



LICENSING BOARD MEETING AGENDA

WEDNESDAY, JUNE 11, 2025 AT 4:15 PM

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

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

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

1. CALL TO ORDER

2. REVIEW AND APPROVE MINUTES

- A. Licensing Board minutes from May 14, 2025

3. BUSINESS

- A. Review and take action: application for a Temporary Premises Amendment from Local Waters 109 S. 3rd Street, Manager Meredith Degner, on September 20, 2025 during the hours of 11am - 11pm for Special Event - Blocktoberfest
- B. Review and take action: application for a Temporary Class "B" License for the Bentzin Family Town Square Summer Concert Series event on July 18, 2025 sponsored by Whitetails Unlimited during the hours of 5 p.m. and 10 p.m. for location 1 W. Main Street
- C. Review and take action: application for a Temporary Class "B" License for the Bentzin Family Town Square Summer Concert Series event on July 20, 2025 sponsored by Whitetails Unlimited during the hours of 11 a.m. and 6 p.m. for location 1 W. Main Street
- D. Review and take action: application for a change of agent from Lyon's Irish Pub LLC dba Lyon's Irish Pub, 201/203 E Main St, from James Baade to Carol Bohlman for the licensing year expiring June 30, 2025
- E. 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: Maria D Mares
- F. Reconvene to open session
- G. Review and take action: application for operator's license from Maria D Mares
- H. 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: Amanda Pilsner

- I. Reconvene to open session
- J. Review and take action: application for operator's license from Amanda Pilsner
- K. Review and take action: application for a "Class A" Malt and Liquor License from Speedway LLC DBA Speedway 4178 (Kevin Conley, Agent) located at 104 N Church St for licensing year July 1, 2025 – June 30, 2026 (Change from prior year Class "A" Malt)
- L. Review and take action: application for a "Class B" Malt and Liquor License from Fiesta Las Margaritas (Cresenciana Sanchez, Agent) located at 1512 S Church Street for licensing year July 1, 2025 – June 30, 2026 (Change from prior year business legal name Cresenciana Sanchez, Change of premises to include outdoor patio, CUP needed per Zoning)
- M. Review and take action: renewal application for a "Class B" Malt and Liquor License for Tequila Nights LLC dba Tequila Nights, Agent Michael Martin, located at 617 S First Street for licensing year July 1, 2025 - June 30, 2026
- N. Review and take action: renewals of "Class A" Liquor Licenses, Class "A" Malt Licenses, "Class A" Combination Malt and Liquor Licenses, Class "B" Malt Licenses, "Class B" Combination Malt and Liquor Licenses, and "Class C" Wine Licenses (Exhibit A) for licensing year July 1, 2025 - June 30, 2026
- O. Review and take action: renewals of "Class A" Combination Malt and Liquor Licenses, Class "B" Malt Licenses, and "Class B" Combination Malt and Liquor Licenses (Exhibit B) that have missing/outstanding licensing requirements for licensing year July 1, 2025 - June 30, 2026
- P. Review and take action: renewals of Secondhand Article/Jewelry Licenses (Exhibit C) for licensing year July 1, 2025 - June 30, 2026

4. REPORTS

- A. Review and discuss: Special Events List
- B. 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 cityclerk@watertownwi.gov phone 920-262-4000

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



LICENSING BOARD MEETING MINUTES

WEDNESDAY, MAY 14, 2025 AT 4:15 PM

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

The Licensing Board met on the above date and time in person at the Municipal Building 106 Jones St. in Room 2044 and via Zoom. The following members were present: Mayor Stocks, Ald. Bartz, and Erin Schroeder. Absent was Ald. Moldenhauer and Cheri Martin. Staff present were: Police Chief David Brower, City Attorney Steven Chesebro and City Clerk Megan Dunneisen. Other members of the public were also present.

1. CALL TO ORDER Mayor Stocks called the meeting to order at 4:17pm

2. REVIEW AND APPROVE MINUTES

- A. Schroeder made a motion to approve the Licensing Board minutes from April 9, 2025, second by Ald. Bartz and carried by unanimous voice vote.

3. BUSINESS

- A. Schroeder made a motion to approve the application for a "Class B" Malt and Liquor License from Wolfgram Inc dba Wolfgram (Jerry Heller, Agent) located at 301 E Main Street for licensing year July 1, 2024 – June 30, 2025, conditioned on passing the fire inspection, second by Ald. Bartz and carried by unanimous voice vote.
- B. Ald Bartz. made a motion to approve the application for a Temporary Class "B" License for the Bentzin Family Town Square Summer Concert Series event On May 31, 2025 sponsored by the Watertown Main Street Program during the hours of 5 p.m. and 10 p.m. for location 1 W. Main Street, second by Schroeder and carried by unanimous voice vote.
- C. Schroeder made a motion to approve the application for Temporary Class "B" License for the Moose Lodge Car Show event on June 12, 2025 sponsored by the Moose Lodge during the hours of 5 p.m. and 10 p.m. for location 1222 Juneau Street, second by Ald. Bartz and carried by unanimous voice vote.
- D. Ald. Bartz made a motion to approve the applications for Temporary Class "B" Beer licenses from Watertown Main Street Program for the Craft Beer and Seltzer Walk event on Thursday, July 17, 2025 from 5:00 pm to 8:00 pm. Locations include 2OH!2 Salon 202 W. Main St., Ava's A Posh Boutique, 209 E. Main St., Bradow Jewelers, 217 E. Main St., Pine Hill Farm: Wellness Collective 200 W. Main St., Sassy Sweets Bakery 116 W. Main St., White Oak Builders, 14 E. Main St., and Wisconsin 26 Culinary Boutique 219 N. Fourth St., second by Mayor Stocks and carried by unanimous voice vote.

4. REPORTS

- A. Special Event List was presented.
- B. Monthly Operator's List was presented.
- C. Monthly Police Report was presented.

5. ADJOURNMENT Schroeder made a motion to adjourn at 4:39 pm, second by Ald. Bartz and carried by unanimous voice vote.

Respectfully submitted,
Megan Dunneisen, City Clerk

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

Request for Beer/Liquor License Premise Amendment

\$10.00 Fee

pd
5/7/25Name of Applicant: Meredith Degner - managerName of Establishment: Local WatersAddress of Premise: 109 S. 3rd St.Date(s) of Premises Amendment: Sept 20, 2025Hours requested: 11am-11pm

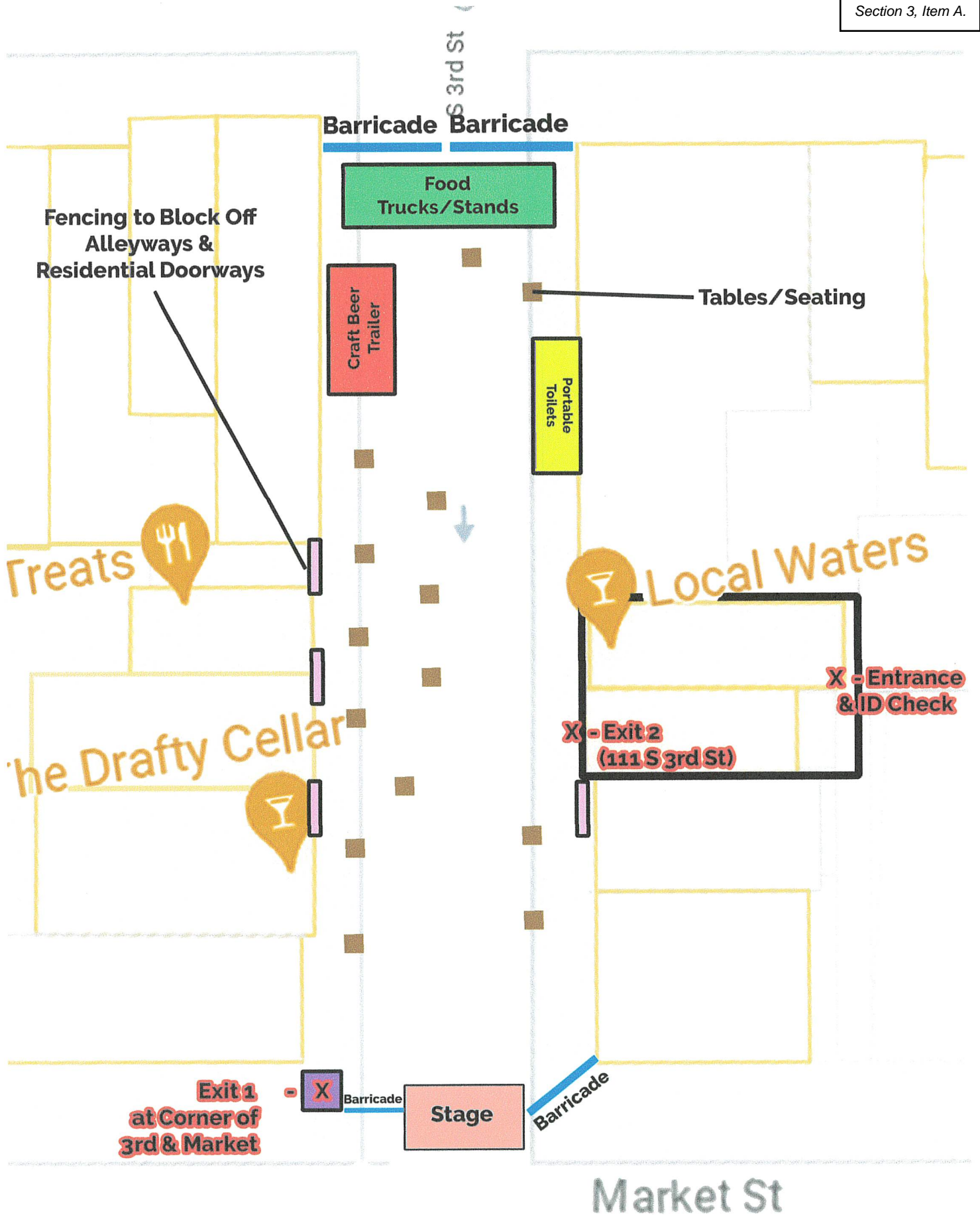
Describe proposed amendment (include dimensions): _____

1st block of S. 3rd St. from Main St. to
Market St.Proposed event (reason for amendment): Blocktoberfest

**Please attach a map of the proposed area to this form. **

Meredith Degner

Signature of applicant



RECEIVED

MAY 22 2025

Section 3, Item B.

Form
AB-220

Temporary Alcohol Beverage License

Municipality
City of Watertown

License(s) Requested	Fees	
<input type="checkbox"/> Temporary "Class B" Wine	License Fees	\$ 10
<input checked="" type="checkbox"/> Temporary Class "B" Beer	Background Check	\$ 14
	Total Fees	\$ 24 pd

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
nh@whitetailsunlimited.com

12. Organization type (check one)

☐ Bona Fide Club ☐ Church ☐ Fair Association/Agricultural Society ☐ Veteran's Organization

☐ Lodge/Society ☒ Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.

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

14. Wisconsin Seller's Permit Number (if applicable)
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 CoChair	920 988 5299
Bartz	Dan	Watertown Chapter CoChair	920 261 8932

Continued →

Part C: Event Information

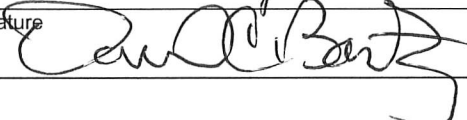
1. Name of Event (if applicable) Summer Concert Series - Mallrats			
2. Dates of Operation 7/18/2025		3. Hours of Operation 5pm - 10pm	
4. Premises Address Bentzen Family Town Square, 1 W. Main St., Watertown WI			
5. City Watertown		6. State WI	7. Zip Code 53094
8. County Jefferson	9. Governing Municipality <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) Stephanie 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. Alcohol Sales will be located on S. Water St. adjacent to Bentzen Family Town Square. - see attached map			

Part D: Attestation

Who must sign this application?

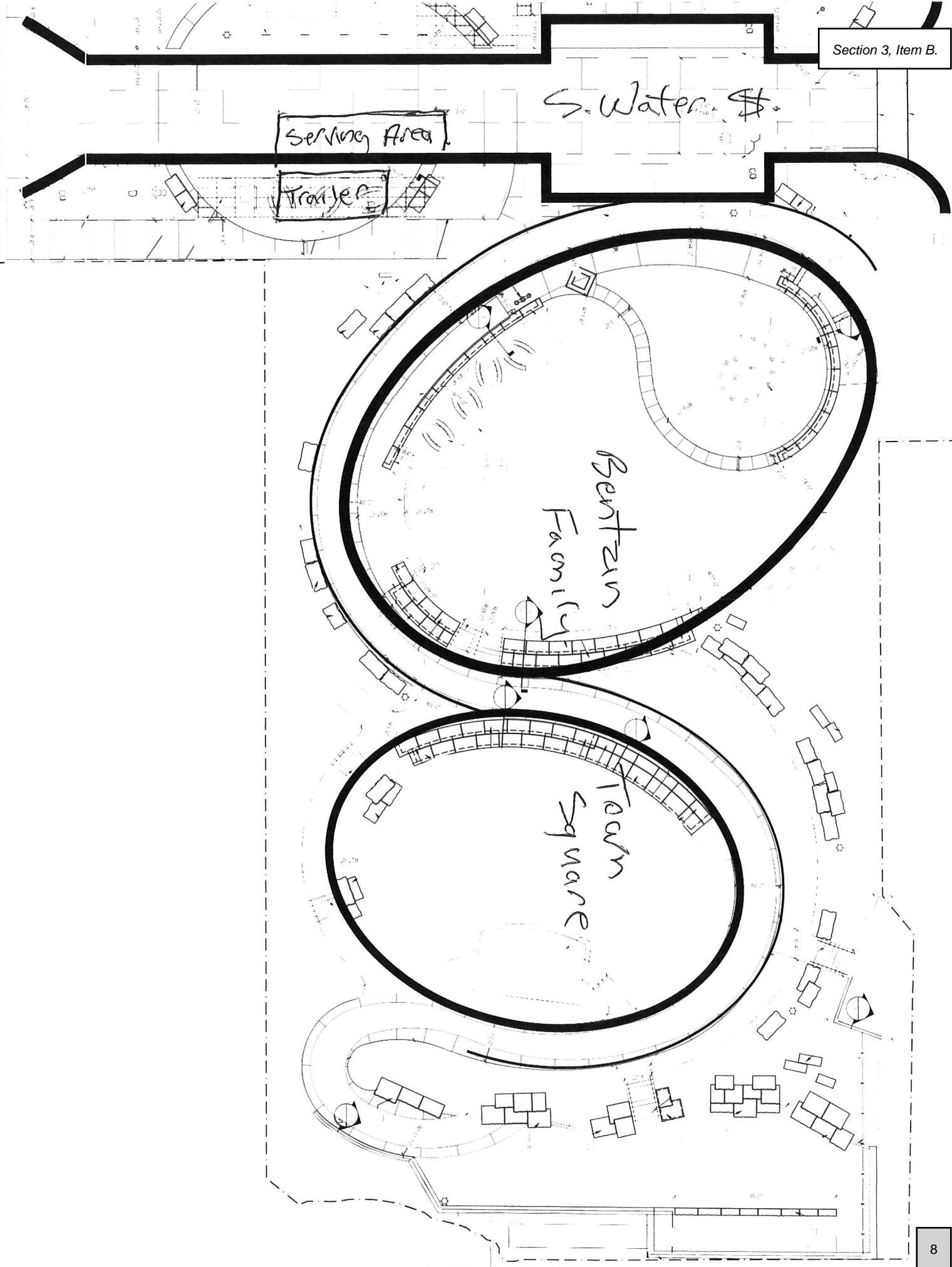
- one officer or director of the nonprofit organization

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Bartz		First Name Daniel		M.I. C
Title Watertown Chapter Co Chair		Email debartz@gmail.com	Phone 920-261-8932	
Signature 			Date 5/22/2025	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 05-22-2025	License Number 2025-025
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	



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:

City Of Watertown - Parks Recreation & Forestry

Responsible Party:

Stephanie Juhl

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

Date of Birth:

Address:

514 S. 1st Street

City:

Watertown

State:

WI

Zip Code:

53094

Telephone Number:

920-262-8080

E-mail Address:

sjuhl@watertownwi.gov

Section 2 – Event Information

Name of Event:

Summer Concert Series

Purpose of Event:

Mallrats

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

1 W. Main Street - Bentzin Family Town Square

Event Dates (limit 4 consecutive days):

July 18, 2025

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

5-10pm

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.

Whitetails Unlimited

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)

2025-025

Date Application Received:

05-22-2025

Approved ☐

Denied ☐

INSURANCE

Each applicant shall furnish to the City, no later than 10 days prior to the event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, and including workers' compensation coverage in accordance with Ch. 101, Wis. Stats. The certificate shall provide that the company will furnish the City with a 10-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors and subcontractors. The policy of insurance shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000.00 per person/aggregate.

I hereby make an application for an Outdoor Open Container Entertainment Event Permit as detailed above. The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a permit for an Outdoor Open Container Entertainment Event.

Signature: Stephanie Juhl

Date Signed: 3/17/25

RECEIVED

MAY 22 2025

Section 3, Item C.

Form
AB-220

Temporary Alcohol Beverage License

Municipality
City of Watertown

License(s) Requested	Fees	
<input type="checkbox"/> Temporary "Class B" Wine	License Fees	\$ 10
<input checked="" type="checkbox"/> Temporary Class "B" Beer	Background Check	\$ /
	Total Fees	\$ 10 <u>pd</u>

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 rhe@whitetailsunlimited.com		
12. Organization type (check one)				
<input type="checkbox"/> Bona Fide Club <input type="checkbox"/> Church <input type="checkbox"/> Fair Association/Agricultural Society <input type="checkbox"/> Veteran's Organization <input type="checkbox"/> Lodge/Society <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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) Summer Concert Series - Eagles Tribute			
2. Dates of Operation 7/20/2025		3. Hours of Operation 11am - 6pm	
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) Stephane 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. Alcohol Sales will be located on S. Water St. adjacent to Bentzen Family Town Square - see attached map			

Part D: Attestation

Who must sign this application?

- one officer or director of the nonprofit organization

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Bartz		First Name Daniel		M.I. C
Title Watertown Chapter CoChair	Email dbartz@gmail.com	Phone 920-261-8932		
Signature Daniel Bartz			Date 5/22/2025	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 05-22-2025	License Number 2025-026
Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk	

Serving Area

Trailer

S. Water St.

W. Main St.

Bentzen Family

Team Square

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:

City Of Watertown - Parks Recreation & Forestry

Responsible Party:

Stephanie Juhl

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

Date of Birth:

Address:

514 S. 1st Street

City:

Watertown

State:

WI

Zip Code:

53094

Telephone Number:

920-262-8080

E-mail Address:

sjuhl@watertownwi.gov

Section 2 – Event Information

Name of Event:

Summer Concert Series

Purpose of Event:

Take it Easy - Eagles Tribute

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

1 W. Main Street - Bentzin Family Town Square

Event Dates (limit 4 consecutive days):

July 20, 2025

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

11am-6pm

Maximum Daily Attendance:

300

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.

Whitetails Unlimited

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)

2025-026

Date Application Received:

05-22-2025

Approved ☐

Denied ☐

INSURANCE

Each applicant shall furnish to the City, no later than 10 days prior to the event, a certificate of insurance written by a company licensed in the State of Wisconsin, approved by the City Attorney and covering any and all liability or obligations which may result from the operations by the applicant's employees, agents, contractors or subcontractors, and including workers' compensation coverage in accordance with Ch. 101, Wis. Stats. The certificate shall provide that the company will furnish the City with a 10-day prior written notice of cancellation, nonrenewal or material change. The insurance shall be written in comprehensive form and shall protect the applicant and City against claims arising from injuries to members of the public or damage to property of others arising out of any act or omission of the applicant, its employees, agents, contractors and subcontractors. The policy of insurance shall provide minimum combined single limits for bodily injury and property damage of at least \$1,000,000.00 per person/aggregate.

I hereby make an application for an Outdoor Open Container Entertainment Event Permit as detailed above. The applicant agrees to indemnify and hold harmless the City from and against all liabilities, claims, demands, judgments, losses and all suits at law or in equity, costs and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, arising in any way as a consequence of the granting of a permit for an Outdoor Open Container Entertainment Event.

Signature: Stephanie Juhl

Date Signed: 3/17/25

Form
AB-101Alcohol Beverage
Appointment of AgentDate
6-9-2025

Agent Type (check one)

☐ Original (no fee)☒ Successor (\$10 fee for municipal licensees only)2024-2025
licensing year

Part A: Business Information

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

~~Watertown Main St. Hldgs. LLC~~ Lyons Irish Pub LLC

2. Business Trade Name or DBA

Lyons Irish Pub

3. Entity Type (check one)

☒ Limited Liability Company☐ Corporation☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

☒ Municipal Retail License☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

37

6. Describe the reason for appointing a successor agent, if successor is checked above.

Agent, James M. Baade is deceased.

Part B: Agent Information

1. Last Name

Bohlman

2. First Name

Carol

3. M.I.

L I

4. Email

c/bwtn@yahoo.com

5. Phone

9202851271

6. Home Address

214 E. Water St.

7. City

Watertown

8. State

WI

9. Zip Code

53094

10. Date of Birth

09-05-1950

11. Drivers License/State ID Number

B455-1125-0825-07

12. Drivers License/State ID State of Issuance

Wisconsin

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or
Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? ☒ Yes ☐ No3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See instructions for exceptions.

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	<i>Bohlman</i>	First Name	<i>Carol</i>	M.I.	<i>L.</i>
Title	<i>member, owner</i>	Email	<i>c/bwtn@yahoo.com</i>	Phone	<i>920 285 1277</i>
Signature	<i>Carol L. Bohlman</i>			Date	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	<i>Bohlman</i>	First Name	<i>Carol</i>	M.I.	<i>L.</i>
Signature	<i>Carol L. Bohlman</i>			Date	<i>6-3-2025</i>

Form
AB-200

Alcohol Beverage License Application

For Municipal

Section 3, Item K.

Municipality

C. Watertown

License Period

2025-2026

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

- ☒ Class "A" Beer \$ 100 ☐ Class "B" Beer \$ _____
- ☒ "Class A" Liquor \$ 500 ☐ "Class B" Liquor \$ _____
- ☐ "Class A" Liquor (cider only) \$ _____ ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees

License Fees	\$ <u>600</u>
Background Check Fee	\$ <u>21</u>
Publication Fee	\$ <u>50</u>
Total Fees	\$ _____

Part A: Premises/Business Information

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

Speedway LLC

2. Business Trade Name or DBA

Speedway 4178

3. FEIN

31-1551430

4. Wisconsin Seller's Permit Number

456-0000048548-03

5. Entity Type (check one)

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

6. State of Organization

DE

7. Date of Organization

07/18/1997

8. Wisconsin DFI Registration Number

S093235

9. Premises Address

104 NORTH CHURCH STREET

10. City

Watertown

11. State

WI

12. Zip Code

53094

13. County

Jefferson

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

15. Aldermanic District

16. Premises Phone

(920) 261-4733

17. Premises Email

electronicrenewals@7-11.com

18. Website

speedway.com

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.

Main sales floor, coolers, utility/storage closet.

20. Mailing Address (if different from premises address)

Attn: Licensing Dept. PO Box 139044

21. City

Dallas

22. State

TX

23. Zip Code

75313

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? ☐ Yes ☐ No

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? ☐ Yes ☐ No

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

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? ☐ Yes ☒ No
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? ☒ Yes ☐ No
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity SEI Speedway Holdings LLC	4b. Business Entity FEIN 86-2507617
--	--

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.

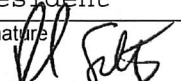
Last Name	First Name	Title	Phone
Seltzer	David	President	972-828-2755
King	Rory	Vice President	972-828-5693
Conley	Kevin	Agent	262-573-3917

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 Seltzer	First Name David	M.I. L
Title President	Email electronicrenewals@7-11.com	Phone (972) 828-1888
Signature 		Date 05/08/25

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 05-12-25	License Number 17	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Form
AB-200Alcohol Beverage License
Application

For Municipal Use Only	
Municipality	C. Watertown
License Period	2025-2026

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

- ☐ Class "A" Beer \$ _____
 ☒ Class "B" Beer \$ 100
- ☒ "Class A" Liquor \$ _____
 ☒ "Class B" Liquor \$ 500
- ☐ "Class A" Liquor (cider only) \$ _____
 ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$ <u>600</u>
Background Check Fee	\$ <u>14</u>
Publication Fee	\$ <u>50</u>
Total Fees	\$ <u>664 pd</u>

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) FIESTA LAS MARGARITAS		
2. Business Trade Name or DBA		
3. FEIN 61-1991989	4. Wisconsin Seller's Permit Number <u>456-1030748887-04</u>	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
6. State of Organization WI	7. Date of Organization 03/31/2021	8. Wisconsin DFI Registration Number F066068
9. Premises Address 1512 S CHURCH STREET		
10. City WATERTOWN	11. State WI	12. Zip Code 53094
13. County Jefferson	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>WATERTOWN</u>	
15. Aldermanic District		
16. Premises Phone (920) 390-2920	17. Premises Email fiestalamargaritas.wi@gmail	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. 5525 sf on strip mall. It has a dinning, bar/hightop area, vestibule and kitchen, bathrooms, outside patio, office, storage area and walkin coolers.		
20. Mailing Address (if different from premises address)		
21. City	22. State	23. Zip Code

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list the details of violation below. Attach additional sheets if necessary.		
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

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

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . ☐ Yes ☒ No
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? ☐ Yes ☒ No
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity

4b. Business Entity FEIN

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☐ No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

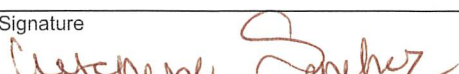
Last Name	First Name	Title	Phone
Sanchez	Cresenciana	Owner/partner	(414) 491-0587
Contreras	Jeronimo	Owner/partner	(414) 491-8281

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 Sanchez	First Name Cresenciana	M.I.
Title Owner	Email Cristinasanchez123@gmail.com	Phone (414) 491-0587
Signature 	Date 05/15/20	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 5/16/2025	License Number 73	Date License Granted 06-17-25	Date License Issued 07-01-25
Signature of Clerk/Deputy Clerk SP-deputy		Date Provisional License Issued (if applicable) N/A	

Form
AB-200

Alcohol Beverage License Application

For Municipal	Section 3, Item M.
Municipality	C. Watertown
License Period	2025-2026

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

- ☐ Class "A" Beer \$ _____ ☒ Class "B" Beer \$ 100
- ☐ "Class A" Liquor \$ _____ ☒ "Class B" Liquor \$ 500
- ☐ "Class A" Liquor (cider only) \$ _____ ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$ <u>600</u>
Background Check Fee	\$ <u>7</u>
Publication Fee	\$ <u>50</u> <i>pel</i>
Total Fees	\$ <u>657</u>

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) Tequila Nights LLC			
2. Business Trade Name or DBA Tequila Nights			
3. FEIN 99-2691826		4. Wisconsin Seller's Permit Number 456-1031739030-02	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization WI	7. Date of Organization 04/25/2024	8. Wisconsin DFI Registration Number T108432	
9. Premises Address 617 South First Street			
10. City Watertown	11. State WI	12. Zip Code 53094	
13. County Jefferson	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Watertown</u>		15. Aldermanic District
16. Premises Phone (920) 248-2622	17. Premises Email mre.mikemartin@gmail.com	18. Website none	
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. 1st Floor bar + basement			
20. Mailing Address (if different from premises address) 511 E Main St			
21. City Watertown	22. State WI	23. Zip Code 53094	

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. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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 or beverages. ☐ Yes ☒ No
- If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? ☐ Yes ☒ No
- If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? ☐ Yes ☒ No
- If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity

4b. Business Entity FEIN

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☒ No
6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No
7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.


Last Name	First Name	Title	Phone
Martin	Michael	Agent	(920) 248-2622

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 Martin	First Name Michael	M.I. L
Title Agent	Email mre.mikemartin@gmail.com	Phone (920) 248-2622
Signature 		Date 5/13/25

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 5/13/2025	License Number 2102	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

May 27, 2025

Tequila Nights LLC
Agent: Mike Martin
617 South First Street
Watertown, WI 53094

Dear Mr. Martin:

The City of Watertown Common Council retains broad discretionary authority in denying, granting, suspending, and revoking alcohol Beverage licenses based on Chapter 125 of the Wisconsin State Statutes, the City of Watertown's Licensing Guidelines, and Chapter 220 of the City of Watertown Ordinances.

On April 3, 2025, the Watertown Police Department provided notice and a copy of a Complaint to Mike Martin, owner of Tequila Nights, LLC and his attorney Vincent J. Bobot regarding the suspension of Tequila Nights, LLC Liquor License. A copy of the Complaint is attached hereto as Exhibit A. A hearing was held by the Licensing Board on April 9, 2025, regarding the Complaint. Present at the hearing was Chief David Brower representing the Watertown Police Department, Mike Martin, agent/owner of Tequila Nights, and Attorney Vincent J. Bobot on behalf of Tequila Nights LLC. Chief Brower presented the complaint. Attorney Bobot and Mr. Martin were provided with an opportunity to respond. Based upon admission on behalf of Tequila Nights LLC and for reasons stated at the hearing, the Licensing Board directed City Attorney Steven Chesebro to provide a report on the findings to present to the Common Council. A copy of this report is attached hereto as Exhibit B.

On May 6, 2025, the Common Council, on unanimous vote, upheld the suspension recommendation and imposes the following (reasons for the suspension are listed in Exhibit B):

Suspension of the "Class B" Liquor License issued to Tequila Nights LLC, Agent Mike Martin, located at 617 South First Street Watertown WI 53094, licensing period July 1, 2024-June 30, 2025, for 30 days. The suspension is to be served within 90 days from the Common Council's decision, May 6, 2025. For a day to count as part of the suspension, Tequila Nights, LLC will need to close for a minimum of seven (7) consecutive days and provide notice to the Watertown Police Department of its schedule of closed days at least one (1) week prior to closing.

An appeal process for the City Council's decision is outlined in WI Statutes §§ 125.12(2) (d).

Sincerely,

Megan Dunneisen, City Clerk
cityclerk@watertownwi.gov

Encl. Exhibit A
 Exhibit B

cc: Attorney Vincent Bobot, Bobot Law Office
 Attorney Steven Chesebro, City of Watertown
 Department of Alcohol Beverages



WATERTOWN POLICE DEPARTMENT

David Brower, Chief of Police

To: Licensing Board

From: Assistant Chief Ben Olsen

Date: Thursday, April 3, 2025

Subject: Tequila Nights Update

Dear Members of the Licensing Board,

I am writing to bring to your attention the ongoing issues at Tequila Nights, located at 617 S. 1st St., and the enforcement actions taken in response to these concerns. The following outlines the incidents and associated points assessments that have occurred over the past several months:

1. **9/28/24 - Watertown Police Department Incident #2024-13546**
A citation was issued for underage alcohol sales. The defendant was found guilty, and the fine has been paid in full. **80 points** were assessed.
No meeting or agreement referenced for this incident.
2. **11/4/24 - Watertown Police Department Incident #2024-15181**
A citation was issued for violating closing hours. The defendant was found guilty by default, and the fine has been paid in full. **45 points** were assessed.
No meeting or agreement referenced for this incident.
3. **11/29/24 - Watertown Police Department Incident #2024-16272**
A citation was issued for noise. The defendant was found guilty, and the citation has been paid in full. **50 points** were assessed.
No meeting or agreement referenced for this incident.
4. **12/27/24 - Watertown Police Department Incident #2024-17320**
A citation was issued for noise. The defendant was found guilty, and the citation has been paid in full. **50 points** were assessed.
No meeting or agreement referenced for this incident.
5. **1/29/25 - Watertown Police Department Incident #2025-1286**
A citation was issued for noise. The defendant was found guilty by default, and the citation remains unpaid. **50 points** were assessed.
A meeting was held with Mike Martin regarding this violation.
6. **2/22/25 - Watertown Police Department Incident #2025-2219**
A citation was issued for underage alcohol sales. The citation remains open, and a pretrial conference is scheduled for 5/1/25. The potential points for this violation are **80**.
A meeting with Mike Martin was held on February 25, 2025, and additional agreements were made.

EXHIBIT

A

WATERTOWN POLICE DEPARTMENT

Voluntary Agreement and Actions Taken:

In response to these ongoing issues, Mike Martin, the license holder for Tequila Nights, entered into an agreement with the Watertown Police Department on January 6, 2025, to address these concerns. A copy of that agreement is attached for your reference.

Following additional calls for service, the Watertown Police Department met with Mike Martin again on February 25, 2025. As a result of these discussions, Mr. Martin voluntarily agreed to close the establishment for two consecutive days, a closure that was completed without incident. A copy of this agreement is also attached for your review.

Bartender Awareness Course:

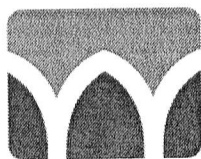
Furthermore, three employees from Tequila Nights successfully completed the Bartender Awareness Course held by the Watertown Police Department on March 25, 2025. This allowed the establishment to regain **50 points**, bringing their current total to **225 points**, which includes the 50 points regained through the course.

Current Status:

The violations listed, including underage alcohol sales, noise disturbances, and violations of closing hours, resulted in significant point assessments, with the establishment accumulating a total of 225 points, far exceeding the 150-point threshold allowed under the ordinance. The points for the most recent violation, the underage alcohol sales citation on 2/22/25, are still pending and, if found guilty, would add an additional 80 points to the total. Therefore, the closure, while a step taken in response to enforcement action, does not erase the ongoing pattern of violations, nor does it eliminate the concern regarding the excessive points accrued. This continuing trend of violations, regardless of the voluntary closure, warrants the Licensing Board's attention and consideration of further action if deemed necessary. At the time of the voluntary closure, the citations were not yet adjudicated in order to count as demerit points for the Board to consider. The Board cannot take action on points until convictions have occurred, and this causes a delay due to normal court procedures.

Respectfully,

Ben Olsen
Assistant Chief



WATERTOWN POLICE DEPARTMENT

David Brower, Chief of Police

To: Licensing Board

From: Assistant Chief Ben Olsen

Date: Tuesday, April 8, 2025

Subject: Tequila Nights Update

Dear Members of the Licensing Board,

I am writing to follow up on the ongoing review of Tequila Nights, located at 617 S. 1st St. in the City of Watertown, regarding the establishment's continuing pattern of violations and calls for service. In light of the ongoing issues, I would like to provide you with additional information that may assist in your review of this establishment's license status.

As outlined in my previous communication, Tequila Nights has accumulated a total of 225 points due to several violations, including underage alcohol sales, noise disturbances, and violations of closing hours. This total already exceeds the 150-point threshold specified under the ordinance. The most recent citation, for underage alcohol sales on 2/22/25, remains pending, and if found guilty, it would add an additional 80 points, further exacerbating the ongoing issue.

In addition to the incidents referenced in my earlier memo, I would like to provide you with a complete summary of additional calls for service received by the Watertown Police Department since 8/29/24:

1. **8/18/24 at 4:26 am** – Officers responded to a report of a black Cadillac with its lights on, parked in the bar parking lot, playing loud music. A verbal warning for noise was issued.
2. **8/29/24 at 11:25 pm** – A bar check was conducted, and the bartender was identified. No issues were reported.
3. **9/1/24 at 1:14 am** – A bar check was conducted, and the bartender was identified. The officer noted that security personnel were present, and all appeared in order.
4. **9/8/24 at 1:28 am** – An anonymous caller reported loud music coming from the bar. The officer noted that the music was not loud, and the staff were advised to turn it down.
5. **9/8/24 at 1:41 am** – A bar check was conducted, and the bartender was identified. No issues were reported.
6. **9/14/24 at 6:46 pm** – An officer conducted a traffic stop at the location, and the driver was given a verbal warning for non-registration.
7. **9/15/24 at 1:28 am** – Officers responded to a car alarm going off. An intoxicated male had pulled on a door handle, causing the alarm. No action was taken after arrangements were made.

WATERTOWN POLICE DEPARTMENT

8. **9/22/24 at 5:32 pm** – An anonymous caller reported a black car playing loud music at the location. The caller later reported that the music had stopped.
9. **9/22/24 at 8:33 pm** – A report of a group arguing outside the bar, with no physical altercation. Officers issued a stay-out letter to one individual, and no further enforcement action was taken.
10. **9/28/24 at 7:53 pm** – A compliance check was conducted. Please note that the accurate incident number for this event is 2024-13456 (not 2024-13546, as previously stated).
11. **10/5/24 at 11:37 pm** – A bar check was conducted, and everything appeared in order. There were parking issues that were resolved, and contact was made with the bouncer.
12. **10/6/24 at 2:03 am** – Officers contacted a subject who ducked out of view after seeing police. The male was using the restroom, and he was given a verbal warning for being out of public sight.
13. **10/27/24 at 1:43 am** – A bar check was conducted, and a keyholder list was updated with dispatch. The bartender was identified.
14. **11/3/24 at 1:12 am** – A bar check was conducted, and the bartender was identified. No issues were reported.
15. **11/3/24 at 1:42 am** – Officers investigated a possible fight outside the bar. The argument was verbal, and the individuals involved were moved along. The bartender did not request a stay-out letter.
16. **11/4/24 at 2:19 am** – Refer to the original memo for this incident (2024-15181).
17. **11/29/24 at 9:17 pm** – Refer to the original memo for this incident (2024-16272).
18. **12/7/24 at 1:57 am** – A resident reported excessive noise from the establishment. Officers notified staff, and the bar was closing at the time of the complaint.
19. **12/14/24 at 12:52 am** – A bar check was conducted, and the bartender was identified. No issues were reported.
20. **12/14/24 at 2:39 am** – Officers noted subjects inside the bar possibly past closing hours, but it was determined they were workers, not customers. No action was taken.
21. **12/21/24 at 11:01 pm** – A neighbor reported excessive noise. Officers issued a written warning and advised the owner to follow up with the DJ and staff.
22. **12/27/24 at 11:56 pm** – Refer to the original memo for this incident (2024-17320).
23. **12/28/24 at 1:14 am** – A caller reported that the music had been turned down briefly but was now loud again. Officers investigated and determined no action was necessary.
24. **12/31/24 at 11:32 pm** – A bar check was conducted, and the bartender was identified. Everything appeared in order.
25. **1/4/25 at 12:36 am** – Officers conducted a traffic stop and issued a citation for operating after suspension.
26. **1/29/25 at 11:48 pm** – Refer to the original memo for this incident (2025-1286).
27. **1/30/25 at 10:07 pm** – A 911 call was received for disorderly conduct. A stay-out letter was requested for a male who caused a disturbance by shoving items off the bar.
28. **2/2/25 at 12:17 am** – A bar check was conducted, and the bartender was advised about window coverings in violation of the ordinance. The bartender agreed to notify the owner.
29. **2/6/25 at 1:55 am** – A follow-up bar check regarding the window coverings was conducted.

WATERTOWN POLICE DEPARTMENT

- 30. **2/9/25 at 12:09 am** – A bar check was conducted, and the bartender was identified. No issues were reported.
- 31. **2/22/25 at 8:32 am** – Refer to the original memo for this incident (2025-2219).
- 32. **3/6/25 at 8:10 pm** – A bar check was conducted, and the bartender was identified. No issues were reported.
- 33. **4/5/25 at 12:39 pm** – A delayed report of a fight at the location was received. The investigation is ongoing, and limited information is available at this time.

In response to the ongoing noise complaints, the owner of Tequila Nights will contend that as the noise concerns developed over time, he took proactive steps to address the issue. Specifically the owner met with one of our officers on or around 12/28/24 to discuss the noise concerns. During this meeting, the owner and officer arrived at an agreed-upon volume level of 40, which was intended to ensure that the sound from the bar would not disturb neighboring areas.

However, it was also explained to the owner during our 1/6/25 meeting that achieving an absolute volume level is challenging, as different songs and sound inputs can cause fluctuations in the sound output. As such, it remains the responsibility of the staff working at the establishment to consistently monitor the volume and ensure it does not exceed a level that can be heard outside and cause a disturbance to others. This is an ongoing challenge that requires diligence and active management. This later led to a citation being issued for noise on 1/29/25. Upon review of that case, the officers body camera can clearly pick up the noise from the bar across the street southeast of the location.

The accumulation of calls for service, alongside the ongoing pattern of violations and enforcement actions, raises significant concerns regarding the establishment's operation. While some corrective measures have been taken, such as voluntary closures and staff training, the persistent nature of these issues requires continued attention.

It should also be noted that during this timeframe (8/18/24 – date of this memo) that there have been 191 bar checks conducted by officers of the Watertown Police Department. This number includes those done at Tequila Nights. In addition, on September 27th and 28th there were 38 compliance checks of establishments throughout the city. On February 21st and 22nd there were 50 compliance checks of establishments throughout the city.

Sincerely,

Ben Olsen
Assistant Chief

REPORT

Licensing Board

To: Common Council

From: Ald. Fred Smith

Date: April 25, 2025

Subject: Suspension of Tequila Nights, LLC Liquor License

Introduction

On April 3, 2025 the Watertown Police Department provided notice and a copy of a Complaint to Mike Martin, owner of Tequila Nights, LLC and his attorney Vincent J. Bobot regarding the suspension of Tequila Nights, LLC Liquor License. A copy of the Complaint is attached hereto as Exhibit A. A hearing was held by the Licensing Board on April 9, 2025 regarding the Complaint. Present for the hearing was Chief David Brower representing the Watertown Police Department and Mike Martin and Attorney Vincent J. Bobot appeared on behalf of Tequila Nights, LLC. Chief Brower presented the Complaint and Attorney Bobot and Mr. Martin were provided an opportunity to respond. Based upon admission on behalf of Tequila Nights, LLC and for reasons stated at the hearing, the Licensing Board has directed that this report be completed and submitted to the Common Council.

Findings of Fact

The Watertown Police Department and Tequila Nights, LLC stipulated that the following violations have occurred at Tequila Nights, LLC premises and the corresponding points should be assessed against Tequila Nights, LLC.

1. **9/28/24 - Watertown Police Department Incident #2024-13546**

A citation was issued for underage alcohol sales. The defendant was found guilty, and the fine has been paid in full. **80 points** were assessed.

2. **11/4/24 - Watertown Police Department Incident #2024-15181**

A citation was issued for violating closing hours. The defendant was found guilty by default, and the fine has been paid in full. **45 points** were assessed.

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3. **2/22/25 - Watertown Police Department Incident #2025-2219**

A citation was issued for underage alcohol sales. The citation remains open, and a pretrial conference is scheduled for 5/1/25. **80 Points** were assessed.

The Parties further agree that the citations below were issued, and defendant was found guilty regarding noise at Tequila Nights, LLC. However, Tequila Nights, LLC has alleged that some of the noise violations could have been challenged in court if the bartender who received the citation had notified Tequila Nights, LLC of the citation before judgment. Tequila Nights, LLC believes some of the citations arose due to a misunderstanding in that a police officer spoke with Tequila Nights, LLC and had agreed that a maximum volume of 40 was sufficient to avoid causing a noise disturbance. The Police Department believes this was a misunderstanding in that the level of volume at 40 may be appropriate for some songs and devices but does not translate for every song or device used and that the ultimate requirement is that noise remain at a level that would not disturb a reasonable person which may require a lower level of volume than 40.

1. **11/29/24 - Watertown Police Department Incident #2024-16272**

A citation was issued for noise. The defendant was found guilty, and the citation has been paid in full. **50 points** were assessed.

2. **12/27/24 - Watertown Police Department Incident #2024-17320**

A citation was issued for noise. The defendant was found guilty, and the citation has been paid in full. **50 points** were assessed.

3. **1/29/25 - Watertown Police Department Incident #2025-1286**

A citation was issued for noise. The defendant was found guilty by default, and the citation remains unpaid. **50 points** were assessed.

The Parties also stipulated that Tequila Nights, LLC had three employees successfully complete the Bartender Awareness Course held by the Watertown Police Department on March 25, 2025 which would reduce their points by 50.

On Tuesday April 8, 2025 the Watertown Police Department filed a supplemental update to the Complaint noting that from August 18, 2024 – April 5, 2025 they had had 33 contacts with Tequila Nights, LLC. That at a majority of these contacts no issues were observed regarding Tequila Nights, LLC. The supplemental report also noted that a new incident occurred on April 5, 2025. However, that incident was still under investigation. Tequila Nights, LLC's representatives were unaware of the incident that occurred on April 5, 2025 and so it was not considered in resolving the current issues regarding the premises.

REPORT

Conclusion of Law

The City of Watertown has created a procedure for revocation and suspension of licenses based upon a point system under Watertown Ordinance 220-11. Depending on the citations that a licensee is convicted of various points are assessed to their license. Upon reaching certain point amounts, the City may suspend or revoke a license. Based on the stipulated citations without consideration of the noise violations, a total of 205 points were issued to Tequila Nights, LLC within a 12-month period. Giving credit to Tequila Nights, LLC for a 50-point deduction results in Tequila Nights, LLC having at least 155 points assessed within a 12-month period. Watertown Ordinance 220-11(D)(3)(b) provides for suspension of a liquor license for a period of 5 – 90 days if a licensee has 150 – 199 points within a 12-month period.

Recommendation

The Licensing Board recommends that the Common Council suspend the license for Tequila Nights, LLC for 30 days to be served within 90 days from the Common Council's decision. For a day to count as part of the suspension, Tequila Nights, LLC will need to close for a minimum of seven (7) consecutive days and provide notice to the Watertown Police Department of its schedule of closed days at least one (1) week prior to closing.

ALCOHOL RENEWALS - CONDITIONAL EXHIBIT B

"Class A" Liquor	Class "A" Malt	"Class A" Combo	Class "B" Malt	"Class B" Combo	"Class C" Wine	Business Legal Name	Business Trade/DBA Name	Business Location	Agent Name	Alcohol Premises Description	Waiting on	Premise Change?	Agent Change?	2025 Notes for LB
	x					Draeger's Floral LLC		616 E Main St	Julianne Wedl	Retail area of 616 side of building only	Fire Inspection - Not Passed	No	No	
	x					Kwik Trip Inc	Kwik Trip #354	1731 S Church St	Edith Uttech	One story frame construction with storage in coolers, on sales floor, behind sales counter	Police Inspection - Not Passed	No	No	
	x					WalMart Stores East LP	Walmart #1776	1901 Market Way	Cody Duquaine	1 room, 1 story, approximately 192,179 sf - Liquor display restricted to SE corner of store with beer displays allowed throughout entire store	Fire Inspection - Not Passed Police Inspection - Not Passed	No	Yes	Change of Agent from Michael Rupnow
	x					Watertown Liquor Depot LLC	Liquor Depot	1907 Market Way Ste C	Hydn Heisel	Liquor & Beverages on shelving units beer cave, cabinets. 1 front counter for checkout 1 storage room unavailable to the public	Police Inspection - Not Passed	No	No	
		x				Watertown Archers		214 1/2 Market St	Crist Harris	214 1/2 Market St, bar, sitting area, shooting range	Fire Inspection - Not Passed	No	No	
			x			BPO of the Elks of the USA	Watertown-Beaver Dam Elks Lodge #666	117 N First St	David DeCono	all three floors of a 3-story brick building	Fire Inspection - Not Passed Owes Distributor	No	Yes	Change of Agent from Justin Navine
			x			J&B Rusty Nail LLC	Rusty Nail	625 N Church St	Betty Schoechert	Bar - 1 story and backroom	Building Inspection - Not Passed	No	No	
				x		Jeory Inc	Lindberg's by The River	1413 Oconomowoc Ave	Josephine Lindberg	one story brick building with three dining rooms, two bars and a lounge area	Fire Inspection - Not Passed Police Inspection - Not Passed Building Inspection - Not Passed	No	No	
			x			Lyon's Irish Pub LLC		201/203 E. Main St.	Carol Bohlman	201 & 203 E Main St (1st floor), 201 basement	Fire Inspection - Not Passed	No	Yes	Change of Agent from James Baade
				x		Moravian Homes Inc	The Marquardt	1045 Hill St	Jennifer Johnson	Towne Centre-dining/meeting/game/activity rooms Park Centre North-common areas/green space/patios/parking Park Centre South-common areas/green space/patios/parking Park Centre Central-common areas/outdoor courtyards/parking	Fire Inspection - Not Passed	No	No	
				x		Plattdeutscher Hall LLC		115 S Second St	Samuel Stangler	building on Market St east end of building with room by side and kitchen with room for liquor storage with dance hall to west end of building and basement	Fire Inspection - Not Passed	No	No	
				x		Silver Creek Investors LLC	Watertown Country Club	1340 N Water St	Daniel Rahfaldt	Commercial bar, restaurant, and event venue. Multiple storage rooms. Outdoor patio and on course sales of alcohol.	Police Inspection - Not Passed	Yes	No	(Wording) Change of premises from - Commercial bar, restaurant and event venue. Multiple storage rooms. Outdoor patio and on course sales of alcohol. Mulligans room, patio, golf course, beverage carts.

							Section 3, Item							
"Class A" Liquor	Class "A" Malt	"Class A" Combo	Class "B" Malt	"Class B" Combo	"Class C" Wine	Business Legal Name	Business Trade/DBA Name	Business Location	Agent Name	Alcohol Premises Description	Waiting on	Premise Change?	Agent Change?	2025 Notes for LB
					x	Silver Eagle Saloon LLC	Silver Eagle Saloon	207 S Second St	Kathy Proffitt	Entire main floor (kitchen/main room/back room), Basement, Smoking Room, Patios	Fire Inspection - Not Passed	No	No	
					x	Wolfgram Inc	Wolfgram Sports Bar & Grill	301 E Main St	Jerry Heller	The bar the kitchen the back hall the basement cooler the basement liquor room	Fire Inspection - Not Passed Building Inspection - Not Passed	No	No	

SECONDHAND LICENSES EXHIBIT C

Section 3, Item P.

SH Article	SH Jewelry	Business Legal Name	Business Trade/DBA Name	Business Location	Agent Name	2025 Notes
	x	Bradow Jewelers		217 E Main St	Paul Bradow	
x		ecoATM Walmart		1901 Market Way	Sean Flaherty	
						04/11/25: updated legal name and dba - prior year Watertown Trade & Auction as Legal Name
x	x	The Phoenix Company of WI	Watertown Trade & Auctions	204 N Water St	Chad Haase	
x	x	Watertown Gold		1402 S Church St	Kevin Mitchell	

SPECIAL EVENT PERMITS-2025

DATE FILED	PERMIT #	DATE OF EVENT	EVENT NAME/FOLDER	ORGANIZATION	EVENT DESCRIPTION	CITY SPONSORED?	REPEAT OR 1ST YEAR	EVENT FOR A FEDERAL HOLIDAY? (no fees)
1/20/2025	2025-02	3/9/2025	Morning Mixer	Watertown Main St Program	Adult Beverage walk to create downtown activity	NO	REPEAT	NO
11/22/2024	2025-01	3/15/2025	Jig Jog	Education Foundation of Watertown- JIG JOG	5k RUN TO RAISE MONEY FOR CITY SCHOOLS	NO	REPEAT	NO
2/3/2025	2025-03	4/26/2025	Whiskey Wine Walk	Watertown Area Chamber of Commerce	Create Downtown activity	NO	REPEAT	NO
4/4/2025	2025-10	5/9/2025	Entertainment Night St Marks	St. Marks Lutheran Church	Children participate in entertaining family and friends	NO	REPEAT	NO
3/25/2025	2025-08	5/26/2025	Memorial Day Program	Watertown Veterans Council	Memorial Day Celebration	NO	REPEAT	YES
4/16/2025	2025-11	6/12/2025	CAR SHOW	Moose Lodge	Public fundraiser for Thanksgiving dinner.	NO	REPEAT	NO
3/17/2025	2025-07	7/4/2025	4th of July Parade	Parade Committee	Floats, Bands, Clowns, etc to entertain people of July 4th	YES	REPEAT	YES
2/27/2025	2025-05	7/8/2025	Lights and Sirens	Watertown Police Department	Community Safety Fair	YES	REPEAT	YES
5/2/2025	2025-12	7/17/2025	Craft Beer & Seltzer Walk	Watertown Main St Program	Shopping and sampling of craft beer	NO	REPEAT	NO
6/2/2025	2025-04	08/07 -08/10	Riverfest	Watertown Riverfest Inc	Watertown's annual community	NO	REPEAT	NO
4/4/2025	2025-09	8/16/2025	KOINE CHRISTIAN CONCERT	St. Lukes Lutheran Church	Christian Concert at Town Square	NO	REPEAT	No
5/7/2025	2025-13	9/20/2025	Blocktoberfest	Local Waters	Community Festival focusing on German heritage	NO	REPEAT	NO
6/2/2025	2025-14	9/21/2025	Packer Party	Bentzin Family Town Square	Packer Game Streaming	YES	1st	NO
6/2/2025	2025-15	10/4/2025	Badger Party	Bentzin Family Town Square	Badger Game Streaming	YES	1st	NO
3/11/2025	2025-06	5/6-10/28 Tuesdays	Watertown Farmers	Watertown Main St	Weekly farmers market CODE	NO	REPEAT	NO