's Email chad@brewfinitybrewing.com

<b>Part B: Production Quantity</b>		
<b>Note:</b> Check appropriate quantity for permit held (see instructions). If you hold more than one producer permit, check the total aggregate quantity produced for each type of permit. Enter the highest quantity produced in any of the last three calendar years.		
<b>Brewery</b>	<b>Manufacturer/Rectifier</b>	<b>Winery</b>
<input type="checkbox"/> Less than 250 barrels	<input type="checkbox"/> Less than 1,500 liters	<input type="checkbox"/> Less than 1,000 gallons
<input checked="" type="checkbox"/> 250 - 2,499 barrels	<input type="checkbox"/> 1,500 - 4,999 liters	<input type="checkbox"/> 1,000 - 4,999 gallons
<input type="checkbox"/> 2,500 - 7,499 barrels	<input type="checkbox"/> 5,000 - 34,999 liters	<input type="checkbox"/> 5,000 - 24,999 gallons
<input type="checkbox"/> 7,500 or more barrels	<input type="checkbox"/> 35,000 or more liters	<input type="checkbox"/> 25,000 or more gallons
Calendar year: 2023	Calendar year:	Calendar year:
Quantity: 415	Quantity:	Quantity:

**Complete only ONE of Part C, D or E.**

<b>Part C: Request for Full-Service Retail Sales at the Production Premises</b>				
1. Start Date		2. Production Premises Address		
3. City		4. State	5. Zip Code	
6. County		7. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		

<b>Part D: Request for Fixed Full-Service Retail Outlet</b>				
1. Are you transferring one fixed full-service retail outlet to a new location? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, complete boxes 2 through 9.				
2. Current Outlet Name				
3. Current Outlet Premises Address				
4. City		5. State	6. Zip Code	
7. County	8. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		9. Premises Phone Number	

Continued → 37

**Part D: Request for Fixed Full-Service Retail Outlet (Cont.)**

**New Fixed Retail Outlet Information (complete boxes 10 through 23)**

10. Start Date		11. New Outlet Name	
12. New Outlet Premises Address			
13. City		14. State	15. Zip Code
16. County	17. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		18. Premises Phone Number
19. Premises Description - Describe the building or buildings and any outside areas 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.			
20. Will you operate a restaurant on the premises? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No			
21. What alcohol beverages will be offered for sale? (check all that apply) . . . . . <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
22. What alcohol beverages does the permittee produce? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
23. How will customers be served? (check all that apply) . . . <input type="checkbox"/> Samples <input type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption			

**Part E: Request for Unlimited Transfer Full-Service Retail Outlet**

1. Name of Event (if applicable) <b>SOUNDS OF SUMMER CONCERT SERIES</b>		
2. Dates of Operation (attach a schedule, if necessary) 06 / 15 / 24	3. Hours of Operation 5PM - 9PM	
4. Premises Address BENTZIN FAMILY TOWN SQUARE, 1W. MAIN ST		
5. City WATERTOWN	6. State WI	7. Zip Code 53094
8. County JEFFERSON	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: WATERTOWN	
10. Organizer of Event (if not the named applicant) STEPHANIE JUHL	11. Email and/or Phone Number for Organizer of Event SJUHL@WATERTOWNWI.GOV	
12. Organizer Website	13. Event Website	
14. Premises Description - Describe the building or buildings and any outside areas 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.  The event will be held outside in the park. The Brewfinity van and dispensing trailer will be used with records stored in the van for the duration of the event. A 50'x50' square perimeter off of the side of the beer trailer is where alcoholic beverages will be sold.		
15. On-Site Contact (Last Name, First Name) OSTRAM, CHAD	16. On-Site Contact Phone 2622712701	17. On-Site Contact Email chad@brewfinitybrewing.com
18. Will you operate a restaurant on the premises? . . . . . <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
19. What alcohol beverages will be offered for sale? (check all that apply) . . . . . <input checked="" type="checkbox"/> Beer <input checked="" type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
20. What alcohol beverages does the permittee produce? (check all that apply) <input checked="" type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
21. How will customers be served? (check all that apply) . . . <input type="checkbox"/> Samples <input checked="" type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption		

**Part F: Attestation**

Who must sign this application?

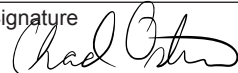
- sole proprietor      • general partner of a partnership      • corporate officer      • member of an LLC

**READ CAREFULLY BEFORE SIGNING:**

I understand and agree to the following:

- I will not operate this location outside of the dates and times approved by the municipality and Division of Alcohol Beverages.
- I will operate this location according to municipal ordinance and restrictions imposed as a condition of receiving this authorization.
- I will purchase alcohol beverages I do not produce from an authorized source, such as a Wisconsin-permitted wholesaler.
- I will operate this location according to Wisconsin law and administrative regulation including but not limited to: underage restrictions, closing hours, licensed operators, and record keeping requirements.

Further, 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 authorization. Further, I agree that the rights and responsibilities conferred by the authorization, if granted, will not be assigned to another individual or entity. I understand that lack of access to any portion of a premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this authorization. I understand that any authorization issued contrary to Wis. Stats. Chapter 125 shall be void under penalty of Wisconsin 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 5/9/24	
Last Name OSTRAM	First Name CHAD	M.I. R	
Title OWNER/MEMBER	Email chad@brewfinitibrewing.com	Phone 2622712701	

**Part G: For Municipal Use Only (Complete if Requesting Authorization in Part D or E)**

1. Will the municipality limit the scope of alcohol beverages offered for sale? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No		
2. Will the municipality impose any requirements or restrictions for the full-service retail outlet? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No		
3. Describe municipal restrictions indicated in questions 1 or 2 above.		
4. Last Name of Municipal Official	5. First Name	6. M.I.
7. Signature of Municipal Official		8. Date
9. Date Application was Filed with Clerk	10. Date Full-Service Retail Outlet Approved by Governing Body	

# Form AB-105 Instructions

## Producer Full-Service Retail Sales Application

### Who may apply for full-service retail sales?

Producer permittees may apply for full-service retail sales on or off the production premises. Producer permittees include brewers, rectifiers, manufacturers, and wineries.

### Who qualifies for full-service retail sales?

- A brewery that manufactures a minimum of 250 barrels of fermented malt beverages.
- A manufacturer/rectifier that produces a minimum of 1,500 liters of intoxicating liquor.
- A winery that produces a minimum of 1,000 gallons of wine.

### What are full-service retail sales?

Permittees that are granted full-service retail sales privileges may:

- Sell fermented malt beverages and intoxicating liquor at retail for on- or off-premises consumption at their production premises and at one or more off-site full-service retail outlets.
- Provide taste samples of fermented malt beverages and intoxicating liquor.

### What are full-service retail outlets?

Full-service retail outlets are authorized locations for full-service retail sales at places other than the permittee's production premises.

### What is the difference between a fixed and unlimited transfer full-service retail outlet?

Fixed full-service retail outlets may be transferred from one location to another once per year. Unlimited transfer full-service retail outlets may be transferred an unlimited number of times in a year. Only one of a producer's full-service retail outlets may be transferred without limitation on frequency.

### How many full-service retail outlets may I have?

The number of full-service retail outlets a producer qualifies for is determined by alcohol beverage production volume. Producers may have a maximum of three full-service outlets, regardless of the number or type of producer permits they hold.

### Who approves full-service retail sales?

Full-service retail sales on the production premises need only be approved by the Division of Alcohol Beverages. Municipalities do not issue licenses for full-service retail sales outlets; however, municipalities must approve of the outlets. The applicant must forward the municipal approval to the Division of Alcohol Beverages for final granting of the authority for sales to commence on the premises.

### Can a municipality limit authorized sales at a full-service retail outlet?

Yes, a municipality can limit authorized sales at a full-service retail outlet. Municipalities may limit the scope of alcohol beverages offered for sale by the permittee. Municipal approval of a full-service retail outlet must be based on the same standards and criteria, established by ordinance, for the evaluation and approval of retail licenses. A municipality may not impose any requirement or restriction in connection with the approval that the municipality does not impose on retail licensees.

### How do I fill out Form AB-105 and begin the application process?

Authorizations requested on Form AB-105 must be applied for only one premises in one municipality at a time. To request multiple authorizations, submit a separate Form AB-105 for each location/premises.

Parts A, B, and F: Applicants must complete Parts A, B, and F.

Parts C, D, and E: Complete only one Part. Form AB-105 must be used to request only one authorization at a time.

**Example:** A producer applicant requesting full-service retail sales authorization on the production premises should complete Parts A, B, C, and F.

**Example:** A producer applicant requesting a fixed full-service retail outlet should complete Parts A, B, D, and F.



**Example:** A producer applicant requesting an unlimited transfer full-service retail outlet should complete Part

Producer applicants requesting authorization in Part E must complete one Form AB-105 for each premises. Applicants may use the same Form AB-105 to request authorization for multiple dates and times occurring on the same premises.

Municipal approval is required for authorizations requested in Parts D and E. If a producer is applying for authorization in either of these sections, the completed application must first be submitted to the governing municipality.

After the municipality has granted approval by completing Part G, the applicant should submit AB-105 to the Division of Alcohol Beverages for final approval. If the applicant is only requesting authorization in Part C, the application does not require municipal approval and may be submitted directly to the Division of Alcohol Beverages.

## Specific Instructions:

### *Part A: Producer Information*

- Box 1: Enter the legal business name.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 3: Enter the name of the approved agent appointed for your producer permit.
- Box 4: Enter Federal Employer Identification Number (FEIN).
- Box 5: Enter Wisconsin seller’s permit number.
- Box 6: Enter the 15-digit Wisconsin Tax Account Number of the permit that these authorizations should be associated with.
- Box 7: Check the corresponding producer permit type.
- Box 8-10: Enter contact person’s name.
- Box 11: Enter contact person’s phone number.
- Box 12: Enter contact person’s email address.

### *Part B: Production Quantity*

- Check the highest cumulative total of alcohol beverages produced in any one of the three preceding calendar years for each specific permit type held.
  - Do not include alcohol beverages produced under a contract production agreement.
- Enter the calendar year in which the highest cumulative total of alcohol beverages produced was met.
- Enter the exact quantity of alcohol beverages produced.
- If an applicant holds more than one type of permit or multiple permits of the same type, the aggregate number of full-service retail outlets that may be established is the maximum number authorized under their permit type, but not exceeding three full-service retail outlets.
  - Under these circumstances, each authorized full-service retail outlet shall serve as the full-service retail outlet associated with each applicable permit, regardless of whether permittee would otherwise be entitled to fewer full-service retail outlets when calculated under their other permit(s).

### *Part C: Request for Full-Service Retail Sales at the Production Premises*

- Authorization under this portion does not require municipal approval. If the applicant is not seeking other retail authorizations on this form, it can be submitted directly to the Division of Alcohol Beverages.
- Box 1: Enter the date that you would like to begin full-service retail sales.
- Box 2-5: List the premises address for the permit identified in Part A, boxes 5 and 6.
- Box 6: Name the county where the production premises is located.
- Box 7: Name the governing municipality where the production premises is located.

### *Part D: Request for Fixed Full-Service Retail Outlet*

- Authorization under this section must be approved by the municipality in which the retail outlet is located prior to submitting to the Division of Alcohol Beverages for final approval.
- Box 1: Check yes if you are applying to transfer a fixed full-service outlet from one location to another. Fixed Full-Service Retail Outlets may be transferred from place-to-place once per year with approval of the municipality that governs the new location.
- Boxes 2-9: Complete these boxes if you checked yes in box 1 to describe the current premises you are applying to transfer.

- Box 10: Enter the date that you would like to open the full-service retail outlet for business.
- Boxes 11-18: Complete these boxes to describe the location of your new premises.
- Box 19: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

**Example:** The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000-square-foot building.

- Box 20: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and division approval.
- Box 21: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer or producer group.
- Box 22: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 23: Check all types of service that apply to this full-service retail outlet.
  - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
  - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 18.
  - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume away from the premises identified in Box 18.

*Part E: Request for Unlimited Transfer Full-Service Retail Outlet*

- Authorizations under Part E must be for dates of operation where the unlimited transfer location will be located at the same premises in the same municipality. You must use a new Form AB-105 to request authorization for each separate premises, regardless of whether the separate premises are in the same municipality.
- Box 1: If you are requesting authorization to initiate or move your unlimited transfer outlet to a specific event like a farmer's market, festival, or other community event, name it here.
- Box 2: List the requested dates of operation. Attach a schedule or calendar of events, if necessary.
- Box 3: List the requested hours of operation. If no hours are listed, the approving municipality and the Division will assume you are seeking authorization to operate during all hours allowed under Chapter 125, Wis. Stats.
- Box 4-9: Identify the premises address.
- Box 10-13: If you are requesting authorization to move your unlimited transfer outlet to a specific event, provide contact information for the event organizer, if not the named applicant.
- Box 14: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

**Example:** The premises is located at 1234 Main St., Realtown, WI, 12345, and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

**Example:** The premises is the 1,000-square-foot tent within the southwest corner of the parking lot located at XYZ Church at 3456 Main St., Realtown, WI, 12345. All sales and storage of alcohol beverages and records will occur within the 1,000-square-foot tent in the southwest corner of the parking lot.

**Example:** The premises is located at PDQ Park (7890 Main St., Realtown, WI, 12345). A 5,000-square-foot tent will be constructed in the northeast corner of the park bordering the tree line and northern fence. All alcohol beverage sales and consumption will occur at this tent. Premises includes the adjacent north park office and the space between the tent and the office. Alcohol beverages and records will be securely stored in the north park office for the duration of the event.

- Box 15-17: Provide the name and contact information for a person who will be in control of the premises for the duration of the requested time.
- Box 18: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and Division of Alcohol Beverages approval.
- Box 19: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer under all their permits.
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  - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume

away from the premises identified in Box 14.

*Part F: Attestation*

- Read the attestation carefully, then sign and date.

*Part G: For Municipal Use Only*

- Box 1: Check yes or no to indicate if the municipality will limit the scope of alcohol beverages offered for sale at this full-service retail outlet.
- Box 2: Check yes or no to indicate if the municipality will impose other requirements or restrictions on the full-service retail outlet.
- Box 3: Describe any limitations the municipality has placed on the full-service retail outlet as indicated in questions 1 or 2. Some limitations may be: parking, zoning, or noise ordinance restrictions; not allowing sales of alcohol beverages for off-premises consumption.
- Box 4-10: The municipal official completing this part should fill in the information requested.

**Completion and Submission of Form AB-105**

- The producer applicant should complete Parts A, B, and F completely, and either Part C, D, or E, depending on the type of authorization requested.
- If requesting only a Part C authorization, the application can be submitted directly to the Division of Alcohol Beverages. No municipal approval is required for Part C authorizations.
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Division of Alcohol Beverages  
P.O. Box 8934  
Madison, WI 53708-8934

**Assistance**

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If you have questions about alcohol beverage laws and regulations, you may contact the Division of Alcohol Beverages using the contact information below.

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**Write:** [DORAlcohol@wisconsin.gov](mailto:DORAlcohol@wisconsin.gov)

**Call:** (608) 264-4573

**ALCOHOL - RENEWALS**

Class A Liquor	Class A Malt	Class B Liquor	Class B Malt	Class C Wine	Tobacco	Business Legal Name	Business Trade/DBA Name	Business Location	Agent Name (* Change of Agent)	Alcohol Premises Description (** Change of Premise)
x	x					Aldi Inc	Aldi #26	1520 S Church St	Michelle L Johnson	Single story brick building. Alcohol beverages will be sold on the sales floor and stored in backroom. Alcohol sales records will be kept in the office at the store
x	x			x		Christian Bros of Watertown LLC	Watertown Piggly Wiggly	1330 Memorial Dr	Brian Wohlfeil	one story retail supermarket
x	x			x		Church Street Shell LLC	Church Street Shell	423 S Church St	Inderjeet Singh	one-story building, entire building
x	x					Draeger's Floral LLC		616 E Main St	Julianne T Wedl	Retail sales floor, does not include 618 E Main St
x	x			x		KK Grewal 2 LLC	Watertown Wine & Liquor Store	1668 S Church St	Kulwant Grewal	Alcohol would be sold in the store and stored in the backroom
x	x			x		Kwik Trip Inc	Kwik Trip #444	1184 N Fourth St	Kyle J Kunert	One story frame construction with storage in coolers, on sales floor, behind sales counter
x	x			x		Kwik Trip Inc	Kwik Trip #354	1731 S Church St	Edith M Uttech	One story frame construction with storage in coolers, on sales floor, behind sales counter
x	x			x		Kwik Trip Inc	Kwik Trip #658	900 W Main St	Anne M Swisher	One story frame construction with storage in coolers, on sales floor, behind sales counter
x	x					La Rosita of Watertown LLC	Mercadito La Rosita	309 S Third St	Alondra Perez	1-story building, beer stored in coolers by registers, liquor on shelves by registers and in warehouse
x	x			x		Liberty Square Gas Station Inc	Refuel Pantry - Watertown	1429 E Main St	Lakhbir Singh	Stored - Store shelving and beer cooler, Sold - Checkout counter
x	x			x		PNJ Enterprises	Watertown BP Mart	330 Summit Ave	Gurprit Singh Brar	Behind the counter, shelves in aisle, overstock in back room, shelves in the cooler**
x	x			x		Shetal LLC	Justmann's Liquor	200 S Fourth St	Arvinder Khasria	first floor
x	x					WalMart Stores East LP	Walmart #1776	1901 Market Way	Michael K Rupnow	1 room, 1 story, approximately 192,179 sf - Liquor display restricted to SE corner of store with beer displays allowed throughout entire store
x						Amber Kayla Smith	The Chic Boutique	113 E Main St	Amber Smith	1st level at 113 E Main St
		x	x			Amado Jr's LLC		403 E Main St	Amado Fuentes Jr	403 E Main St. Sales, service and consumption are in the bar/dining area. Storage is in the bar area and basement of premise.**
		x	x			American Legion Pitterle-Beaudoin Post 189	American Legion Post 189	206 S First St	Stephen M Zillmer	First floor of 2-story building with basement. Also storage area in detached shed behind said building.
		x	x			BPO of the Elks of the USA	Watertown-Beaver Dam Elks Lodge #666	117 N First St	Justin A Navine*	all three floors of a 3-story brick building
		x	x			Cresenciana Sanchez	Fiesta Las Margaritas	1512 S Church St	Cresenciana Sanchez	Space divided into dining and bar area where food and alcohol are consumed. There is a kitchen, bathroom, office and storage areas.**
		x	x	x		DNR's Pour House LLC	DNR's Pour House	200 S Third St	Rebecca L Williams	2 Story Building - Barroom, smoking area w/floor to ceiling tarps, 2 restrooms, walk in cooler partial basement**
		x	x			Don's Corner Bar LLC	Don's Corner Pub LLC	501 N Fourth St	Donald A Frank	Ground floor, basement storage for beer & alcohol
		x	x			El Mariachi Mexican Restaurant II LLC	El Mariachi Mexican Restaurant	1694 S Church St	Mario Hernandez	commercial building, dining area, alcohol store in my office
		x	x			El Tamaulipeco LLC	Maria's Mexican Restaurant	311 S First St	Luis M Salvidar	Lower Level (restaurant) 311 S 1st St, served at the bar and in restaurant.**
		x	x			Gasthaus LLC		1500 Bridge St	Tiffany A Rhodes	first floor main level basement
		x	x			Jeory Inc	Lindberg's by The River	1413 Oconomowoc Ave	Josephine M Lindberg	one story brick bldg with 3 dining rooms, 2 bars and a lounge area
		x	x			KPP LLC	Bigg's Bar & Grill	1217 River Dr	Karah N Pugh	The entire building of 1217 River Dr. Upper dining, lower room, kitchen, lower storage, lower coolers**
		x	x			Kraemer Wisconsin Cheese LTD		1173 N Fourth St	Richard J Kraemer	2 story retail space: 1st floor store with processing room and cold storage; 2nd floor-tasting/paring room, dry storage, processing from, office
		x	x			Little Italy LLC	Old House Bar and Grill	1002 W Main St	Karla M Cortes	Bar area & stored in basement locked cabinet - consumed in the bar, dining room
		x	x	x		M1027D LLC	Dew Drop Inn	1027 N Fourth St	Zivko Buzdum	1st floor bar area and downstairs basement, west end porch





# SECONDHAND - RENEWALS

<i>SH Article</i>	<i>SH Jewelry</i>	<b>Business Legal Name</b>	<b>Business Location</b>	<b>Agent Name</b> <b>(* Change of Agent)</b>
x		A to Z Vendors Market	320 Summit Ave	Jett A Kolodzne-Nehls
	x	Bradow Jewelers	217 E Main St	Paul W Bradow
x		ecoATM Walmart	1901 Market Way	Sean Flaherty
x		GameStop	1905 Market Way Ste K	Mark H Robinson*
x	x	Watertown Gold & Trade	1402 S Church St	Kevin L Mitchell
x	x	Watertown Trade & Auctions	204 N Water St	Chad M Haase

## ALCOHOL - CONDITIONAL RENEWALS

Class A Liquor	Class A Malt	Class B Liquor	Class B Malt	Class C Wine	Tobacco	Business Legal Name	Business Trade/DBA Name	Business Location	Agent Name (* Change of Agent)	Alcohol Premises Description (** Change of Premise)
x	x				x	A-One Oil LLC		821 N Church St	Sukhdeep Garcha*	Cooler, store, building
x	x				x	Mega Marts LLC	Pick 'n Save #888	624 S Church St	Erin Davison	1 story retail, grocery, & liquor store
x	x					VAM United Inc	Watertown Mart	330 Summit Ave	Poojaben G Patel	Convenience store with gas. Will be stored and sold here on the shelf and back storage room, sold at register.
	x				x	Dolgencorp LLC	Dollar General Store #6887	105 S Eighth St	Kelli Van Bendegom	10191 sq ft shopping center building consisting of sales area and stock room
	x				x	Sherry Gas LLC		1000 S Third St	Gurpreet Singh Bajwa	Gas station, convenience store**
	x				x	Speedway LLC	Speedway #4178	104 N Church St	Kevin J Conley	main sales floor, cooler, utility/storage room
	x				x	Walgreen Co	Walgreens #05136	301 W Main St	Krystle Miranda Armentrout	retail drug store with sundries in a one-story building of 13,906 sf
		x	x			ABW Enterprises LLC	Mobay Wine and Dine	301 E Main St	Aston B Walters	Alcohol will be served at rectangle counter in the front section of building, storage will be in the room rear of building behind the kitchen on the first floor of building.
		x	x			Craig & Jeff Perschke LLC	Bismarck's Main Street Bar & Grill	103/105 E. Main St.	Craig A Perschke	main bar, dining room, back room and basement
		x	x		x	Dani's Pour Decisions LLC	Pour Decisions	715 W Main St	Danielle Glazar	Alcohol sales, service, consumption and/or storage shall take place in the main bar area located on the first floor. Storage of alcohol shall also take place in back storage/office space and in the basement.
		x	x		x	J&B Rusty Nail LLC	Rusty Nail	625 N Church St	Betty J Schoechert	Single story bar & backroom
		x	x			JDTH	D&J Sports Bar	215 S Third St	Jerry R Heller	in the bar area in the hall area downstairs in the basement kitchen area
		x	x		x	Kathy B's LLC	Kathy's Buffalo Bar	814 N Church St	Kathly J Blaeske	outside fenced in area, deck, and bar
		x	x			KM Carlin LLC	The Firecracker Pub	516 E Main St	Kenneth Carlin	First floor obar room. Smoking deck. Basement coolers and storage.**
		x	x			Local Waters LLC		109-111 S Third St	Karah N Pugh	All of 109 S 3rd St and all of 111 S 3rd St. Main Level and all of basement storage area and all of patio area**
		x	x			Lyon's Irish Pub LLC	Lyon's Irish Pub	201/203 E Main St	James L Baade	1st floor 201-203 E Main St; beer cooler in basement
		x	x			MEEGI Five LLC	Run-Inn Erin's	700 N Fourth St	Erin L Schroeder	1st floor, basement. To include the attached parking lot to my liquor license**
		x	x			Saldivar Food Services LLC	Jordy's Steak House and Bar	1632 S Church St	Luis M Saldivar	We are going to sell it at the bar and restaurant area, adding some storage with locks to put it away.**
		x	x			Uptown of Watertown LLC	Uptown Bar	416 E Main St	Nicole M Smith	416 & 414 are the premises where alcohol is served & sold. Basement is where it is stored.**
		x	x			Watertown Bowl Inc	Watertown Bowl 18	102 W Cady St	Diane K Mallow	within premise of building address
		x	x			Watertown Bowl Inc	Watertown Bowl North	766 N Church St	Diane K Mallow	within premise of building address
		x	x			Watertown Lodge 830 Loyal Order of Moose Inc	Moose Lodge 830 LOOM	1222 Juneau St	Thomas Godfroy	All of building bar room and dining room. Also outside patio 20x40 fenced in area.
				x		Domani Salon & Spa LLC		1149C Boughton St	Tricia J Voigt	café with waiting area & salon**

\*\*\*NOTE: VAM United is the same premise as PNJ Enterprises. Only one license should be approved at this location for the 2024-2025 licensing year.

DATE FILED	DATE OF EVENT & PERMIT #	DATE OF PS&W MEETING (next meeting date after charges are due ADD DECISION WHEN DONE)	EVENT NAME AND ORGANIZATION WITH EVENT DESCRIPTION	REPEAT OR 1ST YEAR	CITY SPONSORED?	EVENT FOR A FEDERAL HOLIDAY? (no fees)
10/30/2023	7/16/1905		Town Square event listing submitted 10/31/2023 per agreement			
11/7/2023	8/8-8/11 2024-01		Community Festival	Repeat	No - see Riverfest Agreement	no
11/20/2023	7/9/2024 2024-02		POLICE DEPARTMENT Safety Fair	Repeat	Yes	no
11/21/2023	3/16/2024		Run	Repeat	No	no
12/20/2023	2/10/2024 2024-03		MAIN STREET PROGRAM Dessert Tasting	1st Year	No	no
12/10/2023	05/2024 - 10/2024 2024-05		MAIN STREET PRORGRAM Year Farmers Market	Repeat	No	no
1/15/2024	3/3/2024 2024-06		CHAMBER Adult Beverage Walk	Repeat	No	no
2/5/2024	4/27/2024 2024-07		CHAMBER Adult Beverage Walk	Repeat	No	no
2/16/2024 CANCELLED AS OF 4/22/2024	7/27/2024 2024-08	5/1/2024	UNITY Vendor fair to celebrate LGBTQ & Pride	Repeat	No	no
2/16/2024	7/4/2024 2024-09		4th of July Parade Committee - Federal holiday Parade	Repeat	Yes	yes
3/28/2024	6/22/2024- 2024-10	5/1/2024 APPROVED	Rock River Community Clinic-Bike Ride	Repeat	No	no
3/29/2024	05/10/2024-2024-11	6/5/2024 APPROVED	Year end school Event	1st year	no	no
4/4/2024	8/25/24 2024-12	6/5/2024	Christian Concert	1st year	no	no



4/5/2024	9/21/2024 2024-13	6/5/2024	run/walk fundraiser	Repeat	yes	no
4/5/2024	8/31/2024 2024-14	6/5/2024	Promote positivecross cultural activities	1 st year	no	no
4/19/2024	5/27/24 2024-15	6/5/2024 APPROVED	City Vets Council	Repeat	Yes	Yes
4/19/2024	7/13/24 2024-16	6/5/2024	Increase traffic and awareness to downtown	Repeat	No	No
4/23/2024	6/13/24-2024-17	6/5/2024	Car Show	1st Year	No	No
4/29/24	6/13-7/11-8/15-9/12	6/5/2024	Park &Rec Thirsty Thursdays	2nd Year	yes	no
5/9/2024	July 3-4	6/5/2024	Am legion 4th celebration	Repeat	Yes	Yes
	<b>TOTAL=20</b>					

Report Criteria:

License.Type.Description = "Operator's License"

License.License issued date = 04/01/2024-04/30/2024

Business Name	Works At	Mailing Address 1	Mailing City	Mailing State	Mailing Zip	Date of Birth	License Issued Date
Adriana M Klein	Watertown BP Mart	1432 Henry St Apt 7	Watertown	WI	53094	11/21/2003	04/03/2024
Andrea J Hill	WALmart	28 Pine Ridge Ct Apt 2	Watertown	WI	53094	02/14/1983	04/03/2024
Caleb Thiele	A One Oil LLC -- OLD-dba Cenex	306 Union St	Watertown	WI	53098	11/29/1983	04/18/2024
Deanna R Lehmann	WALmart	726 Territorial Rd B294	Clyman	WI	53016	04/04/1992	04/09/2024
Elliahna Gray	Run Inn Erins	314 S Monroe St	Watertown	WI	53094	02/11/2005	04/03/2024
Jaxson Daniel Galgani	DollarGeneral	408 N Lincoln Ave	Beaver Dam	WI	53916	04/10/2004	04/25/2024
John C Stapleton	River Tap	1018 N Fourth St	Watertown	WI	53098	07/30/1990	04/18/2024
Julie A Egnarski	Rotary	613 N Church St	Watertown	WI	53094	06/06/1959	04/03/2024
Melissa J Cox	Rose Garden	W6796 Rubidell Rd	Watertown	WI	53094	04/27/1976	04/03/2024
Nicole M Smith	Uptown of Water town LLC--dba The Uptown of Watertown	1301 Allermann Dr	Watertown	WI	53094	01/23/1976	04/18/2024
Patti A Oldenhoff	Watertown Bowl Inc -- dba Watertown Bowl 18	W6960 Kiin Rd	Watertown	WI	53098	01/27/1978	04/03/2024
Tammy Pederson		506 Hancock St	Watertown	WI	53098	02/04/1976	04/30/2024