



Common Council Meeting

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Tuesday, July 15, 2025 - 6:00 PM

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.

Please click the link below to join:

<https://us06web.zoom.us/j/85776970410?pwd=uuvtNyRXIzE8Lg63z9UXIzMYZd8aub.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 857 7697 0410

Passcode: 088410

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

AGENDA

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any council members requests that an item be removed for individual consideration.

- [1.](#) Approval of Common Council Meeting Minutes from June 17, 2025.
- [2.](#) Finance Committee Meeting Minutes from May 27, 2025.
- [3.](#) CDA Meeting Minutes from May 15, 2025.
- [4.](#) Library Board of Trustees Meeting Minutes from May 19, 2025.
- [5.](#) Lake Advisory Committee Meeting Minutes from April 2, 2025.
- [6.](#) Public Works Committee Meeting Minutes from May 13, 2025 and June 10, 2025.
- [7.](#) Approval of the Police Hiring Strategy.

8. Core Services Report

CITY MANAGER REPORT

9. City Manager Report.

STAFF REPORTS

10. Update on City Attorney- **HR**
11. Update on the School Resource Officer in the Whitewater School District.- **PD**
12. 2024-2026 Departmental Budget Goal and Progress Update. - **City Manager**
13. Update on Walworth Ave and Prince Street intersection.- **Public Works**

HEARING OF CITIZEN COMMENTS

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CONSIDERATIONS

14. Discussion and Possible Action regarding the denial of a Tobacco, Cigarette, and Electronic Vaping Application for Hemp 1848, Inc. - **City Clerk**
15. Discussion and Possible Action regarding the approval of The Waypoint Bar and Games, LLC, Class B, Beer and Liquor license.- **City Clerk**
16. Discussion and Possible Action regarding Guanajuato Produce LLC, 230 E Milwaukee Street, application for Class A Beer License.- **City Clerk**
17. Discussion and Possible Action regarding Licensing for O365, migration to G3 email tenant, and multi-factor authentication- **IT**
18. Approve to purchase equipment with awarded grant funds. - **Fire Department**
19. Discussion and Possible Action regarding appointing a Common Council member to the Lakes Advisory Committee- **City Manager**
20. Discussion and Possible Action regarding the City Manager Review of Goals and Strategic Plan Modifications- **City Manager**
21. Discussion and Possible Action regarding First Amendment to Space Lease Agreement with Edge Broadband (Whitewater Wideband LLC)- **Public Works**
22. Councilmember Requests for Future Agenda Items or Committee items. Questions

FUTURE AGENDA ITEMS

23. Fire Department Presentation.- **Q3**
24. Referendum question for Lake District- **Schanen Q3**
25. Survey Updates - **Q3**
26. Community Involvement & Cable TV Commission dissolution & transfer duties to EOC-
Q3
27. TDS update on Government Channel- **Schanen Q3**
28. Update on Housing and Strategy- **O. Smith 8/19/25**

ADJOURNMENT

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.

2023-2025 City of Whitewater's 5 strategic goals: Build single-family homes, Communicate with the community without the newspaper, Support a thriving business community, Recruitment and retention efforts with a focus on diversity, and Prioritization of expenditures with available resources.



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MINUTES

CALL TO ORDER

Council President Singer called the meeting to order at 6pm.

ROLL CALL

PRESENT

Council President Patrick Singer
Councilmember Greg Majkrzak
Councilmember Michael M. Smith
Councilmember Orin O. Smith
Councilmember Steven Sahyun
Councilmember Brian Schanen

City Manager, John Weidl
City Attorney, Tim Brovold
Director of Public Works, Brad Marquardt
Deputy Clerk, Tiffany Albright

ABSENT

Councilmember Neil Hicks

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

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Motion to Approve the Agenda made by Councilmember O.Smith, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any council members requests that an item be removed for individual consideration.

Motion to Approve the Consent Agenda with item 6 moving to Staff Reports and items 16, 17, 18, 19 added. made by Councilmember Schanen, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

1. Approval of Common Council Meeting Minutes from June 3, 2025.
2. Police and Fire Commission Meeting Minutes from March 24, 2025.
3. Landmarks Minutes of May 7, 2025.
4. Plan and Architectural Review Commission Minutes of May 12, 2025.
5. Discussion and Possible Action regarding the 4th of July Fireworks license.
6. Update on Housing Topics and Strategy.

This item was removed from the Consent Agenda and moved to Staff Reports.

City Manager spoke on Housing.

Jeff knight spoke on Housing.

Joyce Hutchingson spoke on Housing.

This will be brought back at a future meeting with Interim Economic Development Director, Emily McFarland addressing the questions that were asked tonight.

7. May 2025 Financials

CITY MANAGER REPORT

City Manager John Weidl gave his bi-monthly update of City events and accomplishments, including reports from the following departments: Public Works, Police Department, Fire Department, Library, Park & Rec, Media Services, Economic Development and Neighborhood Services.

8. City Manager Report.

STAFF REPORTS

9. More information on survey capabilities- **City Manager**

City Manager John Weidl spoke on Survey Capabilities.
Council Member Sahyun spoke on Survey Capabilities.
Council Member Schanen spoke on Survey Capabilities.
Council Member O. Smith spoke on Survey Capabilities.
Council Member Majkrzak spoke on Survey Capabilities.
Council Member M. Smith spoke on Survey Capabilities.

HEARING OF CITIZEN COMMENTS

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RESOLUTION

10. Approving Wisconsin Department of Natural Resources Compliance Maintenance Annual Report.- **Public Works**

Motion made by Councilmember O.Smith, Seconded by Councilmember Schanen.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

ORDINANCES

First Reading

11. **Ordinance 2025-O-20** an Ordinance Creating Chapter 2.12.013 Committee Member Removal Ordinance- **City Manager**

City Manager John Weidl spoke on Ordinance 2025-O-20.
Council Member M. Smith spoke on Ordinance 2025-O-20.
Council President Singer spoke on Ordinance 2025-O-20.
Council Member Schanen spoke on Ordinance 2025-O-20.
Council Member Majkrzak spoke on Ordinance 2025-O-20.
Council Member O. Smith spoke on Ordinance 2025-O-20.

Motion to refer Ordinance 2025-O-20 and Ordinance 2025-O-21 to Finance and to be brought back to Council before October 1st made by Council President Singer, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

12. **Ordinance 2025-O-21** an Ordinance amending chapter 2.48.080 Removal of Member so that it aligns with Chapter 2.12.013 Committee member removal. - **City Manager**

Ordinance 2025-O-21 was included in the Ordinance 2025-O-20 motion and vote to refer these items to Finance and be brought back before October 1st.

13. **Ordinance 2025-O-22** ordinance to amended 2.52.100 (c)(1)(B) membership to Pedestrian & Bicycle Advisory Commission from Common Council member appointed to Parks & Recreation Board to Common Council member. - **Parks**

Motion to approve the first reading of Ordinance 2025-O-22 made by Councilmember Schanen, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

Motion to waive the second reading of Ordinance 2025-O-22 made by Councilmember Schanen, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

CONSIDERATIONS

14. Discussion and Possible Action regarding Extension of Police Department Memorandum of Understanding with Whitewater Unified School District regarding School Resource Officer- **PD**

Police Chief Meyer spoke on the Extension of the MOU with WUSD for the SRO.

Council President Singer spoke on the Extension of the MOU with WUSD for the SRO.

City Manager John Weidl spoke on the Extension of the MOU with WUSD for the SRO.

Council Member M. Smith spoke on the Extension of the MOU with WUSD for the SRO.

Motion to approve the 30-day extension made by Councilmember Schanen, Seconded by Councilmember M.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

15. Discussion and Possible Action regarding Selection of Council Representatives for Whitewater Unified School District School Resource Officer Meeting(s). - **PD**

Council Member M. Smith volunteered to be a Council Rep.

Council Member Schanen spoke on Selection of Council Reps.

Council President Singer spoke on Selection of Council Reps.

City Manager Weidl spoke on Selection of Council Reps.

Motion to approve Council President Singer, Council Member Schanen, Council Member M. Smith to the SRO discussion task force made by Councilmember Schanen, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

16. Discussion and Possible Action regarding Request for Proposal for City Assessor. - **Finance**
This item was moved to the Consent Agenda.
17. Discussion and Possible Action to approve Paid On Call compensation for the Fire Chief and Assistant Fire Chief- **Finance**
This item was moved to the Consent Agenda.
18. Discussion and Possible Action regarding the Sale of Fire Department Equipment.- **Fire Department**
This item was moved to the Consent Agenda.
19. Discussion and Possible Action regarding the Spending of Funds from the Sale of Fire Department Equipment Sale- **Fire Department**
This item was moved to the Consent Agenda.
20. Discussion and Possible Action regarding appointing a Common Council member to the Lakes Advisory Committee- **City Manager**
City Manager John Weidl spoke on a Common Council member to the Lakes Advisory.
Council President Singer spoke on a Common Council member to the Lakes Advisory.
Assistant Parks & Rec, Community Events Director, Michelle Dujardin spoke on a Common Council member to the Lakes Advisory.
No formal action was taken, bring back for another discussion.
21. Discussion and Possible Action regarding the Recommendation to Dissolve the Community Involvement and Cable TV Commission and Transfer Duties to the Equal Opportunities Commission.- **Chief of Staff**
City Manager John Weidl spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Council Member Schanen spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Council Member M. Smith spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Council Member O. Smith spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Council President spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Council Member Majkrzak spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Jeff Knight (405 Panther Ct) spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.
Nick Petreikis spoke on dissolve the Community and Cable TV Commission and transfer duties to the EOC.

No formal action was taken. Put on the next Agenda for the EOC to ask for feedback on combining committees. Bring back to Council at a future meeting.

22. Discussion and Possible Action regarding Installing a Sharps Container in the Municipal Building Lobby- **City Manager**
- City Manager John Weidl spoke on the Sharps Container in the Municipal Building Lobby.
Council Member O. Smith spoke on the Sharps Container in the Municipal Building Lobby.
Council President spoke on the Sharps Container in the Municipal Building Lobby.
Council Member M. Smith spoke on the Sharps Container in the Municipal Building Lobby.
- Motion to approve made by Councilmember M.Smith, Seconded by Councilmember O.Smith.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen
23. Discussion and Possible Action regarding the award of Contract 2-2025, 2025 Street Maintenance Project.- **Public Works**
- Motion to approve made by Councilmember Schanen, Seconded by Councilmember O.Smith.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen
24. Discussion and Possible Action regarding the award of Contract 1-2025, Detention Basin Maintenance. - **Public Works**
- Motion to approve made by Councilmember O.Smith, Seconded by Councilmember Sahyun.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen
25. Councilmember Requests for Future Agenda Items or Committee items. Questions
- Council Member Schanen asked for an update on government channel with TDS.
Council Member O. Smith asked for survey updates and looking into options to help boost people currently living in the City with their homes like brought up in the public comments. Follow up on rehabilitation.

FUTURE AGENDA ITEMS

26. Fire Department Presentation.- **Q2**
27. Referendum question for Lake District- **Schanen Q3**

ADJOURNMENT

Motion to adjourn made at 7:07pm by Councilmember Schanen, Seconded by Councilmember O.Smith.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen

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2023-2025 City of Whitewater's 5 strategic goals: Build single-family homes, Communicate with the community without the newspaper, Support a thriving business community, Recruitment and retention efforts with a focus on diversity, and Prioritization of expenditures with available resources.



Finance Committee Meeting

Whitewater Municipal Building Cravath Lakefront
Conference Room, 312 West Whitewater St.,
Whitewater, WI 53190 *In Person and Virtual

Tuesday, May 27, 2025 - 5:00 PM

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AGENDA

CALL TO ORDER

The meeting was called to order at 5:02 p.m. by Brian Schanen.

ROLL CALL

Present: Patrick Singer, Brian Schanen and Mike Smith.

Absent: None.

Additional Attendees: Rachelle Blitch, Director of Finance; Tim Neubeck, IT Director; Kevin Boehm, Parks & Rec Director

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

1. Finance Committee Meeting Minutes from April 22, 2025

A motion to approve the consent agenda made by Patrick Singer, Seconded by Mike Smith. Voting Yes: Mike Smith, Patrick Singer and Brian Schanen. Voting No: None.

HEARING OF CITIZEN COMMENTS

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CONSIDERATIONS / DISCUSSIONS / REPORTS

2. Election of Vice Chair

Brian Schanen nominated Mike Smith as vice chair, Seconded by Patrick Singer. Voting Yes: Patrick Singer and Brian Schanen. Voting No: None. Abstain: Mike Smith.

3. April 2025 Financials

4. Discussion and possible action to recommend award of Janitorial contract

Motion made to approve and recommend contract award to PPI not to exceed \$129,435.96 to Common Council made by Patrick Singer, Seconded by Mike Smith. Voting Yes: Patrick Singer, Brian Schanen and Mike Smith. Voting No: None.

5. Discussion and possible action to recommend contract award for the Telephony RFP

Motion made to approve and recommend contract award to Camera Corner Connecting Point (CCCP) for \$61,260 to Common Council made by Patrick Singer, Seconded by Brian Schanen. Voting Yes: Patrick Singer, Brian Schanen and Mike Smith. Voting No: None.

6. Discussion and possible action to review and update the City's AI Policy

7. Discussion and Direction on the Future of the City's Shared Ride Transportation Program

8. Discussion and possible action regarding the creation of a TIF Policy

9. Discussion and possible action to recommend contract extension for flock cameras

Motion made to approve and recommend the contract extension with Flock Group for flock cameras to Common Council made by Mike Smith, Seconded by Patrick Singer. Voting Yes: Brian Schanen, Mike Smith and Patrick Singer. Voting No: None.

10. Discussion and possible action to recommend approval of Police Departments vehicle replacement schedule

Motion made to approve and recommend approval of the police department vehicle schedule replacement to Common Council made by Patrick Singer, Seconded by Brian Schanen. Voting Yes: Patrick Singer, Brian Schanen and Mike Smith. Voting No: None.

FUTURE AGENDA ITEMS

11. Library Donation Update - July

ADJOURNMENT

A motion to adjourn was made by Brian Schanen, Seconded by Mike Smith. Voting Yes: Mike Smith, Patrick Singer and Brian Schanen. Voting No: None.

The meeting adjourned at 6:11 p.m.

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

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Community Development Authority Board of Directors

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Thursday, May 15, 2025 - 5:30 PM

MINUTES

CALL TO ORDER

The meeting was called to order by Board Member Coburn at 5:30 p.m.

ROLL CALL

PRESENT

Board Member Thayer Coburn
Board Member Kelsey Price
Council Representative Orin O.Smith
Board Member Christ Christon
Council Representative Brian Schanen

ABSENT

Board Member Jon Kachel
Board Member Joseph Kromholz

INTRODUCTION OF INTERIM ECONOMIC DEVELOPMENT DIRECTOR

Emily McFarland, Interim Economic Development Director, provided an overview of her previous experience. She is the former Mayor of Watertown. Throughout her career, Emily has worked in all levels of government. She is a lifelong resident of Watertown and is committed to economic development in the region.

APPROVAL OF AGENDA

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CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

None noted.

CONSENT AGENDA

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Motion to approve the Consent Agenda made by Council Representative O.Smith, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

1. Approval of April 8, 2025, Special Meeting Minutes
2. Approval of April 17, 2025, Meeting Minutes
3. Approval of March 2025 Financials
4. Update on status of demolition projects at 108 W Main, 216 E Main, 126 N Jefferson

HEARING OF CITIZEN COMMENTS

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None.

PRESENTATIONS

5. Presentation by Lemon and Sage Beauty Lounge

Lucca Myszkewicz, Owner and Lead Esthetician, presented information on her new business, Lemon and Sage Beauty Lounge. This will be a day spa collaborating with other local business to offer retail, classes, group events. The focus is to be a place for smaller businesses that may not have a brick and mortar presence, to host their items or come in and teach a class. The focus is to offer what others consider may consider luxuries at an affordable price by partnering with as many local community business as possible. The full presentation is included in the meeting materials.

DISCUSSION

Board Member Christon confirmed that the business location, 113 W North St, would be used solely for business purposes.

Board Member Christon asked if, as a new business owner, there was a mentor involved in business development. The owner of a successful salon in Janesville is involved as mentor.

Additional questions regarding the financial statements and business plan will be discussed in Closed Session.

CONSIDERATIONS / DISCUSSIONS / REPORTS

6. Discussion and possible action on CDA policy updates

Interim EDD McFarland explained that the team is in the process of creating clear documentation of our procedures, including the development process and the loan programs. We are currently relying on documents that are 5-10 years old. CDA board members were asked to review documents that are advertised to the public on the website, to ensure they are the most current.

Board Member Coburn stated that he had trouble finding these documents on the website. Staff was instructed to compile a list of links to the documents and send out to the board for review.

7. Discussion and possible action on responses to RFP for Brokerage Services

Interim EDD Emily McFarland explained we have included responses to the RFP in the board materials. She did not offer a recommendation as she does not have sufficient historical context on the situation. Interim EDD McFarland requested that the board evaluate the responses, note any additional details that may need to be included in the contract, and direct staff to draft the contract for the city attorney's review, then present it to Council.

Kristen Parks, Vice President, Anderson Commercial Group, was present in-person and Tim Vandeville, owner of Legacy Realty Group attended the meeting on-line.

Board Member Shannen asked about the different fee structure in each proposal; one is four percent and one is ten percent.

Kristin Parks, stated that their 10% fee is calculated on the original list price. It covers consulting throughout the process and includes co-broker fees. This is the same as in their previous contract with the city of Whitewater.

Tim Vandeville explained that their fee structure is derived from a different business model. The four percent fee proposed covers the listing side. This provides flexibility and potential savings for the City. If for example, a buyer reaches out to Legacy about the sale of a property and Legacy represents the buyer as well, only the 4% fee would apply, there would be no additional buyer's broker fee. This allows for flexibility and potential cost savings for the seller.

DISCUSSION

Board Member Christon referred to issues discussed at the March meeting regarding problems with Anderson Group's response time and follow through.

Kristen Parks explained that the from her experience, the communication breakdown was on both sides. In order to address it, Anderson Group assigned a different point of contact for the City. Then in March, yet another team member became the City's contact. She did

not feel that this completely resolved the matter. Kristen noted that regardless of the decision on this RFP, Anderson Group has a significant presence in this area and would like to have a good relationship moving forward with the city of Whitewater.

Board Member Coburn said that he felt that the past issues were not worth revisiting. Currently the CDA has two proposals to evaluate. The two board members that are best equipped to provide substantial feedback (a lawyer and a banker) were unable to attend this meeting, therefore, CDA should not make a decision until their feedback is included in the discussion.

Interim EDD McFarland noted that since Anderson's contract was non-renewed, the city does not have an agent until a new contract is executed.

Motion to table this item until the June meeting made by Board Member Coburn, Seconded by Board Member Christon.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

8. Discussion and possible action on Becker & Bolton deal re: 501 N Prospect Drive (292-0515-3434-001)

Interim EDD McFarland stated this issue was brought to her attention by staff. Based on limited development activity to date at the site, there is a concern that the property will not meet the assessed value required by the development agreement of \$3.75 million at 1/1/2026.

Interim EDD McFarland asked if this body wanted to take any additional steps to address this issue now, or wait until 1/1/2026 and then take action if the developer is out of compliance with the development agreement at that time.

Motion to abide by the development agreement and initiate the non-compliance terms 1/1/2026 if the assessed value is not reached at that time made by Board Member Coburn, Seconded by Council Representative Schanen.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

9. Discussion and possible action on Down Payment Assistance Loan for 1274 W Court St (/WP 0027)

Interim EDD McFarland added that part of the policy evaluation that staff is undertaking includes a more comprehensive approach to the affordable housing policy, which may change the way these decisions are handled in the future, but for now recommended proceeding as they have in the past.

Motion to approve the down payment assistance loan for 1274 W Court St as presented, made by Board Member Coburn, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

CLOSED SESSION

Adjourn to Closed Session, TO RECONVENE, pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Items to be discussed:

Motion to move into Closed Session made by Board Member Coburn, Seconded by Council Representative Schanen.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

10. Safe Pro Loan Terms
11. Loan Request from Lemon and Sage Beauty Salon 113 W North St
12. Edgerton Hospital Loan terms

RECONVENE INTO OPEN SESSION

Motion to reconvene into Open Session made by Board Member Thayer, seconded by Council Representative Shannen. Motion carried by voice vote.

13. Review and take potential action Safe Pro loan terms

Motion to instruct city staff to execute a \$100,000 loan agreement with SafePro Technology at 4% interest from the Action Fund with the same repayment terms as the previous loan and no additional caveats.

Motion made by Board Member Coburn, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

14. Review and take potential action Lemon & Sage loan request

Motion to instruct city staff to execute a loan agreement for \$19,000 from the Action Fund at a 4% interest rate with a duration to be determined and a personal guarantee for phases one and two of the project.

Motion made by Board Member Coburn, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

Board Member Coburn encouraged them to return after they have been up and running for a few months to further discuss phases three and four of the project.

15. Review and take potential action Edgerton Hospital loan terms

Motion to instruct staff to execute a loan agreement with Edgerton Hospital for \$140,000 from the Action Fund with a default rate of 5%, with the stipulation that the clinic be open for reasonable amount of hours for daily operation.

Motion made by Board Member Coburn, Seconded by Council Representative O.Smith.
Voting Yea: Board Member Coburn, Board Member Price, Council Representative
O.Smith, Board Member Christon, Council Representative Schanen

FUTURE AGENDA ITEMS

Monthly Status Report on Collections - scheduled for June meeting

Key Fobbing at the Innovation Center

RFP for Brokerage & Listing Services

ADJOURNMENT

Motion to adjourn made by Council Representative Shannen; seconded by Council Representative
O. Smith. Motion carried by voice vote.

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action
will be taken at this meeting.

**Anyone requiring special arrangements is asked to call the Office of the
City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**



Library Board of Trustees

Cravath Lakefront Conference Room
312 W Whitewater St., Whitewater, WI, 53190
*In Person and Virtual

Monday, May 19, 2025- 6:30 PM

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.

Please click the link below to join the webinar:

Join Zoom Meeting:

<https://us02web.zoom.us/j/89087483919?pwd=fETZjbliOS36jfGjg2ddiKeRemJqul.1>

Meeting ID: 890 8748 3919

Passcode: A23rhghs

Telephone: +1 (312) 626-6799 US (Chicago) (Houston)

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum.

MINUTES

CALL TO ORDER at 6:32 pm

ROLL CALL

Present: Jennifer Motszko, Tara McKenzie-Peotter, Doug Anderson, Kathy Retzke, Elizabeth Miller, Camden Harlan, Steven Sahyun

Not Present:

Library Staff Present: Diane Jaroch (Director), Sarah French (Programming and Makerspace Librarian)

APPROVAL OF AGENDA

A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the council to be implemented. the agenda shall be approved at each meeting even if no changes are being made at that meeting.

- **Doug Anderson moved, Kathy Retzke seconded the motion, the motion passed.**

WELCOME TO NEW MEMBERS

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

1. Approval of the minutes of the April 21, 2025 meeting
2. Approval of Payment of Invoices for April 2025
3. Acknowledgement of Receipt of April 2025 Statistical report
4. Acknowledgement of Receipt of Financial reports
5. Acknowledgement of Receipt of April 2025 Treasurer's reports

Kathy Retzke asked to pull Treasurer's Report from Consent Agenda. There is no minimum, non-interest bearing, staying with ADM. ADM was a great investment the city made. Leave the money where it is currently so it can accrue interest. Approve the transfer of funds from the interest-bearing account to a noninterest bearing account and we will not transfer any funds from the ADM/money market. Having transferred the funds from an interest bearing to a noninterest bearing account that was previously approved.

- Kathy moved, Doug seconded the motion, roll call vote, unanimous yes
- Doug Anderson moved to accept the report as presented, Camden Harlan seconded the motion, the motion passed.

HEARING OF CITIZEN COMMENTS

No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three-minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.

To make a comment during this period, or any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

- No citizen comments were voiced at this meeting.

OLD BUSINESS

6. Library Building Project general update
 - *(Diane Jaroch, Director) We have a moving company! The company has experience moving libraries in Iowa. They will be at our library on June 9, 13, 14, and the week of June 16-20. The first week of June, staff will be packing boxes to move. May 31st is the last day the library will be open before it closes for the first few weeks of June while the moving is happening. Starting June 23rd, curbside pickup is available.*
 - *(Sarah French, Programming and Makerspace Librarian) Summer Reading Program is still happening through the construction. The library will offer "Fun Fridays," geared towards school-age kids. The tentative opening of the new library is at the end of October or the first week of November! Staff may still need to place furniture after that time.*
 - *Follett (main book provider) as well as Baker and Taylor (other book provider) are backed up, both say they are slowed down by publishers. According to Diane and Sarah, this seems to be a shared experience across area libraries.*

7. Review and approval of revised Internet Use Policy

- **Steven Sahyun moved, Doug Anderson seconded, the motion passed.**

NEW BUSINESS

8. Demonstration of the library's new website

- *(Sarah French, Programming and Makerspace Librarian) New site setup through Bridges. Sarah gave us a tour of the website, which is currently under construction. There are icons for quick access to the most popular items such as Room Reservations and Printing, Library News ticker on homepage, Carousel that updates automatically with new adult fiction (completely customizable), city media filmed professional video tutorial for obtaining a library card, Friends of the Library page, Land Acknowledgement page, "Happening this Month" page. Motivation for changing the website is that it is hard to edit, can't see statistics like traffic, not accessible, and the design is not engaging. There is an accessibility feature checker option, the man who previously set up the website is retiring in October, lowest quote for website redesign was \$10,000.*
- *Go Daddy has the domain name since Stacey Lunsford retired, Diane is having to jump through lots of hoops to transfer the name over from Stacey's to hers.*
- *Official online catalog change-over will be in November, better interfacing with new website.*

9. Discussion and possible action concerning the library's social media accounts and continuing to allow public comments

- *(Diane Jaroch, Director) The city has decided to stop allowing comments on social media accounts. The Police Department and Library have their own policies. The library would like to continue to allow comments, because it allows them to interact with patrons. All managers get notified when the account receives a comment. If the Library separates from the City's policy, the board will need to write our own Social Media Policy. Are you able to selectively delete posts? Sarah suggested we look at what other libraries do.*

10. Review and approval of the Teacher Packs Policy

- *(Diane Jaroch, Director) The Board gave recommendations for a few tweaks to language and grammar and will review at next month's meeting.*

CONSIDERATIONS / DISCUSSIONS / REPORTS

11. Library Director's report

- *(Diane Jaroch, Director) Bridges Board of Directors meets on 21 May, they will be deciding on whether Whitewater will receive an additional grant for the Hearing Loop.*

12. Assistant Director's report

13. Youth Educational Services report

14. Programming & Makerspace report

- *(Sarah French, Programming and Makerspace Librarian) Loom and embroidery machine donated, will be setup in Makerspace*

15. Bridges Library System Staff reports
 - *Approved for grant money from the state, waiting to see if the money is still there.*
16. Board reports
 - a) Kathy Retzke will provide an update on the Opt-In Library Cards Project
 - *(Kathy Retzke, WUSD Librarian) 4K and Kindergarten registration has been open since April. 452 people have opted-in to get a library card. 237 have declined, but we don't have data on what the reasoning is; for some, it could be that they already have a card. Population of 1800 students, so still a way to go, but happy with numbers so far!*

FUTURE AGENDA ITEMS

- **Revisit policy on teacher packs**
- **Look at cohort Social Media Policies**
- **Start discussion about updating library Mission Statement**
- **Report on communication with Whitewater Register**

CONFIRMATION OF NEXT MEETING

The next meeting is on Monday, June 16, 6:30pm at City Municipal Building, 2nd Floor

ADJOURNMENT at 7:58 pm

- **Doug Anderson moved, Kathy Retzke seconded, motion passed**
- **Anyone requiring special arrangements is asked to call the Library (262-473-0530) at least 72 hours prior.**



Lakes Advisory Committee Meeting Minutes
Wednesday, April 2, 2025 – 4:30 pm
Cravath Lakefront Room
312 W. Whitewater Street
Whitewater, WI 53190
Hybrid Meeting

1. Call to Order and Roll Call

Present: Carol McCormick, Gayle Stettler, Elvira Kau, Geoff Hale, Kurt Zipp and Ginny Coburn

Staff: Michelle Dujardin

Guests: Don Huntington

2. Approval of Agenda

Carol McCormick moved to approve agenda seconded by Elvira Kau: Ayes: Carol McCormick, Kurt Zipp, Gayle Stettler, Geoff Hale, Elvira Kau, Kurt Zipp and Ginny Coburn . Absent: None

3. Consent Agenda

Carol McCormick moved to approve consent agenda seconded by Ginny Coburn: Ayes: Carol McCormick, Kurt Zipp, Gayle Stettler, Geoff Hale, Elvira Kau, Kurt Zipp and Ginny Coburn . Absent: None

4. Hearing of Citizen Comments

No Citizens Comments

5. Considerations/Discussions/Reports

a. Discussion and possible action on lakes education session presentations and May 6th city council presentation.

Board Discussion and suggestions to place in the presentation

- Emphasize the lakes are the most valuable asset we have
- The budget is not set right away by passing the resolution
- Show positive examples with lakes around us
- Muskrats are beneficial to cattail removal
- Emphasize creation of a lakes district would help the city budget

b. Discussion and possible action on Aquatic Plant Management Plan for Cravath and Trippe Lakes.

Board discussion of plan with direction for staff to present to park and recreation board for review

c. Discussion and possible action on Capital Improvement Items

Board discussion and capital improvement wish list:

- New ADA pier for Trippe Lake and Cravath Lake
- In water fountain at Cravath Lake
- New park kiosks for Cravath and Trippe Lake
- Fish stocking
- Cattail removal

6. Future Agenda Items

- a. Community Programs
- b. Geese Concerns

7. Adjournment

- c. Motioned by Hale to adjourn, seconded by McCormick. Unanimous voice vote.
Adjournment at 6:00 pm.

Respectfully Submitted,

Michelle Dujardin



Public Works Committee Meeting

Cravath Lakefront Room, 2nd Floor
312 W. Whitewater St.
Whitewater, WI 53190
*In Person and Virtual

Tuesday, May 13, 2025 - 5:00 PM

MINUTES

CALL TO ORDER

The Public Works Committee meeting was called to order by Public Works Director Marquardt at 5:00 p.m.

ROLL CALL

PRESENT: Board Member Smith, Board Member Majkrzak, Board Member Hicks

ABSENT: None

OTHERS: Marquardt

CALL ELECTION OF CHAIRPERSON/VICE CHAIRPERSON

Motion made by Board Member Majkrzak, seconded by M. Smith to nominate Board Member Hicks as Chairperson. There were no other nominations.

Voting Yea: all via voice (3)

Voting Nay: None

Motion made by Board Member M. Smith, seconded by Board Member Hicks to nominate Board Member Majkrzak as Vice Chairperson. There were no other nominations.

Voting Yea: all via voice (3)

Voting Nay: None

SET DAY AND TIME FOR REGULARLY SCHEDULED MONTHLY MEETINGS

The committee agreed on the second Tuesday of each month at 5:15 p.m.

APPROVAL OF AGENDA

Motion made by Board Member Majkrzak, seconded by Board Member M. Smith to approve the agenda for Tuesday, May 13, 2025.

Voting Yea: all via voice (3)

Voting Nay: None

APPROVAL OF MINUTES

1. Approval of minutes from April 8, 2025

Motion made by Board Member Majkrzak, seconded by M. Smith to approve the minutes from April 8, 2025.

Voting Yea: all via voice (3)

Voting Nay: None

HEARING OF CITIZEN COMMENTS

None

NEW BUSINESS

2. Discussion and Possible Action regarding proposed artwork on traffic signal control boxes.

Marquardt stated this item came to the Public Works Committee in October of 2024. The committee was open to the idea, but wanted to make sure the designs were fitting for the community.

The Public Arts Commission received 21 applications for the request to install public art on the eight traffic signal control boxes.

The Public Arts Commission met on May 1, 2025 and recommended eight of the 21 applications with four alternates for approval to send to the Public Works Committee for review.

After their review, they recommended eight with four alternatives for approval.

Approvals:

Stephanie Krellwitz
Linda Saumer
Studio 84
Jessica Fuchs
Judith Perez
Emma Siskoff
Kelly Marie Hausknecht
Kiba Freeman

Alternates:

Hollyn Peterson
Hunter Little
James Richter
Brittany McKenzie

\$2,500 in a form of a grant from the Community Foundation has been attained. Any additional funding above this amount, if needed, is to be determined.

Staff recommended a motion to approve the eight recommended paintings and the four alternates and forward to council.

Motion made by Board Member M. Smith and seconded by Board Member Majkrzak to approve the eight and four alternate applicants regarding the proposed artwork on the traffic signal control boxes.

Voting Yea: all via voice (3)

Voting Nay: None

3. Discussion and Possible Action regarding the approval of a driveway over 24 feet for Lavelle Industries.

Marquardt stated Lavelle Industries, 1215 Universal Blvd, is planning an expansion to their business. The expansion includes a driveway off Innovation Drive measuring 83 feet in width (96 feet at the curb line). The driveway accommodates semi-truck loading and unloading. According to Municipal Code 12.16.030, "no driveway shall exceed thirty-five feet in width at the curb line unless special permission be obtained from the City's Common Council."

The Plan and Architectural Review Commission approved the site plan, including the driveway width, at their May 4, 2025, meeting.

Staff recommended a motion to approve the driveway width in excess of 35 feet and forward to Council.

Motion made by Majkrzak and seconded by M. Smith to approve the driveway over 24 feet for Lavelle Industries.

Voting Yea: all via voice (3)

Voting Nay: None

4. Discussion and Possible Action regarding an update to the Street Department Facility Study.

Marquardt stated in 2020, the City hired Kueny Architects to complete a Facility Analysis and Space Needs Assessment at the Public Works Street garage. The Analysis and Assessment included:

1. Determining the condition and deficiencies of the existing buildings and facilities.
2. Assessing the current facility to determine what space is adequate to handle current and future demands.
3. Identifying conceptual facility layouts.
4. Evaluating the facility regarding space demands and the sustainability of the existing structures.
5. Costs associated with conceptual layouts.

A copy of the final report is attached. The preferred concept was the one shown on Page A201 (Page 35) of the final report. The report was provided to the City Council and accepted; however, the project was put on the back burner as the library expansion project took priority. With the library project being completed this year, staff would like to have the Facility Analysis and Space Needs Assessment report reviewed and updated by Kueny Architects to make sure everything is in line with 2025 standards and cost estimates.

The Public Works Committee and City Council approved hiring Kueny Architects in February 2020 to complete the Analysis and Assessment Study.

In November 2020, the Public Works Committee and City Council accepted the Final Report to use for CIP budgetary purposes.

Kueny Architects estimates that it would cost an estimated \$2,000 (16 hours at \$125/hr) to update the report. This includes two site visits, updating the report, and then finalizing the report after staff comments.

The estimated cost of the preferred concept was \$9,300,000 - \$9,800,000 in 2020. An updated cost estimate for 2024 was \$12,200,000 - \$13,600,000.

M. Smith asked what the long-term plan was for funding this project. Marquardt stated, borrowing. Municipalities who have done a streets facility garage have not found grants to help with the cost of the project. Marquardt stated he will check again to see if grant funding has changed.

Majkrzak stated he would like to see how this will impact borrowing. Marquardt stated he will talk with the Finance Director regarding this request for a possible presentation at budget/CIP time.

Staff recommended a motion to approve having Kueny Architects update the Facility Analysis and Space Needs Assessment Final Report.

Motion made by Majkrzak and seconded by M. Smith to approve a Facility Study Update for an estimated \$2,000. Marquardt would like to share the report with the Public Works Committee and then Council.

Voting Yea: all via voice (3)

Voting Nay: None

5. Discussion and Possible Action regarding a request from The Bower House for reserved parking stalls.

Marquardt stated Tammy Aprehamien, the owner of the Bower House located at 183 W. Main Street, is requesting 12 parking stalls be reserved in Lot G for tenants of her building. Lot G, located on North Street between First and Second Streets, has a total of 25 residential permit spaces allocated and is typically the first lot sold out. Currently, parking permits are offered annually in May, on a first come basis, through the Police Department. Proof of downtown residency is required.

Staff talked to the Police Department about the possibility of reserving parking stalls specifically for a landlord and agree that this would not be a good practice to start. Concerns include other landlords asking for reserved stalls and the possibility of the ask being more than the availability. How does one decide who gets what? Also, not all downtown renters have vehicles which could lead to landlords renting out apartments which include a parking stall that is then left unoccupied. While the City would still be getting paid (by the landlord), it could be forcing another renter to get a parking permit at a parking lot possibly further away. Landlords could also charge more than what the City is charging.

Therefore, staff recommended to deny the request for reserved parking stalls and remain with the current procedure.

A motion was made by Majkrzak and seconded by M. Smith to deny the request from the Bower House for reserved parking stalls.

Voting Yea: all via voice (3)

Voting Nay: None

6. Discussion and Possible Action regarding pedestrian safety on W. Main Street.

Marquardt stated The Public Works Committee discussed pedestrian safety along W. Main Street regarding various topics at two previous meetings. The topics included pedestrians not crossing at marked crosswalks, interaction between pedestrians and vehicles at controlled intersections and the “mid-block” crossing near Walmart and Aldi. Minutes from both meetings are attached as background material.

The Public Works Committee discussed pedestrian safety crossing W. Main Street at their February 11, 2025, meeting. The Committee asked for this item to come back in May or June.

The Public Works Committee discussed pedestrians not crossing at designated crosswalks near the University and traffic concerns near Walmart and Aldi at their October 8, 2024, meeting. The Committee asked for the areas to be monitored and bring back at a future meeting.

Staff has not received any additional requests to move the “mid-block” crosswalk from the Walmart area to the Aldi area or concerns with pedestrian traffic in this area. Staff recommended no action be taken and leaving the crosswalk in its current location. Staff had no other recommendations addressing the other topics.

7. Discussion and Possible Action regarding the maintenance of terrace retaining wall at 815 W. Highland Street.

Marquardt stated there is a deteriorating rock retaining wall located in the terrace adjacent to 815 W. Highland Street and 203 S. Whiton Street. Property owners are required to maintain the terrace, such as cutting the grass. If this reasoning is applied to the retaining wall, the property owner(s) should be responsible for its maintenance and repair. However, there is no paperwork that previous property owners were given permission to erect the retaining, giving the assumption the city erected the retaining wall. Staff would like the Committee's input on who should be responsible for the repair of the retaining wall.

If the City is responsible, there would be a significant financial impact. Estimates would need to be collected and the project should be included in the 2026 Capital Improvement Plan requests.

The Public Works Committee agreed the City staff should take the necessary steps to correct the retaining wall the most cost-effective way.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Motion made by Board Member Majkrzak and seconded by M. Smith to adjourn the Public Works Committee at 5:30 p.m.

Voting Yea: all via voice (3)

Voting Nay: None

Respectfully submitted,

Alison Stoll

Alison Stoll, Administrative Assistant
Department of Public Works

*Minutes approved on July 9, 2025



Public Works Committee Meeting

Cravath Lakefront Room, 2nd Floor

312 W. Whitewater St.

Whitewater, WI 53190

*In Person and Virtual

Tuesday, June 10, 2025 - 5:15 PM

AGENDA

CALL TO ORDER

The Public Works committee meeting was called to order by Board President Majkrzak at 5:14 p.m.

ROLL CALL

PRESENT: Board Member M. Smith, Board Member Majkrzak

ABSENT: Board Member Hicks

OTHERS: Marquardt

APPROVAL OF AGENDA

Motion made by Majkrzak to remove the approval of the minutes from May 13, 2025, due to the document not being included in the packet. Item 5 and Item 6 was tabled until a full committee is present, seconded by M. Smith.

Voting Yea: all via voice (2)

Voting Nay: None

APPROVAL OF MINUTES

1. Approval of minutes from May 13, 2025 – to be included in the July 8, 2025, packet for approval.

HEARING OF CITIZEN COMMENTS

None

NEW BUSINESS

2. **Discussion and Possible Action regarding Wastewater's Compliance Maintenance Annual Report (CMAR).**

In compliance with the WI Department of Natural Resources (WDNR), Marquardt stated the 2024 Compliance Maintenance Annual Report (CMAR) was included for review. The CMAR is designed as an assessment tool to communicate the Wastewater Utilities operational success and possible shortcomings or deficiencies to City administration and elected officials. Ratings should help direct time, effort, and dollars into the Utility.

For 2024, the Utility recorded an "A" in each rating section.

Please notice the "Phosphorus" section to see how well the treatment process has been running. However, despite low effluent Phosphorus numbers the facility is aware of the upcoming reduced effluent limits and is actively exploring various compliance options. The current infrastructure will be unable to meet the upcoming limit of 0.075 mg/l.

Staff recommended a motion to approve the Resolution acknowledging the 2024 Wastewater Utility Compliance Maintenance Annual Report and forward to Council.

Motion made by Majkrzak acknowledging the 2024 CMAR resolution and forward to council, seconded by M. Smith.

Voting Yea: Board Member Majkrzak, Board Member M. Smith

Voting Nay: None

3. Discussion and Possible Action regarding the award of Contract 2-2025, 2025 Street Maintenance Project.

Marquardt stated Contract 2-2025, 2025 Street Maintenance Project, was advertised with bids opened on May 30, 2025. The project consists of crack filling and chip sealing streets. Streets include Ash Lane, Burr Oak Trail, Darcy Lane, Kylee Way, Lake View Drive, Locust Lane, Maple Lane, Parkside Drive, Tanner Way, and Waters Edge Drive.

Two bids were received:

- | | |
|--------------------------------|--------------|
| • Fahrner Asphalt Sealers, LLC | \$90,820.00 |
| • Scott Construction | \$114,647.67 |

The Task Order for Strand to assemble the bid package was approved by the Public Works Committee and Common Council in April of 2025.

This project will be paid for by utilizing money in Fund 280, Street Repair.

Staff recommended a motion to accept the low bid and award Contract 2-2025 to Fahrner Asphalt Sealers, LLC and forward to Council.

Motion made by Board Member M. Smith to accept the low bid and award Contract 2-2025 to Fahrner Asphalt Sealers, LLC and forward to Council, seconded by Board Member Majkrzak.

Voting Yay: Board Member Majkrzak, Board Member M. Smith

Voting Nay: None

4. Discussion and Possible Action regarding the award of Contract 1-2025 Detention Basin Maintenance.

Marquardt stated Contract 1-2025, Detention Basin Maintenance Project, was advertised with bids opening on June 10, 2025. The project consists of dredging and reshaping three detention ponds. The first one is located off Jakes Way in the Walton East Gate Park. The second is located off Clay Street in the Clay Street Nature Park. The third is located at the south end of Stonefield Lane.

Marquardt stated staff opened three bids from RR Walton, RLP Diversified and Willkomm Excavating. The low bid came in from RR Walton at \$155,310, next was \$179,000, and the final bid was \$212,000.

The Task Order for Strand to assemble the bid package was approved by the Public Works Committee and Common Council in November 2024. The project was approved by Council as part of the 2024-2025 Budget and Capital Improvement Plan.

\$300,000 was budgeted in the Capital Improvement Plan. An update on the low bid was provided at the meeting.

Motion made by Board Member Majkrzak to approve the low bid from RR Walton for \$155,310 and forward to Council, seconded by Board Member M. Smith.

Voting Yay: Board Member M. Smith, Board Member Majkrzak

Voting Nay: None

5. Discussion and Possible Action regarding Walworth Avenue and Prince Street intersection safety ideas.

This item was tabled until the next PW meeting on July 8, 2025.

6. Discussion and Possible Action regarding the Netwurx Water Tower Space/Lease Agreement.

This item was tabled until the next PW meeting on July 8, 2025.

7. Discussion related to Memo on Closed Session minutes.

Marquardt stated the attached memo was provided by the City Clerk and asked to be provided to all Committees and Boards at their next meeting. It was also presented at the June 3, 2025, Council meeting.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Motion made by Board Member M. Smith to adjourn the Public Works meeting at 5:26 p.m., seconded by Board Member Majkrzak.

Voting Yea: all via voice (2)

Voting Nay: None

Respectfully submitted,

Alison Stoll

Alison Stoll, Administrative Assistant
Department of Public Works

*Minutes approved on Tuesday, July 9, 2025



Council Agenda Item

Meeting Date:	July 5, 2025
Agenda Item:	Police Department Hiring Strategy
Staff Contact (name, email, phone):	Rachelle Blitch, rblitch@whitewater-wi.gov , 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

The recent referendum approved the addition of five patrol officer positions beginning in 2026. However, each new officer that isn't a lateral transfer must complete approximately 18 weeks at the academy, followed by 3 to 4 months of field training before they are fully prepared for independent duty. Given the limited capacity within the Police Department to train multiple new officers simultaneously, we are proposing an early start to the hiring process.

Specifically, we are requesting approval to hire two officers in 2025. These individuals were identified as high-quality candidates during the most recent recruitment cycle. One candidate would begin the academy at the end of July, while the other has self-sponsored his academy training and will be ready to begin field training in September.

To support this initiative, we propose using fund balance in 2025, with the understanding that not all five officers will begin on January 1, 2026. This staggered start will result in salary savings during 2026. Those unspent funds can then be used to replenish the portion of the fund balance utilized for the early hires. This approach helps ensure a smoother onboarding and training process, while minimizing strain on department resources.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

6/18/2025 – Finance Committee approved and recommended to Common Council

FINANCIAL IMPACT

(If none, state N/A)

The total cost for the recruit beginning in July is estimated at \$23,024 in salary. During the 18-week academy, the recruit will be paid 75% of the full wage, or \$24.00 per hour, for 40 hours per week. Upon completing the academy, the recruit will transition to the full rate of \$32.00 per hour, with approximately four weeks remaining in the calendar year. The second recruit, starting in September, is expected to cost approximately \$22,976 in total salary over the 16 weeks. Overtime of 13 hours a month are included however, benefits were not calculated into these figures.

STAFF RECOMMENDATION

Staff recommends proceeding with the early hiring of two patrol officers in 2025 to support the five positions approved by referendum for 2026. Due to the required academy and field training timelines, and the Police Department's limited training capacity, staggering the onboarding process will ensure proper preparation without overwhelming existing resources. Utilizing fund balance in 2025 will allow us to begin training now, with anticipated savings in 2026 from staggered start dates helping to replenish those funds. This approach ensures operational readiness and a smooth transition into full staffing.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Core Services Report

As of 07/08/2025

Classification & Compensation

Open New Position/Reclassification Requests

Current Job Position	Current Salary Range	Requested Job Position	Requested Salary Range	Request Date	Approved Date

Completed New Position/Reclassification Requests

Original Job Position/Salary Range	Requested Job Position/Salary Range	Approved Job Position/Salary Range	Approval Date	Effective Date

Employee Benefits

Family Medical Leave (YTD)

Requests Received	Approved	Pending	Denied	Canceled
11	8	1	0	2

FMLA Non-Approval Reasons

Paperwork not returned/Canceled	Insufficient years of service/hours	Condition does not qualify
2	0	0

Workers Compensation (YTD)

Number of Claims	Lost Time	Medical Only
9	0	9

Spanish Stipend

Employee	Date Passed
Ariel Mora	1/1/2025

Employee and Labor Relations

Grievances (YTD)

Number of Grievances	Open Grievances	Closed Grievances
1	1	

Open Grievances

Issue	Date Filed	Status
Vacation Payout	7/2/2025	Pending

Closed Grievances

Issue	Date Filed	Status

Recruitment & Selection

New Hires

Name	Department	Job Title	Hire Date	Separation Date
SWARTZ, ANDREW	IT	Junior IT	1/2/2025	
KUCHENBECKER, MELISSA	POLICE	PATROL OFFICER	1/3/2025	
GROEN, MEGAN	WAFC	WAFC MANAGER	1/6/2025	
DELAIN, NOAH	WAFC	LIFEGUARD	1/30/2025	
WIECK, CAMELIA	WAFC	LIFEGUARD	1/31/2025	
KUCHTA, LUCY	WAFC	LIFEGUARD	2/5/2025	
REEVES, JADE	WAFC	LIFEGUARD	2/5/2025	
STROHBUSCH, SORAYA	WAFC	LIFEGUARD	2/6/2025	
STEADMAN, RUTH	WAFC	LIFEGUARD	2/7/2025	
JONES, KAIA	WAFC	LIFEGUARD	2/13/2025	
BRAUTIGAM, PAYTON	WAFC	LIFEGUARD	2/13/2025	
FREDLUND, RACHEL	WAFC	LIFEGUARD	2/20/2025	
MCCARLEY, LOGAN	WAFC	FRONT DESK	2/21/2025	
SWENSON, BETSY	CDA	ADMIN ASST	2/24/2025	
GOSSE, NOLAN	FINANCE	AP/PAYROLL CLERK	2/24/2025	6/24/2025
GORDON, SKYLAR	FIRE	POC/EMT	3/5/2025	
PEACHEY, OWEN	FIRE	POC/PARAMEDIC	3/17/2025	5/29/2025
LAHAIE, MADDISON	WAFC	SWIM INSTRUCTOR	3/19/2025	
DEIBELE, DARIA	FIRE	FF/PARAMEDIC	3/25/2025	
GIRARD, TIMOTHY	FIRE	FF/EMT	3/27/2025	
KNURR, BROOKLYN	POLICE	CSO	4/11/2025	
VAVRINA, BROOKLYN	POLICE	CSO	4/11/2025	
GOWAN, KEVIN	POLICE	DETECTIVE	4/21/2025	
LINDL, ANNE	SEASONAL	STREETS	5/1/2025	
JURGILANIS, SAMUEL	INTERN	MEDIA SERVICES	5/5/2025	
CAROLLO, JOSEPH	PARKS AND REC	UMPIRE	5/13/2025	
DESTERHEFT, ELSIE	WAFC	LIFEGUARD	5/16/2025	
BEHRINGER, KEVIN	PARKS AND REC	UMPIRE	5/16/2025	
CUSHMAN, DAVID	SEASONAL	STREETS	5/27/2025	
BRAUTIGAM, SARA	WAFC	FRONT DESK	5/27/2025	
TOBIAS, JUAN	WAFC	LIFEGUARD	6/5/2025	
WAECHLI, CARTER	MEDIA	MEDIA PRODUCER	6/5/2025	
ROSELLE, MARCUS	PARKS AND REC	UMPIRE	6/5/2025	
KELLEHER, KYA	STREETS	SEASONAL	6/5/2025	
ZUEGE, ASHLEY	PARKS AND REC	ACTIVITY INSTRUCTOR	6/9/2025	
HAGEN, MADDOX	PARKS AND REC	UMPIRE	6/9/2025	
SCHILT, SYDNEY	WAFC	LIFEGUARD	6/10/2025	
REED, ANTHONY	PARKS AND REC	SEASONAL FACILITY	6/11/2025	
WEIRICH, NICHOLAS	PARKS AND REC	SEASONAL FACILITY	6/11/2025	
SILVIUS, ETHAN	PARKS AND REC	SEASONAL FACILITY	6/11/2025	
OJBWAY, CONNOR	WAFC	LIFEGUARD	6/12/2025	
MONSON, OLIVIA	POLICE	PATROL OFFICER	6/16/2025	
STERBIN, AVA	WAFC	FRONT DESK	6/19/2025	
PELLER, FINLEY	PARKS AND REC	ACTIVITY INSTRUCTOR	6/19/2025	
MORTON, MADDILYN	WAFC	FRONT DESK	6/19/2025	
ROBERTS, KIRBY	WAFC	LIFEGUARD	6/23/2025	
SKINDINGSRUDE, CAROLINE	WAFC	FRONT DESK	6/23/2025	

SURA HAJEWSKI, SHANNON	WAFC	FRONT DESK	6/25/2025	
WEBB, MALACHI	WAFC	FRONT DESK	7/2/2025	
GUITERREZ-CURTIS, WILLOW	WAFC	LIFEGUARD	7/2/2025	

Transfers

Original Position	New Position	Date

Promotions

Original Position	New Position	Date
CSO	Patrol Officer	1/3/2025
Accountant	Comptroller	2/1/2025
Jr IT Support Tech	IT Support Tech	6/23/2025

Separations (YTD)

Total Separations	Resignations	Retirements	Terminations	2025 Turnover Rate (12/31/2025)
14	8	5	1	

Flexible Work Arrangements

Job Title	Arrangement	Date Approved/Denied	6 Month Review Date	Notes
Police Chief	Summer Schedule	3/7/2025	N/A	Repeat of 2024 request
Economic Develop Dir	Remote work	4/22/2025	10/22/2025	

Employee Handbook Modifications

Section Modified	Modification	Date

Employee Retention

Turnover Rate - Goal = Under 20%

Year	Turnover Rate
2022	15.7%
2023	27.3%
2024	12.4%
2025	

Average Tenure

Year	Average Tenure Years
2023	6.97
2024	

Employee Engagement Scores -Scores from employee surveys that measure satisfaction, morale and connection

Date	Happiness (% yes)	Culture & Atmosphere (1-5)	Appreciated (% Always/Often)
Mid 2024	93%	4	N/A - Didn't ask
End 2024	87%	4.1	61%
Mid 2025	85%	3.82	53%

Employee Net Promoter Score - Employees' likelihood to recommend working at the municipality

Date	% Very Likely or Likely
Mid 2024	76.50%
End 2024	73.70%
Mid 2025	76.50%

*Note: Responses for the Mid-Year 2025 Survey are still being collected





Highlights

- **Construction:** On Walworth Avenue, construction crews completed sidewalk and curb and gutter replacements. The removal of the pavement and the excavation of material between the curbs has begun. On Innovation Drive the curb and gutter replacements are completed. Asphalt paving is scheduled to be completed this week. The lead service line replacements are ongoing. W Main Street between Whitewater Street and 2nd Street is scheduled to start July 21. Crews plan to replace the 24 services during the first week and complete all restoration the second week. During this period there will be no parking on W Main Street in these two blocks. East bound traffic will remain on W. Main Street, while west bound traffic will be detoured onto Whitewater Street and north of Franklin Street.
- In the Street Department, staff were busy helping set up for the Fourth of July celebration. They cleaned parking lots, mulched flower beds, moved in picnic tables, installed the beer fence, cleaned goose poop off the sidewalks, cleaning graffiti off of sidewalks, swept and placed no parking signs along the parade route and closed streets around the festival.

- In the Water Department, staff is busy with locates associated with the lead service line replacements. Staff is also helping the contractor with shut offs when needed. Water pitchers with filters are being delivered to the properties who are requesting them after their service line has been replaced. Other work included meter replacements and notifying around 50 properties of disconnect for non payment.
- In the Wastewater Department, the new Vanderlip Pumping Station is operational. The old pumping station is offline and will be abandoned. Crews continue to work on installing sanitary sewer on Florence Street in order to reroute the wastewater going to the Fraternity pumping station in order to take that pumping station offline also.



Highlights

- Pictured above is Officer Olivia Monson (Mon-son) was officially sworn in. Olivia comes to us with five years' experience as a law enforcement officer and can fluently speak, read and write Spanish. She will be completing an administrative training week and will then begin the field training process. Welcome, Olivia!
- During the week of June 23, Captain Taft was seen out in the community delivering meals as part of the Meals on Wheels program.
- Detective Kevin Gowan (GA- Won) has successfully completed his Field Training program and has officially transitioned to the Detective Bureau.

Details

- Wednesday, June 25th = The Police Department has posted both internally and externally to fill a vacant Patrol Lieutenant position. Qualified candidates are encouraged to apply through the jobs portal

<https://www.governmentjobs.com/careers/whitewaterwi> on the City of Whitewater website. The application process closes Friday, July 11th, 2025 at 7:00am. The anticipated appointment date will be in August of 2025.

- Thursday, July 3rd = Supervisory staff completed annual mid-year evaluations with their staff.
- Friday, July 4th = Capt. Taft organized police department operations ensuring security of the 4th of July parade.



Highlights

June 12-18

FF/Paramedic Alex Rohde (ROAD-EE) graduated from the Mercy Paramedic program and was also named the Valedictorian of his class.

- Staff responded to 22 calls for service, making the daily average of just over 3 calls for service each day.
- 2 calls for service required POC response. Average POC response for All Calls was .5 per call.
- Mutual Aid was not requested or received during this time.

June 19-25

- On Sunday, June 22nd Whitewater was requested on MABAS Box 84-11 to Jefferson with an Engine for a commercial structure fire.
- Chief Freeman assisted the Lake Geneva Fire Department as a member of their interview committee for the Lieutenant promotion process.
- AC Dion attended the Walworth Co radio project meeting at the Sheriff's Department.
- On Wednesday, June 25th Whitewater Fire responded to Whitewater Township for a working structure fire at 11pm. MABAS Box 12-3 was pulled to the Box Alarm for Engines and Squads.

- Staff responded to 54 calls for service, making the daily average of 7.7 calls for service each day.
- 7 calls for service required POC response. Average POC response for All Calls was 1.5 per call.
- Mutual Aid was requested 1 time from Whitewater and during this time and we requested Mutual Aid once.

June 26-July 2

- Staff responded to 45 calls for service, making the daily average of 6.4 calls for service each day.
- 3 calls for service required POC response. Average POC response for All Calls was 0 per call.
- Mutual Aid was requested once from Whitewater during this time.
- Saturday, June 28th @ 18:30 Lagrange requested Mutual Aid for an Ambulance for a motorcycle accident. During this request the first due Ambulance was transporting to Fort hospital. The second due Ambulance filled the request to Lagrange. A 3rd call for service was dispatched 18:54 and was covered by the on duty POP and the EMS officer on Car 121. At 19:04 a forth call for service was paged and cover by the returning 1st due Ambulance. Chief Freeman backfilled the station during this time. This data supports the decision of transporting to the closest appropriate hospital as we were able to cover 4 calls for service with 3 ambulances all within 1 hour and 45 minutes. No additional POCs responded to the station during this time.

Fun Fact The FD has to test all fire hose in service each year. (The size and amount of hose carried on each apparatus is set to standards from the NFPA and the ISO.) This ensures it is ready to perform, and allows us to physically inspect each piece for the manufacture date. At certain intervals/age, the hose is removed from service regardless of a successful test. This results in between 6000-7000 feet of hose being tested each year. For reference: That amount of hose would stretch from the front pad of the FD, to the east side Kwik Trip.

Details

- Tuesday, June 17th staff attended in person training on the Baby Box

- **Tuesday, June 17th the Baby Box was officially put into service during a ceremony that was attended by the founder of Safe Haven.**
- **The DNR has confirmed that our DNR FFP (Forest Fire Protection) grant was received. The grant seeks a replacement suppression skid unit and miscellaneous hand tools to replace the aging skid unit/tools on the tracked UTV that we will maintain. Being that we are dropping down to one UTV, the thought process was to make sure that one unit is well equipped and ready to function.**
- **Thursday, June 26th Chief Freeman & AC Dion attended a fire investigation class at the Janesville Fire Department Station 1.**
- **Tuesday, July 1st crews began annual hose testing for all supply hose and attack handlines.**



Highlights

- Congratulations to Sarah French (pictured above) has been promoted to Assistant Library Director. She worked as the Programming & Makerspace Librarian for over three years. She graduated with a Master of Library & Information Science degree from UW-Milwaukee in 2024 and has worked in public libraries since 2017.
- You can now pick up your library books and materials at the library! Printing services are also available. When holds or printing jobs become available, patrons must call or email the library in advance to schedule a time to pick up their items.

Details

- James the Magician, Monday, July 14 at 4:30 p.m.
- A family magic show that includes comedy and storytelling to help enhance the magic. At Cravath Lakefront Park. No cost or registration. All ages.
- Sing, Dance, Thrive! Monday, July 21 at 4:30 p.m.
- Engage in imaginative music and movement adventures! Best for ages 2-6, all ages welcome. At Cravath Lakefront Park. No cost or registration.

Sugar Cookie Creations for Teens, Thursday, July 17 at 3:30 p.m.

- In this workshop, baker Jennifer Chartier with Baby Blues Bakery will share with teens how to decorate sugar cookies like a pro!
- **Storytime in the Park, Starin Park, Wednesdays thru July 30 from 9:30 a.m.**
- Join us for stories, songs, rhymes, movement, and more! Build a foundation for lifelong reading and learning with this fun storytime! Best for children ages 2-6. All ages welcome. Bring your own blankets and/or chairs, if desired. Note that due to library construction, storytime will take place at Starin Park. Weather permitting. There is no cost or registration.
- **Fun Fridays, Library lawn, 3:00 p.m.**
- July 18: Giant Sunflower
- July 25: Paper Bag Piñata
- Best for ages 5 and up. All ages welcome. There is no cost or registration. Due to library construction, Fun Fridays will take place on the library's lawn on Center Street. Weather permitting. There is no cost or registration.

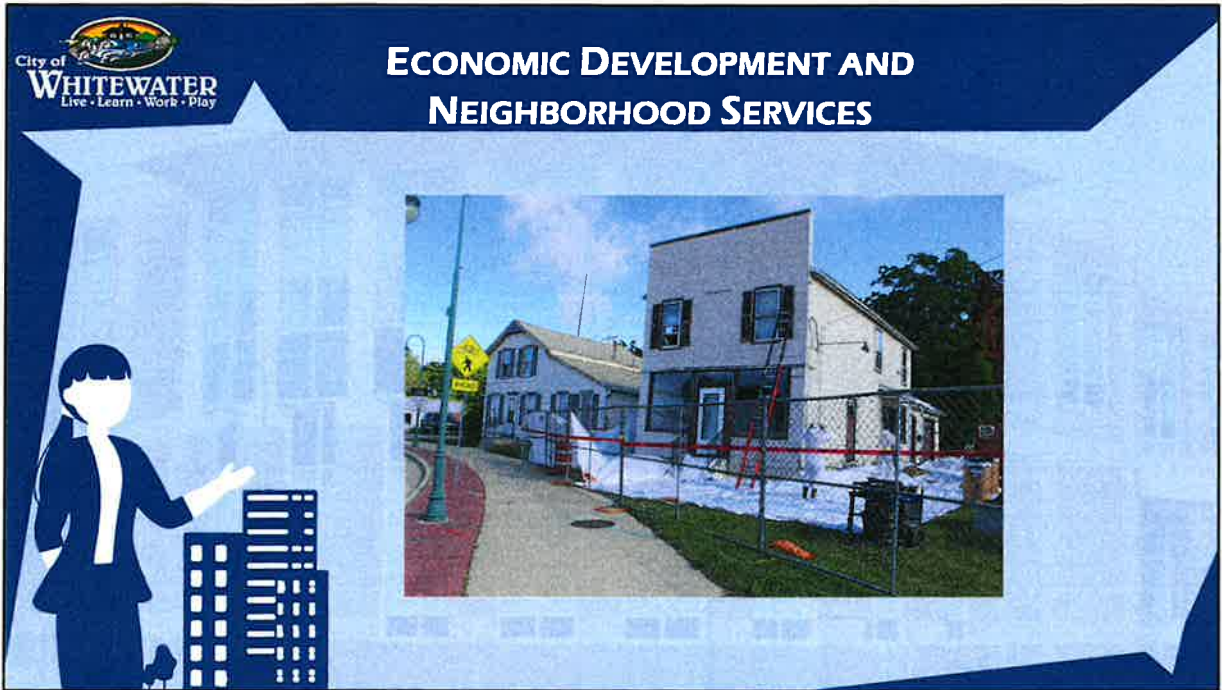


Highlights

- Facility staff closed 52 help desk tickets in May.
18 general maintenance tasks – Assembling, installing, removing and relocating items.
32 facility repairs – Fixing sinks, toilets, windows, doors, drawers and more
2 temperature calls addressed
- The second summer school session started today, meaning a new round of kiddos improving their swimming skills! We have some lifeguards working as assistant swim lesson teachers, and others lifeguarding the lessons.
- Summer camp groups are starting to trickle in for their swims at the WAFC! We have a couple of new groups in July, and several returning ones as well.
- Come dunk your favorite lifeguards at Messy Fest! It is \$5 for three attempts, and all proceeds will go to the Park and Rec Sunshine Fund.
- Trippe Lake Shoreline Clean Up: Thank you to our Streets Department for the clean up of the Trippe Lake Shoreline! Our local fisherman are already enjoying the easier access to the water.

Details

- **School Supply Drive:** Associated Bank donated 30 pre stuffed bags to our school supply drive. Donations can be made through August 11th.
- **Messy Fest Is Back:** Join us in Cravath Lakefront Park on Tuesday, July 29th 6pm-7pm for a wildly creative event where making a mess is encouraged and laughter is guaranteed.
- **Summer Camp:** Can you say tons of fun! Kids are having a blast at Summer Camp. So far the favorite is nerf gun adventures.
- **DIY Feed Bag Totes:** Parks & Recreation had a great night of upcycling! We took animal feed bags and made them into useable totes. This was a partnership with the City Market.



Highlights

- Harbor homes is at 11 out of 19 permits pulled
- Meadowview has 18 out of 38 permits pulled
- Offer to purchase land for single family homes is going to the CDA next week (7/17)
- Demolitions began- clearing the way for the Habitat homes to begin hopefully yet this fall (pictured above)

Details

- Comprehensive Plan request for proposal will go out by early August
- Proactive code enforcement public meeting is scheduled for August 28, 2025 at 6:00 p.m. in the Common Council Chambers, the focus area is the most common code violations- an invite will go out via social and to specific entities
- Business Retention and Expansion visit coordination is underway with the Chamber of Commerce and Media Services to expand the collaboration with the chamber and increase the visibility of our local businesses
- Coordinated with city team to meet with school district's consultants regarding

their upcoming site improvement projects. (The point in sharing this one would be to demonstrate we're collaboratively working together



Recruitment & Selection

Current openings include Accounts Payable/Payroll Clerk, IT Director, Lifeguards, Police Patrol Lieutenant, Programming & Makerspace Librarian and Youth Program Coordinator.

Retention

- Despite a few raindrops, the City of Whitewater's Employee Picnic on June 18 was a resounding success! Approximately 90 staff members gathered for an afternoon filled with delicious food, fun activities, and great company. The event also featured a special moment of recognition for employees celebrating milestone years of service, adding a meaningful touch to the festivities.
- The fun didn't stop there—congratulations to The Bag Buddies, our Cornhole Tournament champions!
- Additionally, the first ever in a long time, City Golf Outing was held June 20 at Willow Brook Golf Course. Over 30 golfers spent a fantastic afternoon making memories versus any hole-in-ones. Planning for next year's event has already begun!



Highlights-

Celebrate Whitewater's Community Heroes!

The City of Whitewater is proud to recognize the amazing individuals who help our community grow and thrive!

We're now accepting nominations for our annual community awards.

Details

Preservation Protector – For outstanding heritage efforts

Difference Maker – For improving quality of life

Community Champion – For impactful leadership

Volunteer of the Year – For exceptional service this year

Youth Champion – For empowering young people

James D. Allen Service Award – For a legacy of community advocacy

Know someone who deserves the spotlight?

Nominate them by sharing how they embody the spirit of the award!


Deadline: July 21, 2025 (by midnight)

Submit your nomination to: bmagestro@whitewater-wi.gov



- We would like to recognize Brian Neumeister (*NOY-my-ster*) -Celebrating 30 years of dedication—thank you for your decades of excellence, Brian!



 **Congratulations to our 2025 Employee of the Year: DAN BUCKINGHAM!**
Dan is the kind of teammate who is willing to go above and beyond —resourceful, positive, and endlessly dependable. His calm demeanor under pressure and willingness to step up wherever needed make him a trusted anchor for the team.



Becky Magestro, Chief of Staff, can be contacted for any inquiries or issues.

CITY MANAGER



Thank You!

John Weidl

City Manager

262-473-0104

jweidl@whitewater-wi.gov

This picture is of me at the City employee Picnic! As always, John Weidl, Thank you!



Common Council Agenda Item

Meeting Date: July 15, 2025

Agenda Item: Update on City Attorney Position

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

(Enter the who, what when, where, why)

On June 19, 2025, the Russell Law Office submitted a formal 30-day notice of termination, in accordance with the terms of their service agreement with the City. Their services will conclude on July 31, 2025. In their notice, the firm indicated that the volume and scope of work required by the City had exceeded their capacity to provide adequate legal representation.

Through its online job posting system the City identify a qualified candidate to serve as full-time City Attorney. Several applicants were interviewed, and Attorney Steven Chesebro was selected as the candidate best suited to meet the legal needs of the City of Whitewater.

Attorney Chesebro is scheduled to begin his tenure on August 1, 2025. Additional information about his background and appointment will be presented at the August 5, 2025, Common Council meeting.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Russell 30-Day Notice



Russell Law Offices, SC
Senior Associate Attorney Tim Brovold
tbrovold@russelllawwi.com
Phone: 608.448.3680

Respond to the Sender Directly:
tbrovold@russelllawwi.com

June 19, 2025

Mr. John Weidl, Administrator
City of Whitewater
312 West Whitewater Street
Whitewater, WI 53190

Re: City of Whitewater Legal Services Contract

Dear Mr. Weidl,

I hope this letter finds you well. Regrettably, I am writing to inform you that Russell Law Offices, SC is unable to continue serving as the City Attorney for Whitewater beyond July 31, 2025. While we have greatly enjoyed working with the City and value the professional relationship we have built, the current workload has become unsustainable under the terms of our existing contract.

When we initially bid on this project, we estimated dedicating approximately 40-45 hours per month to the City's legal matters. However, we are now consistently putting in more than double that amount each month. The volume of work required exceeds what can reasonably be handled by a single full-time attorney, and we currently have 3-5 staff attorneys working on your projects at any given time. Despite our best efforts, we are unable to break even financially under the current arrangement.

As a result, we must invoke the 30-day termination clause in our agreement, with our services concluding on July 31, 2025. We understand the importance of continuity in legal representation and would be happy to assist the City after that date if new legal counsel has not yet been secured. However, any services provided beyond July 31 would need to be billed at a rate of \$175 per hour. We are truly sorry that we cannot make this arrangement work and appreciate your understanding. Please rest assured that we will work diligently over the remainder of the contract period to ensure that all ongoing matters are handled with the utmost care. Additionally, we are committed to assisting in a smooth transition to new legal counsel and will provide any necessary support during this process.




Russell Law Offices, SC
Senior Associate Attorney Tim Brovold
tbrovold@russelllawwi.com
Phone: 608.448.3680

Thank you for the opportunity to serve the City of Whitewater. Should you have any questions or require further clarification, please do not hesitate to reach out.

Sincerely,

Senior Associate Attorney Tim Brovold
Russell Law Offices, SC

	Council Agenda Item
Meeting Date:	07/15/2025
Agenda Item:	SRO Contract Update
Staff Contact (name, email, phone):	Dan Meyer dmeyer@whitewater-wi.gov 262-473-1371

BACKGROUND

(Enter the who, what when, where, why)

Between June 18, 2025 and July 8, 2025, three meetings were held to discuss improvements to the current School Resource Officer (SRO) contract. Present at the meetings were representatives from the Common Council, School Board, city and school district staff, the Walworth County District Attorney, as well as School District legal counsel.

The meetings have been very productive, and our expectation is to present an updated agreement during a joint meeting with the Common Council and School Board in the near future.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

04/15/2025: Council directed staff to send 120-day SRO agreement extension to School Board for consideration.

05/20/2025: Council directed staff to reaffirm Council's desire to have 120-day SRO agreement extension considered by the School Board, and to send a letter explaining the Council's motion, an updated 120-day agreement, and a redlined SRO agreement.

06/17/2025: Council and the WUSD School Board mutually extended the SRO agreement through July 30, 2025.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1.



Council Agenda Item

Meeting Date: 7/15/25

Agenda Item: Overview of Stoplight Goals Document

Staff Contact (name, email, phone): Becky Magestro bmagestro@whitewater-wi.gov 262-473-0101

BACKGROUND

(Enter the who, what, when, where, why)

Attached is the updated 2025 Stoplight Goals report, which provides a comprehensive status update on the City's departmental objectives across all areas of operations. This report uses a "stoplight" format—indicating Completed, Ongoing, and Not Completed progress levels—to clearly outline our achievements and continued efforts.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

n/a

FINANCIAL IMPACT

(If none, state N/A)

n/a

STAFF RECOMMENDATION

n/a

ATTACHMENT(S) INCLUDED

(If none, state N/A)

See attached.

ECONOMIC DEVELOPMENT-

Enhance Housing Development Strategies:

- 1) **COMPLETE-** Support the city's effort to develop detached and other family-style housing, aiming for 20 units annually over the next five years.
 - a) The Office of Economic Development worked with US Shelter and Neumann Homes to facilitate 51 homes in 2024.
- 2) **COMPLETE-** Implement this through proactive initiatives and policies like development incentives and through programs like marketing sites to developers and supporting innovative land deals.
 - a) The Office of ED has hosted 2 major events geared towards developers. In May the department hosted a housing roundtable with developers, members of governing bodies, realtors, bankers, landowners. In November the department held a developer meet and greet that provided a bus tour to show case the available property in Whitewater.

Business Attraction and Growth:

- 1) **COMPLETE-** Attract new businesses to Whitewater, utilizing a revised and expanded business recruitment and expansion platform and enhancing the City/CDAs participation with the Innovation Center.
 - a) The office has completed over 25 BRE's in 2024.
- 2) **COMPLETE-** Employ strategies such as marketing, attending and hosting development summits, and building relationships with site selectors and brokers.
 - a) The office held a Housing Roundtable event, how to buy a home 101 event, and a Developer meet and greet.
- 3) **COMPLETE-** Facilitate outreach and events for entrepreneurs and startups.
 - a) The office completed the Whitewater WindUp. This business plan competition helps current and new businesses in our area.

Downtown Revitalization:

- 1) **Ongoing-** Address downtown vacancies and facilitate rehabilitation of blighted commercial properties.
 - a) Have distributed a façade grant through the revolving loan fund. Staff is working on re-camping the program to make it more accessible to downtown business owners.
 - b) The loan policies are an item that will be focused on this year.
- 2) **Ongoing-** Revise the loan programs to include lower interest rates, grant option, and other modernizations to spur investment.
 - a) A draft is currently being reviewed by staff. The proposed version is slated to go to the CDA in early 2025.
 - b) This is a topic of importance and one that will pick up this quarter and evaluated. In addition to revised program rules, communications of these programs will be increased as well.

- 3) **COMPLETE-** Promote the use of existing resources for business and residential revitalization.
 - a) The Office has connected with a multitude of business during our BRE visits that has given the office a chance to understand the business community needs. The use of the façade grant by the Shabani family is a great example of how we learned of a business's needs and matched the program to said business.

Collaborative Community Development:

- 1) **COMPLETE-** Work together as CDA and staff to foster community growth in business sectors (new, existing, startups) and the residential base (family-style homes and multifamily units).
 - a) The office has helped facilitate business growth via the Whitewater WindUp, the construction of Aldi, Starbucks, and Dollar Tree. The office has also matched our commercial growth in our residential spaces. The office has facilitated the construction of 51 homes (Meadowview and Parks crest) and 128 Apartment units (Jakes Way)
- 2) **Ongoing-** Apply a team-oriented approach in committee discussions to enhance collective decision-making, emphasizing the value of diverse viewpoints and collaborative problem-solving.
 - a) The CDA participated in a visioning session in early 2024. The new leadership in the Office of ED is looking to mimic a similar session at the end of 2025. This session will discuss the priority of the CDA and set goals for things they would like to see facilitated in 2025.
 - b) Interim EDD will be working with the CDA on revamping the approach to decision making. In doing so, greater communication will occur with internal Whitewater team, such as Finance Dept. Additionally, a more collaborative approach to introducing and discussion development projects will be introduced.
- 3) **COMPLETE-** Align actions and decisions with community interests and the strategic plan, prioritizing public benefit over personal interests of individual committee members.
 - a) Our office has prioritized finding housing solutions for all. That can be seen in our efforts regarding single family homes (Park crest), Duplexes (Meadowview), Apartments (Jakes Way) and exploring affordable housing projects with NRS the City is actively pursuing housing that serves the needs of the entire community.

Neighborhood Services:

- 1) Assist Developers through the permitting process by providing timely information and guiding them to the appropriate committees. Anticipate any Comprehensive Plan changes that may need to be made to allow for residential units to be built.
 - a) **COMPLETE-** Staff has been extremely proactive when working with developers. Staff has also worked with media services to provide educational videos for both developers and residents that explain the permitting process.
- 2) Conduct pro-active meetings with community members and targeted groups to discuss code enforcement throughout the community. Record a meeting that can be posted to the website and played on tv channel on a continual basis.
 - a) **Ongoing-** This task was assigned to the team with the goal of having the meetings scheduled by end of this quarter.

- b) The City has not held any meetings; however, the department has worked with Media Services to create educational door hangers. These door hangers are to alert residents about the most common code violations.
- 3) Determine if the outsourcing of zoning and code enforcement hours is appropriate for the budgeted amount compared to providing services in house.
 - a) **COMPLETE** - The City committed to outsourcing zoning, code enforcement, and building inspection services and the beginning of 2024.

HR DEPARTMENT-

- 1) HR will track and report on the following Core Services:
 - Classification & Compensation
 - Employee Benefits
 - Employee & Labor Relations
 - Recruitment & Selection
 - Flexible Work Arrangements
 - Employee Handbook Modifications
 - Metrics
 - i) Turnover Rate (Goal = Less than 20%)
 - ii) Average Tenure – 2024 establish base
 - iii) Employee Engagement Scores – 2024 establish base (scores from employee surveys that measure satisfaction, morale and connection)
 - iv) Employee Net Promoter Score – 2024 establish base (employee’s likelihood to recommend working at the municipality)
- 2) **Ongoing Forever** – The City Council receives the Core Services Report in July and January. Metrics for 2024 were:
 - a) Turnover rate = 12.4%
 - b) Average Tenure = 6.97 years
 - c) Employee Engagement = Happiness 87%, Culture & Atmosphere 4.0 and Appreciation 61%
 - d) Employee Net Promoter = 73.70%
- 3) Implement a performance evaluation process for evaluation of performance with adjustments for future evaluations.
 - a) **Ongoing** – Employees have received their performance evaluations for 2024. Feedback and training for supervisors is taking place now including preparation for the July mid-year check-in discussions. After the mid-year check-ins, employees will be surveyed for feedback.
- 4) Draft, review and implement an Employee Manual that is relevant and consumer-friendly with the additional goal of online access.
 - a) **COMPLETE** but **Ongoing** – The updated Employee Handbook was approved by City Council on July 16, 2024. Online access is available with links to specific policies on the Shared Drive.
 - b) The HR Department will continue to update and revise as needed.
- 5) Develop and implement a Staff Appreciation and Recognition Program that is efficient and meaningful.
 - a) **COMPLETE** but **Ongoing** – The Employee Handbook includes a new Staff Recognition Policy, developed based on employee feedback and suggestions from the City Manager.

- b) The HR Department will continue to utilize focus groups and employee surveys to gauge employee meaningfulness. At this time, it is too early to measure meaningfulness.
- 6) In conjunction with the Finance Department, develop and implement a strategic Compensation Plan that is competitive and cost-effective.
 - a) **COMPLETE** but **Ongoing** – The salary study has been completed and approved by the City Council. A draft Compensation Policy was brought before the Finance Committee. A second draft is on track for presentation at the May 2025 Finance Meeting
- 7) Develop and implement a City-wide Onboarding process, utilizing ONBOARD, online tools and employee mentoring.
 - a) **Ongoing** – After additional research, discussions with NEOGOV staff, and continued efforts to optimize the use of ONBOARD, HR has decided to pause further development in this area to prioritize other initiatives. HR staff continues to refine and enhance its onboarding process for both employees and Council members, ensuring a consistent (but job appropriate) and welcoming experience. Utilizing a combination of online tools, and in-person methods, new employees are introduced to key policies, benefits, and departmental functions through a structured process that incorporates online training resources, checklists, and follow up.
 - b) For council members, onboarding efforts include access to governance resources, scheduled sessions with department heads, and reference materials tailored to their roles.
 - c) **Ongoing** feedback and collaboration with departments will continue in order to make sure we are meeting changing needs and expectations.

WHITEWATER FIRE DEPARTMENT-

Community Safety: Enhancing overall community safety through prevention, education, and emergency response.

- a) **Ongoing**- Public education events and fire inspections continue to serve as vital tools in promoting fire safety and code compliance. By focusing on education and offering support during inspections, we aim to build trust and foster a collaborative relationship between the fire department and the community.
- 2) Training and Development: Ensuring that personnel receive ongoing training to stay current with the latest firefighting and emergency medical techniques, technologies, and standards.
 - a) **Ongoing**- Development of the training facility is underway. The land has been secured, and building plans have been formally approved. The project is currently under final funding review by the C.J. Hickey Foundation.
 - b) We currently have 6 Paramedics on staff, with two additional members in Paramedic school.
- 3) Emergency Response Time: Continuously working to improve response times to emergencies and optimizing the efficiency of emergency services. One strategy of decreasing response times is the construction of new bunkrooms off of the apparatus floor which we hope to have completed mid- summer of 2024.
 - a) **COMPLETED**-May 6, 2025: Construction of the bunkrooms has been completed. Furniture delivery is expected imminently, and staff are projected to move into the new accommodations by mid-May.

- 4) **Equipment Maintenance and Upgrades:** Regularly maintaining our current fleet of equipment to ensure it meets the latest safety and performance standards. Along with regular maintenance, we look forward to getting our new Engine and Ambulance in service mid to late summer of 2024 and our new tower ladder spring of 2025.
- a) **COMPLETED:** Engine Update: The new Engine was delivered on March 14, 2025. All delivered loose equipment has been installed, and we are awaiting a few remaining items before placing the apparatus into service. Crew training is scheduled to begin in mid-May, with the Engine expected to be fully operational shortly thereafter.
 - b) **Ongoing:** Ambulance Update: The new Ambulance is currently in production and remains on track for service readiness in mid to late summer 2025.
 - c) **Ongoing:** Tower Ladder Update: The new Tower Ladder is scheduled for completion in September 2025.
- 5) **Community Outreach and Education:** Engaging with the community through educational programs, fundraising events such as the pancake breakfast, and to promote fire safety and emergency preparedness.
- a) **Ongoing:** Staff has voted to continue the tradition of the Annual Pancake Breakfast, scheduled for September 7, 2025. This event remains a key opportunity for community interaction and support.
 - b) **COMPLETED:** In May, staff will participate in the "Reading to Students" program at Lincoln Elementary, fostering positive relationships with students and supporting early literacy.
 - c) **Ongoing:** Staff will attend public education events at local schools during Fire Prevention Week in October.
- 6) **Collaboration with Other Agencies:** Strengthening collaboration with other emergency service providers through the MABAS system and attending county meetings and trainings. Working closely with City and County law enforcement agencies, along with local government agencies to enhance overall emergency response capabilities.
- a) **Ongoing:** Chief Freeman and Chief Dion continue to foster strong, collaborative relationships with departments across all three counties within our service area. These connections are vital to ensuring seamless coordination during mutual aid responses.
 - b) **Ongoing:** Our department actively participates in joint trainings, monthly interagency meetings, and resource sharing through the MABAS system. These efforts help ensure that when emergencies arise, we can both provide and receive critical support quickly and effectively.

- 7) Budget Management: Efficiently managing budgets to ensure the department has the necessary resources for operations, equipment, and personnel.
 - a) **Ongoing**- The replacement of aging apparatus is expected to reduce maintenance and repair costs, helping to keep vehicles in service more reliably and extending their operational lifespan.
 - b) **Ongoing**- Negotiations between the City and IAFF Local 580 are ongoing, with the goal of finalizing a contract by late summer 2025
 - c) **Ongoing**- The successful passage of the April 2025 referendum will allow for an increase in daily staffing to five personnel per shift by late 2025 or early 2026, further enhancing service delivery and operational capacity.
- 8) Technology Integration: Adopting new technologies such as the Walworth County Radio Project, that will enhance emergency communication, while continuing to use our new data management system to provide the most accurate analytics and department metrics.
 - a) **Ongoing**- Implementation of the countywide radio system is progressing slower than as planned. The entire system is expected to go live by mid-summer 2025, significantly improving communication capabilities across agencies and jurisdictions.
 - b) **Ongoing**- Our RMS continues to deliver real-time data and performance metrics, allowing the department to provide the most comprehensive and accurate reporting to the City and surrounding townships to date. This data is instrumental in supporting transparency, accountability, and strategic planning.

CITY CLERK-

- 1) Organize a comprehensive training session on Badger book usage for all Chief Election Inspectors and Poll workers.
 - a) **Completed**- March 4, 2024 I invited Michelle Ebbert from Ft. Atkinson to help train all Election Inspectors on Badger Books. This will be an ongoing training as I add more Election Inspectors.
- 2) Transition all application processes online and enable online payment for all associated fees.
 - a) **Ongoing**- Forms are all updated. All forms are online in both English and Spanish. Tiffany will work with Jeremiah to help us to get the payments online as well. We do need to see I.D. in person to perform background checks.
- 3) Ensure that all forms originating from the clerk's office are made available in Spanish.
 - a) **Completed**- I am receiving training May 23, 2024 on translation software to translate all of our forms into Spanish.
- 4) Enlist and provide training for at least one poll worker to act as an inspector at care facilities and nursing homes.
 - a) **Completed**- Tiffany is trained and works without Special Voting Deputies at the Care Facilities and Nursing Homes to complete In Person Absentee Voting.
- 5) Arrange a meeting for business owners with liquor licenses to facilitate the renewal process for their applications. **(I don't believe this is needed)**
 - a) **Not Completed**- The WI Department of Revenue changed the application forms for Alcohol Renewal/Licensing on April 1, 2024. Each form comes with instructions. Business owners have completed the forms, for the most part, completely. We have worked with each business owner when they have brought in their old forms

and educated them on how to fill out the new forms, but have not facilitated an actual training and or meeting. Next year, I would like to make these all electronic.

IRVIN L. MEMORIAL LIBRARY-

- 1) **COMPLETED-** The library will begin the expansion and renovation process for the existing library building.
- 2) **COMPLETED-** The library administrative staff will contribute to the City's monthly newsletter and send out event information content on new materials in the collection and monthly updates on the capital campaign and building project.
- 3) The director, assistant director, youth educational services librarian and programming and makerspace librarian will use 2018, 2019, 2022, and 2023 data and budgets to analyze changing usage trends across non-pandemic years for both physical materials and event attendance. This information will be used to prioritize material expenditures and event types.
 - a) **Ongoing-** We are still working on analyzing the data from all four years.
- 4) The programming and makerspace librarian will record three programs each year in collaboration with the city staff for broadcast on the city's TV station to make programs available to community members who cannot attend in person.
 - (a) **COMPLETED-** We did an instructional video in 2023 on how to get a library card.
 - (b) **COMPLETED-** We will be making a video with the media department's assistance for patrons on how to navigate the new entrance to the library during construction.
- 5) **COMPLETED-** The library will host a welcome back celebration week when the library reopens after being closed for Phase 1 of the construction project.
- 6) The library director and the programming and makerspace librarian will schedule a meeting with the executive director of the Whitewater Area Chamber of Commerce to discuss ways the library can provide aid and information to local small business owners.
 - a) **Not completed-** We plan to have a Chamber Nights event and provide the Chamber with a tour of the new space once it has been completed.
 - b) **Not completed -** Once the library building project has been completed the director/board of trustees will update the Meeting Room Policy to allow small businesses to utilize the meeting rooms for a small fee.
- 7) **COMPLETED-** While the library is closed to the public for the first phase of the library building project (four weeks), professional staff will be providing multiple training sessions for all staff in order to advance their skills in a multitude of areas.
- 8) **Ongoing-** The library director will keep the public updated on the building project as new information becomes available as we move through the different phases of construction.
- 9) This will be done through the use of our website, social media outlets, and printed flyers within the library.
- 10) **Ongoing-** Prepare a plan for library operations during phase three of the renovation.
- 11) **Ongoing-** The library board will assist the director in exploring appropriate pay scales and staffing levels needed to efficiently meet community needs in the newly renovated library.

- 12) **Ongoing**-Provide staff training to become an Affirming Space for our LGBTQIA population during phase three of the renovation.
- 13) **Ongoing** -Complete a digital transition of the library's current website to a Bridges Library System.
 - a) supported platform.
- 14) **Ongoing**- Add pictographs to collection signage to make it more inclusive.
- 15) **Ongoing**- Schedule weekly social media posts from Library Aware.
- 16) **COMPLETED/Ongoing**- Table at two community events to promote library collections and services.
- 17) **Ongoing**-Provide information on library services and programs through tabling at 4K registration and general school registration.
- 18) **Ongoing**- Collaborate with the city media department to create two library PSAs, one for the Makerspace and one for the Library of Things.
- 19) **Ongoing**- Create a display for the Library of Things in the newly renovated library.
- 20) **Ongoing**- Offer tours of the renovated library to various community groups, highlighting the benefits of our space and resources to their mission.
- 21) **COMPLETED**-Create a plan to renew and revitalize the Friends of the Library.
- 22) **Ongoing**- Complete the first year of processing opt-in card applications through the WWUSD online registration platform.
- 23) **Ongoing**- Participate in the city's leadership committee.
- 24) **Ongoing**- Share community stories to highlight the needs and opportunities in Whitewater.

WHITEWATER POLICE DEPARTMENT-

- 1) Complete design work and begin construction of a new PD Evidence/Training building.
 - a) **Ongoing**-WPD's current long-term evidence storage garage is in very poor condition creating a high risk of liability for the City. The current garage is not temperature controlled, and has had problems with rodent intrusion. The ideal plan is building an approximately 50' x 100' pole shed structure that will serve the purpose of long-term evidence storage, evidentiary vehicle storage, as well as a training environment. An RFP will be completed for design work, and based on the design, a construction bid will be published. Prior to 2025, \$180,000 was borrowed and dedicated to this project.
 - b) Goal Impacted: Align future expenditures with available resources
- 2) Implement a new policy and accreditation management system (PowerDMS).
 - a) **Ongoing**- WPD currently utilizes a combination of Microsoft Word and Adobe Acrobat for both policy management as well as management of accreditation documents. This is inefficient causing a great deal of unnecessary staff time to be tied up in editing documents, especially in regards to the creation of accreditation proofs. On the policy management side, the use of word documents makes it very difficult to utilize the expertise of all staff members as the documents don't act as "living" documents that track suggested updates. The PowerDMS software addresses those shortcomings, and will be a significant improvement for the agency.

- b) Goal Impacted: Align future expenditures with available resources
- 3) Create a model of specialization within the Detective Bureau.
 - a) **COMPLETED**: Historically the WPD detective bureau has operated in a way where each detective serves as a generalist handling a large variety of cases. This is mostly due to the caseload and limited number of detectives. However, in 2025, an additional detective was hired. Concurrently, the agreement permitting use of the Waukesha Police Department computer forensic lab, provides us with an opportunity for forensic analysis of electronics. This gives us an opportunity to create a more efficient and specialized detective bureau.
 - b) Goals Impacted: Align future expenditures with available resources and supporting a thriving business community.
- 4) Increase our department's clerical staff capacity by transitioning the part-time Records Technician position to full-time.
 - a) **Ongoing**-This action will assist us in keeping up with the increasing demands of our clerical staff related to records requests and related redaction. The cost will be supported by a video redaction fee system put in place in 2025 as well as an increase in the cost of parking tickets enacted by the Common Council in 2025. The anticipated timeline of the transition is June 28, 2025.
 - b) Goal Impacted: Align future expenditures with available resources
- 5) Partner with Media Services to create a promotional video that will be utilized for future hiring processes.
 - a) **Ongoing**-With the passage of the Police and Fire/EMS referendum, the police department will be hiring an additional five patrol officers. In order to best position the department as an attractive employer, we will promote the agency through the creation of a promotional video. The plan will be to invite Media Services staff to PD trainings throughout the summer to obtain footage of our staff training, attending special events, and completing routine tasks. We will plan to post the completed video on social media and on the City website.
 - b) Goal Impacted: Improve the City's recruitment, retention, and diversity.

PARKS DEPARTMENT-

- 1) Develop Lakes District to create a comprehensive approach integrating environmental conservation and enhancing the health of Trippe and Cravath Lakes.
 - a) **Ongoing**- UW Extension is meeting with the Lake Advisory Committee to host workshops on Lake District creation. 6 months – 2 years to complete
- 2) Develop a Lake Advisory Committee to direct the efforts of the Lakes District and ensure the preservation and enhancement of Trippe and Cravath Lakes are effectively managed.
 - a) **COMPLETED**- First meeting held in January of 2024
 - b) **COMPLETED**- Developed section of website that shares information about the lakes with the community.
 - c) **COMPLETED**- Bids have been accepted and are going for committee and council approval on cattail removal and dredging. End of 2024.

- 3) Update the Lakes Management Plan to consider current conditions, advances in knowledge and evolving community needs to ensure a long-term health and sustainability plan of Trippe and Cravath Lakes.
 - a) **Ongoing**- Contracted with SEWRPC for phase 1 of creating Comprehensive Lakes Management Plan. 2 years to complete
- 4) Secure additional grant funding, including the DNR Lakes Protection Grant and other relevant programs, to support ongoing efforts in revitalizing the lakes' fishing habitat and aquatic vegetation, thereby promoting the sustainability and ecological health of Trippe and Cravath Lakes.
 - a) **Ongoing**- Many grant opportunities require the Lakes Management Plan to be completed before being able to apply. Staff will apply for grant funding to assist in future stages of creation of the plan with SEWRPC's assistance. 2 years to complete. Staff will continue looking for opportunities that we may meet the requirements for in the meantime.
- 5) Strengthen partnerships and enhance communication with community groups, non-profit organizations, and others to support the promotion of the city and local businesses, ultimately fostering economic growth and a stronger sense of community.
 - a) **Ongoing**- Working with Tourism Council and Chamber of Commerce to promote events and the City as a whole. Continuous
 - b) **Ongoing**- Working with UWW, 4H Special Olympics and other community groups to host and enhance events within Whitewater. Continuous
- 6) Enhance communication and diversify the offerings of the Parks Department to better serve the needs and interests of a diverse range of cultures and demographics within our community to create a more inclusive, welcoming, and responsive Parks Department that serves to foster a stronger sense of belonging for all residents.
 - a) **COMPLETED**- Staff will receive training for new translation software in May of 2024.
 - b) **COMPLETED**- New recreation software will have the ability to translate registration pages to numerous different languages.
 - c) **COMPLETED**- Recreation department working with Downtown Association to develop Christmas at Cravath, a walkthrough Christmas light display. November 2024
 - d) **Ongoing**- Complete surveys to all of our population to determine recreational needs and desires from all cultural groups. Inclusion and affordability need to be a priority. Now through Spring of 2025
 - i) Recreation, Senior Center, Special Events survey has been completed. Working to compile answers into comprehensive document.
 - ii) Need to complete surveys for WAFC, and other specific areas of interest in 2025.
- 7) Establish a comprehensive employee recognition and retention program within the parks department to acknowledge the valuable contributions of staff, foster a positive work environment, and promote long-term employee satisfaction and retention.
 - a) **Ongoing**- HR has been doing a great job of addressing this issue. I have been meeting with different sections of staff to determine what would make them happy and have been bringing that back to HR for future development. Continuous (doesn't need to be a budget goal, it should just be a priority always)

- 8) Develop a comprehensive and forward-looking Parks and Recreation Strategic Plan that establishes a robust framework for departmental planning and development, guiding the department's initiatives and projects through 2030 and beyond.
- a) **Ongoing**- Contracted with SEWRPC to complete CORP plan by 2027
 - b) **Ongoing**- Working to complete Parks and Open Space Plan by June 2025.

WAFC-

- 9) Continuously assess staffing levels, program offerings and facility schedules to identify and implement cost-saving measures, ensuring that we reduce expenses without compromising the quality of services.
- a) **Ongoing**- Restructured staffing levels to meet the state minimum requirements. Had to assess the budget and completely overhaul the entire staffing structure to afford to complete the necessary changes. Staffing continues to be a challenge to find reliable, trained staff that are available to work when needed. Continuous
- 10) Develop a comprehensive membership recruitment and retention strategy that effectively engages a diverse audience, encompassing corporate stakeholders, students, healthcare providers, and other segments of our population, to enhance the organization's growth and sustainability.
- a) **Ongoing**- Hunter has had success with the monthly membership drives. Retention is a challenge. We have incorporated different pricing models, UWW Student Rates, and Corporate Pricing Programs
 - i) **Not Completed**: I need to shift this planning to Megan, with her now finished with her school work, she and I will have more time to work together to work with Kristina on a new plan moving forward with all the changes and improvements made.
- 11) Evaluate and restructure party packages to enhance customer satisfaction, profitability, and market competitiveness.
- a) **COMPLETED**- Party Packages have exceeded the budgeted revenue by \$10,000 in the first quarter of 2024!
 - i) Birthday parties continue to hit every mark set and exceeding expectations and revenues in 2025.
- 12) Develop and revise a comprehensive 5-year Capital Improvements Plan that addresses the facility needs of our organization and initiate a successful Capital Campaign to secure the necessary funding for implementation.
- a) **Ongoing**- Plan is in place from Eric, I will be meeting with Dan to better understand the plan and make a factual realistic plan that will allow for the success of the facility into the future. Summer/Fall 2024
 - i) Continuing to work with Dan to address needs and develop long term plan in 2025.
- 13) Enhance communication and diversify the offering of the Aquatic Center to better serve the needs and interests of a diverse range of cultures and demographics within our community to create a more inclusive welcoming, and responsive facility that serves to foster a stronger sense of belonging for all residents.
- a) **Ongoing**- Worked with Kristina to develop a marketing plan that offers excitement around the facility and develop incentive programs to join as well as activities for

the community. Shifted Nicolle from the front desk to strictly managing our social media with daily substantial posts about the WAFC, programs and benefits.

14) Treyton's Field

Increase awareness of our organization's capability to host baseball and softball tournaments while actively promoting outside tournaments on social media platforms, tournament-specific websites, and our own website.

- a) **Not Completed**- Promotional video was created and was never published. Promotion of activities is lacking severely. Needs have been identified and I am working with Ethan to make the necessary changes immediately. June of 2024

15) Develop a consistent field turf maintenance plan that not only streamlines maintenance efforts but also enhances the quality of playing surfaces, ensuring a better experience for athletes and reducing the risk of injury due to poor field conditions.

- a) **Not Completed**- Streets Department performs maintenance of turf. Additional equipment needs to be sourced either for capital purchases or possible rental. Aerification of turf areas, better playing surfaces and new field maintenance equipment should be budgeted for. 2026 Budget

16) Strategically adjust team fees and concession pricing to enhance revenue streams, ultimately covering increasing staffing and field maintenance costs while maintaining customer satisfaction and market competitiveness.

- a) **Ongoing**: We have made huge strides this year and are making money on tournaments. We have to continue to improve to gain additional teams wanting to play here which will only address our success better in the long term.

MEDIA SERVICES-

Page overview

Last 28 days

[See more insights](#)

Views ⓘ

102,297

Reach ⓘ

10,785

Content interactions ⓘ

562

Follows ⓘ

26

1) Facebook Analytics-

- a) **Ongoing**- to invest time and resources into the creation of content for our social media platforms- Facebook and Instagram. By doing so the department is looking to strengthen the following of each platform by 50% by 2026. Over the past 4 months, we have seen a 36% increase in our following.

Post Engagement Grow

From 562 to 5,974:

*Growth: $((5,974 - 562) / 562) * 100 \approx 963.9\%$*

- b) **Ongoing**- Continue to invest time and resources into the creation of content for our PEG TV Station. The Media Services Department relaunched the TV Station in August of 2023. The Media Services would like to expand the content shown on this platform.

- (1) Working with Jim Mead, UWW Professor to show UWW content on Channel 990.

- c) **COMPLETED/Ongoing**- Create videos highlighting local businesses and activities in the city. These videos will become content that will be featured on our social media platforms and the PEG TV Station
 - (1) Created 3 Business Spotlight videos- Stellar Vintage, Discover Whitewater and Second Salem.
 - (2) BicycleWise- has been filmed and working on editing that video
- d) **COMPLETED/Ongoing**- Work with other departments to create 'how-to' videos specific to each department in case of absences/new staffing.
 - (1) How to report an emergency
 - (2) Understanding TIF
- 2) **Ongoing**- to gradually update equipment to non-obsolete gear. Have Media Services Staff go through the White Memorial building and complete a formal inventory of all of the equipment.
- 3) **COMPLETED:** By 2026 the Media Services staff will be fully housed at the municipal building, and will no longer be utilizing the space at the White Memorial Building

Finance Department

- 1. **COMPLETED:** Review and redevelopment of Policy Documents.
- 2. **COMPLETED:** Continue refinement of Operational and Capital Budgeting process.
 - a. Submit 2024-2025 Budget for GFOA Distinguished Budget Award Program
 - b. Improve composite score -Unknown if score improved. I cannot locate the letter.
- 3. **IN PROGRESS:** Housing Initiatives:
 - a. Develop a comprehensive financial model for affordable housing initiatives, including an impact assessment of tax increment financing.
 - b. Conduct a fiscal impact analysis for each proposed housing project, ensuring long-term financial sustainability.
- 4. **COMPLETED:** Public Communication:
 - a. Utilize digital platforms for disseminating finance-related information, like a dedicated section on our website or social media updates. This can include the recent water credit policy and informing residents they can sign up to monitor their own water usage.
- 5. **COMPLETED:** Recruitment and Retention:
 - a. Assist HR to analyze the cost-benefit of various employee retention strategies to determine if anything is more impactful than another.
- 6. **IN PROGRESS:** Business Community Relationships:
 - a. Conduct feasibility studies for potential revised agreements with CDA, UWW, and the Innovation Center.

- b. **COMPLETED:** Regular financial review of the CDA to optimize resource utilization of existing programs.

7. Financial Prudence:

- a. **IN PROGRESS:** Implement periodic financial stress tests.

COMPLETED: Establish a proactive departmental budget monitoring system to prevent issues like those encountered with the WAFC, focusing on maintaining appropriate budget level and ensuring spending categories align accurately with allocated funds.

IT

- 1) **Ongoing**-Replacement of four server hosts (Hosts Virtual Servers) – 2024/2025
 - a) Current VMs are on the new appliances, and the old appliances are being decommissioned. We are in the process of upgrading the VMs and SQL instances. Depending on the complexity of the applications, this can be finished before Q4.
- 2) **Not Completed**- Conduct an external Penetration test with a 3rd Party – 2024/2025
 - a) Not started due to the delays in the server project & budgetary constraints. Delayed to 2026.
- 3) **Ongoing**-Rollout of Multifactor Authentication for Microsoft access – 2024/2025
 - a) This project is slated to go live Before 10/15/25 when Office 2019 is deprecated.
- 4) **COMPLETED**-Creation of a hardware replacement policy – 2024
 - a) Completed 10/24
- 5) **COMPLETED**- Overhaul firewall rules – 2023-2025
 - a) In the beginning of this project, we were over 540 rules, and now we are under 130. This will continue as we improve the various networks within the City and consolidate VLANs. As this is a continuous improvement project, work will continue until staff is satisfied rather than hitting a hard number.
- 6) **COMPLETED**-Replace the Aquatic Center's network switch & add more surveillance cameras – 2024
 - a) Switch replaced 4/24. WAFC elected to not add more cameras in this budget cycle.**COMPLETED**- Added IT Support Technician – 2024
 - b) Completed 3/24**Ongoing**- Create an Incident Response Management Plan – 2024-2026
 - c) Staff has begun to put together responses to various IT emergencies – specifically to network access loss at key buildings & user credentials hacked.
- 7) **Ongoing**- PC Replacement & Move to Windows 11 – 2024/2025
 - a) Most workstations in the City have been replaced or have been scheduled to be replaced. Before the end of 2025, all workstations will be no older than 2020.
- 8) **Ongoing**- Migrate the City to O365 – 2025
 - a) This project is slated to go live before 10/15/25 when Office 2019 is deprecated. The email exchange will also be migrated to a government tenant and off its existing commercial tenant.
- 9) **Ongoing**- Replace the City's VoIP System – 2025
 - a) Proposals received and in process of being evaluated. Slated to be completed before EOY.
- 10) **COMPLETED** - Optimize City Hall's wifi – 2025
 - a) Completed 9/24. New access points have been installed in the Council Chambers, in the Fire Department briefing room, and the Cravath Conference room, Police Department, and the IT office. Staff has also deployed FirstNet signal boosters in the FD & PD.

DPW-

Streets-

- 1) **COMPLETED** -Better communication with property owners affected by street reconstruction projects by informing them by letter of the upcoming project and obtaining emails to send out weekly or biweekly construction updates. Also provide general public with updates via social media.
- 2) Work with potential developers by providing quick and accurate information and help them walk through the process of city paperwork that may need to be filled out.
- a) **COMPLETED**– Worked with developers for Meadowview Court in providing as-builts and incorporating curb & gutter and sidewalk replacement and an asphalt overlay into the 2024 Street Maintenance program. Worked with the developer and engineer for the completion of the Park Crest Subdivision. Worked with the developer and engineer for the design of multi-family housing off Moraine View Parkway.
- 3) Develop 5 Year Street Maintenance Plan – Determine streets, with associated costs, for the next five years for improvements. Projects to include reconstruction, asphalt overlay, seal coating and crack filling.
- a) **Ongoing** – Streets for maintenance in 2025 and 2026 were determined in Q1 2025. Updated costs for 2026 reconstruction streets will be completed with the CIP. Projects for 2027 – 2030 will be updated with the completion of the road ratings for each street later this year.
- 4) Develop Sidewalk Replacement Program – Develop a systematic approach to identify defective sidewalk throughout the City and develop a plan to replace a desired amount each year.
- a) **Ongoing** – Updated the Municipal Code for sidewalk construction/replacement to better reflect current practices. Will be selecting sections of streets for inclusion in the 2026 street reconstruction projects.
- 5) Equipment Replacement Fund – Continue to define a schedule to replace vehicles and equipment in the street department to provide employees with better and up to date equipment. Some vehicles in use are over 30 years old.
- a) **Ongoing** – This is an ongoing project throughout the year to develop and update plan for upcoming budgets.
- 6) Construction of Ann Street, Fremont Street and Forests Street – Coordinate with Strand Associates in oversight of the reconstruction of Ann Street from Trippe Street to Fremont Street, Fremont Street from Ann Street to Whitewater Street, Fremont Street from Starin Road to Whitewater Creek, Forest Avenue from Church Street to 4th Street.
- a) **COMPLETED**– Fremont Street, Ann Street/Fremont Street and Forest Avenue have been completed with new sanitary sewer, water main, storm sewer, curb & gutter, sidewalk and asphalt pavement.
- 7) Biennial Street Projects - Together with Superintendents and Strand, develop construction plans for street reconstruction projects in 2026.

- a) **Ongoing** – Strand is actively developing plans for Jefferson Street, North Street, and Putnam Street for reconstruction in 2026. Staff is involved in answering questions and making decisions on design aspects.

WASTEWATER-

- 1) For phosphorus compliance, the utility continues to work towards the final end goal of 0.075 mg/l. Currently, the utility is reaching compliance via the Multi Discharger Variance. However, this variance is scheduled to end in 2027 (it may get extended pending EPA approval). Compliance options after the termination of the MDV program vary and will continue to be evaluated. The utility will continue to work towards evaluating nutrient trading and construction options. Regardless of the chosen compliance option, there will be increased costs to reach the permitted phosphorus limits.
 - a) **Ongoing** – Staff continue to talk to DNR and attend classes to learn and stay up to date on the MDV. We continue to look at process tweaks to the system.
- 2) Improve upon our “in-house” training program by targeting needed programs as suggested by staff and by empowering staff to lead trainings in their area of interest and knowledge. With the addition of many new staff members at the Wastewater Utility it is crucial to develop a knowledge base within staff members that provides sound succession planning as well as efficient operation of the utility.
 - a) **Ongoing** – Scheduled in-house trainings have taken place and will continue.
- 3) Utility staff will be addressing items noted on past smoke testing reports in a prioritized fashion. There is work to be done on both public and private infrastructure.
 - a) **Not Completed** – Task not started as of yet.
- 4) In recent years staff has worked hard at updating the information in the GIS system. The goal is to continue updating by providing maintenance records and updated locations when sewers are reconstructed.
 - a) **Ongoing** – Staff is working with Laura on inputting new data and cleaning up the wastewater layers within the GIS system.
- 5) As an ongoing need, we will continue to plan for and verify that we can access all off-road sanitary structures in the event of emergencies. Interceptor sewer mains will be the first lines targeted.
 - a) **Not Completed** – Due to some staff changes, this project has not started yet.
- 6) Continue to evaluate bio-solids handling processes and long-term planning as it relates to increased biosolids regulations and land application availability. The utility is currently working with an engineering firm to develop a long-term plan.
 - a) **COMPLETED** – Biosolids study has been completed. Based on alternatives investigated, staff has determined it best to maintain the existing anaerobic digesters centrifuge. If DNR regulations for biosolids change, the alternatives in the study will be reevaluated.

WATER-

- 1) Continue in-house residential meter replacement program and cross-connection inspections. Review ways for better communication with customers on scheduling appointments.
 - a) **COMPLETED** – Staff updated the Share Calendar for easier use and there is additional follow-up after an appointment is scheduled.
- 2) Continue with an outside firm to do our non-residential cross-connection program. Provide better communication to businesses on the reason for these inspections.
 - a) **COMPLETED** – There has been improved communication between HydroCorp/City and the property owners as to the need for these inspections and what is being looked for during the inspections.
- 3) Complete both private and public side water lateral material identification per DNR/EPA mandate and enter information into the EPA website by October, 2024.
 - a) **COMPLETED** – Staff has collected all required information and has completed the required spreadsheet.
- 4) Create program and timeline to replace private and public lead laterals. Communicate with council members and affected property owners the health implications of lead laterals.
 - a) **Ongoing** – This project has been bid out and awarded to a contractor. Public and private lead service lines will be replaced between June and August of 2025. All property owners have been notified and returned entry authorization forms. The City was notified it will receive 100% principal forgiveness for the private side laterals and an 0.25% interest rate on the borrowed money for the public side laterals.
- 5) Investigate turning the bulk water fill station from manual operation and billing to an automatic system to make it more efficient for the companies who use it.
 - a) **COMPLETED** – This project was looked at with the updates to Well 7. However, no feasible and economical solution was found.
- 6) Monitor and review new water test standards and containment levels (like PFAS) from the EPA .
 - a) **Ongoing** – New standards are being discussed for PFA's. The City's last test for these forever chemicals provided a Non-Detect. The City continues to test quarterly for PFA's.

STORMWATER-

- 1) Storm Sewer Maintenance Tracking – Working with GIS staff, develop protocols to determine and track maintenance requirements on storm sewer related devices, including items such as, detention pond maintenance, inlet cleaning, inlet reconstruction, and outfall inspections.
 - a) **Not Completed** – This will be a 2025 Goal to be started over the summer.

- 2) Communicate with Private Post-Storm Water Management Device property owners on the need to clean and maintain their devices to be in compliance with City and DNR requirements.
 - a) **Ongoing** –Follow up inspections were completed with private property owners who required maintenance. Letters were sent to property owners who still needed to complete maintenance with a deadline of July 31, 2025. If maintenance is not completed, the city will commence the maintenance work in 2026 and invoice the property owner.



Council Agenda Item

Meeting Date: July 15, 2025

Agenda Item: Staff Update Walworth Ave and Prince St Intersection

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

At the May 20, 2025 Council meeting, staff introduced an Ordinance for the installation of stop signs on Walworth Avenue at Prince Street. The motion died due to no second. The council asked for this intersection to be discussed at a Public Works Committee meeting for additional ideas. After discussion, the Committee decided to install additional "Cross Traffic Does Not Stop" signs on the back side of the "Stop" signs on the far side of the intersection. Additionally, there are two directional signs on Walworth Avenue, one in each direction, that are installed where motorists would expect to see "Stop" signs installed. While not in the shape of an octagon "Stop" sign, motorists on Prince Street may be seeing the sign and post and assuming traffic on Walworth Avenue is stopping. As a reminder, the majority of the accidents are motorists stopping on Prince Street and then turning onto Walworth Avenue. These signs will be relocated further to the east and west on Walworth Avenue. One other note, there are old utility poles that still need to be removed. These are causing additional vision blind spots. WE Energies is waiting for Charter to move their facilities over to the new poles so they can remove the old ones.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A



Common Council Meeting

Meeting Date:	July 15, 2025
Agenda Item:	Hemp 1848 Inc Cigarette, Tobacco, Vape License Denial
Staff Contact (name, email, phone):	Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

BACKGROUND

(Enter the who, what, when, where, why)

Jerry McCoy, the owner of Hemp 1848 Inc applied for his yearly Cigarette, Tobacco, Electronic Vape license at the City Clerk's office on June 10, 2025. On June 13, 2025, the Clerk's office received a disapproval of license from Police Chief Dan Meyer due to omitting convictions for offenses he had been charged with on his application. According to sec. 134.65(1m)(a), Wis. Stats., a city may not issue a license under sub. 1(1d) unless the applicant meets all of the following requirements: 1) Subject to ss. 111.321, 111.322, and 111.335, the applicant has not habitually been a law offender or been convicted of a felony unless pardoned. On June 23, 2025 I sent a letter both by regular U.S. mail and Certified mail, explaining the denial and how to appeal the decision. On June 27, 2025 I received an email from Jerry McCoy explaining that he would like to appeal the decision.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1848 Cigarette, Tobacco, and Electronic Vaping Application and Denial
Email from Jerry McCoy requesting an appeal.

MEMORANDUM

TO: City Clerk Heather Boehm
FROM: Dan Meyer, Chief of Police
SUBJECT: Disapproval of Cigarette, Tobacco, and Electronic Vaping Device Retail License Application for **Jerry C McCoy**
DATE: June 13, 2025

On June 11, 2025, Jerry C McCoy, 30 S Main St., Janesville, WI, applied for a cigarette, tobacco, and electronic vaping device retail license with the City of Whitewater. At that time the usual background investigation was conducted.

Effective June 13, 2025, the following information is being supplied on an official basis concerning the cigarette, tobacco, and electronic vaping device retail license application of Jerry C McCoy. Pertinent records of the local and state agencies have been searched as of this date with the following results: (Only that information which would bear upon this application is recorded. Traffic violations are excluded.)

DANE COUNTY SHERIFF

07/19/2001: BAIL JUMPING – MISDEMEANOR - CONVICTED

MADISON POLICE DEPARTMENT

06/28/1999: DISORDERLY CONDUCT – MISDEMEANOR – CONVICTED

05/27/2001: DISORDERLY CONDUCT – MISDEMEANOR - CONVICTED

WAUWATOSA POLICE DEPARTMENT

09/12/2000: DISORDERLY CONDUCT – NON-CRIMINAL - CONVICTED

Jerry C McCoy failed to list all of his convictions for offenses he had been charged with on his application.

According to sec. 134.65(1m)(a), Wis. Stats., a city may not issue a license under sub. (1d) unless the applicant meets all of the following requirements:

1. Subject to ss. 111.321, 111.322, and 111.335, the applicant has not habitually been a law offender or been convicted of a felony unless pardoned.

Based on the above information, I recommend that this applicant be denied his cigarette, tobacco, and electronic vaping device retail license application.

DM/jh



www.whitewater-wi.gov
Telephone: 262-473-0102

Office of the City Clerk
312 W. Whitewater St.
Whitewater, WI 53190

**TRANSMITTED VIA
CERTIFIED AND REGULAR MAIL**

June 23, 2025

Jerry McCoy
30 South Main Street
Janesville, WI 53545

Dear Mr. McCoy,

Your application for a Cigarette, Tobacco, and Electronic Vaping Device Retail License has been recommended for denial by Chief of Police Meyer. A copy of his report is enclosed.

If you wish to contest this denial, please submit a written request for appeal to the City Clerk's Office by email to hboehm@whitewater-wi.gov or by mail to P.O. Box 178, Whitewater, Wisconsin 53190. Arrangements will be made for you to appear before the Common Council to present your appeal.

I have sent a request to our Finance Department to refund a portion of the fee you paid. The City will retain \$7.00 to cover the cost of the investigation fee. A check in the amount of \$93.00 will be processed and sent to you via mail to the address above.

Sincerely,

Heather Boehm
City Clerk

Enclosure

Cc: Comptroller

Cigarette, Tobacco, and Electronic Vaping Device Retail License Application

FOR CLERKS ONLY	
Municipality	
License Period	

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietor) <u>Hemp1848, inc</u>		
2. Business Trade Name or DBA		
3. FEIN <u>87 2584797</u>	4. Wisconsin Seller's Permit Number	
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		
6. State of Organization <u>Wisconsin</u>	7. Date of Organization <u>04-01-2019</u>	8. Wisconsin DFI Registration Number
9. Premises Address (do not use PO Box) <u>174 W. Main St.</u>		
10. City <u>Whitewater</u>	11. State <u>WI</u>	12. Zip Code <u>53190</u>
13. County <u>Walworth</u>	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>White water</u>	15. Aldermanic District
16. Mailing Address (if different from premises address) <u>30 South Main St</u>		
17. City <u>Janesville</u>	18. State <u>WI</u>	19. Zip Code <u>53545</u>
20. Premises Phone <u>608-361-8735</u>	21. Premises Email <u>mcc777@gmail.com</u>	22. Website <u>Hemp1848.com</u>
23. Premises Description - Describe the building or buildings where cigarettes, tobacco products, and electronic vaping devices are to be sold and stored. Describe all rooms including living quarters, if used, for the sales and/or storage of cigarettes, tobacco products, and electronic vaping devices and records. Cigarettes, tobacco products, and electronic vaping devices may be sold and stored ONLY on the premises described in this application. Attach a floor plan if possible. <u>They will be kept in a locked display cabinet.</u>		

Part B: Questions

1. What products will be sold at this business location? (check all that apply)	
<input type="checkbox"/> Cigarettes	<input type="checkbox"/> Tobacco Products
<input checked="" type="checkbox"/> Electronic Vaping Devices	
2. How will cigarettes, tobacco, and/or electronic vaping devices be sold? (check all that apply)	
<input checked="" type="checkbox"/> Over the counter	<input type="checkbox"/> Vending machine
3. Is the applicant business owned by another business entity? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, provide the name(s) and FEIN(s) of the business entity(s) below. Attach additional sheets if necessary	
3a. Name of Business Entity: _____	
3b. FEIN of Business Entity: _____	

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following titles or positions in the applicant business and any businesses listed in Part B, Question 3: sole proprietor: all officers, directors, and agents of a corporation: all partners of a partnership: and all members and agents of a limited liability company. Attach additional sheets if necessary.

Include Form CTV-101, *Individual Questionnaire*, for each person listed below.

Last Name	First Name	Title	Phone

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 managing member of an LLC

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

- I will only purchase cigarettes, tobacco, and vapor products from distributors, jobbers, or subjobbers permitted by the Wisconsin Department of Revenue, unless I also hold the proper distributor's permit and pay all applicable excise taxes.
- I will not purchase or exchange products from another retailer, including transferring existing stock to a new owner.
- I will provide tobacco sales training that has been approved by the Wisconsin Department of Health Services to my employees. (<https://witobaccocheck.org>).
- I will not sell single cigarettes.
- I will not sell, give, or otherwise provide cigarettes, tobacco, or any nicotine products to minors.
- I will keep product invoices on the licensed premises for two years and ensure the records are available for inspection by law enforcement. Failure to comply with this will result in criminal penalties, including loss of inventory.
- I will not sell cigarettes or roll-your-own (RYO) tobacco products unless listed on the Wisconsin Department of Justice's directory of certified tobacco manufacturers and brands.

Further, under penalty provided by law, I state that this application has been truthfully answered to the best of my knowledge. I agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another. Any 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. 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	
	06-10-2025	
Name (Last, First, M.I.)		
McCoy Jay		
Title	Email	Phone
Owner	McCoyj770@gmail.com	608-361-8735

Part E: For Clerk Use Only

Date application was filed with clerk	Date license issued	Date license expires	License number
License fees	Signature of Clerk/Deputy Clerk		

Cigarette, Tobacco, and Electronic
Vaping Device - Individual Questionnaire

Date

Part A: Business Information

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

Hemp 1848 inc

2. Business Trade Name or DBA

3. Entity Type (check one)

☐

Sole Proprietor

☐

Partnership

☐

Limited Liability Company

☒

Corporation

Part B: Individual Information

1. Name (Last)

McCoy

2. Name (First)

Jen

3. Name (M.I.)

4. Relationship to Business (Title)

Owner

5. Email

mccoj770@gmail.com

6. Phone

608 361 8735

7. Home Address

30 South main St

8. City

Jamesville

9. State

WI

10. Zip Code

53190

11. Date of Birth

06/21/1968

12. Drivers License/State ID Number

M 200 4236821205

13. Drivers License/State ID State of Issuance

Wisconsin

Part C: Individual's Address History

List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address	City	State	Zip Code
Previous Address 1			
Previous Address 2			
Previous Address 3			
Previous Address 4			
Previous Address 5			
Previous Address 6			

If applicable, list all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
WI	Milwaukee	WI	Rock				
State	County	State	County	State	County	State	County

Continued →

Part D: Individual's Criminal History

1. Have you ever been convicted of any offenses (other than traffic offenses) for violation of any federal, Wisconsin, or another state's laws, or of any county or municipal ordinances?

☒ Yes ☐ No

If yes to question 1, please list details of each conviction below:

Law/Ordinance Violated <i>Conspiracy</i>	Location <i>Madison</i>	Trial Date <i>OCT 2004</i>
Penalty Imposed <i>328 months</i>	Was sentence completed? <input checked="" 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	
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 currently pending against you (other than traffic offenses) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?

☐ Yes ☐ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation by Individual

READ CAREFULLY BEFORE SIGNING: 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 an application for cigarette, electronic vaping devices, and tobacco products retail license may be required to forfeit not more than \$1,000 if convicted. I declare under penalties of the law that I have examined this information and, to the best of my knowledge, it is true, correct, and complete to the best of my knowledge and belief.

Signature

Date

06-18-2025

Part F: Licensing Authority Approval

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, this individual does not have a criminal record that would disqualify them from having an interest in a cigarette, tobacco product, or electronic vaping device retailer license according to sec. 134.65(1m), Wis. Stats.

Name of Local Official

Title

Signature of Local Official

Date



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-224-5761
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

000011

Letter ID L0185559088

JERRY MCCOY
HEMP1848 INC.
30 S MAIN ST
JANESVILLE WI 53545-3923

Wisconsin Department of Revenue Seller's Permit

Legal/real name: HEMP1848 INC.

Business name:
174 W MAIN ST
WHITEWATER WI 53190-2084

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1030803541-04

From: [Jerry McCoy](#)
To: [Heather Boehm](#)
Subject: Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license
Date: Friday, June 27, 2025 8:18:11 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Appeal Letter

Jerry McCoy
Hemp1848 / Dank1848 Inc.
30 South Main Street
Janesville, WI 53545
(608)361-8735
mccoyj770@gmail.com

Date: 06/27/2025

Heather Boehm
City Clerk
City of Whitewater
312 W. Whitewater Street
Whitewater, WI 53190

Subject: Appeal of Denial – Cigarette, Tobacco, and Electronic Vaping Devices Retail License

Dear Ms. Boehm,

On behalf of Hemp1848/Dank1848 Inc., I respectfully submit this letter as a formal appeal to contest the denial of our application for a cigarette, tobacco, and electronic vaping devices retail license in the City of Whitewater.

The denial was issued on the basis of my failure to list all prior convictions as required under **Section 134.65(1m)(a), Wisconsin Statutes**. I want to sincerely apologize for this oversight. I fully understand the importance of accurate and complete disclosure in this process, and I deeply regret the mistake. Please know that it was not intentional, and in no way meant to deceive or mislead. I have since reviewed all relevant legal documentation and am submitting a corrected disclosure along with this letter to ensure full transparency.

Hemp1848/Dank1848 Inc. is a locally owned Wisconsin business that has served Milwaukee, Janesville, and surrounding communities with hemp-derived products including premium flower, tinctures, edibles, vaporizers, and other natural health alternatives. Our company is founded on the belief that everyone deserves access to safe, lab-tested, and legally compliant wellness solutions.

Over the years, we have developed a strong track record of compliance with state and federal regulations. We are fully licensed and operate under proper zoning and business laws at our current locations. In addition, we actively engage with our community through local events, wellness education, and partnerships with health-centered organizations.

We are eager to bring that same standard of professionalism and service to Whitewater. It is our goal to be a responsible retail partner in the city—offering not only quality products, but also trustworthy customer education and a safe environment for legal adult-use sales.


In light of the corrective action I have taken, and given the broader context of our business conduct and intentions, I respectfully ask that you reconsider our application and allow us the opportunity to serve the Whitewater community.

Thank you again for your time, your service, and your consideration of this appeal. I am more than willing to provide any further clarification or documentation required.

Sincerely,

Jerry McCoy

Owner, Hemp1848 / Dank1848 Inc.

	<h1>Common Council</h1>
Meeting Date:	July 15, 2025
Agenda Item:	They Waypoint Bar and Games
Staff Contact (name, email, phone):	Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

<p align="center">BACKGROUND (Enter the who, what, when, where, why)</p>

The Waypoint Bar and Games, LLC applied for a Class B Beer and Liquor license for the 2025-2026 license year. They are located at 141 B W Whitewater Street, Whitewater, WI 53190. There are certain businesses that the state allows Class B alcohol licenses to go to. Arcade is not an approved business, bar is. Chief Meyer did reach out to the Wisconsin Department of Revenue to ask if an Arcade is an acceptable business to have an alcohol license. Because the business is wanting to allow patrons 21 or younger to be in the establishment in the designated no alcohol areas. At the time of writing this memo, we had not heard back from the yet. Hopefully we will have an answer by the start of this meeting.

<p align="center">PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS (Dates, committees, action taken)</p>

June 9, 2025 the agents of the Waypoint Bar and Games did go before the Plan & Architectural Review Commission for their Conditional Use Permit. They approved for the Conditional Use Permit.
 July 10, 2025 the Alcohol Licensing Committee heard the owners of Waypoint plans. The committee did recommend this for approval of the Class B Alcohol license.

<p align="center">FINANCIAL IMPACT (If none, state N/A)</p>
--

N/A

<p align="center">STAFF RECOMMENDATION</p>

The recommendation would be that if The Waypoint Bar and Games is going to operate as an Arcade and allow persons under 21 without their parent or guardian, that wants to serve alcohol, that is not an approved business and I would not recommend approving the license. If The Waypoint wants to operate as a bar and persons under 21 will have to have a parent or guardian with them at all times, then I would recommend the approval of the license.

<p align="center">ATTACHMENT(S) INCLUDED (If none, state N/A)</p>
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Retail Alcohol Beverage Licensing Guide for Municipalities
 Fire Department Memo
 The Waypoint Bar and Games LLC Alcohol Application (PD memo is included as 1st page of application)



Retail Alcohol Beverage Licensing Guide for Municipalities

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IMPORTANT CHANGES

- Publication 309 has been updated significantly due to the passage of 2023 Wisconsin Act 73. The publication has been reformatted, references to forms and statutes have changed, and new sections and appendixes have been added.

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations enacted as of March 27, 2025: chapter 125, [Wis. Stats.](#), and chapters Tax 7 & 8, [Wis. Adm. Code.](#)

Laws enacted and in effect after this date, new administrative rules, and court decisions may change the interpretations in this document. Guidance issued prior to this date, that is contrary to the information in this document is superseded by this document, according to sec. 73.16(2)(a), Wis. Stats.

1. INTRODUCTION

This publication provides guidance for municipalities about licenses for the retail sale of alcohol beverages in Wisconsin. Wisconsin law prohibits retail sales of alcohol beverages without an approved license issued by a municipality (cities, villages, or towns), or a permit issued by the department.

Similarly, no owner, lessee, or person in charge of a public place may allow the consumption of alcohol beverages on the premises of the public place, unless the person has the appropriate retail license or permit.

2. DEFINITIONS

Alcohol Beverages: All types of beverages that contain at least 0.5% ABV. (fermented malt beverages and intoxicating liquor) sec. [125.02\(1\)](#), Wis. Stats.

Cider: A wine product obtained from the fermentation of the juice of apples or pears and contains at least 0.5% and no more than 7% ABV. sec. [125.51\(2\)\(e\)\(1\)](#), Wis. Stats.

Consumption Off-Premises: Consumption of alcohol beverages not on the premises where the sale occurred.

Consumption On-Premises: Consumption of alcohol beverages on the premises where the sale occurred.

DAB: Division of Alcohol Beverages

Distilled Spirits: Intoxicating liquor but does not include wine.

DOR: Department of Revenue

Fermented Malt Beverages (FMB): any beverage that meets the definition in sec. [125.02\(6\)](#), Wis. Stats. Also referred to as "beer."

Initial Issuance: The first time a license is issued to a person (see definition for "person").

Intoxicating Liquor: All beverages containing at least 0.5% ABV, except fermented malt beverages, sec. [125.02\(8\)](#), Wis. Stats (Distilled spirits, wine, and cider). Also referred to as "liquor."

License: An authorization to sell alcohol beverages issued by a municipal governing body. sec. [125.02\(9\)](#), Wis. Stats.

Licensee: Any person that holds a retail or operator's license issued by a municipality.

Permittee: Any person that holds a DAB-issued permit. Examples include Operator's Permits, Sports Club Permits, Wholesaler's Permits, and Brewer's Permits.

Person: A natural person, business, or other entity that meets the definition of person under sec. [125.02\(14\)](#), Wis. Stats.

Premises: The buildings or land described in a retail alcohol beverage license certificate document, sec. [125.02\(14m\)](#), Wis. Stats.

Renewal: The second and subsequent times a license is issued to a person.

Wine: A product with at least 0.5% ABV and no more than 21% ABV obtained by alcohol fermentation of grapes or agricultural products. sec. [125.02\(22\)](#), Wis. Stats.

3. AUTHORITY

A. Municipalities

Municipalities may grant and issue licenses for the sale of alcohol beverages, subject to restrictions imposed by Wisconsin law. A municipality may prescribe and enforce additional regulations not in conflict with state law (sec. [125.10\(1\)](#), Wis. Stats.).

Municipalities cannot be held liable in civil court for damages caused by the consumption of alcohol beverages by any person for:

- Issuing alcohol beverage licenses
- Allowing a licensee or permittee to sell, dispense, or give away alcohol beverages on property owned or leased by the municipality
- Failing to monitor or supervise the activities of the licensee or permittee (sec. [125.037](#), Wis. Stats.).

Note: Any license issued in violation of state law is void under sec. [125.04\(2\)](#), Wis. Stats. The municipality may enforce forfeitures, license suspensions, or revocations for violating municipal ordinance. Any penalty, suspension, or revocation must be reported to DAB within 10 days.

B. Division of Alcohol Beverages (DAB)

The Division of Alcohol Beverages is responsible for the statewide enforcement of Wisconsin Statutes Chapter 125. DAB issues permits to alcohol beverage producers and wholesalers. DAB shares regulatory responsibility with municipalities over alcohol beverage retail sales and licensees.

DAB issues the following retail alcohol beverage permits:

(1) Sports club "Class B" (liquor) – clubs for specific sports may sell intoxicating liquor if all the following apply:

- The facilities are not open to the general public.
- The facilities are operated solely for golf, tennis, curling, ski-jumping, or yachting.

- The municipality does not issue such licenses.
- If a municipality issues "Class B" licenses **and** the club was not issued a liquor license under sec. 176.05 (4a), Wis. Stats. (1979) **and** does not currently hold a "Class B" license.
(sec. [125.51\(5\)\(a\)](#), Wis. Stats.)

(2) Sports club Class "B" (beer) - retailers may sell beer if all the following apply:

- The facilities are not open to the general public.
- The facilities are operated solely for golf, tennis, curling, ski-jumping, or yachting.
- The municipality does not issue such licenses.

(sec. [125.27\(1\)\(a\)](#), Wis. Stats.)

(3) Public facility and airport "Class B" (liquor) - designated concessionaires may sell liquor within a county or municipally owned airport or public facility.

- A Class "B" (beer) license must be obtained from the municipality the airport or public facility is located in.

"Concessionaire" means a person designated by resolution of a county or municipality owning an airport or public facility to operate premises in the airport or public facility.

"Public facility" means an arena, coliseum, related exposition facility, or center for the performing or visual arts.

(sec. [125.51\(5\)\(b\)](#), Wis. Stats.)

(4) Vessel Class "B" (beer) and "Class B" (liquor) - retailers may sell beer and liquor for consumption on a vessel (boat) having a regular place of mooring located in any Wisconsin waters if:

- The vessel is certified by the U.S. Coast Guard, classed by the American Bureau of Shipping, or covered by liability insurance.

AND meets one of the two following criteria:

- The vessel has an approved passenger capacity of 40 or more individuals, serves food, and liquor and beer sales on the vessel account for less than 50 percent of food and beverage gross receipts.
- The vessel has an approved passenger capacity of 100 or more individuals and liquor and beer sales on the vessel account for less than 50 percent of gross receipts.

The permittee may store beer or liquor purchased for sale on the vessel or property owned or leased by the permittee near the vessel's regular place of mooring (secs. [125.27\(2\)](#) and [125.51\(5\)\(c\)](#), Wis. Stats.).

(5) Operator's (Bartender's) Permit - Authorized operators supervise the sales and service of alcohol beverages. DAB issued operator's permits are valid in any Wisconsin municipality and may be used at any licensed or permitted premises in Wisconsin. The qualifications to obtain and hold an operator's permit are the same as for municipally issued operator's licenses (secs. [125.175](#) and [125.17](#), Wis. Stats.).

4. LICENSE TYPES & AUTHORIZATIONS

A. Retail Licenses

(1) Class "A" (Beer) - Authorizes sales of beer in any quantity in original packages for off-premises consumption.

- Examples: convenience stores, drug stores, liquor stores, grocery stores
- Initial and renewal fees are set by municipal ordinance.
- Not subject to state-imposed quota.

(sec. [125.25](#), Wis. Stats.)

(2) "Class A" (Liquor) - Authorizes sales of intoxicating liquor in any quantity in original packages for off-premises consumption.

- Examples: convenience stores, drug stores, liquor stores, grocery stores
- Initial and renewal fees are set by municipal ordinance but must be at least \$50 and no more than \$500.
- Not subject to state-imposed quota.

(sec. [125.51\(2\)](#), Wis. Stats.)

(3) "Class A" (Cider Only) - Authorizes the sale of only cider to consumers in original packages for off-premises consumption.

- Examples: convenience stores, drug stores, liquor stores, grocery stores
- A retailer must possess a Class "A" (Beer) license to obtain a "Class A" (Cider Only) license.
- No initial or annual fee.
- Not subject to state-imposed quota.
- Not required if the business holds a "Class A" (liquor) license

(sec. [125.51\(2\)\(e\)](#), Wis. Stats.)

(4) Class "B" (Beer) - Authorizes the sale of beer to consumers for on- and off-premises consumption.

- Examples: bars, restaurants
- The only business that can be conducted on a Class "B" premises is the sale and service of alcohol beverages with the following exceptions under sec. [125.32\(3m\)](#), Wis. Stats.:
 - Hotels
 - Restaurants, including those located in or a part of a mercantile establishment
 - Grocery store and tavern combinations
 - Sporting goods store and tavern combinations located in towns, villages, and 4th class cities
 - Novelty store and tavern combinations
 - A bowling centers or recreation premises
 - Clubs, societies, and lodges that have existed for at least 6 months prior to the date of filing application.
 - Movie theaters
 - Painting studios
 - Temporary "Class B" premises
 - An axe throwing facilities

- Initial and renewal fees are set by municipal ordinance but cannot be more than \$100.
- Not subject to state-imposed quota.

(sec. [125.26](#), Wis. Stats.)

(5) "Class B" (Liquor) - Authorizes the sale of intoxicating liquor to consumers.

- Licensees may sell intoxicating liquor to consumers in the following ways:
 - For on-premises consumption by the glass and not in the original package or container.
 - For off-premises consumption by the glass if sealed with a tamper evident seal (e.g., cocktails-to-go).
 - Wine in the original package or container in any quantity for off-premises consumption
 - Opened and recorked/capped bottles of wine if sold with a meal.
 - If allowed by municipal ordinance, distilled spirits in any quantity in the original package or container for off-premises consumption.
- Examples: bars, restaurants
- Licensees may prepare premixed drinks containing intoxicating liquor in bulk for sale to consumers.
- May only be issued to an applicant that holds or has applied for a Class "B" (beer) license (secs. [125.51\(1\)\(a\)](#) and [125.51\(3\)\(f\)](#), Wis. Stats.).
- Cannot be issued for premises which do not meet the restaurant sanitation standards set by the Department of Agriculture Trade and Consumer Protection (DATCP) (sec. [125.68\(5\)](#), Wis. Stats.).
- Municipal ordinances set initial and renewal fees for the following "Class B" retail licenses:
 - Regular licenses which must cost at least \$50 and no more than \$500.
 - Reserve licenses whose initial issuance must cost at least \$10,000. The annual renewal fee for a reserve license is the same fee charged for a regular license.
 - Premier economic development district licenses whose initial issuance must cost at least \$30,000. The annual renewal fee for a premier economic development district license is the same fee charged for a regular license. For more information about PEDD licenses, see Part 10.E.
 - Above-quota (restaurant/hotel/theater) licenses whose fees are not subject to state-imposed limitations.
- Subject to state-imposed quota.

(sec. [125.51\(3\)](#), Wis. Stats.)

(6) "Class C" (Wine Only) - Authorizes sales of wine by the glass or in an opened original container for on-premises consumption.

- A "Class C" (wine) license cannot be issued for premises which do not meet the restaurant sanitation standards set by the Department of Agriculture Trade and Consumer Protection (DATCP) (sec. [125.68\(5\)](#), Wis. Stats.).
- Initial and renewal fees are set by municipal ordinance but cannot be more than \$100.
- Not subject to state-imposed quota.

(sec. [125.51\(3m\)](#), Wis. Stats.)

B. Operators' (Bartenders') Licenses

Authorized operators supervise the sales and service of alcohol beverages. All licensed or permitted premises are required to have authorized operators or someone having the privileges of an authorized operator on the premises during open hours.

A person has authorized operator privileges if they are

- The licensee
- A member of the licensee's immediate family that is at least 18 years old and resides in the licensee's household
- The agent of an LLC or corporation
- A person holding a manager's license

Operator's license fees are set by municipal ordinance.

Operator's license applicants must pass a DAB-approved responsible beverage server training course or be named on a retail license, operator's license or permit, or manager's license within the last 2 years of application

(sec. [125.17](#), Wis. Stats.).

C. Managers' Licenses

If a municipality elects to issue manager's licenses, the person has responsibility of or authority over:

- Personnel management of all employees, whether or not the person is authorized to sign employment contracts.
- Terms of contracts for the purchase or sale of goods or services, whether or not authorized to sign the contracts.
- Daily operations of the premises.

License fees are set by municipal ordinance but may not cost more than \$25.

(sec. [125.18](#), Wis. Stats.)

D. Provisional Licenses

- (1) Provisional Retail Licenses - Allow retail license applicants to sell alcohol beverages while waiting for a decision on their original application. The beverage type and way it is sold are limited to the type of license applied for.

Municipalities may pass ordinances establishing standards for issuing provisional licenses and must designate the official that has authority to issue them.

The following conditions apply to provisional licenses:

- May be issued only to persons applying for Class "A" (Beer), "Class A" (Liquor), Class "B" (Beer), "Class B" (Liquor), or "Class C" (Wine) licenses, authorizing only the activities allowed under that type of license.

- Provisional licenses expire 60 days after issuance or when the holder is issued a retail license, whichever comes first.
- The municipal official may revoke licenses if they discover the holder made false statements on the application.
- Provisional "Class B" licenses may not be issued if prohibited by quota.
- No person may hold more than one provisional retail license for each type of license applied for per year.
- The license fee is no more than \$15 and established by municipal ordinance.

(sec. [125.185](#), Wis. Stats.)

- (2) Provisional Operator's Licenses - Authorize the same activities as a regular operator's license while an applicant waits for a decision on their original application. Municipalities may pass ordinances establishing standards for issuing provisional operator's licenses and must designate the official who has authority to issue them.

- Valid for up to 60 days or until the original license application is issued or denied, whichever comes first.
- The license fee is no more than \$15 and established by municipal ordinance.

(sec. [125.17\(5\)](#), Wis. Stats.)

E. Temporary Licenses

- (1) Temporary Retail Licenses - Authorize beer or wine sales at a picnic or similar gathering of limited duration, meeting of the post, fair, or single-day, multiple location event, such as a "beer or wine walk."

A temporary Class B license may only be issued to:

- Bona fide clubs
- County or local fair associations or agricultural societies
- Churches, lodges, or societies that have been in existence for at least six months prior to the date of application
- Veterans' organization posts
- Chambers of commerce or similar civic or trade organizations organized under Wis. Stat. [Ch. 181](#) to promote economic growth and opportunity within a local geographical area

Temporary Class "B" (Beer) - Authorizes sales of beer on specific premises for a specific duration.

- License fee is no more than \$10 and set by municipal ordinance.
- Authorized operators must supervise sales and service on the premises.
- If authorized by the municipality, underage persons may be allowed on a temporary Class "B" licensed premises.
- Beer Walks - A municipality may issue temporary Class "B" licenses for beer walks under certain conditions. See the "Beer or Wine Walks" section below.

(sec. [125.26\(6\)](#), Wis. Stats.)

Temporary "Class B" (Wine) - Authorizes sales of wine on specific premises for a specific duration.

- The same licensee may not hold more than two Temporary "Class B" licenses in a 12-month period.
- License fee is no more than \$10 and set by municipal ordinance.
- If a licensee applies for both a temporary "Class B" and a Class "B" license, the fee for both licenses is no more than \$10.
- Authorized operators must supervise sales and service on the premises.
- If authorized by the municipality, underage persons may be allowed on a temporary "Class B" licensed premises for purposes of acting as designated drivers.
- Wine Walks - A municipality may issue temporary "Class B" licenses for wine walks under certain conditions. See the "Beer or Wine Walks" section below.

(sec. [125.51\(10\)](#), Wis. Stats.)

- (2) Beer or Wine Walks - A single day event where customers are served a glass of beer or wine at multiple locations (e.g., jewelry stores, art galleries, clothing boutiques, salons, furniture stores, etc.) during shopping visits.

A municipality may issue Temporary Class "B" (beer) licenses and Temporary "Class B" (wine) licenses to qualified organizations, including a chamber of commerce or similar civic or trade organization organized under Ch. 181 to promote economic growth and opportunity within a local geographical area.

Beer Walk

A municipality may issue an unlimited number of Temporary Class "B" (beer) licenses to a qualified organization for the same date and time. The qualified organization is the licensee and sponsor of the single-day, multiple-location event. The following requirements apply:

- Participants must pay an admission fee, and no additional fee is charged for service of beer.
- Municipalities may authorize the licensee to allow underage persons on the licensed premises.
- No person may serve beer after midnight.
- Municipalities may charge up to \$10 for each Temporary Class "B" (beer) license issued for the event.

Wine Walk

A municipality may issue up to 20 Temporary "Class B" (wine) licenses to the same qualified organization for the same date and time. The qualified organization is the licensee and sponsor of the event. The following requirements apply:

- Participants must pay an admission fee for the event, and no additional fee is charged for service of wine.
- Municipalities may authorize the licensee to allow unaccompanied underage persons on the licensed premises if the underage person is a designated driver and identified by the licensee (e.g., wristband).
- No person may serve wine after 9:00 pm.

- Qualified organizations may receive only two Temporary "Class B" (wine) licenses during a 12-month period. The wine walk event counts as one license regardless of how many licenses were issued for that event.
 - Municipalities may issue Temporary "Class B" (wine) licenses for no more than two such events during a 12-month period.
- (3) Temporary Operator's Licenses - Authorize the same activities as an Operator's license to persons employed by or donating their services to nonprofit organizations for a temporary event. The following conditions apply:
- Licenses may be issued without the responsible beverage server training course requirement of a regular operator's license.
 - No person may hold more than two temporary operator's licenses per year.
 - Licenses are valid for up to 14 days.
- (sec. [125.17\(4\)](#), Wis. Stats.)

5. QUALIFICATIONS

A. Retail Licenses

Individual Applicants

Individual applicants for retail alcohol beverage licenses must meet the following qualifications:

- (1) Be 21 years of age or older
- (2) Have no arrest or conviction record, subject to secs. [111.321](#), [111.322](#), and [111.335](#), Wis. Stats. (Wisconsin Fair Employment Act)
- (3) Are a continuous Wisconsin resident for at least 90 days
- (4) Provide proof of a Wisconsin seller's permit, as required under sec. [77.61\(11\)](#), Wis. Stats.

Exception: No seller's permit is required for:

- Applicants for Temporary "Class B" and Class "B" licenses who are not required to hold a seller's permit (secs. [125.04\(5\)\(d\)3 c and d](#), Wis. Stats.).
- Applicants for "Class A", Class "A", "Class B", Class "B", and "Class C" licenses who are not required to hold a seller's permit because their sales are exempt as [occasional sales](#) under sec. [77.54\(7\)](#), Wis. Stats. Generally, for-profit retailers must hold a seller's permit if their sales of taxable products are \$2,000 or more in a calendar year.

Contact DOR at (608) 266-2776 or dorsalesanduse@wisconsin.gov if you have questions about Wisconsin sales tax or the requirements to hold a seller's permit.

- (5) Not be a habitual law offender or convicted of a felony, subject to secs. [111.321](#), [111.322](#), and [111.335](#), Wis. Stats., unless pardoned

See [Appendix A, Alcohol Beverage Retail License Qualifications Matrix](#), for a quick reference guide of basic alcohol beverage qualifications by business entity type.

(sec. [125.04\(5\)](#), Wis. Stats.)

Criminal History and Wisconsin Fair Employment Law

Wisconsin Fair Employment Law prohibits discrimination of employment and licensure based on an arrest or conviction records that are not substantially related to the activities authorized by the license.

A felony conviction does not automatically disqualify someone from holding an alcohol beverage license. If the felony has been pardoned or if the felony was not substantially related to the activities authorized by the license, the felony record does not automatically disqualify the applicant.

Municipalities determine whether a criminal offense is substantially related to the business of selling alcohol beverages. In making a licensing decision, the municipality may consider the nature of the violation, the time that has elapsed since the violation, and the person's overall record in the community.

Partnerships

- Each partner must meet all the individual qualifications listed in Part 5, except only the partnership must submit proof of a Wisconsin seller's permit.
- Each partner must be listed on the license application.

Corporations, Nonprofit Organizations, Associations, Cooperatives and Limited Liability Companies

The following must meet individual qualifications 1, 2, and 5 in Part 5:

- All officers and directors of a corporation, including nonprofit organizations, associations, cooperatives
- All members and managers of a limited liability company (LLC)

Corporations are required under Wis. Stats. [Ch. 180](#) to have at least one officer. Limited liability companies may have one or more members.

The entity must appoint an agent who is responsible for all alcohol beverage activities on the licensed premises

- The agent must meet the individual qualifications listed in Part 5, except that only the corporation or limited liability company must submit proof of the seller's permit.
- The license is not valid until the agent is approved by the municipal licensing authority.

(secs. [125.04\(5\)\(c\)](#), [125.04\(6\)](#), and [125.51\(3m\)\(c\)](#), Wis. Stats.)

Training Course

Individuals, partners, and agents of corporations, including nonprofit organizations, associations, cooperatives, and limited liability companies must successfully complete a Wisconsin approved responsible beverage server training course within the past two years **unless**:

- The person is renewing a license.
- Within the past two years, the applicant:
 - held a manager's or operator's license

- held, or was the agent of a corporation, including a nonprofit organization, association, cooperative, or limited liability company that held a Class "A" (beer), "Class A" (liquor), Class "B" (beer), "Class B" (liquor), or "Class C" (wine) license in Wisconsin

[Approved classroom and online courses](#) are listed on the DAB's website at revenue.wi.gov. Search "Alcohol Seller/Server." Only the successful completion of approved courses satisfies this training requirement.

(sec. [125.04\(5\)\(a\)5](#), Wis. Stats.)

B. Operator's Licenses

Individual applicants for operator's licenses must meet the following qualifications:

- Be 18 years of age or older
- Have no arrest or conviction record, subject to secs. [111.321](#), [111.322](#), and [111.335](#), Wis. Stats. (Wisconsin Fair Employment Act)
- Not be a habitual law offender or convicted of a felony, subject to secs. [111.321](#), [111.322](#), and [111.335](#), Wis. Stats., unless pardoned
- Successfully complete a DAB approved responsible beverage server training course before issuing the license if the individual is a new applicant.

Exception: Temporary operator's license applicants are not required to complete a responsible beverage server training course.

(secs. [125.04\(5\)](#) and [125.17](#), Wis. Stats.)

C. Premises Description

What is a premises?

The premises of an alcohol beverage license is the area identified in the license document where alcohol beverages are sold, served, consumed, or stored and related records are kept. This is the only location where alcohol beverages are authorized to be sold, served, consumed, or stored when a license is granted. Peace officers, including DAB Special Agents, have inspection authority over all licensed premises in the state.

What are the qualifications of a lawful premises?

Real Property – The premises is a fixed location describing land, buildings, or both. A premises is not mobile.

Particularly Described – A premises must be specifically described. The description of the premises must describe the land or buildings, or both, to be licensed, including detailed descriptions of the rooms within such buildings. The premises may include outdoor patios, yards, or other outdoor spaces, subject to municipal ordinances and procedures.

Complete Control – A retail license may be granted only to a person that owns the premises or has written permission from the owner (lease). Further, the premises cannot be shared by another person.

No Overlap – The premises may not overlap with or be connected to any other separately licensed or permitted premises or with any prohibited business activity. A premises does not overlap or connect to another premises if the areas are separated by floor-to-ceiling walls and each have their own separate entrance. To determine if

two licenses may be issued for the same or a connecting premises, see [Appendix B, Allowable Alcohol Beverage License Combinations](#). No more than two licenses may be issued for the same premises.

Contiguous – All real property included in the licensed premises must be physically connected.

Acceptable Premises Description Examples

Standalone building: 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.

Building including living quarters: The premises is located at 1234 Main St., Realtown, WI 12345 and includes the first-floor bar room, dining room, kitchen, north storage room, and the north closet of the second floor apartment of the 5,000 square foot building.

Shared building: The premises is located at 1234 Main St., Ste 101, Realtown, WI 12345 and includes the entire 1,000 square foot suite, back storage room, four parking spaces located at the north end of the parking lot, and a 20 square foot fenced in outdoor patio to the east.

Festival or community event 1: 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. Beverages and records will be securely stored in the north park office for the duration of the event.

Festival or community event 2: 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.

Festival or community event 3: The premises is the 20 square foot tent and 20 square foot section of parking lot behind it within the southwest corner of the parking lot located at PDQ Park (7890 Main St., Realtown, WI 12345). Alcohol beverages will be stored on a refrigerated truck behind the tent. Sales and record retention will occur within the tent.

6. FORMS

Municipal retail license applications are available to municipalities at [revenue.wi.gov \(Forms/Alcohol Beverages\)](https://revenue.wi.gov/Forms/AlcoholBeverages). Municipalities are responsible for providing copies to applicants if requested.

Note: DAB does not publish manager's and operator's license application forms.

Application forms include:

A. Alcohol Beverage License Application ([AB-200](#))

Required for all new and renewal retail alcohol beverage licenses. Always include Form AB-100, *Individual Questionnaire*, with Form AB-200.

B. Alcohol Beverage Individual Questionnaire ([AB-100](#))

The following individuals must provide this form as a part of a complete application package:

- Individuals (sole proprietors)
- Partners of a partnership
- Officers and directors of a corporation, nonprofit organization, association, or cooperative
- Members and managers of a limited liability company
- Agent or successor agent appointed by a corporation, nonprofit organization, association, cooperative or limited liability company

Attach to Form AB-200 as appropriate.

C. Alcohol Beverage Appointment of Agent ([AB-101](#))

Completed for corporations, nonprofit organizations, cooperatives, associations, and limited liability companies when:

- Appointing an agent when applying for an original license or,
- Replacing an agent of an alcohol beverage license with a successor agent

The agent must be satisfactory to the municipality with respect to character, record, and reputation. Successor agents must be approved by the municipality.

D. Temporary (Picnic) License Application ([AB-220](#))

Used by the following organizations to sell beer and/or wine at a picnic or similar gathering, meeting of the post, or fair:

- Bona fide clubs
- County or local fair associations, or agricultural societies
- Churches, lodges, or societies that have been in existence for at least 6 months prior to the date of application
- Veterans' organization posts
- Chambers of commerce or similar civic or trade organizations organized under Ch. 181 to promote economic growth and opportunity within a local geographical area.

For a wine or beer walk, the qualified organization should attach a list of participating locations and premises descriptions to the application **or** submit a separate application for each location participating in the beer or wine walk.

E. Common Application Questions

Are there additional requirements if the applicant business is owned by another separate business entity?

Yes, if a business is owned by another business entity, applicants must list the individuals, partners, officers, directors, and members and/or managers of the business entity that owns the applicant business and provide Form AB-100, *Individual Questionnaire*, for each person.

How do I identify the individuals that need to be listed on an application for a business?

Modern businesses structures can be complex. Ask for an organizational chart to determine who needs to be listed on the application.

Where can I find the DFI registration number? What types of entities must register with DFI?

The Department of Financial Institutions makes a [corporate records search](#) available to the public. This is where a DFI registration number will be located. Businesses organized as corporations, limited liability companies, or limited partnerships will be available in this search. Sole proprietors and general partnerships will not have a registration number and do not need to provide one to complete the application.

What entity name should be used on the application?

The alcohol beverage license and seller's permit must share the same legal name. If the alcohol beverage license is issued to a partnership or corporation, the seller's permit must also be issued to the partnership or corporation (not the agent, officer, or partner). A limited liability company (LLC) alcohol beverage license must be in the LLC's legal name (not the trade name or owner's name).

Exception: The seller's permit for an LLC may be issued in the name of the owner if the LLC has only one owner and the LLC is disregarded as a separate entity from the owner for sales and income tax purposes. If an LLC applies for an alcohol beverage license and furnishes a seller's permit that is not in the legal name of the LLC, the municipality should call DOR at (608) 266-2776 or email DORSalesandUse@wisconsin.gov to verify whether the seller's permit is valid for the LLC.

7. LICENSE APPROVAL PROCESS

Retail alcohol beverage licenses, except those issued by the City of Milwaukee, expire on June 30. State law requires municipalities to follow the process below when an application is received.

A. Regular Retail Licenses

Application Forms: Ensure that the applicant properly completed all the required application forms. A complete application package generally includes all the following:

- Form AB-200, *Alcohol Beverage License Application*, for new and renewal applicants
- Form AB-100, *Individual Questionnaire*, for all individuals, partners, officers, directors, members, managers, and agents of the applicant business
- Form AB-101, *Appointment of Agent*, for applicants organized as corporations (including nonprofit organizations, associations, and cooperatives) or limited liability companies
- Proof of a seller's permit
- Proof that the applicants have completed the responsible beverage server training course
- Any other documents required by the municipality
- Payment for background check and publication fees

Waiting Period: After filing with the clerk, applications for new and renewal alcohol beverage licenses must undergo a waiting period of at least 15 days prior to a decision by the governing body (sec. [125.04\(3\)\(f\)](#), Wis. Stats.).

Publication: Applications for new and renewal Class "A" (Beer), Class "B" (Beer), "Class A" (Liquor), "Class B" (Liquor) and "Class C" (Wine) licenses must be published in a newspaper. The application must be printed in a daily newspaper on three successive occasions, or once if a weekly newspaper. The license applicant must pay the costs of publication as determined by the Wisconsin Department of Administration (DOA) for publication of legal notices (secs. [125.04\(3\)\(g\)](#) and [985.08](#), Wis. Stats.). There is no statutory timeline for publication; DAB recommends publishing seven days prior to the governing body's review.

Include all the following information in the newspaper:

- Applicant name (Form AB-200, Part A, Boxes 1 and 2)
- Premises address (Form AB-200, Part A, Box 9)
- Type of license applied for (Selection(s) in "License Requested" at the top of Form AB-200)
- A brief description of the premises to be licensed (Form AB-200, Part A, Box 19)

Publication is not required for the following:

- Operator's License Applicants
- Municipalities in Milwaukee County
- Applications for temporary Class "B" licenses for events less than four days

Governing Body Review: The applicant will appear before the municipal board or council to review the application. Applicants must meet the minimum qualifications to hold the license described in sec. [125.04\(5\)](#) and listed in Part 5 of this publication.

Municipalities have broad authority when considering new retail license applications and may consider factors beyond the minimum qualifications provided the municipality does not discriminate. Some examples of these factors are business plans, parking issues, and law enforcement access concerns.

If the governing body denies an application, the reason for the denial must be included in the governing body's minutes (written record).

Fees: Municipalities cannot issue retail licenses until the applicant pays the appropriate license fees. Cities and villages cannot require applicants to pay fees more than 15 days prior to the license issue date. Towns cannot require applicants to pay fees more than 30 days prior to the license issue date. If a retail license is issued outside of the license renewal cycle, fees must be prorated.

Issuance: If the governing body grants the license, the clerk will issue the alcohol beverage license document to the new licensee. Alcohol beverage license documents vary in appearance as they are prepared by each municipality, but must contain the following information:

- Exact legal name of the applicant
 - Sole proprietor: name of the sole proprietor
 - Partnership: the name of the partnership and the name of each partner
 - Corporation, Limited Liability Company, nonprofit organization, association, club, etc.: the name of the entity to whom the license is issued and the name of the appointed agent.
- The municipality that issued the license

- The county where the licensed premises is located
- A particular description of the licensed premises
- The type(s) of license ("Class B," Class C," Class "A", etc.)
- The type(s) of alcohol beverages authorized for sale
- The fee paid by the licensee for the license
- The date the license was granted by the municipal governing body
- The date the license was issued by the municipality
- The expiration date of the license
- The signature of the municipal official authorized by the governing body to act as a signatory

Application Record Retention: Municipalities must retain applications for at least four years and allow inspection upon request.

Municipal Retail License Reporting: By July 15th each year, municipalities must send a list of licenses issued as of July 1 (excluding manager's, operator's, and temporary Class "B" and "Class B" licenses) to DAB.

The list must include the following information for each licensee:

- Full legal name
- Trade Name
- Premises Address
- License Type
- Provisional retail licenses (if applicable)
- Name of appointed agent (if applicable)

Information regarding [online reporting of retail alcohol beverage licenses](#) is available on the department's website.

B. Provisional Licenses

Application Forms: Municipalities may only issue provisional licenses after the municipal clerk receives a complete application package. See required documentation for retail license in Part 7.A and operator's licenses in Part 7.D.

Approval Process: Provisional retail license approvals are designated by municipal ordinance.

C. Temporary (Picnic) Retail Licenses

Application Forms: Municipalities must ensure that the applicant has properly completed all required application forms. A complete application package generally includes all the following:

- Form AB-220, *Temporary Alcohol Beverage License*
- Form AB-100, *Individual Questionnaire*, for all officers, directors, and agent of the applicant organization

- Form AB-101, *Appointment of Agent*
- Proof of a seller's permit, if the entity is required to hold one
- Any other documents required by the municipality
- Payment for license and background check fees

Approval Process: Temporary retail license approvals follow the general approval process outlined in Part 7.A but are not required to be published in the newspaper. Some municipalities may delegate the authority to issue temporary retail licenses to a municipal official by ordinance.

D. Operator's (Bartender's) Licenses

Application Forms: DAB does not provide standardized application forms for operator's licenses.

Approval Process: Operator's license approvals follow the general approval process outlined in Part 7.A, except that operator's licenses are not required to be published in the newspaper.

Issuance: Operator's license documents vary in appearance as they are prepared by each municipality, but they should minimally contain the following information:

- Exact legal name of the applicant
- Issuance and expiration date

E. License Revocations and Suspensions

Complaint: Any resident of a municipality may file a sworn written complaint with the clerk alleging at least one of the following:

- A violation of Wis. Stat. [Ch. 125](#), or a municipal regulation conforming to the chapter
- A disorderly, riotous, indecent, or improper house
- Serving alcohol beverages to known habitual drunkards
- The licensee does not qualify for the license
- Violations involving certain controlled substances

Summons: Once the complaint is filed, the municipality must issue a summons requiring the licensee to appear before the municipality for a hearing. The summons must be signed by the clerk and include a copy of the complaint.

Hearing: The municipal governing body must meet to determine if the complaint is true, and if so, take the appropriate action.

- If the licensee denies the complaint, both the licensee and complainant may produce witnesses, cross-examine witnesses, and be represented by counsel.
- If the licensee does not appear for the hearing, the governing body will assume the complaint is true.

If the governing body determines the complaint to be true, they may suspend or revoke the license. The clerk must provide notice to the licensee the terms of the revocation or suspension.

Effect: If the license is revoked, the former licensee may not be refunded for the license fee or hold a new license for 12 months following the revocation.

Judicial Review: The decision of any municipality to revoke or suspend a license may be reviewed by a county circuit court.

Failure to follow the steps outlined above may be a violation of procedural due process. Consult a municipal attorney and/or local law enforcement as needed throughout the suspension or revocation process.

F. License Non-renewals

Municipalities can deny license renewal only for the reasons listed under "Complaint" in Part 7.E. The governing body must send notice to the licensee indicating the reason(s) why the license will not be renewed and offer and opportunity for a hearing described under "Hearing" in Part 7.E. A county circuit court may review any municipal decisions to not renew a license. Failure to follow the steps outlined above may violate procedural due process. Consult a municipal attorney and/or local law enforcement as needed throughout the non-renewal process.

8. CHANGES TO RETAIL LICENSES

A. Subsequent Changes (30-Day Rule)

State law requires licensees to report any changes of fact from their latest application within 30 days of the change. A licensee must submit their changes in writing, in the manner preferred by the municipality (e.g. email, fax, U.S. mail), and provide any required additional documentation.

Examples of changes of fact include:

- Legal Business Name (if no other information has changed)
- Business Trade Name or DBA
- Removing an officer, director, member, or manager
- Adding an officer, director, member, or manager (Provide a Form AB-100 for the new person. A background check is required for this change as well.)
- Contact information including phone numbers, emails, or websites
- Mailing Address

(sec. [125.04\(3\)\(h\)](#), Wis. Stats.)

B. Transfers

Alcohol Beverage License transfers are limited by state statute. There are two types: person-to-person and place-to-place.

Person-to-Person

Retail licenses transfers from person-to-person are limited to the following circumstances: death of the licensee, disability of the licensee, bankruptcy, or assignment for the benefit of creditors.

The following persons may receive a transferred a retail license under these circumstances:

- Court-appointed receiver because of foreclosure or proceedings to avoid bankruptcy
- Trustee when the licensee enters bankruptcy
- Personal representative or surviving spouse upon the death of the licensee
- Spouse, if the licensee becomes disabled and the spouse complies with all the requirements applicable to original applicants (sec. 125.04(12)(b), Wis. Stats.)
- Partner, if another partner dies during the license year and the deceased's equity is assigned to a surviving or new partner

Apply for the transfer using Form [AB-102](#), *Alcohol Beverage License and Permit Transfer Application* and Form [AB-100](#), *Individual Questionnaire*. The recipient of a transferred license under these circumstances must qualify to hold the license. See Part 5 for specific criteria. There is no fee for a person-to-person transfer.

State law does not prescribe a process to approve person-to-person transfers. DAB recommends municipalities enact ordinances describing the process. If an ordinance is not adopted, follow the procedure under Part 7.A.

Place-to-Place

A retail licensee may transfer a retail alcohol beverage license (except reserve "Class B" (Liquor) and licenses issued under sec. [125.51\(4\)\(v\)](#), Wis. Stats., from one premises to another within the same municipality with approval by the municipal governing body.

Licensees may transfer an eligible retail license once in a license year. The approval process for a place-to-place transfer is the same as the license approval process outlined in Part 7.A, except the following:

- The licensee should apply for the transfer using Form AB-102, *Alcohol Beverage License and Permit Transfer Application*.
- The transfer fee is \$10.

C. Change of Agent

If a change of agent is required before the license expires, licensees and municipalities must follow the procedure described below.

Application Forms: The municipality receives a written notice of an agent change using all the following forms:

- [AB-101](#), *Appointment of Agent*, filled out and signed by the licensee and the successor agent
- [AB-100](#), *Individual Questionnaire*, filled out by the successor agent

Interim Authority: Upon receipt of a complete change of agent package, the successor agent may act as the agent for the premises until the next regular or special meeting of the governing body.

Municipal Approval: If a peace officer or the governing body of the issuing municipality finds the successor agent unsatisfactory in character, record, or reputation, the retail license is not in effect until a suitable agent is identified and approved.

Successor agent approvals follow the general approval process outlined in Part 7.A, except that agent changes cost \$10, and there is no waiting period nor publication requirement.

D. Change of Ownership

Generally, if an ownership change happens near the renewal period, it is recommended the new licensee goes through the standard new license process. If this is not feasible, how the ownership change occurred will guide the process.

Purchase of the Business Entity

If the new owners of the licensee purchased the entire business (building, business entity, seller's permit, FEIN, etc.), this change should be treated as a subsequent change and follow the process under Part 8.A to subtract and add the persons now involved in the business. If the business is a corporation (including nonprofits) or an LLC, a change of agent under Part 8.C may also be required.

Corporate Restructuring

If the business is changing FEIN or legal entity structure due to an ownership change or an internal restructuring (e.g., an LLC becoming a corporation), the business and municipality should follow the licensing procedure outlined in Part 7.A.

E. Changes to a Premises Description

The municipality nor the licensee can unilaterally amend the licensed premises description. A licensee may request to change the licensed premises at any time, but the municipality must approve the changes. Follow the process below to consider changes to a premises description.

Written Notice: A licensee must submit their request in writing, in the manner preferred by the municipality (e.g. email, fax, U.S. mail), and provide any required additional documentation.

Governing Body Review: The licensee will appear before the municipal board or council to review the requested change. If the premises is being expanded, the governing body should ensure that the expanded portions of the premises meet the premises qualifications identified in Part 5.C.

The governing body may approve or deny the change. The request should be considered and acted upon by the governing body, not the clerk. If the governing body denies the request, the reason for the denial must be included in the governing body's minutes (written record).

Issuance: If the governing body grants the change, the clerk will issue an updated alcohol beverage license document to the licensee reflecting the premises description change.

9. RESTRICTIONS

A. All Retail Alcohol Beverage Licenses

In addition to the qualifications listed in Part 5, the following restrictions apply to all alcohol beverage licenses:

- Retail alcohol beverage licenses may only be issued to the person that is profiting from the sale of alcohol beverages. A license issued to a person who is acting as a straw man, or on behalf of another person is issued contrary to state law (secs. [125.25\(2\)\(a\)](#), [125.26\(2\)](#), [125.51\(2\)\(b\)](#), [\(3\)\(c\)](#) and [\(3m\)\(c\)](#), Wis. Stats.).
- Generally, retail alcohol beverage licenses cannot be issued to a person with a direct or indirect interest in an alcohol beverage wholesaler or producer (e.g. distillery, winery, or brewery) (secs. [125.20 \(2\)\(b\)](#) and [125.20\(3\)\(a\)](#), Wis. Stats.).

- **Exception:** Some exceptions apply for married persons, tenant/landlord relationships, and ownership interests of less than 10%. Contact the Division of Alcohol Beverages for assistance with interest restrictions.

B. Liquor Retail Licenses

Liquor licenses cannot be issued to an applicant indebted for liquor purchases for more than 30 days. (sec. [125.69\(4\)\(b\)](#), Wis. Stats.)

"Class A" or "Class B" (liquor) licenses cannot be issued for premises with the main entrance being less than 300 feet from the main entrance of a school (public, parochial, or tribal), hospital, or church, unless waived by a majority vote of the municipal governing body.

Exception: This restriction does not apply to:

- Premises licensed on June 30, 1947
- Premises licensed prior to a school, hospital, or church building being within 300 feet
- Restaurants located within 300 feet of a church or school if sales of alcohol beverages are less than 50 percent of the restaurant's gross receipts.

(sec. [125.68\(3\)](#), Wis. Stats.)

C. Beer Licenses

Retail beer licenses cannot be issued to an applicant indebted for beer purchases for more than 15 days.

(sec. [125.33\(7\)\(b\)](#), Wis. Stats.)

10. MUNICIPAL QUOTA

A. What is a municipal quota?

State law restricts the number of "Class B" (Liquor) licenses each municipality may issue. Each municipality maintains its own quota, and the Division of Alcohol Beverages does not maintain historical records of "Class B" liquor license quotas.

Regular "Class B" licenses are the number of licenses granted or issued in good faith and in force on December 1, 1997.

Reserve "Class B" licenses are additional licenses that a municipality gained due to population growth, annexation, detachment, or license transfers.

A municipality's quota is the number of regular "Class B" (Liquor) licenses plus the number of reserve "Class B" liquor licenses the municipality is authorized to issue.

B. Quota Calculation

First, identify the number of licenses issued in good faith on December 1, 1997. There is a worksheet that was completed around this time. A replication of this worksheet is published in [Appendix C, Quota Calculation Worksheet](#). This is the number of regular "Class B" licenses available to the municipality. Any license that was available, but unissued on December 1, 1997, became a reserve license or was eliminated.

Search municipal or local newspaper records for the information requested on the worksheet if the worksheet cannot be located. Look for records where the "Class B" liquor applications would have been published (around renewal time).

Since then, a municipality's quota of reserve licenses may increase for several reasons, including:

- A population growth of 500 persons (add one reserve license)
- Purchasing/transferring a license from a neighboring municipality (add one reserve license)
- Annexation increases a municipality's quota if the municipality has reached their "Class B" license quota at the time of the annexation and the annexed territory contains premises covered by a "Class B" license. (increase quota by the number of licenses in the annexed territory)
- Detachments decrease the quota by the number of licenses issued for a premises in the detached territory. Detachment does not decrease the municipality's quota to less than one license per 500 persons or less than one license total.

C. Above-Quota Licenses

A municipality may issue a license above its quota if the applicant meets any of the following requirements:

- A full-service restaurant with a permanent interior seating capacity of 300 or more persons.
- A hotel with 50 or more sleeping rooms and a restaurant seating 150 or a banquet room in which banquets attended by 400 persons may be held.
- An opera house or theater for the performing arts operated by a nonprofit organization.
- A qualifying event venue certified by the Division of Alcohol Beverages between January 1 and August 1, 2026.

Above-quota licenses are issued only to the original applicant. They cannot be transferred and do not become a part of the municipal quota.

D. Municipal License Transfer

Up to three reserve "Class B" licenses may be transferred by a municipality to a municipality whole or in part located in the same county.

The transferring municipality establishes the fee, but it must be at least \$10,000. Upon receipt of the fee from the licensee, the receiving municipality must pay the fee to the transferring municipality.

E. Premier Economic Development District

A municipality may designate a geographic area within the municipality as a Premier Economic Development District (PEDD) if all the following apply:

- An ordinance is enacted by at least a two-thirds vote of the governing body.
- The geographic area does not exceed 40 acres and the boundaries of the geographic area are precisely identified in the ordinance.

- No part of the geographic area is physically separated from the rest of the geographic area. Except public streets, similar community infrastructure, and waterways, each portion of the geographic area must be contiguous with some other portion of the geographic area.
- The geographic area does not include any land zoned exclusively for industrial use or zoned exclusively for single-family or two-family residence.
- The PEDD has an estimated comprehensive new construction assessed valuation increase of at least \$20,000,000 certified by an independent third-party appraiser or marketing research firm.

A municipality designating a PEDD may issue up to two reserve "Class B" licenses, each with a minimum initial issuance fee of \$30,000.

A municipality may not designate more than one PEDD.

(sec. [125.51\(4\)\(u\)\(1\)](#), Wis. Stats.)

11. ALCOHOL BEVERAGE ORDINANCES

Wisconsin alcohol beverage laws describe several instances where a municipality may or must pass an ordinance prior to taking certain actions.

Required Ordinances

- Establish a fee for an operator's license (sec. [125.17\(3\)](#), Wis. Stats.)
- Designate a municipal official to issue provisional operator's licenses (sec. [125.17\(5\)\(a\)\(1\)](#), Wis. Stats.)
- Establish the fee and designate the municipal official who will issue provisional retail licenses (secs. [125.185\(1\)](#) and [\(3\)](#), Wis. Stats.)

Optional Ordinances

The following list is not exhaustive. Municipalities may pass any ordinance that is not in conflict with [Ch. 125](#).

- Allow municipal officials to sell fermented malt beverages without a retail license in a public park through an ordinance, resolution, rule, or regulation (sec. [125.06\(6\)](#), Wis. Stats.).
- Allow local law enforcement to authorize a Class "B" beer or "Class B" liquor licensee to allow underage individuals to be present in a room where alcohol beverages are not sold or served on a specific date (sec. [125.07\(3\)\(a\)\(8\)](#), Wis. Stats.).
- Prescribe forfeitures for license suspension/revocation for violations of Wisconsin's alcohol beverage laws or additional regulations that do not conflict with state law (sec. [125.10\(1\)](#), Wis. Stats.).
- Regulate contests or competitions for judging and tasting of home-made wine or beer (sec. [125.10\(1\)](#), Wis. Stats.).
- Prohibit consumption of fermented malt beverages on a pedal pub (sec. [125.10\(5\)\(a\)](#), Wis. Stats.).
- Designate a municipal official to issue operator's licenses (sec. [125.17\(1\)](#), Wis. Stats.).
- Establish standards for issuance of provisional licenses (sec. [125.17\(5\)\(a\)1.](#), Wis. Stats.).
- Issue and establish fees and standards for managers licenses (sec. [125.18\(1\)](#) and [125.68\(1\)](#), Wis. Stats.).

- Impose more restrictive sales hours for off-premises sales of fermented malt beverages for Class "A" and Class "B" beer licensees (sec. [125.32\(3\)\(d\)](#), Wis. Stats.).
- Allow "Class B" licensees to sell liquor in the original package for off-premises consumption in any quantity (sec. [125.51\(3\)\(b\)](#), Wis. Stats.).
- Designate a premier economic development district (sec. [125.51\(4\)\(u\)2.](#), Wis. Stats.).
- Impose more restrictive sales hours for off premises sales of liquor in the original, unopened package, container, or bottle for both "Class A" and "Class B" licensees (secs. [125.68\(4\)\(b\)](#) and [\(c\)3.](#), Wis. Stats.).

12. RESOURCES

- [League of Wisconsin Municipalities Intoxicating Liquor Frequently Asked Questions](#)
- [Division of Alcohol Beverages Landing Page](#)

13. QUESTIONS

If you have a question about licensing for retail sales of alcohol beverages:

Write . . .	Wisconsin Department of Revenue Division of Alcohol Beverages PO Box 8934 Madison, WI 53708-8934
Telephone . . .	(608) 266-2526
Email . . .	DORAlcohol@wisconsin.gov
Visit our website . . .	revenue.wi.gov

APPENDIX A

Alcohol Beverage Retail License Qualifications Matrix

Business Type	Qualification						
	21+ years old	No arrest or conviction record*	Wisconsin resident for 90+ days	Appoint an Agent	Seller's Permit	Not a habitual law offender or convicted of a felony*	RBS Training Course Required
Individuals (Sole Proprietors)	YES	YES	YES	NO	YES	YES	YES
Partnerships	All partners	All partners	All partners	NO	Partnership	All partners	All partners
Corporations	All officers, directors, and agent	All officers, directors, and agent	Agent Only	YES	Corporation	All officers, directors, and agent	Agent Only
Nonprofit Organizations	All officers, directors, and agent	All officers, directors, and agent	Agent Only	YES	Nonprofit Organization, unless otherwise exempt by law.	All officers, directors, and agent	Agent Only
Limited Liability Companies	All members or managers and agent	All members or managers and agent	Agent Only	YES	Limited Liability Company	All members or managers and agent	Agent Only

* Subject to Wisconsin Fair Employment Law (Ch. 111).

APPENDIX B

Retail License Combinations Matrix

Note: No more than two licenses may be issued for the same premises.

	Class "A" Beer	"Class A" Liquor	"Class A" Cider	Class "B" Beer	"Class B" Liquor	"Class C" Wine	Temporary Class "B" Beer	Temporary "Class B" Wine
Class "A" Beer		YES	YES	NO	NO	NO	NO	NO
"Class A" Liquor	YES		NO	NO	NO	NO	NO	NO
"Class A" Cider	YES	NO		NO	NO	NO	NO	NO
Class "B" Beer	NO	NO	NO		YES	YES	NO	NO
"Class B" Liquor	NO	NO	NO	YES		NO	NO	NO
"Class C" Wine	NO	NO	NO	YES	NO		NO	NO
Temporary Class "B" Beer	NO	NO	NO	NO	NO	NO		YES
Temporary "Class B" Wine	NO	NO	NO	NO	NO	NO	YES	

KEY

YES

The combination of licenses is allowed on the same premises.

NO

The combination of licenses is not allowed on the same premises.



Only one license of each type may be issued for the same premises.

APPENDIX C

League of Wisconsin Municipalities - Legal Opinions

**“CLASS B” LIQUOR LICENSE QUOTA INFORMATION
AS OF DECEMBER 1, 1997**

Pursuant to Sec. 125.51(4)(bm), Stats., as created by 1997 Wisconsin Act 27, the undersigned clerk for the Town/Village/City of _____, County of _____, records the following information:

1. The population of the Town/Village/City of _____ as of December 1, 1997, as established by the Department of Administration population estimate provided to the municipality for purposes of shared revenue distribution: _____.
2. Number of “Class B” liquor licenses authorized to be issued by the Town/Village/City of _____ on December 1, 1997 (Note: This number is based on the state quota established by Wis. Stat. sec. 125.51(4) (1995-96).): _____.
3. Number of “Class B” liquor licenses actually granted or issued by the Town/Village/City of _____ as of December 1, 1997: _____.
4. Number of reserve “Class B” licenses the Town/Village/City of _____ authorized to issue as of December 1, 1997, as calculated below: _____.

**CALCULATION OF RESERVE “CLASS B” LICENSES
AUTHORIZED TO BE ISSUED BY THE MUNICIPALITY AFTER DECEMBER 1, 1997**

- A. Determine the number of unissued “Class B” liquor licenses by subtracting number actually issued (item 3. above) from the number of such licenses the municipality is authorized to issue (item 2. above): _____.

Note: If the number under item A. is 3 or less, this number becomes the number of reserve “Class B” licenses your municipality is authorized to issue as of December 1, 1997, and should be inserted into item 4. above.

If the number under a. is 4 or higher, continue the following:

- B. Number of unissued “Class B” licenses (i.e., item A.): _____
- C. Subtract 3 from B.: _____ -3

:"League of Wisconsin Municipalities"

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League of Wisconsin Municipalities - Legal Opinions

- A. Remaining unissued "Class B" licenses: _____
- B. Divide D. by 2: _____
- C. If result in E. is a fraction, round down to nearest whole number: _____
- D. Add 3 to F. _____ +3
- E. Total reserve "Class B" licenses authorized to be issued: _____

(Insert in item 4. above.)

:"League of Wisconsin Municipalities"

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MEMORANDUM

TO: Heather Boehm, City Clerk

FROM: Daniel A. Meyer, Chief of Police

DATE: June 18, 2025

REF: ALCOHOL BEVERAGE LICENSE APPLICATION
The Waypoint Bar and Games LLC
141B W Whitewater St
Whitewater, WI 53190
Agent: Jessica L Marks

Effective June 18, 2025, the following information is being supplied on an official basis concerning the license application of the above named party. Only that information which would bear upon this application is recorded. Traffic Violations are excluded.

Pertinent records of the appropriate local and state agencies have been searched as of this date with the following results:

No information was disclosed that would hinder the issuance of the above requested license.

DM/jh

**2025-2026 Alcohol License Summary
RENEWAL APPLICATIONS**

BUSINESS	AGENT	DOB	LOCAL ARREST RECORD (violations on/after 6/01/2023)	CIB/NCIC Wants	WI CCAP & CIBR "E" CHECK (violations on/after 6/01/2023)	Convicted Felon	NOTES
The Waypoint Bar & Games LLC 141B W Whitewater St	Jessica L. Marks	12/05/1991	No Arrests on/after 06/01/2023 - 06/18/2025 jh	No	No Arrests on/after 06/01/2023	No	



Office of the City Clerk

312 W Whitewater St

P.O. Box 178

Whitewater, WI 53190

www.whitewater-wi.gov

Telephone: (262) 473-0103

Fax: (262) 473-0509

MEMORANDUM

To: All City of Whitewater Beer/Alcohol License Holders
From: Tiffany Albright, Deputy Clerk – Telephone: (262) 473-0103
talbright@whitewater-wi.gov
Re: Renewal of Alcohol, Cigarette, or Public Entertainment Licenses
APPLICATION DUE: May 09, 2025
Date: April 24, 2025

Enclosed are applications for renewals of beer and alcohol licenses. Please complete all blanks and return them to the City Clerk's office prior to May 09, 2025.

It is imperative that ALL PAPERWORK BE FILED IN THE CITY CLERK'S OFFICE (2nd floor of the Municipal Building, 312 W Whitewater St, P.O.Box 178, Whitewater, WI 53190). A fee of \$10 must be paid at the time of filing. You **are not** required to pay the license fee until you pick up the license(s) in June. **Please note, if we do not hear from you by May 09, 2025, we will assume you are forfeiting your license.**

Enclosed in this packet:

1. **Cigarette License Application** – Please complete if you are selling cigarettes and/or vape products. If you are not, you may dispose of this form. (\$100 per year)
2. **Public Entertainment License Application** – If you provide entertainment for your business patrons, please complete this application form. If you do not provide music, shows, juke box, etc., you may dispose of this form. (\$40 per year)
3. **Renewal Application and accompanying Auxiliary Questionnaire** – For renewal of your Beer/Wine/Liquor License.
4. **Hours of Operation Statement** – Please put the **MINIMUM** hours you will be open on this statement. Just a reminder that Chapter 5.20.032B of the Municipal Code requires an establishment to be open at least fifty days per year (license year term). The definition of a "day" is a minimum of six hours. Please be accurate as you complete this section as the Code does allow cancellation for nonuse of a license if minimum standards are not met.

INSPECTIONS:

*The Building Inspector will be making arrangements with you to complete your annual building inspection.

*Police Department has indicated that they will be sure your licenses are properly posted as they do their regular walk-through visits.

*If you have a valid, current Restaurant or Food Service License, providing me with a copy of that replaces the requirement for a Health Department inspection.

***If you do not have a Restaurant or Food Service License, you will need to arrange for an inspection of your establishment (at your expense) and provide me with a copy of the Inspection Report. One area Inspector is Jake Pfeifer, Salem Lakes, WI at (262) 960-4629. Mr. Pfeifer does charge a fee.**

*I will need a copy of your current Wisconsin Seller's Permit. Department of Revenue has made it very clear that the name on the Seller's Permit and the local license must be exactly the same. (Needed from all applicants)

*I will contact Fire Department to obtain a copy of their most current inspection of your premises. If you do not have a current inspection, a Fire Dept. inspection will have to be arranged.

If you have any questions or concerns, please feel free to call me. Thank you in advance for our cooperation.

CHECKLIST OF ITEMS NEEDED TO RENEW YOUR ALCOHOL LICENSE

- ☒ Alcohol License Application *Give print + description*
- ☒ Updated Auxiliary Questionnaire *(4)*
- ☒ Hours of Operation
- ☒ Copy of Wisconsin Seller's Permit *(We will make a photocopy if you bring original in)*
- ☐ Copy of Restaurant or Food Service Permit (We will make a photocopy if you bring original in)
[If no permit, copy of inspection completed by licensed sanitation inspector]
- ☐ \$5.00 Background Check Fee
- ☐ \$5.00 Publication Fee

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	
License Period	

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

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

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$
Total Fees	\$

Part A: Premises/Business Information

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

The Waypoint Bar and Games LLC

2. Business Trade Name or DBA

The Waypoint

3. FEIN

33-4834352

4. Wisconsin Seller's Permit Number

456-1032082461-02

5. Entity Type (check one)

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

6. State of Organization

WI

7. Date of Organization

4/26/25

8. Wisconsin DFI Registration Number

T114027

9. Premises Address

141 B W. Whitewater St

10. City

Whitewater

11. State

WI

12. Zip Code

53190

13. County

Walworth

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

15. Aldermanic District

16. Premises Phone

920 728 0327 until open

17. Premises Email

Jehabug1205@gmail.com

18. Website

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

See map + additional sheets

20. Mailing Address (if different from premises address)

511 Sherman Ave W.

21. City

Fort Atkinson

22. State

WI

23. Zip Code

53538

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 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.

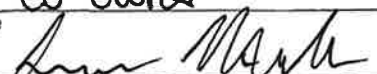
Last Name	First Name	Title	Phone
Marks	Jessica	owner-member	920 728 0327
Marks	Jon	owner-member	920 397 0660
Thatcher	Bronson	owner-member	262 473 5335
Sersich	Mike	owner-member	906-396-3226

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 Marks		First Name Jessica		M.I. L
Title co-owner		Email Jehabug1205@gmail.com	Phone 920-728-0327	
Signature 			Date 4/28/25	

Part E: For Clerk Use Only

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

Alcohol Beverage Individual Questionnaire

Date 4/28/25

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)	
The Waypoint Bar and Games LLC	
2. Business Trade Name or DBA	
The Waypoint	
3. 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

Part B: Individual Information

1. Last Name		2. First Name		3. M.I.
Marks		Jessica		L
4. Relationship to Business (Title)		5. Email		6. Phone
Owner -		Jehabug1205@gmail.com		920 728 0327
7. Home Address				
511 Sherman Ave W.				
8. City		9. State	10. Zip Code	11. Date of Birth
Port Atkinson		WI	53538	
12. Drivers License/State ID Number			13. Drivers License/State ID State of Issuance	
M620-4329-1945-04				

Part C: Address History

1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application? Years 33 Months			
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.			
Previous Address 1		City	State Zip Code
511 Sherman Ave W		Port Atkinson	WI 53538
Previous Address 2		City	State Zip Code
Previous Address 3		City	State Zip Code
Previous Address 4		City	State Zip Code
Previous Address 5		City	State Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.			
State	County	State	County
WI	Jefferson	WI	Walworth
State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

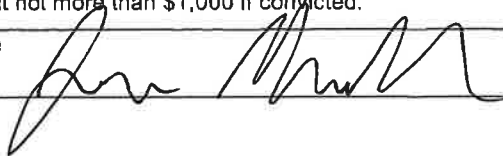
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature



Date

4/28/25

Alcohol Beverage Individual Questionnaire

Date 4/28/25

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information			
1. Legal Business Name (Individual name if sole proprietor) <u>The Waypoint Bar and Games</u>			
2. Business Trade Name or DBA			
3. 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

Part B: Individual Information			
1. Last Name <u>Marks</u>		2. First Name <u>Jon</u>	
3. M.I. <u>R</u>			
4. Relationship to Business (Title) <u>owner</u>		5. Email <u>Jonmark1208@gmail.com</u>	
6. Phone <u>920 397-0660</u>			
7. Home Address <u>511 Sherman Ave W.</u>			
8. City <u>Fort Atkinson</u>		9. State <u>WI</u>	
10. Zip Code <u>53538</u>		11. Date of Birth	
12. Drivers License/State ID Number <u>M620-4368-7448-05</u>		13. Drivers License/State ID State of Issuance	

Part C: Address History							
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application? <table border="1"> <tr> <td>Years</td> <td>Months</td> </tr> <tr> <td><u>37</u></td> <td></td> </tr> </table>				Years	Months	<u>37</u>	
Years	Months						
<u>37</u>							
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1 <u>511 Sherman Ave W.</u>		City <u>Fort Atkinson</u>	State <u>WI</u>				
		Zip Code <u>53538</u>					
Previous Address 2		City	State				
		Zip Code					
Previous Address 3		City	State				
		Zip Code					
Previous Address 4		City	State				
		Zip Code					
Previous Address 5		City	State				
		Zip Code					
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State <u>WI</u>	County <u>Jefferson</u>	State <u>WI</u>	County <u>Walworth</u>				
State	County	State	County				

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

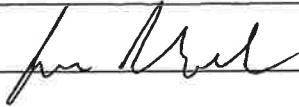
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature



Date

4/28/25

Alcohol Beverage
Individual QuestionnaireDate
4-29-2025

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)	
The Waypoint Bar and Games	
2. Business Trade Name or DBA	
The Waypoint	
3. 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

Part B: Individual Information

1. Last Name		2. First Name		3. M.I.
Thatcher		Bronson		J
4. Relationship to Business (Title)		5. Email		6. Phone
CO-Owner		Ruberas_1fan@hotmail.com		262-473-5335
7. Home Address				
1050 West Florence St.				
8. City		9. State	10. Zip Code	11. Date of Birth
Whitewater		WI	53190	11-15-1988
12. Drivers License/State ID Number			13. Drivers License/State ID State of Issuance	
T326-0708-8415-08				

Part C: Address History

1. Do you currently reside in Wisconsin?				<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?				Years	Months
				35	4
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1		City		State	Zip Code
Previous Address 2		City		State	Zip Code
Previous Address 3		City		State	Zip Code
Previous Address 4		City		State	Zip Code
Previous Address 5		City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State	County	State	County	State	County
State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
------------------------	----------	-----------------

Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

Law/Ordinance Violated	Location	Conviction Date
------------------------	----------	-----------------

Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

Law/Ordinance Violated	Location	Conviction Date
------------------------	----------	-----------------

Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature <i>Bronson Thatcher</i>	Date 4-29-2025
--------------------------------------	-------------------

Alcohol Beverage Individual Questionnaire

Date 5-1-25

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) <u>The Waypoint Bar and games</u>	
2. Business Trade Name or DBA <u>The Waypoint</u>	
3. 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	

Part B: Individual Information			
1. Last Name <u>Sersich</u>		2. First Name <u>Mike</u>	
3. M.I. <u>S</u>		4. Relationship to Business (Title) <u>partowner</u>	
5. Email <u>m.sersich@gmail.com</u>		6. Phone <u>(906) 396-3728</u>	
7. Home Address <u>255 N fratt / apt 238</u>			
8. City <u>Whitewater</u>		9. State <u>WI</u>	10. Zip Code <u>53190</u>
11. Date of Birth <u>6-19-1986</u>		12. Drivers License/State ID Number <u>SC22 5508 621904</u>	
13. Drivers License/State ID State of Issuance <u>Wis</u>			

Part C: Address History			
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?			
Years	Months		
<u>15</u>	<u>3</u>		
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.			
Previous Address 1	City	State	Zip Code
<u>725 Dunn st</u>	<u>Whitewater</u>	<u>WI</u>	<u>53190</u>
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.			
State	County	State	County
<u>MI</u>	<u>Dickerson</u>		
State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?

☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?

☐ Yes ☐ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature

Date

5-1-25

Alcohol Beverage
Appointment of Agent

Date 4/28/25

Agent Type (check one)

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

Part A: Business Information

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

The Waypoint Bar + Games LLC

2. Business Trade Name or DBA

The Waypoint

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

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

Part B: Agent Information

1. Last Name

Marks

2. First Name

Jessica

3. M.I.

L

4. Email

Jekabug1205@gmail.com

5. Phone

920 728 0327

6. Home Address

511 Sherman Ave W

7. City

Fort Atkinson

8. State

WI

9. Zip Code

53538

10. Age

33

11. Drivers License/State ID Number

12. Drivers License/State ID State of Issuance


Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement?
Submit proof of completion.☒ Yes ☐ No2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire?
Submit a completed Form AB-100 with this form.☒ Yes ☐ No3. Have you been a Wisconsin resident for at least 90 continuous days?
See instructions for exceptions.☒ Yes ☐ No

Continued →

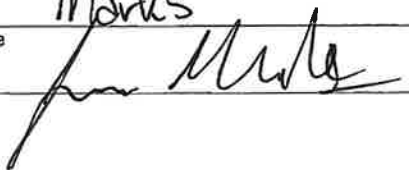
Part D: Business Attestation

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	Marks	First Name	Jessica	M.I.	L
Title	Owner	Email	Jessbough1205	Phone	920 728 0327
Signature				Date	4/28/25

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	Marks	First Name	Jessica	M.I.	L
Signature				Date	4/28/25

CITY OF WHITEWATER
ALCOHOL LICENSE HOLDERS HOURS OF OPERATION STATEMENT.
(Required pursuant to Section 5.20.032(C) of the Whitewater Municipal Code
LICENSING YEAR: July 2023 - June 2024.

Trade Name & Address of Establishment: <div style="text-align: center; font-family: cursive; font-size: 1.2em;">The Waypoint Bar + games</div>	
<div style="text-align: center; font-family: cursive; font-size: 1.2em;">141 B W. Whitewater Ave Whitewater, WI 53190</div>	
Name Wisconsin Seller's Permit is Issued to & I.D. Number: <div style="display: flex; justify-content: space-between; font-family: cursive; font-size: 1.2em;">The Waypoint Bar and Games456-1032082461-02</div>	
Days and Hours Establishment will regularly be open for business**: <div style="text-align: center; font-family: cursive; font-size: 1.2em;">Mon-Sun 10a-10pm Wed-Sun 3p-10pm minimum</div>	

The undersigned certifies that the hours listed above are the minimum number of hours the above-named establishment will regularly be open for business. **If any licensee changes its minimum required days or hours of operation stated above, the licensee shall immediately report the change in writing to the City Clerk. Licensees are not required to disclose all hours it or they expect to be open, but rather those mandatory minimum hours it will be open. Licensee also understands that Wisconsin Statutes require that a licensed beverage operator be on the premises during all hours the establishment is open for business.

<div style="font-family: cursive; font-size: 1.5em; margin-bottom: 10px;">Jessica Markke</div> <hr style="border: 0; border-top: 1px solid black; margin: 0;"/> <div style="display: flex; justify-content: space-between; font-size: 0.9em;">Signature of LicenseeDate</div>	<div style="font-size: 1.5em; margin-bottom: 10px;">5/1/25</div> <hr style="border: 0; border-top: 1px solid black; margin: 0;"/> <div style="display: flex; justify-content: space-between; font-size: 0.9em;">Signature of LicenseeDate</div>
--	--

TO BE COMPLETED BY CITY CLERK'S OFFICE:

Health Inspection Completed _____

Code Enforcement Inspection Completed: _____

Police Dept. Inspection Completed: _____

Newspaper Publication Date: _____

No. of Hours Open per Year: _____



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-224-5761
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

000015

Letter ID L1448598704

THE WAYPOINT BAR AND GAMES LLC
511 SHERMAN AVE W
FORT ATKINSON WI 53538

Wisconsin Department of Revenue Seller's Permit

Legal/real name: THE WAYPOINT BAR AND GAMES LLC
Business name: THE WAYPOINT
141b W Whitewater St
Whitewater WI 53190-2087

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1032082461-02

APPLICATION PERMIT FOR PUBLIC ENTERTAINMENT

Provided for in Section 5.48.060 of Code of General Ordinances of the **CITY OF WHITEWATER**

Applicant Name: Jessica Marks

Address: 511 Sherman Ave W Fort Atkinson WI 53538

Location of Entertainment: 1418 W. whitewater st

What type of entertainment is to be conducted? Arcade games / no gambling

Dates of Days of week to be used: Sun - Sat

Type(s) of Entertainment: Arcade games

Full Name of Individual in charge: Jessica Marks

Date of Birth: 12/5/91 Place of Birth: Cudahay, WI

Driver's License No. M620-4329-1945-04

Telephone No. 920 728 0327

E-mail: Jekabug1205@gmail.com

5/8/25
Date of Application

[Signature]
Signature of Individual in Charge

INSPECTION

INSPECTION: Inspection of the premises will be made by the Chief of Police and Building Inspector prior to the commencement of the event, in order to determine that the conduct of the entertainment shall be safe, wholesome, and in accordance with the Code of Ordinances of the City of Whitewater.

Inspection made on: _____

Approved: _____

Chief of Police

Unapproved: _____

Building Inspector

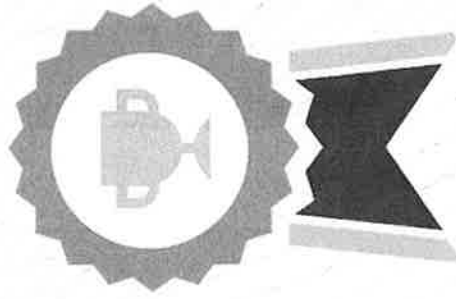
CLERK

City Manager _____ Approval _____ Disapproval _____ Date _____

License Granted: _____ or not Granted: _____

Fee: \$40

City Clerk



Certificate

RESPONSIBLE BEVERAGE SERVER

awarded to

Bronson Thatcher

This certificate represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

www.Wisconsin-Bartending.com

Training Provider

05/08/2025

Training Date



CERTIFICATE OF COMPLETION

This certifies that

jon marks

is awarded this certificate for

Wisconsin Responsible Beverage Server Training



Completion Date
05/08/2025



Expiration Date
05/08/2027



Certificate #
WI-00637777

A handwritten signature in blue ink, appearing to read 'Smith N. Smith'.

Official Signature

This certificate is non-transferable and represents the successful completion of an approved

Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

6504 Bridge Point Parkway, Suite 100 | Austin, TX 78730 | www.360training.com

**LEARN 2 SERVE™**

CERTIFICATE OF COMPLETION

This certifies that

Mike Sersich

is awarded this certificate for

Wisconsin Responsible Beverage Server Training



Completion Date
04/30/2025



Expiration Date
04/30/2027



Certificate #
WI-00637335

A handwritten signature in black ink, appearing to read "Sarah Negroni".

Official Signature

This certificate is non-transferable and represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

**LEARN 2 SERVE™**

CERTIFICATE OF COMPLETION

This certifies that

jessica marks

is awarded this certificate for

Wisconsin Responsible Beverage Server Training



Completion Date
04/14/2025



Expiration Date
04/14/2027



Certificate #

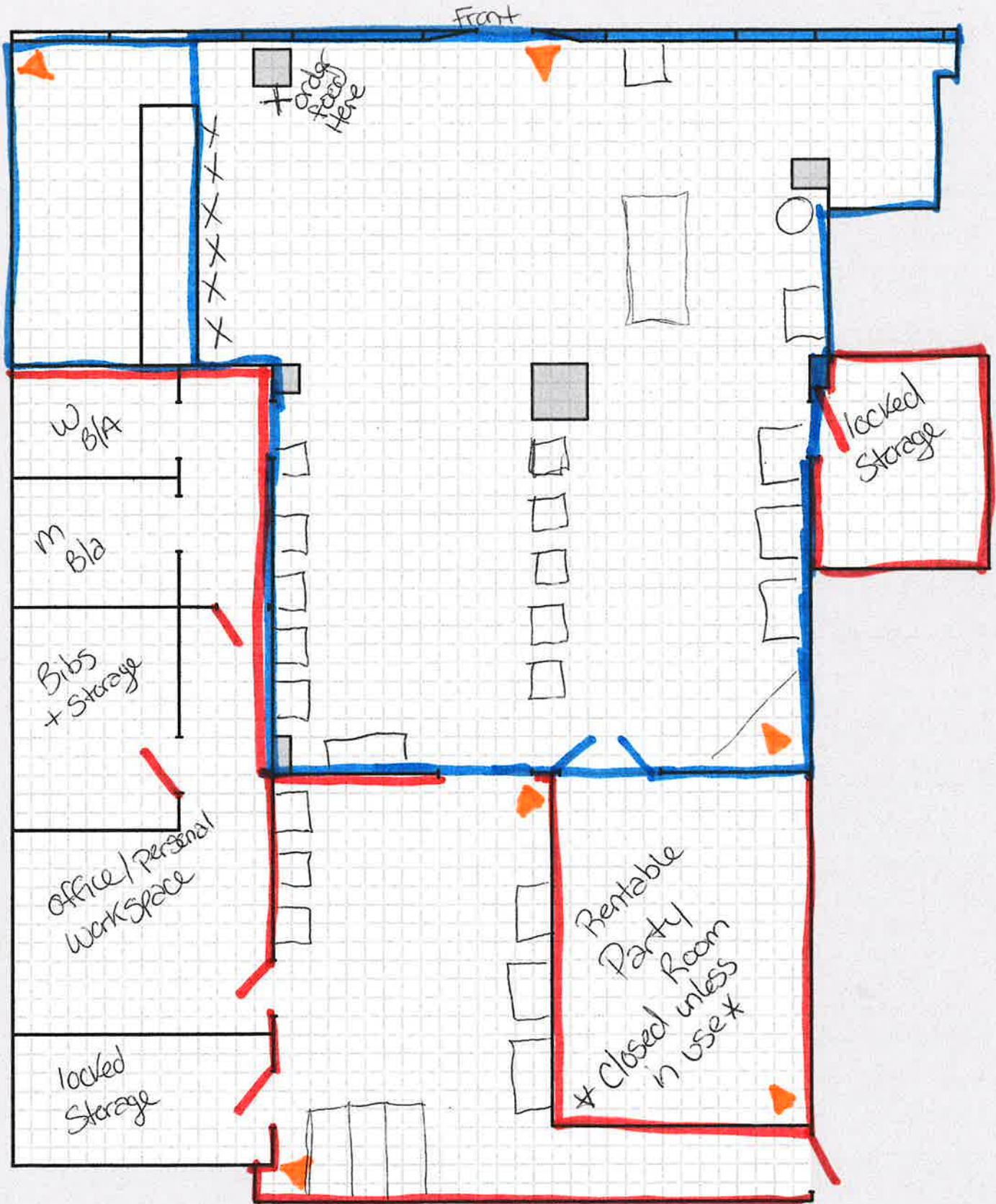
A handwritten signature in black ink, appearing to read "Suzanne H. [unclear]".

Official Signature

This certificate is non-transferable and represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

open 10-10pm
m-th no alcohol served until 4pm
F, S, S no alcohol served until 12pm

— Alcohol permitted
— not permitted
A Cameras





Common Council Meeting

Meeting Date: July 15, 2025

Agenda Item: Guanajuato Produce LLC

Staff Contact (name, email, phone): Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

BACKGROUND

(Enter the who, what, when, where, why)

Guanajuato Produce LLC, 230 E Milwaukee Street, applied for a Class A Beer license for the 2025-2026 license year.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

At the July 10, 2025 Alcohol Licensing Committee, the Committee approved the Class A Beer license that would allow sale of packaged beer for off premises consumption.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

The recommendation would be to approve Guanajuato Produce LLC, for the Class A beer license.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Class A Beer License Application
PD Memo
Fire Department Memo

Form
AB-200

Alcohol Beverage License
Application

For Municipal Use Only
Municipality
License Period

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

- ☒ Class "A" Beer \$ 100.00 ☐ Class "B" Beer \$ _____
- ☐ "Class A" Liquor \$ _____ ☐ "Class B" Liquor \$ _____
- ☐ "Class A" Liquor (cider only) \$ _____ ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)		
Javier O. Martinez		
2. Business Trade Name or DBA		
Guaranapo produce LLC		
3. FEIN		4. Wisconsin Seller's Permit Number
85-3638584		456-1030680575-04
5. Entity Type (check one)		
<input checked="" type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
6. State of Organization	7. Date of Organization	8. Wisconsin DFI Registration Number
WI	8-2023	
9. Premises Address		
230 E. Milwaukee St		
10. City	11. State	12. Zip Code
White Water	WI	53190
13. County	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village	15. Aldermanic District
Walworth	of: White Water	
16. Premises Phone	17. Premises Email	18. Website
262-4582321	Guaranapoproduce.faa@gmail.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.		
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. ☐ 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

(R. 1-25)

- 1 -

Wisconsin Department of Revenue

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
Martinez	Javier	Owner	608-207-5162

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 martinez		First Name Javier		M.I. J
Title owner		Email Guangjeto produce ifa@	Phone 608-207-5162	
Signature Javier Martinez		Date 6-25-25 Gmail com		

Part E: For Clerk Use Only

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

Alcohol Beverage Individual Questionnaire

Date 6-25-25

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information				
1. Legal Business Name (individual name if sole proprietor) <u>Javier O. Martinez</u>				
2. Business Trade Name or DBA <u>Guangjuato produce LLC</u>				
3. Entity Type (check one)				
<input checked="" type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit Organization

Part B: Individual Information				
1. Last Name <u>Martinez</u>		2. First Name <u>Javier</u>		3. M.I. <u>D</u>
4. Relationship to Business (Title) <u>Owner</u>		5. Email <u>Guangjuatoproduce.f@gmail.com</u>		6. Phone <u>608-2025162</u>
7. Home Address <u>1139 prairie ave</u>				
8. City <u>Beloit</u>		9. State <u>WI</u>	10. Zip Code <u>53511</u>	11. Date of Birth
12. Drivers License/State ID Number <u>M635-4347-8335-08</u>			13. Drivers License/State ID State of Issuance <u>WI</u>	

Part C: Address History							
1. Do you currently live in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, provide the month and year when you permanently moved to Wisconsin							(MM/YYYY) <u>4-1999</u>
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1		City		State	Zip Code		
<u>1139 prairie ave</u>		<u>Beloit</u>		<u>WI</u>	<u>53511</u>		
Previous Address 2		City		State	Zip Code		
Previous Address 3		City		State	Zip Code		
Previous Address 4		City		State	Zip Code		
Previous Address 5		City		State	Zip Code		
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State	County	State	County	State	County	State	County
<u>WI</u>	<u>Rock</u>						
State	County	State	County	State	County	State	County

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature <i>Javier O Martinez</i>	Date <i>6-25-25</i>
------------------------------------	---------------------

Alcohol Beverage
Appointment of Agent

Date 6-25-25

Agent Type (check one)

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

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)		Javier O. Martinez	
2. Business Trade Name or DBA		Guangjuato produce LLC	
3. Entity Type (check one)		<input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization (check one)		5. If successor agent, provide State Permit or Municipal Retail License Number	
<input checked="" type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit			
6. Describe the reason for appointing a successor agent, if successor is checked above.			

Part B: Agent Information

1. Last Name		2. First Name		3. M.I.	
martinez		Javier		O	
4. Email			5. Phone		
Guangjuato produce fa@gmail.com			608-207-5162		
6. Home Address					
1139 prairie ave					
7. City		8. State		9. Zip Code	
Beloit		wi		53511	
10. Date of Birth			11. Drivers License/State ID Number		
09-15-1978			M635-4347-8335-08		
12. Drivers License/State ID State of Issuance			wi		

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? Submit proof of completion.		<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)?		<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? See instructions for exceptions.		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

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 martinez	First Name Javier	M.I. O
Title Owner	Email GuanaJuto produce ifa@gmail.com	Phone 608-207-5162
Signature Javier O Martinez		Date 6-25-25

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 martinez	First Name Javier	M.I. O
Signature Javier O Martinez		Date 6-25-25

CITY OF WHITEWATER
ALCOHOL LICENSE HOLDERS HOURS OF OPERATION STATEMENT.
(Required pursuant to Section 5.20.032(C) of the Whitewater Municipal Code
LICENSING YEAR: July 2023 - June 2024.

Trade Name & Address of Establishment: <u>Guangjuato produce LLC</u> <u>230 - E Milwaukee st whitewater, WI 53190</u>
Name Wisconsin Seller's Permit is Issued to & I.D. Number: <u>456-1030680575-04</u>
Days and Hours Establishment will regularly be open for business**: <u>7 days a weeks from 8 AM To - 8 PM</u>

The undersigned certifies that the hours listed above are the minimum number of hours the above-named establishment will regularly be open for business. **If any licensee changes its minimum required days or hours of operation stated above, the licensee shall immediately report the change in writing to the City Clerk. Licensees are not required to disclose all hours it or they expect to be open, but rather those mandatory minimum hours it will be open. Licensee also understands that Wisconsin Statutes require that a licensed beverage operator be on the premises during all hours the establishment is open for business.

Janis O martinez
Signature of Licensee

6-25-25
Date

TO BE COMPLETED BY CITY CLERK'S OFFICE:

Health Inspection Completed _____

Code Enforcement Inspection Completed: _____

Police Dept. Inspection Completed: _____

Newspaper Publication Date: _____

No. of Hours Open per Year: _____



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-327-0235
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

000879

GUANAJUATO PRODUCES LLC
1139 PRAIRIE AVE
BELOIT WI 53511-5416

Letter ID L1921041584



Wisconsin Business Tax Registration Certificate

Expiration date: April 30, 2027
Legal/real name: GUANAJUATO PRODUCES LLC

- This certificate confirms that you are registered with the Wisconsin Department of Revenue for the tax types shown below.
- This registration certificate is not a seller's permit, and should not be used as proof that you hold a seller's permit.
- You may not transfer this certificate to any other individual or business.

Tax Type	Account Type	Number
Sales & Use Tax	Sales & Use Tax	456-1030680575-04
Withholding Tax	Withholding Tax	036-1030680575-02



Whitewater Fire and EMS

Inspection Report

312 W Whitewater St

BLDG Guanajuato Produce - 230 E Milwaukee ST, Whitewater WI 53190

INSPECTION DETAILS

Inspection Date	Inspection Type	Inspection Number		
05/27/2025	Fire Prevention Inspection	1251		
Lead Inspector	Shift	Station	Unit	
JACOB MAAS	N/A	N/A	N/A	
Other Inspector's				
N/A				

SUMMARY OF INSPECTION

✓ 16 ✕ 0 ⊘ 11
Passed codes Failed codes N/A codes

NEXT STEPS

Please direct questions about your inspection to:

JACOB MAAS

jmaas@whitewater-wi.gov

Reinspection Date

05/27/2026

GENERAL NOTES

JACOB MAAS - 05/27/2025 @ 13:21

Extinguisher requires inspection. Is a couple months out of date, needs to be inspected each year.

SIGNATURES

Contact signature

Inspector signature

Javier R.

Jacob J. Maas

Javier Martinez

05/27/2025

JACOB MAAS

05/27/2025

CHECKLISTS

General Inspection

Status	Code	Description
Pass ✓	10.1	General Fire Safety
Pass ✓	10.12.1.1	Buildings shall have approved address numbers visible from street
N/A ⊗	10.13	Vacant buildings shall be secured.
Pass ✓	10.14.10	Vegetation shall be removed when determined by the AHJ to present a fire hazard.
Pass ✓	10.19.3	Storage shall be 2 feet from the ceiling in non sprinklered buildings, 18" in sprinklered buildings.
Pass ✓	10.19.4	Combustible Material Shall not be stored in exits.
N/A ⊗	101.149	CO detectors required IAW WI Admin Code 101
Pass ✓	11.1	Panel(s) shall be covered and unobstructed to 36".
Pass ✓	11.1.3	Permanent wiring shall be installed and maintained IAW NFPA 70
Pass ✓	11.1.7	Extension cords shall not be used as permanent wiring.
N/A ⊗	12.4	Fire Doors shall be rated, self-closing, in operable condition, and not wedged open or obstructed from closing.
N/A ⊗	13.2	Standpipe systems shall be maintained IAW NFPA 14.
N/A ⊗	13.3	Sprinkler systems shall be maintained and tested IAW NFPA 13.
Pass ✓	13.6	The selection, installation, distribution, inspection, maintenance, and testing shall be IAW NFPA 10.
N/A ⊗	13.7	Fire alarm systems and their components shall be in an operable condition and tested annually.

Pass	13.7.1.4.9
✓	Single station and multiple station smoke alarms shall be tested and maintained where required by code.
N/A	13.8
⊘	Where other fire protection systems are installed, they shall be tested and maintained.
Pass	14.13
✓	Emergency egress lighting shall be maintained and operable where required by code.
Pass	14.14
✓	Exit lights shall be illuminated and maintained where required by code.
Pass	14.4
✓	Means of egress shall be continuously maintained free of all obstruction or impediments.
N/A	14.8.1
⊘	Occupant load posted as required by code
N/A	314.10
⊘	Grill/cooking appliances prohibited.
N/A	34.10
⊘	Idle Pallets shall be maintained as per this chapter.
N/A	50.1
⊘	Hood systems shall be serviced and tested.
Pass	63.3.1.8.4
✓	Compressed gas containers shall be secured
Pass	66.9
✓	Improper storage of flammable/combustible liquid.
Pass	999
✓	See Notes



Statement of Fees

FEE

Invoice Date	Inspection Fee	Date Paid	Amount Paid
N/A			
Invoice Number	Check Number	Transaction Number	
N/A	N/A	N/A	

MEMORANDUM

TO: Heather Boehm, City Clerk

FROM: Daniel A. Meyer, Chief of Police

DATE: June 27, 2025

REF: ALCOHOL BEVERAGE LICENSE APPLICATION
Guanajuato Produce LLC
230 E Milwaukee St
Whitewater, WI 53190
Agent: Javier O Martinez

Effective June 27, 2025, the following information is being supplied on an official basis concerning the license application of the above named party. Only that information which would bear upon this application is recorded. Traffic Violations are excluded.

Pertinent records of the appropriate local and state agencies have been searched as of this date with the following results:

No information was disclosed that would hinder the issuance of the above requested license.

DM/jh

**2025-2026 Alcohol License Summary
RENEWAL APPLICATIONS**

BUSINESS	AGENT	DOB	LOCAL ARREST RECORD (violations on/after 6/01/2023)	CIB/NCIC Wants	WI CCAP & CIBR "E" CHECK (violations on/after 6/01/2023)	Convicted Felon	NOTES
Guanajuato Produce 230 E Milwaukee St	Javier O Martinez	09/15/1978	No Arrests on/after 06/01/2023 - 06/27/2025 jh	No	No Arrests on/after 06/01/2023	No	



Whitewater Fire and EMS

Inspection Report

312 W Whitewater St

BLDG Guanajuato Produce - 230 E Milwaukee ST, Whitewater WI 53190

INSPECTION DETAILS

Inspection Date	Inspection Type	Inspection Number		
05/27/2025	Fire Prevention Inspection	1251		
Lead Inspector	Shift	Station	Unit	
JACOB MAAS	N/A	N/A	N/A	
Other Inspectors				
N/A				

SUMMARY OF INSPECTION

✓ 16
Passed codes

✗ 0
Failed codes

⊘ 11
N/A codes

NEXT STEPS

Please direct questions about your Inspection to:

JACOB MAAS

jmaas@whitewater-wi.gov

Reinspection Date

05/27/2026

GENERAL NOTES

JACOB MAAS - 05/27/2025 @ 13:21

Extinguisher requires inspection. Is a couple months out of date, needs to be inspected each year.

SIGNATURES

Contact signature

Inspector signature

Javier R.

Javier Martinez

05/27/2025

Jacob J. Maas

JACOB MAAS

05/27/2025

CHECKLISTS

General Inspection

Status	Code	Description
Pass 	10.1 General Fire Safety	
Pass 	10.12.1.1 Buildings shall have approved address numbers visible from street	
N/A 	10.13 Vacant buildings shall be secured.	
Pass 	10.14.10 Vegetation shall be removed when determined by the AHJ to present a fire hazard.	
Pass 	10.19.3 Storage shall be 2 feet from the ceiling in non sprinklered buildings, 18" in sprinklered buildings.	
Pass 	10.19.4 Combustible Material Shall not be stored in exits.	
N/A 	101.149 CO detectors required IAW WI Admin Code 101	
Pass 	11.1 Panel(s) shall be covered and unobstructed to 36".	
Pass 	11.1.3 Permanent wiring shall be installed and maintained IAW NFPA 70	
Pass 	11.1.7 Extension cords shall not be used as permanent wiring.	
N/A 	12.4 Fire Doors shall be rated, self-closing, in operable condition, and not wedged open or obstructed from closing.	
N/A 	13.2 Standpipe systems shall be maintained IAW NFPA 14.	
N/A 	13.3 Sprinkler systems shall be maintained and tested IAW NFPA 13.	
Pass 	13.6 The selection, installation, distribution, inspection, maintenance, and testing shall be IAW NFPA 10.	
N/A 	13.7 Fire alarm systems and their components shall be in an operable condition and tested annually.	

Pass ✓	13.7.1.4.9 Single station and multiple station smoke alarms shall be tested and maintained where required by code.
N/A ⊘	13.8 Where other fire protection systems are installed, they shall be tested and maintained.
Pass ✓	14.13 Emergency egress lighting shall be maintained and operable where required by code.
Pass ✓	14.14 Exit lights shall be illuminated and maintained where required by code.
Pass ✓	14.4 Means of egress shall be continuously maintained free of all obstruction or impediments.
N/A ⊘	14.8.1 Occupant load posted as required by code
N/A ⊘	314.10 Grill/cooking appliances prohibited.
N/A ⊘	34.10 Idle Pallets shall be maintained as per this chapter.
N/A ⊘	50.1 Hood systems shall be serviced and tested.
Pass ✓	63.3.1.8.4 Compressed gas containers shall be secured
Pass ✓	66.9 Improper storage of flammable/combustible liquid.
Pass ✓	999 See Notes



Statement of Fees

FEE

Invoice Date	Inspection Fee	Date Paid	Amount Paid
N/A			
Invoice Number	Check Number	Transaction Number	
N/A	N/A	N/A	



Council Agenda Item

Meeting Date: July 15th, 2025

Agenda Item: Migration to G3 Email Tenant, O365, and MFA Rollout

Staff Contact (name, email, phone): Tim Neubeck, tneubeck@whitewater-wi.gov, 262-473-1391

BACKGROUND

(Enter the who, what when, where, why)

This project is an amalgam of 3 intertwined projects. First, Office 2019 reaches the end of extended support on October 14, 2025. Second, the City is currently on a commercial email tenant and needs to be moved to a government tenant in order to comply with various standards including that set forth by CJIS (Criminal Justice Information Services). Finally, the City needs additional licensing and applications in order to roll out multifactor authentication which is a CJIS requirement as well as that of the City's cybersecurity insurance provider. Because all 3 of these are intertwined, the City wants one vendor as the use of multiple vendors would require coordination between them for which the City would be paying them to interact with each other.

Office 365 is a subscription services that provides access to a suite of productivity tools and cloud services such as Teams, Word, Excel, and Outlook. As Office 2019 is being deprecated, the City can no longer reliably use it as it is a security issue as it is no longer going to be supported by Microsoft. Along with O365, the City needs additional conditional licensing that evaluates a user's sign in attempt and either grant or block access based on whether the conditions are met. Conditional access policies at their simplest are if-then statements; **if** a user wants to access a resource, **then** they must complete an action. For example: If a user wants to access an application or service like O365, then they must perform multifactor authentication to gain access.

A G3 email tenant is designed specifically for US government entities (federal, state, local, etc.) with strict security and compliance requirements including data being stored within cloud servers within the US. It includes a 100 gigabyte mailbox and other features. This is not as simple as buying different licensing; rather, we need a vendor to assist the City in migrating the City's email account from one tenant to the other while concurrently minimizing downtime.

The City's goal is to roll out all of this before October 14. If it is done too early, we are paying unnecessarily for these services, and if it is too much later, the City opens itself to security compromise. Thus, if this is approved during this meeting, the vendor can begin work on the email tenant migration in August/September and be in time for the October 14 deadline as this is anticipated to take up to 6 weeks.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

O365 and associated licensing are included in the City's 2024/2025 budget and are not a part of this consideration. This request is for the work itself for a vendor to conduct the migrations and to purchase the MFA tokens for potential users who do not want to use their cell phone for MFA.

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

Staff recommends selecting Heartland Business Systems' proposal in the amount of \$27,122.20.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Heartland Business Systems' Statement of Work and pricing sheet
-

Statement of Work

City of Whitewater

**EXO COMMERCIAL TO EXO GCC
MIGRATION**

SOW Prepared By:

David Steinhart
Technical Architect - Systems
Heartland Business Systems, LLC
N28W23050 Roundy Drive
Pewaukee, WI, 53072
Phone: (262) 297-2667
dsteinhart@hbs.net



Project Overview

This Statement of Work (“SOW”) reflects the services and material to be provided by Heartland Business Systems, LLC, (hereinafter referred to as “HBS”) for City of Whitewater (hereinafter referred to as “COW” or “Client”).

COW has a commercial 365 and needs to migrate to a GCC tenant for compliance purposes. Client just has Exchange Online content. Client is considering a mix of Office 365 G3, Exchange Online Kiosk, Microsoft Entra ID P1, and EMS G3 licensing at the target tenant. Office 2019 desktop apps are end of life October 14 2025.

Below is a breakdown of the source tenant content:

- 155 user mailboxes
- 5 shared mailboxes
- 9 equipment mailboxes
- 7 room mailboxes

Current issues:

- Tenancy is the wrong type for the use case. There are compliance issues.
- Office 2019 is end of life October 14 2025

The proposed solutions:

- Migrate all identified content above from source to target tenant, via Quest ODM migration software

At the end of the project, the following goals will be achieved:

- A single 365 tenant containing the identified content
- KnowBe4 migrated from source to target tenant
- Barracuda Email Archiver (on-premise) migrated from source to target tenant
- 25 DeepNet Security SafeID/Diamond TOTP tokens provided for end-user MFA purposes
- Install Entra ID Connect to synchronized on-premises users to cloud user and maintain the same password for these users across both systems.
- Migrate Office 2019 users to M365 Desktop Apps, pending appropriate licensing.

In Scope

HBS will provide the following services (hereinafter referred to as the “Scope”):

- Get access to public DNS for all domain names
- Bring both tenant into HBS CSP, if applicable
- Switch source tenant licensing to monthly billing, if possible
- Obtain licensing to cover all migration objects at target tenant
- Active Directory health scans
- Verify AD Identity health for sync to 365 tenant at target
- Install/Upgrade Entra ID Connect to latest version
- Reconfigure Entra ID Connect to sync on-premise objects to target tenant
- Setup Quest ODM migration project



- Provide end user documentation to client for customization and distribution to end users
- Begin synchronization of data and monitoring/troubleshooting of sync progress
- Setup Quest Desktop Update Agent and deploy to computers via GPO
- Schedule “big bang” cutover day with client, typically starting Friday at 5pm CST
- Migrate domain names from source tenant to target tenant
- Day 0 cutover end user support
- Disable all users at source tenant
- Decommission Quest ODM/DUA
- Decommission source tenant and licensing, as applicable

This project is expected to take **6 weeks** to complete from the project kick-off. In the event that an extension to the project timeline is required, the parties shall utilize the Change Order process.

Out of Scope

HBS will not provide the following services:

- Migration of any data other than what has been identified above
- Obtaining GCC tenant
- Obtaining Microsoft 365 licensing
- Any travel. All work is to be performed remotely.
- Provisioning of virtual machines
- Installation of Operating Systems
- Obtaining or verification of software licensing
- Upgrades of client or server operating systems (i.e. 2012 to 2016, etc)
- Installing or configuring of any client settings
- Installing and configuring client software
- Communication to end users
- Registering Multi Factor Authentication methods for end users
- Network changes not included in the in-scope section
- Migrating or clearing users’ Outlook profile (Nk2 file, local PSTs, etc.)
- Configuring any other Office 365 services
- Account provisioning on mobile devices
- Provisioning SSL certificates
- Obtaining access to public DNS providers
- Any work or material not specifically identified in this document is not included in this Agreement

Additional Requirements and Conditions

- HBS and Customer will both ensure that adequate resources, for which each respective party is responsible, are available when needed throughout the duration of this engagement. The timely completion of this engagement will depend on the availability of the necessary Customer personnel.
- David Steinhart shall provide updates to Customer regarding the project. Quinton Woller shall be the Customer’s primary contact for any questions regarding billing.
- The timely completion of this engagement will also depend on the availability and delivery of the product(s) associated with this SOW from other vendors. Any shipping and delivery dates are approximate and are not



guaranteed and are subject to the current availability of products from third party vendors, production schedules of third party vendors, and supply chain delays and shortages, all of which are outside the control of HBS. Such delays may extend the duration of the project and may result in budget impacts and increased time to manage resources against the estimated product delivery. In the event that a delay may impact the project, the parties shall utilize the change order process in order to address the impacts of such delay.

- Any potential dependencies discovered prior to or during implementation will be communicated to Customer and HBS to determine impact to the timing, scope and pricing for the project, and the parties shall utilize the Change Order process as necessary.
- By signing this document, the customer acknowledges that Heartland Business Systems, LLC will seek association to our Microsoft Customer Tenant ID under the Microsoft Partner Incentives program, and that as part of their association, the partner may receive monetary fees, commission or compensation from Microsoft in connection with the services provided to the customer.
 - The association will be made based providing implementation services for the following workloads:
 - Exchange Online

Customer Responsibilities

Site and System(s) Readiness

The items listed below shall be the responsibility of the customer:

- Obtaining Microsoft 365 licensing
- Upgrading all end users computers from Office 2019 to M365 Desktop Apps
- Be available during all scheduled project dates/times
- Provision new VMs and install Operating Systems
- Perform all Windows Updates
- All communications to end users
- All end user support
- Modifications to network firewalls
- Provide all required SSL certificates
- Obtain access to public DNS providers

Working Conditions and Access

The items listed below shall apply to the extent applicable:

- Customer will provide a Single Point of Contact with decision making ability to interface with HBS. This person is responsible for signing off on Scope of Work and Change Order documents throughout the project.
- Customer will provide Subject Matter Experts (SMEs) when required by project personnel and/or project activities. If delays in the project timeline are a result of delayed access to SME personnel or any other Customer delays, Customer may be subject to additional charges.
- Customer will provide HBS with access, including all password and logins, to required existing network or system assets listed in the scope.
- Customer will provide HBS with proper access and workspace areas at Customer locations that includes internet, physical and remote access to in scope infrastructure or systems.
- Customer will allow the HBS engineer to connect their computer to Customer network in order to perform their duties. HBS will allow Customer to examine said notebook for current anti-virus software, if needed.
- Customer will allow HBS unescorted access to computer rooms, equipment closets and the general facility. If unescorted access is not available, Customer shall assign access levels appropriately and coordinate escorts.



- Customer will provide adequate access and credentials required for the assessment of all components or systems listed in the scope.
- Customer will provide remote access prior to, and throughout, the project if required.
- Customer will have working Internet access available where the work will be performed.
- Customer is responsible for resolving problems outside the SOW that are beyond the control of HBS. These shall include but not be limited to software/firmware bugs, vendor engineering support cases, hardware failures, telecommunication circuits, server issues, desktop issues, the acts or omissions of any third party, or any other occurrence not caused by HBS. HBS can assist with these out-of-scope issues through the Change Order process or on a time and materials basis.

Testing, Notification and Change Control

- Customer will provide advanced notification of any network outages or changes during the implementation period.
- Customer will assist with the creation of and perform user acceptance testing and post-migration end-point validations.
- HBS and Customer will provide 48-hour notification of any schedule changes.
- Customer will assist with the design, testing and validation of the project Deliverables .
- Customer and HBS agree that work shall progress when Customer staff is not available to participate.

Estimated Hours

This is an estimate of hours and, by its nature, is a “best guess,” based on industry standards and best practices, HBS’ experience, and Customer’s needs as communicated thus far. HBS used input from its most experienced team members to generate this estimate. The pricing is set forth on the attached Quote.

#	Task	Est Effort (hrs)
1	Labor	72
2	Labor (after hours)	17
3	Quest ODM T3 (\$31.24 x 180 users) one time cost	\$5623.20
4	DeepNet Security SafeID/Diamond (\$18 X 25)	\$450
	Total Hours	89
	Total Software (one time cost)	\$5623.20
	Total Hardware (one time cost)	\$450

Project Completion

Project will be complete when all Deliverables have been provided to Customer.

Customer will have seven (7) business days to review the Deliverables for the project. If HBS does not receive a written notice of rejection describing the basis for rejection within this period, the Deliverables will be considered accepted.

After the completion of the project, support may be obtained by contacting the HBS Account Manager. Support will be billed at an agreed upon rate for services rendered.



Change Management

Additional products and services beyond the In-Scope deliverables listed above are considered out of scope and require a Change Order executed by the parties before any such work can be performed. Any additions, deletions, or modifications to the Agreement, regardless of change to project value, require a Change Order.

Terms

Binding Agreement. This SOW describes the professional services and/or products, and results to be provided by HBS. Upon execution, this SOW shall be contractually binding on the parties. The HBS Standard Terms and Conditions are also made part of this Agreement.

Order of Precedence. Any ambiguity or inconsistency between or among the statements of this SOW and the Standard Terms and Conditions shall be resolved by giving priority and precedence in the following order:

- Statement of Work
- Standard Terms and Conditions

Work Hours. All professional services work will be completed during the normal business hours of 8:00 am – 5:00 pm Monday - Friday Central Time. Any work occurring after 5:00 pm or before 8:00 am or on weekends is subject to a bill rate of 1.5 times the normal rate, unless the parties agree otherwise in writing. In the event that any change to the above-stated work hours is required, whether due to shipping or delivery delays or any other reason, the parties shall utilize the Change Order process.

General. No other promises have been made related to this SOW except for those stated in this SOW. This SOW supersedes all other agreements or promises related to this project and SOW. HBS shall not be responsible for any delay caused by the Customer or its vendors or contractors, equipment or shipping delays, or any other occurrence not caused by HBS.

Confidentiality. Each party may have access to confidential information concerning the methodologies, pricing, and business practices of the other. Neither party shall make any use of such information of the other party except in connection with the exercise of its rights and responsibilities under this SOW.

O365 Migration

Quote #354505 v1

Prepared For:

City of Whitewater

Tim Neubeck
312 W. Whitewater St
Whitewater, WI 53190

P: (262) 473-1391

E: tneubeck@whitewater-wi.gov

Prepared By:

Western Wisconsin Office

Quinton Woller
4112 Oakwood Hills Pkwy
Eau Claire, Wisconsin 54701

P: 715-890-0526

E: qwoller@hbs.net

Date Issued:

05.07.2025

Expires:

05.31.2025

Migration Hardware/Software		Price	Qty	Ext. Price
AGA-QOD-SK- HYB-24 7	ON DEMAND MIGRATION SUITE T3 24X7 HYBRID SUBSCRIPTION PACK One Time Cost	\$31.24	180	\$5,623.20
STP800	Safe ID/Diamond	\$18.00	25	\$450.00
		Subtotal		\$6,073.20

Services		Price	Qty	Ext. Price
HBS-FLEX- SERVICES	Flex Block Services - EXO Commercial to EXO GCC Migration	\$21,000.00	1	\$21,000.00
		Subtotal		\$21,000.00

Shipping		Price	Qty	Ext. Price
HBS-SHIPPING- PO	Deepnet Security - SafeID/Diamond Shipping and Handling Shipping	\$49.00	1	\$49.00
		Subtotal		\$49.00

Quote Summary		Amount
Migration Hardware/Software		\$6,073.20
Services		\$21,000.00
Subtotal:		\$27,073.20
Shipping:		\$49.00
Total:		\$27,122.20

This quote may not include applicable sales tax, shipping, handling and/or delivery charges. Final applicable sales tax, shipping, handling and/or delivery charges are calculated and applied at invoice. The above prices are for hardware/software only, and do not include delivery, setup or installation by Heartland ("HBS") unless otherwise noted. Installation by HBS is available at our regular hourly rates, or pursuant to a prepaid HBSFlex Agreement. This configuration is presented for convenience only. HBS is not responsible for typographical or other errors/omissions regarding prices or other information. Prices and configurations are subject to change without notice. HBS may modify or cancel this quote if the pricing is impacted by a tariff. A 20% restocking fee will be charged on any returned part. Customer is responsible for all costs associated with return of product and a \$25.00 processing fee. No returns, cancellations or order changes are accepted by HBS without prior written approval. This quote and any attached agreement are not subject to termination without cause or for convenience. This quote expressly limits acceptance to the terms of this quote, and HBS disclaims any additional terms. Customer may issue a purchase order for administrative purposes only. By providing your "E-Signature," you acknowledge that your electronic signature is the legal equivalent of your manual signature, and you warrant that you have express authority to execute this agreement and legally bind your organization to this proposal and all attached documents. Any purchase that the customer makes from HBS is governed by HBS' Standard Terms and Conditions ("ST&Cs") located at <http://www.hbs.net/standard-terms-and-conditions>, which are incorporated herein by reference. The ST&Cs are subject to change. When a new order is placed, the ST&Cs on the above-stated website at that time shall apply. If customer has signed HBS' ST&Cs version 2021.v1.0 or later, or the parties have executed a current master services agreement, the signed agreement shall control over any conflicting terms in the version on the website. If a current master services agreement does not cover the purchase of products, the ST&Cs located on the website shall govern the purchase of products. Certain purchases also require customer to be bound by end user terms and conditions. A list of end user terms and conditions related to various manufacturers and vendors is set forth at <https://www.hbs.net/End-User-Agreements>. Any purchase that customer makes is also governed by the applicable end user terms and conditions, which are incorporated herein by reference. If customer has questions about whether end user terms and conditions apply to a purchase, customer shall contact HBS. Any order(s) that exceeds the credit limit assigned by HBS shall require upfront payment from customer in an amount determined by HBS. HBS shall make this determination at the time of the order, unless customer has previously submitted the required onboarding paperwork. In such event, HBS shall make this determination at the time of quoting. Customer shall ensure that all invoices are timely paid as stated in Section 2 of the ST&Cs, regardless of whether Customer has a financing or leasing company or other third-party issue the purchase order. In the event that a third-party issues the purchase order, Customer shall be required to sign this Quote for purposes of approving the order. QT.2024.v2.0

Acceptance

Western Wisconsin Office

City of Whitewater

Item 17. _____
Quinton Woller

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Customer Name

Signature / Name

05/07/2025

Date

Signature / Name

Initials

Date

HBSFLEX Service Schedule 3 - 2025

Schedule to the attached Quote between HBS and the customer ("Customer"). The parties hereby agree as follows:

1. The terms of this Schedule shall govern in the event of a conflict between the terms of the attached Quote and the terms of this Schedule.
2. Pricing. Customer agrees to pay HBS based upon the hourly rates described below. Pricing does not include applicable sales tax which will be charged at time of invoicing.
3. Travel. Travel will be billed to Customer at the rates below based on one-way travel from the closest HBS office.
4. Prepayment. The hourly rates described below only apply to the prepaid HBSFLEX Agreement described in the attached Quote. HBSFLEX Agreements may not be used to purchase products.
5. Expiration. Each HBSFLEX Agreement automatically expires 18 months after the date of invoice for that HBSFLEX Agreement.
6. Additions. Should HBS elect, in its sole discretion, to allow the remaining funds of a previously issued HBSFLEX Agreement to be added onto a new HBSFLEX Agreement, the rate schedule below will apply to all such funds.

SS.2024.V1.0

HOURLY SERVICES BILLING SCHEDULE
 (time is billed in 15 minute increments)

Engineer Work Role	Standard Hourly Rate	Prepaid Flex Hourly Rate
Cabling	\$100	\$95
AV Tech	\$120	\$115
Break-Fix		
Cisco Collaboration I		
ESRM Coordinator		
Help-desk		
Infosec Coordinator I		
Physical Security Engineer I		
Point of Sale		
Project Coordinator		
AV Engineer II	\$160	\$155
Cabling II		
Cabling Project Manager II		
Cisco Collaboration II		
Cloud Engineer II		
Enterprise Engineer II		
Help Desk II		
HBS Data Center Engineer II		
Imaging Technician II		
Mitel Collaboration II		
Network Operations Center II		
Physical Security Engineer II		
Project Manager II		
SMB Engineer II		
AI III	\$195	\$190
Apps Business Consulting III		
AV Engineer III		
Cisco Collaboration III		
Cloud Engineer III		
Custom Development III		
Data Analytics III		
D365 Consultant III		
D365 / Modern Work Consultant III		
Enterprise Engineer III		
Imaging Technician III		
Mitel Collaboration Engineer III		
Network Operations Center III		
Physical Security Engineer III		
Project Manager III		
SQL III		
AI IV	\$215	\$210
Cisco Collaboration IV		
Cloud Architect IV		
Data Analytics IV		
D365 Senior Consultant IV		
Enterprise Technical Engineer IV		
ERP/Dynamics GP IV		
InfoSec Consultant IV		
InfoSec SOC Consultant IV		
Project Manager IV		
SMB Engineer IV		

Item 17.

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AI V Applications Architect V Cisco Collaboration V Cloud Architect V Data Analytics V D365 Custom Dev V Enterprise Principal Engineer V ERP/Dynamics GP V SQL V	\$240	\$235
Business Technology Consultant VI Enterprise Principal Engineer VI Cloud Architect VI Cloud Architect - InfoSec VI Collaboration Architect VI Data Analytics VI	\$290	\$285
InfoSec Consultant VII InfoSec SOC Consultant VII	\$335	\$335
On Call Pager	\$250	\$250
After Hours Rate - Before 8am or after 5pm CST - Weekends & Company Recognized Holidays	1.5x Base Rate	1.5x Base Rate



Council Agenda Item

Meeting Date: July 15th, 2025

Agenda Item: FD Grant Purchase Approval

Staff Contact (name, email, phone): Kelly Freeman kfreeman@whitewater-wi.gov, (262) 473-0116

BACKGROUND

(Enter the who, what when, where, why)

Whitewater Fire/EMS has been awarded a FAP Grant (Funding Assistance Program) in the amount of **\$68,475.50** to be spent on EMS support and improvement equipment.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

- (1) LifePak 35 Monitor: \$50,490
- (2) G Tech MDCs & Wireless Airlinks: \$9,000
- (2) Eagleview Ultrasound \$6,600
- (2) MDC Docking Stations: \$2,000
- (1) ECG Waveform Generator \$960
- (1) S.A.L.A.D Advanced Airway Training Head \$1680
- (1) Tension Pneumothorax Simulator - \$760
- (1) Pediatric IV Training Arm - \$580

Total: \$72,070

Balance: \$3,594.50 (funded with GL# 249-52270-211)

STAFF RECOMMENDATION

Staff recommends a motion to approve the purchase of (1) new LifePak 35 monitor for the first due Ambulance, 2 new G Tech MDCs & 2 Ultrasounds for both frontline Ambulances, along with the listed training aids.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Quotes Attached



LP35 Quote

Quote Number: 11108838

Remit to: Stryker Sales, LLC
21343 NETWORK PLACE
CHICAGO IL 60673-1213
USA

Version: 1

Prepared For: WHITEWATER FIRE AND RESCUE
Attn:

Rep: Alex Yde
Email: alex.yde@stryker.com
Phone Number:

Quote Date: 06/16/2025

Expiration Date: 09/14/2025

Contract Start: 04/25/2025

Contract End: 04/24/2026

Delivery Address

Name: WHITEWATER FIRE AND RESCUE

Account #: 20181003

Address: 312 W WHITEWATER ST

WHITEWATER

Wisconsin 53190-1940

Sold To - Shipping

Name: WHITEWATER FIRE AND RESCUE

Account #: 20181003

Address: 312 W WHITEWATER ST

WHITEWATER

Wisconsin 53190-1940

Bill To Account

Name: WHITEWATER FIRE AND RESCUE

Account #: 20181003

Address: 312 W WHITEWATER ST

WHITEWATER

Wisconsin 53190-1940

Equipment Products:

#	Product	Description	Qty	Sell Price	Total
1.0	70335-000042	LP35,EN-US,MAS-SP/CO,MED-CO2,SUN-NIBP,12L,WIFI/CELL/LN/CPRIN,STD,BT	1	\$48,881.40	\$48,881.40
2.0	11140-000102	LIFEPAK FLEX Battery Charger	1	\$1,650.00	\$1,650.00
3.0	11335-000001	LIFEPAK FLEX Lithium-Ion Battery	4	\$550.00	\$2,200.00
4.0	11140-000131	AC Power Cord (North America, hospital grade)	1	\$69.74	\$69.74
5.0	11996-000519	LNCS-II Reusable rainbow 8-wavelength Adult Sensor	2	\$515.40	\$1,030.80
6.0	11171-000063	RD SET Disposable Sensor, Neonatal (20/box)	1	\$344.40	\$344.40
7.0	11335-000005	LIFEPAK Printer Kit	1	\$1,650.00	\$1,650.00
8.0	11260-000073	Shoulder Strap	1	\$36.77	\$36.77
9.0	11335-000008	LIFEPAK 35 Storage Bag Kit	1	\$330.00	\$330.00
10.0	11111-000041	LIFEPAK 3-wire extended precordial ECG cable	1	\$56.11	\$56.11
13.0	11997-000298	CABLE,PATIENT,RD RNBOW,SET RA25-04,EMS,MASIMO	1	\$340.00	\$340.00
14.0	11111-000036	LIFEPAK 4-Wire ECG Cable, 1.52 m (5 ft), AHA	1	\$279.95	\$279.95
15.0	11111-000037	LIFEPAK 6-wire expandable precordial ECG cable, AHA	1	\$170.50	\$170.50
Equipment Total:					\$57,039.67



LP35 Quote

Quote Number: 11108838

Remit to: Stryker Sales, LLC
21343 NETWORK PLACE
CHICAGO IL 60673-1213
USA

Version: 1

Prepared For: WHITEWATER FIRE AND RESCUE

Attn:

Rep: Alex Yde

Email: alex.yde@stryker.com

Phone Number:

Quote Date: 06/16/2025

Expiration Date: 09/14/2025

Contract Start: 04/25/2025

Contract End: 04/24/2026

Trade In Credit:

Product	Description	Qty	Credit Ea.	Total Credit
TR-LP15H-LP35	TRADE IN LP15 V4 HIGH FOR LP35	1	-\$8,000.00	-\$8,000.00

Data Solutions:

#	Product	Description	Qty	Sell Price	Total
11.0	11150-000020	LIFEPAK Cellular Modem, North America	1	\$1,200.00	\$1,200.00
Data Solutions Total:					\$1,200.00

Price Totals:

Estimated Sales Tax (0.000%):	\$0.00
Freight/Shipping:	\$250.00
Grand Total:	\$50,489.67

Prices: In effect for 30 days

Terms: Net 30 Days

Terms and Conditions:

Deal Consummation: This is a quote and not a commitment. This quote is subject to final credit, pricing, and documentation approval. Legal documentation must be signed before your equipment can be delivered. Documentation will be provided upon completion of our review process and your selection of a payment schedule. Confidentiality Notice: Recipient will not disclose to any third party the terms of this quote or any other information, including any pricing or discounts, offered to be provided by Stryker to Recipient in connection with this quote, without Stryker's prior written approval, except as may be requested by law or by lawful order of any applicable government agency. A copy of Stryker Medical's terms and conditions can be found at https://techweb.stryker.com/Terms_Conditions/index.html.



LP35 Quote




Quote Number: 11108838

Remit to: Stryker Sales, LLC
21343 NETWORK PLACE
CHICAGO IL 60673-1213
USA

Version: 1
Prepared For: WHITEWATER FIRE AND RESCUE
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Rep: Alex Yde
Email: alex.yde@stryker.com
Phone Number:

Quote Date: 06/16/2025
Expiration Date: 09/14/2025
Contract Start: 04/25/2025
Contract End: 04/24/2026


 Reply  Reply All  Forward



Cris Crane

Kelly Freeman

Re: MDC Purchase

 If there are problems with how this message is displayed, click here to view it in a web browser.

Kelly,

I would budget \$9000 on the chance prices have gone up do to external factors. Everything seems in line, but close.

Cris Crane
IT Support Technician
312 W. Whitewater St., Whitewater, WI 53190
262-473-1364 | ccrane@whitewater-wi.gov
www.whitewater-wi.gov



10-33 Vehicle Services, LLC
 N4615 Indian Point Rd.
 Sullivan, WI 53178
 Phone: (262) 490-3109
 Email: Bflood@1033VS.com

Estimate

Date	Estimate #
3/25/2025	2716

Customer:
 Whitewater Fire Department

Item	Description	Qty	Rate	Total
7170-0536	GAMBER JOHNSON Getac S410 Docking Station with Getac 120W Auto Power Supply, No RF	1.00	814.64	814.64
7110-1200	GAMBER JOHNSON VESA 75 / GJ Clevis WITHOUT 3-stud adapter plate. Mount using 3/8" hardware. (VESA 75, GJ, AMPS, NEC mounting patterns)	1.00	62.96	62.96
SHIP	SHIPPING (Estimate only)	1.00	50.00	50.00
LABOR	INSTALL MDC DOCK INTO ENGINE	2.00	125.50	251.00
Thank you for allowing us to bid on your vehicle and equipment needs. This estimate is valid for 7 days. Special ordered equipment will be invoiced upon order placement.		Subtotal\$1,178.60		
		Sales Tax (0.0%)\$0.00		
		Total\$1,178.60		

Limited-Time Deal: Up to \$480 Off EagleView Ultrasounds! Click Here!

Wireless Hand Type Ultrasound Scanner

\$3,200.00 USD

Automatic 15% OFF at Checkout

- ☒ NO SUBSCRIPTION FEES
- ☒ 18-MONTH / 36-MONTH WARRANTY
- ☒ 30-DAY FREE RETURN

Select Warranty Period

- ☒ Scanner (18-Month Warranty) - \$2720USD
- ☐ Scanner (36-Month Warranty) - \$2762.5USD

1

Add to cart

EagleView Hard Case

\$99.00 USD

Add To Cart



Item 18.

Limited-Time Deal: Up to \$480 Off EagleView Ultrasounds! Click Here!

Inside the Package

- Cprobe-CL Scanner x1
 - Wireless Charger x1
- Medical Ultrasound Gel x1 (250ml)
 - Cellphone/Tablet Stand x1
 - Quick Guide
 - 18-Month Warranty

Compatibility

iOS

iOS 9.0 or later.

iPhone: iPhone 8-15 (8, 8 Plus, X, XR, XS, XS Max, SE (2nd gen), 11, 11 Pro, 11 Pro Max, 12 Mini, 12, 12 Pro, 12 Pro Max, 13 Mini, 13, 13 Pro, 13 Pro Max, 14, 14 Plus, 14 Pro, 14 Pro Max, 15, 15 Plus, 15 Pro, 15 Pro Max);

iPad: Air 2, Air (3rd gen), Air (4th gen), iPad Pro series, iPad mini (5th gen), iPad (8th gen)

Android

Android 12 or later.



EN

Limited-Time Deal: Up to \$480 Off EagleView Ultrasounds! Click Here!

Shipping

Shipping Rules:

We offer free shipping.

Handling Time: 1-2 business days (It will be postponed to the next business day if falls on a weekend or holiday.)

Transit Time: The referenced transit time is 2-10 business days.

1. For the EU and the US: A waybill will be generated within 24 hours after order confirmation.
2. For the UK, Taiwan, and Hong Kong: A waybill will be generated within 2-4 days after order confirmation.
3. For other countries and regions we can deliver to: A waybill will be generated within 24 hours after order confirmation.

You can track your order status here:

[Track Order](#)

Notes: We will send the tracking number to your purchase email address via an automatic email after the waybill is generated. Please ensure to check your purchase email for this message.

In case of special circumstances, such as items being out of stock or available for pre-sale, please refer to the arrival information on the product page.

Free Return



EN

At 30 days after receiving your order, if you are not 100% satisfied with our product, we will allow you to return your device to us for a refund or an exchange. After this 30-day

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195

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merchandise, any item damaged due to reasons that are not included in the warranty, cannot be qualified for a refund.

Maintenance Warranty

Our company guarantees the new instrument on the material and technological qualification for this product within 18 months or 36 months (as you choose) and the accessories within 6 months from the purchasing day, while consumables are not included in the guarantee. This warranty is inapplicable to the products undergoing any modifications, disassembles, refittings or self-repairings without the permission of our company. We're not responsible for the products damaged by accidents such as fire, thunder and lightning, flood and other disasters, intentional damage, improper installation, and improper usage. Please contact us if you require maintenance assistance or wish to make a bulk purchase.

Products

Store

EagleView™ Linear Wireless Probe Type Ultrasound Scanner

EagleView™ Wireless Probe Type Ultrasound Scanner

EagleView™ Hard Case



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Limited-Time Deal: Up to \$480 Off EagleView Ultrasounds! Click Here!



Home Product
Clinical Practice Support
About Us

USD



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Home Product
Clinical Practice Support
About Us

USD



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EN

Item 18.

198

Limited-Time Deal: Up to \$480 Off EagleView Ultrasounds! Click Here!

EagleView Hard Case

\$99.00 USD

- ☒ **LIGHTWEIGHT & PORTABLE** - The hard case weighs only 10.3oz. Its lightweight design ensures easy portability, allowing you to carry it anywhere.
- ☒ **SECURE STORAGE** - The robust and waterproof shell provides maximum protection for your ultrasound probe, charger, a full bottle of gel, and even your mobile device.
- ☒ **ZONING DESIGN** - Features designated slots for the Eagleview ultrasound scanner and accessories, allowing users to store and locate components quickly and easily.
- ☒ **ERGONOMIC HANDLE** - Provides a more comfortable hand-held experience.

1

Add to cart

*** About Payment**

We support **PayPal and credit cards** (Visa, MasterCard, American Express, and Discover). If you encounter any issues during the payment process, please contact us at eagleviewultrasound@gmail.com for assistance.

What's in the Box

Eagleview Hard Case (Does not include probe, charger, cord or gel.)



EN

Item 18.

199

Product



Hello, Jason

[My Account](#) ▾

Shipping to:

ESHIP001 ▾



Cart total:

\$0.00

Menu

[Supply lists](#) ▾[Home](#) / [Training & Simulation](#) / [Trainers](#) / [Life/Form® S.A.L.A.D Simulator](#)**Bound Tree***Your Partner in EMS*

Life/form® S.A.L.A.D Simulator

Manufacturer: NASCO HEALTHCARE INC.

Suction Assisted Laryngoscopy and Airway Decontamination (S.A.L.A.D.) simulator uses suction to enhance first pass successful laryngoscopy (FPS-L) with a non-anesthetized patient in active emesis.

- Simulates a non-anesthetized patient for practicing intubation, ventilation, and suction
- Practice oral, digital, and nasal intubation, as well as E.T., E.O.A., P.T.L, L.M.A., Combitube®, and King System insertion
- Permits suction techniques, and proper cuff inflation with active emesis
- Anatomy and landmarks include teeth, tongue, oral and nasal pharynx, larynx, epiglottis, arytenoids, false cords, true vocal cords, trachea, esophagus, and cricoid cartilage
- Offers room to maneuver and a slightly anterior position, making the simulator great for introductory classes as well as advanced students
- Apply cricoid pressure to change the position of the trachea and close the esophagus

[Live Chat](#)

- Rigid suction catheter distracts lower mandible and tongue to permit laryngoscope insertion
- Realistically practice the Sellick maneuver
- Features durable, rugged, 1-piece construction
- Manual carotid pulse
- Includes "Airway Larry" Adult Airway Management Trainer Head, suction canister with 2 right-angle tubing adapters, gallon container with hand pump, two simulated latex-free lungs, thickener, rigid suction catheter, two 3-ft. lengths of clear vinyl tubing, pump spray lubricant, 5 red caps with white fittings, tubing couplings, 5 pinch clamps, #10 spanner bit, and carrying case with handle

LF03500UG

Read less ^

ORDERING OPTIONS



 Add To Supply List

0 Total Items Selected

Add To Cart



Item #: 3632-35000
Life/form® S.A.L.A.D Simulator
By: NASCO HEALTHCARE INC.

In Stock

☐ Compare Available and ready to ship.

Your price: \$1,679.99
List Price: \$1,895.99

EA

0

 Add To Supply List

0 Total Items Selected

Add To Cart

Product

Hello, Jason
My Account ▾Shipping to:
ESHIP001 ▾Cart total:
\$0.00

Menu

Supply lists ▾

[Home](#) / [Training & Simulation](#) / [Arrhythmia Tutors](#) / [Physio-Control CS1201 ECG Code Simulator, 12 Lead \(LP12, LP15, LP20\)](#)**Bound Tree***Your Partner in EMS*

Physio-Control CS1201 ECG Code Simulator, 12 Lead (LP12, LP15, LP20)

Manufacturer: SYMBIO CORPORATION

Physio-Control CS1201 ECG Code Simulator, 12 Lead (LP12, LP15, LP20)

- Compatible with LifePak 12, 15, and 20 Series
- ECG waveforms
- Convert - simulate cardioversion by activating convert feature
- Defib discharge - indicator illuminates for two seconds when simulator is shocked by a defib set to 50J or more
- Pacer pulse - paced beat is displayed and indicator blinks off when simulator is paced by an external pacer. Use capture control to vary the pacing capture Level
- Connectors - V1, V2, V2, V4, V5, V6, RA, LA, LL, RL and PADS
- Battery - powered by four AA alkaline batteries
- 12 Lead, physio control quick connect

[Live Chat](#)

Read less ^

ORDERING OPTIONS



 Add To Supply List

0 Total Items Selected

Add To Cart



Item #: 9851-001
Physio-Control CS1201 ECG Code Simulator, 12 Lead (LP12, LP15, LP20)
By: SYMBIO CORPORATION

☐ Compare

In Stock

Available and ready to ship.

Your price: \$959.99
List Price: \$1,189.99

EA

-

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+

 Add To Supply List

0 Total Items Selected

Add To Cart

SPECIFICATIONS



Product #

9851-001

Item 18.

Product

Hello, Jason
My Account ▾Shipping to:
ESHIP001 ▾Cart total:
\$0.00

Menu

Supply lists ▾

[Home](#) / [Training & Simulation](#) / [Trainers](#) / [Tension Pneumothorax Simulator, Training Torso](#)**Bound Tree***Your Partner in EMS*

Tension Pneumothorax Simulator, Training Torso

Manufacturer: NASCO HEALTHCARE INC.

Tension Pneumothorax Simulator features:

- This model allows medical personnel to practice proper needle insertion which enables built-up air pressure to escape the thorax
- The model accepts needle and thoracotomy in second

[Read more](#) ▾

ORDERING OPTIONS



Add To Supply List

0 Total Items Selected[Add To Cart](#)[Live Chat](#)



Item #: 651180
Tension Pneumothorax Simulator, Training Torso
By: NASCO HEALTHCARE INC.



In Stock

Available and ready to ship.

Your price: \$759.99
List Price: \$853.99

EA

-

0

+



Add To Supply List

0 Total Items Selected

Add To Cart

SPECIFICATIONS



Product #

651180

Manikin Type

Trainer

Dimensions

19in x 19in x 9in

ACCESSORIES



Item 18.

Add To Supply List

0 Total Items Selected

Add To Cart

205

Product



Hello, Jason

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Shipping to:

ESHIP001 ▾

Cart total:
\$0.00

Menu

[Supply lists](#) ▾[Home](#) / [Training & Simulation](#) / [Trainers](#) / [Multi-Venous IV Training Arm Kit, Pediatric](#)**Bound Tree***Your Partner in EMS*

Multi-Venous IV Training Arm Kit, Pediatric

Manufacturer: LAERDAL MEDICAL CORPORATION

Pediatric lifelike arm reproduction with multi-vein system designed for peripheral intravenous therapy.

Pediatric Multi-Venous IV Training Kit Includes:

- Arm
- Replacement Skin and Multi Vein System
- Simulated Blood
- Blood Bag with Tubing and Connector
- Clamp and Hook
- 5 Syringes
- Manikin Lubricant
- Carry Case

[Live Chat](#)

LA37570001



 Add To Supply List

0 Total Items Selected

Add To Cart



Item #: 485-375-70001
Multi-Venous IV Training Arm Kit, Pediatric
By: LAERDAL MEDICAL CORPORATION

Special Order

☐ Compare Typically ships in 3-6 weeks. *Subject to return policy

Your price: \$577.99
List Price: \$577.99

EA

-

0

+

 Add To Supply List

0 Total Items Selected

Add To Cart

SPECIFICATIONS



Product #

485-375-70001

Color

Light Skin, Tan, Brown



Council Agenda Item

Meeting Date: July 15, 2025

Agenda Item: Appointment of Common Council Member to Lake's Advisory Committee

Staff Contact (name, email, phone): Rachelle Blitch, rblitch@whitewater-wi.gov, 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

The Lakes Advisory Committee was established in October 2023 through the adoption of Ordinance 2.73.010. An amendment to the ordinance, approved at the June 3, 2025, Common Council meeting, added a provision for the appointment of a Council member to the committee. The Council must now formally appoint one of its members to serve on the Lakes Advisory Committee.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

4/22/2025 – Amendment approved by the finance committee and recommended to Common Council

6/3/2025- Amendment approved by Common Council

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends approval of the amendment if Council feels this would be of benefit.

ATTACHMENT(S) INCLUDED

(If none, state N/A)



Common Council Agenda Item

Meeting Date: July 17, 2025

Agenda Item: City Manager Review of Goals and Strategic Plan Modifications

Staff Contact (name, email, phone): Becky Magestro, bmagestro@whitewater-wi.gov, 262-473-0101

BACKGROUND

(Enter the who, what when, where, why)

On May 13, 2025, the Common Council met to share their individual goals and motivations for the upcoming Council year. One consistent theme that emerged from the discussion was a renewed commitment to enhancing Community Engagement as part of the Strategic Plan.

Community engagement can take many meaningful forms—from giving residents a voice in local decision-making to creating inclusive opportunities for connection, learning, and participation. This might include:

- Hosting public forums or town hall meetings for community input
- Conducting online surveys and polls to guide planning
- Exploring participatory budgeting to involve residents in financial priorities
- Organizing community events like clean-up days, outdoor movies, or safety walks
- Supporting education and youth programs, neighborhood associations, and shop local campaigns
- Expanding social media communication and accessible outreach materials

To ensure the Council's vision is actionable and aligned with City priorities, further discussion is needed. The next step will be to define how these ideas translate into SMART Strategic Goals—goals that are Specific, Measurable, Achievable, Relevant, and Time-bound—to guide our progress in strengthening civic engagement and community connection.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

N/A at this time.

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Summary from the May 13, 2025 Common Council meeting.

Whitewater City Council Retreat – Council Goals May 13, 2025

Summary Notes

1. Motivation for Serving on Council

Council members shared a variety of personal and civic motivations for joining or continuing on the Council:

- **Advocating for Change:** *Majkrzak* emphasized a desire to drive forward inclusive housing policies and push back against narrow interests.
- **Civic Engagement:** *Hicks* and *M. Smith* expressed a strong commitment to representing the community, *Hicks* particularly for District 5, and fighting civic apathy.
- **Representation and Growth:** *O. Smith* sees their role as essential in representing a unique student population and fostering engagement and growth.
- **Learning and Evolution:** *Sahyun* entered with a desire to learn, while *Schanen* noted his role evolved from early expectations into meaningful governance.
- **Public Service Ethos:** *Singer* finds fulfillment in helping residents and values the forward-thinking atmosphere of City leadership.

2. Top Community Priorities and Metrics for Success

Each council member identified key focus areas and markers of success for their term:

- **Housing Development:** *Singer* and *Majkrzak* are focused on increasing housing options, especially affordable and alternative forms such as tiny houses, and reducing barriers to development.
- **Economic and Business Growth:** *M. Smith* and *Hicks* prioritized attracting manufacturing and commercial businesses. *Majkrzak* highlighted addressing Business Park stagnation.
- **Vibrancy and Engagement:** *Schanen* and *M. Smith* want to enhance quality of life through events like music at the bandshell and celebrations, while *O. Smith* emphasized student engagement.
- **Health and Accessibility:** *O. Smith* prioritized improving healthcare and substance abuse resources. *Sahyun* focused on transportation accessibility, extended compost site hours, and future-minded growth.
- **Public Safety:** *Hicks* placed strong emphasis on implementing School Resource Officers (SROs).
- **Infrastructure Planning:** *O. Smith* also noted the water tower and upcoming America 250 celebration as priority projects.

3. Anticipated Challenges

Council members foresee several structural and cultural hurdles in achieving their goals:

- **Financial Constraints:** *M. Smith* and *Schanen* flagged inflation and state budgeting as ongoing concerns.

- Community Resistance and Engagement: *Hicks* noted cultural resistance to housing alternatives (NIMBYism), and *O. Smith* expressed concern about low participation and engagement.
- Aging Infrastructure: *Singer* focused on the difficulties of revitalizing older housing stock while keeping costs and fees manageable.
- Service and Civic Decline: *Singer* also highlighted a broader decline in civic and volunteer engagement that must be addressed.
- Accessibility and Services: *Schanen* and *O. Smith* pointed to lack of urgent care and related transportation as specific service gaps.

4. Administration Support Needs

Council members emphasized the need for technological and organizational enhancements to support their work:

- Better Information Access: *Sahyun* and *Majkrzak* suggested developing an FAQ and searchable meeting minutes. *Singer* recommended a Legislative Management System.
- Outreach and Events: *Hicks* suggested hiring an Event Director. *Schanen* and *Singer* urged a continued focus on outreach and proactive communication with underserved parts of the community.
- Maintain Momentum: *Majkrzak* praised recent staff changes and encouraged continued progress.

5. Aspirational Goals for the City

Council members shared visionary ideas and long-term aspirations for the City of Whitewater:

- Infrastructure Expansion: Multiple members (*Singer*, *Schanen*, *M. Smith*) mentioned developing a four-lane highway, though *M. Smith* stressed business development should come first.
- Community-Wide Visioning: *Singer* proposed a community visioning session and public engagement activities like a survey or community fundraiser.
- Amenity and Cleanliness Improvements: *Sahyun* advocated benchmarking community amenities. *Hicks* and *Schanen* highlighted the need for consistent code enforcement to clean up public spaces.
- Collaboration and Engagement: *Hicks* called for deeper cooperation among the City, School District, and University. *O. Smith* urged institutionalizing community engagement as a core goal.
- Small Business Growth: *Majkrzak* emphasized supporting entrepreneurs, improving visibility of natural assets like the lakes, and focusing on meaningful engagement.

Individual Questions

1. What motivated you to serve or continue to serve as a Council Member?

Majkrzak – Continue making change, pushing housing of all types and not let small interests control agenda

Sahyun – Was asked and it provided an opportunity to learn more

Hicks – To get involved and be a voice for District 5 by improving relations, getting more people involved from the district and changing stagnation in that area.

Schanen – It has changed from when ran, not spend as much time talking campers and more time doing the important work.

O. Smith – Motivation has also changed from when last ran, representation serves a unique population of the city and wants to work to make students want to stay, grow and be engaged.

M. Smith – To be a responsible community member, work against the apathy from people who don't want to get involved – need more people acting like leaders.

Singer – Enjoys the challenge and responding to citizens, especially problem-solving their concerns and helping the public. Staff, administration and Council are forward thinking and energetic which makes it easier to work in a forward direction.

2. What are your top priorities for our community during your term and how will you measure success?

Singer – Housing, finding responsible and responsive solutions. How do we differentiate ourselves as a community to attract residents and employers?

M. Smith – Not in favor of subsidizing rental properties, was a big reason why ran as well as area around the lakes, effectively and efficiently working on the downtown and attracting manufacturing. Finding a path to have a few more commercial businesses. See more quality of life things in town like music at the bandshell.

O. Smith – Increase health care opportunities in City particularly in field of substance abuse. Water tower plans and America 250 celebration are priorities.

Schanen – Responsible development and adding vibrancy. Working to get people to come out like at the 4th celebration, downtown and lakes.

Hicks – Has changed goal on Spring Splash and doesn't want to waste time and money. Priority will be to push as hard as can on School Resource Officers (SRO) and make sure that happens. Need more business – how to jump on board the expansions that are going on in other communities.

Sahyun – Compost site open earlier and later. Park improvements. Accessibility especially in transportation and for those that don't drive. Intelligent growth and how to extend that to the future.

Majkrzak – Business Park stagnation. Housing, people aren't moving here because there isn't any housing that is affordable and there are opportunities in rentals and tiny houses. Combat higher taxes through growth.

3. What ongoing or new challenges do you anticipate in achieving your objectives?

Singer – How to deal with aging housing stock without sacrificing existing housing. How to reduce barriers such as dropping our fees. How to make ourselves competitive with other communities.

Hicks – Hopefully SRO issue will resolve in the next months. How to deal with NIMBY and the hard core thought that things need to be a certain thing and not being open about smaller houses. Fees.

Schanen – Challenge will continue to be the State budget process. Maintaining positive City and University relations – talking more.

O. Smith – How to encourage community engagement especially getting people to leave their houses.

M. Smith – Combating inflation over the last 5 years – prices are so high. How to encourage community involvement – more people involved in the community.

Singer – Large shift in service involvement which has been on the decline, civic engagement will continue to be a problem. How to keep the community as an informed partner. How to diversify the community to support multiple avenues of growth. How to identify needs and make it happen within the budget.

Schanen – Urgent care

O. Smith – Transportation to urgent care

4. How can the city administration best support you in achieving your goals?

Majkrzak – Staff has shifted and progress is happening – keep doing what doing.

Sahyun – Develop an FAQ on the website for general questions that keep having to answer.

Majkrzak – Provide a way to search by word or topic in the meeting minutes.

Singer – Legislative Management System

Hicks – Event Director may be needed.

Schanen – Continue to emphasize getting information out

Singer – Responsive, professional and proactive. Continue efforts to reach out to those pockets in the community that don't know where to go.

5. The one thing I wish the City of Whitewater would do is ...?

Singer – Four-lane highway. Visioning session for whole community. (Survey of community). Softball game fundraiser between community members.

Sahyun – More stuff (Analysis of comparable community amenities)

Hicks – Clean up its act. Certain places look trashy with trash, weeds and nuisances. Really prioritize code enforcement. Continue to explore ways that the School District, City and University can work together.

Schanen – Consistently enforce code violations and develop a four-lane highway.

O. Smith – Community engagement, make community engagement a part of Communications goal or its own goal.

M. Smith – Go after business before getting a four-lane highway. Plan for long term in adding jobs.

Majkrzak – Find ways to attract and retain small businesses (How to set up shop) and highlight lakes. Engage in ways that are productive.

Strategic Goals & Milestones 2024-2028



Long Term Strategic Goals 2024-2028

- Increase affordable housing for families
- Increase communication without a “newspaper”
- Support thriving businesses and grow the tax base
- Improve the City’s recruitment, retention, and diversity
- Align future expenditures with available resources

1 YEAR 10 ME

Area of Focus

WHY DO THIS?

Numerous studies demonstrate the need for affordable housing in Whitewater, as well as an available market for family-based single-family attached, detached, and multifamily units.

GOAL

Increase Affordable Housing

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Using the Affordable Housing Policy and/or other resources, facilitate the application and approval of at least one residential development.

STRETCH GOAL

(Ambitious and Challenging Goal)

Three residential projects in the application/approval process.



1 YEAR 100%

Area of Focus

WHY DO THIS?

By maintaining a strong public engagement, the City widens its pool of people who can be informed about information, resources, and events.

GOAL

Increase Communication

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Improve market penetration, frequency, and quality of communication with the public through social media, press releases, and newsletter.

Revamp City website, including online forms, payments.

Re-establish PEG station, including programming, recording, and partnering with other agencies to incorporate other programming.

1 YEAR 10 ME

Area of Focus

COMPLETED

GOAL

Support Thriving Businesses

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Partner with Thrive ED, JCDEC, and the Latino Academy to have a job fair within the next calendar

YEARS

WORK IN PROGRESS

Establish and conduct business recruitment, retention, and expansion meetings with 25 businesses.

Assist CDA in revamping loan programs and implementing affordable housing policy.

WORK IN PROGRESS

WHY DO THIS?
Assisting to establish thriving businesses and employment opportunities establishes the City as a problem solver and supporter of the private sector.

1 YEAR 10 ME

Area of Focus

COMPLETED

GOAL

Improve Recruitment, Retention, and Diversity

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Finish update of employee handbook by Q2 2024

WHY DO THIS?

The employee handbook has not been updated since 2011. Updating modernizes the City and sets clear expectations. As the main expenditure and driver of our quality services, it is in the City's financial and operational best interests to focus on the welfare of its staff.

Establish stay interviews, leadership luncheons,

and other programs to support our staff and learn about ways to improve.

Conduct an analysis of compensation for non-management staff by Q2 2024

1 YEAR TONE

Area of Focus

COMPLETED

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Successfully budgeted for 2024 reductions in revenues totaling over \$500,000 including: Municipal Service Payments (MSP) from the State tied to police services, totaling approximately \$200,000, and from the State for the Expenditure Restraint Program (ERP) totaling approximately \$70,000.

WHY DO THIS?

The MSP and ERP payments are projected to return in 2025 and the UWW payment is a permanent reduction. The City needs to adjust for these reductions while maintaining its other commitments to other services and our staff.

STRETCH GOAL

(Ambitious and Challenging Goal)

No reductions in services. Maintain projected 2.25% raises for staff.



1 YEAR 10 ME

Area of Focus

WHY DO THIS?

The community is looking for reliable and consistent transportation.

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Complete a comprehensive evaluation of the financial and operational model of Brown Cab Services.

STRETCH GOAL (Ambitious and Challenging Goal)

Potential for running the transportation service in-house



1 YEAR 10 ME

Area of Focus

WHY DO THIS?

To have emergent healthcare services in the community.

WORK IN PROGRESS

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Identify potential healthcare partners to discuss the feasibility of establishing emergent healthcare services within the city

WORK IN PROGRESS

STRETCH GOAL (Ambitious and Challenging Goal)

Begin initial negotiations and planning with selected healthcare partners



1 YEAR 100%

Area of Focus

WHY DO THIS?

To keep our community updated on the actions of the city government.

GOAL

Communications

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Expand video content to cover additional topics of community interest

STRETCH GOAL (Ambitious and Challenging Goal)

Establish a regular schedule for content creation



3 YEAR THREE

Area of Focus

WHY DO THIS?

69.31% of the city's single family homes are rentals. Creating single family homes that are affordable allows for single families or growing families to purchase these homes.

GOAL

Increase Affordable Housing

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

To have one or more housing projects underway or under contract for development through an agreement with the City or CDA or through approved plans by the Plan and Architectural Review Commission (PARC).

3 YEAR THREE

Area of Focus

WHY DO THIS?

To provide reliable and consistent transportation to our community.

WORK IN PROGRESS

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Develop a detailed implementation plan for transitioning services in-house

Secure funding from City Council

STRETCH GOAL (Ambitious and Challenging Goal)

Begin phased implementation of in-house transportation starting with a pilot program



3 YEAR THREE

Area of Focus

WHY DO THIS?

To have emergent healthcare services in the community

WORK IN PROGRESS

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Finalize agreements with healthcare partners for the establishment of emergent healthcare services in the city.

Begin construction or renovate of chosen facility

STRETCH GOAL (Ambitious and Challenging Goal)

Develop a community outreach program to inform residents about upcoming healthcare services



3 YEAR THREE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

To keep our community updated on the actions of the city government

GOAL

Communications

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Expand video content to cover additional hot-button topics in the community. Establish a regular schedule of content. Diversify the types of media that the City posts on social media.

WORK IN PROGRESS

STRETCH GOAL

(Ambitious and Challenging Goal)

Implement a feedback loop to continuously improve content based on community responses

3 YEAR THREE

Area of Focus

WHY DO THIS?

Providing informational sessions for local businesses eliminates obstacles and uncertainty regarding best business practices in the City.

GOAL

Support Thriving Businesses

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Provide online and in-person informational sessions specific to permits, building codes, fire inspections, water requirements, and street requirements to help residents, entrepreneurs, and developers fully understand how to succeed in Whitewater.
Maintain 25 BRE meetings per year.

STRETCH GOAL (Ambitious and Challenging Goal)

Turn one Business Retention Expansion (BRE) into a new development opportunity.



3 YEAR THREE

Area of Focus

GOAL

Improve Recruitment, Retention, and Diversity

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Promote all job listings on various social media websites in multimedia platforms. Develop recruitment videos for Facebook, Reels, or short form media.

Complete stay interviews with all staff hired 2023 and prior. Establish metrics for successful retention targets.

Have started to implement findings of compensation study.

WHY DO THIS?

By not only diversifying, but professionalizing how the city posts its job listings, we can increase attraction to the position. Stayinterviews help the City shape future retention efforts.



3 YEAR THREE

Area of Focus

COMPLETED

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Successfully recover from permanent reduction in revenue from the University of Wisconsin Whitewater (UWW) for dispatch services, totaling approximately \$230,000.

Be in a position to consider targeted increases to staffing based on an analysis of needs.

STRETCH GOAL (Ambitious and Challenging Goal)

Begin planning for a new Public Works garage.



WHY DO THIS?

This payment's projected return in 2025 an beyond needs to be allocated in the most effective way possible. The Public Works garage is the building in the most need of attention

WALKING IN PROGRESS

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

GOAL

Increase Affordable Housing

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Facilitated the creation of an additional 50+ new family-style units slated to be constructed within the following 36 months.

Re-assess family housing needs in a follow-up study.

WHY DO THIS?

Creating 100 family units helps solve the lack of affordable housing for single families or growing families. The strategy should be reviewed at the 5-year mark.

5 YEAR FIVE

Area of Focus

GOAL

Increase Communication

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Have a catalog of evergreen videos promoting the city and its spaces.

Incorporating AI/ChatGPT into the production of said videos, posts, press releases, etc.

WHY DO THIS?

Due to university students' significant community presence, the City has an opportunity to reach a younger demographic. By committing time and resources to these platforms, we can further reach that new demographic. Utilizing artificial intelligence increases the speed and efficiency of media production.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

Serving as a point of contact to new businesses helps ensure their success in our community and maintains credibility in our organization.

GOAL

Support Thriving Businesses

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Create an onboarding and expansion process for new businesses including points of contact, FAQ, and available resources.

Maintain BRE meetings.

STRETCH GOAL

(Ambitious and Challenging Goal)

Turn one BRE into a new development opportunity.

5 YEAR FIVE

Area of Focus

GOAL

Improve Recruitment, Retention, and Diversity

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Make online onboarding department-specific and available to all new employees.

Hit retention targets established in Year 3

100% of employees have participated in at least one stay interview.

WHY DO THIS?

Efficient and tailored onboarding, vigorous retention efforts backed by communication with staff, and competitive wages will position Whitewater as a preeminent and desirable employer.

5 YEAR FIVE

Area of Focus

WHY DO THIS?

To provide reliable and consistent transportation for our community.

WORK IN PROGRESS

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Fully transition the transportation in-house model. Monitor and evaluate the performance and cost-effectiveness of in-house services regularly.

STRETCH GOAL (Ambitious and Challenging Goal)

Explore opportunities for expanding transportation services such as additional routes or enhances accessibility options

5 YEAR FIVE

Area of Focus

WHY DO THIS?

To keep our community updated on the actions of the city government.

GOAL

Communications

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Continue to expand and innovate the content library.

Develop partnerships with local organizations and media outlets to broaden the reach and impact of community efforts.

STRETCH GOAL

(Ambitious and Challenging Goal)

Establish Whitewater as a model city for transparent and responsive communication with residents.

5 YEAR FIVE

Area of Focus

WHY DO THIS?

To have emergent healthcare services in the community

WORK IN PROGRESS

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)
Open the new emergent healthcare facility and begin offering services to the community.

Monitor the impact on our EMT response times and overall healthcare of the city

STRETCH GOAL (Ambitious and Challenging Goal)
Explore opportunities to expand healthcare services based on community needs

5 YEAR FIVE

Area of Focus

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL

(Specific, Measured, Attainable, Realistic, Time-Bound)

Develop and fully implement funding strategies or revenue sources to support increased

compensation for staff recruitment and retention.

Maintain 25% + fund balance

Have a construction timeline for the Public Works garage.

WHY DO THIS?

These goals not only ensure staff that they are priority, but ensures that the city is financially sound with good working conditions.

WORK IN PROGRESS

COMPLETED

COMPLETED



Council Agenda Item

Meeting Date: July 15, 2025

Agenda Item: Edge Broadband

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

Edge Broadband (Whitewater Wideband) has existing internet antennae facilities on the Cravath Water Tower. Their last Lease Agreement expired June 1, 2025. They have requested a renewal for an additional 3 years. During the Public Works meeting on July 8, 2025 a representative from Edge Broadband made known that they are in the process of switching over to fiber with the intent to deactivate their antennae within the three-year renewal period.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

City Council approved a Space Lease Agreement in June, 2015 and in June, 2020. The Public Works Committee recommended approval of the First Amendment at their July 8, 2025 meeting.

FINANCIAL IMPACT

(If none, state N/A)

Payment for the last year on the expiring Agreement was for \$8,346.77. The yearly Rent Payment in the previous Agreement was increased at a 3% rate. Edge Broadband is asking for the Rent Payment to be fixed at \$8,600 for the term of the new Agreement. As mentioned above, they are intending to deactivate their antennae within the next three years, however, they are committed to paying for three years if the rate is fixed at \$8,600.

STAFF RECOMMENDATION

Staff recommends a motion to approve the First Amendment to the Space Lease Agreement.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Renewal Request
2. First Amendment
3. 2020 Space Lease Agreement



June 18, 2025

Brad Marquardt
City of Whitewater

Re: Whitewater Tower Space Lease Agreement Renewal

To whom it may concern:

I respectfully request the renewal of the existing lease agreement between the City of Whitewater and Edge Broadband, most recently dated May 15, 2020, for an additional term of three (3) years. Rent for the lease shall be \$8,600 per year.

Brian Madl

A handwritten signature in black ink that reads "Brian Madl".

President
Edge Broadband

FIRST AMENDMENT TO SPACE/LEASE AGREEMENT

THIS FIRST AMENDMENT TO LEASE AGREEMENT ("Amendment") is made and entered into on _____, 202__, by and between City of Whitewater ("Owner"), and Whitewater Wideband, LLC, d.b.a. Edge Broadband ("Tenant").

Recitals

The parties hereto recite, declare and agree as follows:

A. Owner and Tenant entered into a Space/Lease Agreement (the "Agreement"), dated May 15, 2020, regarding real property located at 502 East Cravath Street, Whitewater, WI 53190 (the "Premises").

B. Owner and Tenant desire to enter into this Amendment in order to modify and amend certain provisions of the Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and agreements herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Owner and Tenant covenant and agree as follows:

1. Renewal Terms. As of June 1, 2025, Tenant renews the Agreement for three (3) years.

3. Terms; Conflicts. The terms and conditions of the Agreement are incorporated herein by this reference, and capitalized terms used in this Amendment shall have the same meanings such terms are given in the Agreement. Except as specifically set forth herein, this Amendment shall in no way modify, alter, or amend the remaining terms of the Agreement, all of which are ratified by the parties and shall remain in full force and effect. To the extent there is any conflict between the terms and conditions of the Agreement and this Amendment, the terms and conditions of this Amendment will govern and control.

4. Rent. Rent shall be paid in equal annual installments, on the same day of the year as the Commencement Date (June 1), each year, in advance, to the CITY, or to such other person, firm, or place as CITY may, from time to time, designate in writing at least thirty (30) days in advance of any rental payment date.

The rent for this Lease shall be as follows:

1 st year (June 1, 2025)	\$8,600.00
2 nd year (June 1, 2026)	\$8,600.00
3 rd year (June 1, 2027)	\$8,600.00

5. Approvals. Owner represents and warrants to Tenant that the consent or approval of no third party, including, without limitation, a lender, is required with respect to the execution of this Amendment, or if any such third-party consent or approval is required, Owner has obtained any and all such consents or approvals.

6. Authorization. The persons who have executed this Amendment represent and warrant that they are duly authorized to execute this Amendment in their individual or representative capacity as indicated.

7. Signatures. This Amendment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute a single instrument. Signed facsimile and electronic copies of this Amendment shall legally bind the parties to the same extent as original documents.

IN WITNESS WHEREOF, the parties have executed this Amendment on the day and year first written above.

Owner:
City of Whitewater

Tenant:
Whitewater Wideband, LLC

By: _____
Name: _____
Title: _____
Date: _____

By: _____
Name: _____
Title: _____
Date: _____

WATER TOWER SPACE/LEASE AGREEMENT

THIS AGREEMENT leasing space on a water tower ("this Lease") is between the City of Whitewater (CITY), a municipal corporation, and WHITEWATER WIDEBAND, LLC, (COMPANY).

In consideration of the terms and covenants of this Agreement, and for other good and valuable consideration, the parties agree as follows:

1. Leased Property

Subject to the terms and conditions of this Lease, the City of Whitewater (CITY) leases to WHITEWATER WIDEBAND, LLC, (COMPANY) and COMPANY leases from CITY a certain portion of the space on the water tower located on real property owned by CITY, which property is located in Walworth County, Wisconsin, and legally described in Exhibit B (the "Property") which Property is subject to all existing easements, covenants, conditions, and restriction of record, if any. Legal description of the Property is included in Exhibit B. CITY leases to COMPANY and COMPANY leases from CITY certain space on CITY's water tower (the "Tower") located on the Property, which location and orientation of space is more particularly described in Exhibit A attached hereto. The actual location of the leased premises on the Tower is depicted by drawings shown in Exhibit A attached hereto.

2. Term

The term of this Lease shall be five (5) years, commencing upon the date this document is executed by CITY and COMPANY ("Commencement Date"). If COMPANY fails to begin installation and use of the Tower within 60 days of execution, this lease will lapse unless rent payments as set out below are made. If COMPANY has failed to install its equipment upon the site described in this Lease within 12 months of execution, even though all rent payments have been made, CITY may choose to terminate this Lease with 60 days' notice. If termination is chosen, CITY will inform COMPANY in writing.

3. Rent

This Agreement shall be for a term of five (5) years, subject to other provisions of this document, commencing on the date this lease is fully executed. Rent shall be paid in equal annual installments, on the same day of the year as the Commencement Date, each year, in advance, to the CITY, or to such other person, firm, or place as CITY may, from time to time, designate in writing at least thirty (30) days in advance of any rental payment date.

The rent for this Lease shall be as follows:

1 st year	\$7,416.00	2020
2 nd year	\$7,638.48	2021
3 rd year	\$7,867.63	2022
4 th year	\$8,103.66	2023
5 th year	\$8,346.77	2024

June 1

If this Lease is terminated at a time other than on the last day of a lease term, rent shall be prorated as of the date the water tower and premises are restored to their condition on the commencement date of

this Lease, normal wear and tear excepted and, in the event of termination for any reason other than nonpayment of Rent, all prepaid Rents prorated after said date shall be refunded to COMPANY. In the event of termination for any other reason than nonpayment of rent, the prorated rent to be returned to COMPANY is subject to deductions of costs incurred by CITY if COMPANY fails to remove equipment within ninety (90) days of notice of termination.

4. Use

COMPANY may use the leased premises for the installation, operation, and maintenance of facilities for the transmission and reception of radio communication signals in such frequencies as may be assigned to COMPANY by the Federal Communications Commission ("FCC") and for the operation of related equipment in accordance with the provisions of this Lease. COMPANY shall use the leased premises in compliance with all federal, state, local laws and regulations. If for any reason Company's use of the leased premises fails to comply with any federal, state or local law and COMPANY fails to bring its use within compliance within thirty days of written notice of such noncompliance, this Lease shall be terminated as provided herein, unless sooner authorized by such law. CITY agrees to reasonably cooperate with COMPANY in obtaining, at COMPANY'S expense, all licenses and permits required for COMPANY's use of the leased premises.

5. Installation of Improvements, Access and Utilities

COMPANY shall have the right, at its sole cost and expense, to install, operate and maintain the facilities on the leased portions of the Tower described in Exhibit A attached hereto, which facilities include radio transmitting and receiving antennas (the "Antenna Facilities"). COMPANY's installation of all such equipment, personal property, and facilities shall be done according to plans approved by CITY, and no equipment or property shall be subsequently relocated without CITY's approval which approvals shall not be unreasonably withheld or delayed. The Antenna Facilities shall remain the exclusive property of COMPANY, subject to the provisions of Paragraph 7 of this Lease. During the term of the lease the COMPANY shall provide the CITY (at no cost to the CITY, except electric power) with the equipment and services described on the attached Downtown Whitewater WIFI Proposal dated May 2015.

COMPANY may update or replace the Antenna facilities from time to time with the prior written approval of CITY, provided that the replacement facilities are not greater in number or size than the existing facilities and provided that their location on the leased portions of the tower is satisfactory to CITY. COMPANY shall submit to CITY a proposal for any such replacement facilities, and for any supplemental materials as may be reasonably requested for CITY's evaluation and approval, which approval shall not be unreasonably withheld or delayed. All costs for required structural studies will be paid by COMPANY within 30 days of receipt of a detailed invoice.

COMPANY shall have the right, at its sole cost and expense, to install, operate and maintain on the leased portions of the Tower the improvements described in Exhibit A attached hereto. All such improvements shall be constructed in accordance with CITY's specifications and according to a plan approved by CITY. The Equipment shall remain the exclusive property of COMPANY, subject to the provisions of Paragraph 7 of this Lease. No equipment shall be stored on the Property.

At all times during this Lease, CITY hereby grants to COMPANY a nonexclusive easement for ingress, egress, and access over the Property which gives COMPANY access to the base of the water tower at no additional charge to COMPANY.

COMPANY, at all times during this Lease, shall have access to the Property in order to install, operate and maintain its transmission facilities. COMPANY shall have access to the Tower only with the approval of CITY and in the presence of an employee of CITY. COMPANY shall request access to the Tower twenty-four hours in advance and CITY's approval thereof shall not be unreasonably withheld or delayed.

COMPANY shall separately meter charges for the consumption of electricity and any other utilities associated with its use of the Property and shall pay all costs associated therewith. All utilities will be buried.

COMPANY shall provide CITY with "as built" drawings of the equipment installed on the water tower which show the actual location of all equipment. Such drawings shall be accompanied by a complete and detailed inventory of all equipment, personal property, and Antenna Facilities actually placed on the Tower.

COMPANY shall have sole responsibility for the maintenance, repair, and security of its equipment, personal property, Antenna Facilities, and any other leasehold improvements, and shall keep the same in good repair and condition during the Lease term.

COMPANY will adhere to all OSHA safety requirements.

COMPANY shall place no advertising on the site or on any structure on the site.

All antennae panels will be painted to match the water tower.

Any additional costs for servicing or maintaining the tower that are due to the presence of the COMPANY's equipment, will be the responsibility of COMPANY.

Equipment belonging to COMPANY will comply with the Noise Ordinance of the CITY.

CITY will notify COMPANY at least forty-five (45) days in advance of the date when the water tower is scheduled to be painted, repaired, rebuilt or scheduled for general maintenance. The parties will cooperate to determine which of the following two options will be used to address the impact of the Antenna Facility on the cost of painting or repairing the water tower: 1) Shortly before the painting date, COMPANY will place a temporary antenna array on a crane parked near the site. COMPANY will then remove the antennas from the water tower and the painting will proceed as it normally does. Once the painting or repair is finished, COMPANY will then re-attach the antennas where they were and will have them painted to match the newly repaired/painted water tower. All costs incurred in removing the antenna, placement of a temporary antenna array, reattaching and painting the antennas shall be the sole responsibility of COMPANY. 2) The contractor will bid on the cost of painting/repairing the tower without the Antenna Facility. The contractor will then bid on the cost of painting/repairing the tower with COMPANY antennas left in place. The contractor will then proceed to paint/repair the tower with

COMPANY'S antennas left in place. COMPANY will reimburse CITY for the difference between the two bids.

6. Reasonable Approval

Both parties shall not unreasonably withhold or delay approvals required under this lease.

7. Interference

COMPANY's installation, operation, and use of its transmission facilities under this Lease shall not damage or interfere in any way with CITY's water tower operations or related repair and maintenance activities. CITY, at all times during this Lease, reserves the right to take any action it deems necessary, in its sole discretion, to repair, maintain, alter, or improve the leased premises and to temporarily interfere with COMPANY'S equipment as may be necessary in order to carry out any of such activities. CITY agrees to give reasonable advance notice of such activities to COMPANY and to reasonably cooperate with COMPANY to carry out such activities with a minimum amount of interference with COMPANY's transmission operations.

COMPANY shall operate its telecommunication facility in a manner that will not cause radio frequency interference to any and all of the City's current and future communications equipment. COMPANY shall operate its telecommunications facility in a manner that will not cause radio frequency interference to the operations of other subtenants, lessees, and/or licensees' operations which predate installation of COMPANY'S telecommunications facilities under this lease.

This lease is made with the knowledge of both parties that there is a current tenant on the water tower.

In the event that COMPANY'S transmission operations interfere with any type of electronic reception or transmission of any other parties in the surrounding area, COMPANY agrees to use its reasonable best efforts to remedy such interference in accordance with applicable regulations and standards of the FCC and any other governing body. COMPANY warrants that it shall maintain all of its Antenna Facilities in full compliance with all applicable regulations of the FCC and other governing bodies. COMPANY will be responsible for correcting any intermod problems with other users of the property, should they occur due to the equipment installed and operated by COMPANY. In the event the interference cannot be eliminated, CITY may immediately terminate this agreement, whereafter COMPANY shall immediately remove all of its personal property and fixtures which interfere with City's use of the premises and remove all remaining personal property and fixtures in accordance with paragraph 8.

8. Termination

Either party may terminate this Lease at any time with ninety (90) days written notice to the other party.

Except as otherwise provided herein, this Lease may be terminated by one party upon thirty (30) days written notice to the other party as follows:

- a) By either party, upon a default of any covenant or term hereof by the other party, which default is not cured within thirty (30) days of receipt of written notice of default to the other party;
- b) By COMPANY, if it is unable to obtain or maintain any license, permit, or other governmental approval necessary for the construction and/or operation of the transmission facilities or COMPANY business;
- c) By CITY, if it determines in its sole discretion and for any reason, that the tower is structurally unsound for use as a water tower, including but not limited to consideration of age of the structure, damage or destruction of all or part of the water tower or the Property from any source, or factors relating to condition of the Property; or
- d) By CITY, if COMPANY'S use of the Property becomes illegal under any federal, state or local law, rule or regulation.

Upon termination of this Lease for any reason, COMPANY shall remove all of its equipment, personal property, Antenna Facilities, and leasehold improvements from the water tower and the Property within ninety (90) days after the date of termination, and shall restore the water tower and the Property to the condition it was in on the Commencement Date of the term of this Lease ordinary wear and tear excepted, all at COMPANY's sole cost and expense. Any such property which is not removed by end of said ninety (90) day period shall become the property of CITY, and COMPANY shall be responsible for the cost of removal of the equipment.

In the event this agreement is terminated by CITY any prepaid rents prorated from the date the water tower and property are reasonably restored to their condition on the commencement date of this Lease will be refunded to COMPANY. In the event of termination for any other reason than nonpayment of rent, the prorated rent to be returned to COMPANY is subject to deductions of costs incurred by CITY if COMPANY fails to remove equipment within 60 days of notice of termination.

9. Insurance

COMPANY shall provide Comprehensive General Liability insurance coverage, including premises/operations coverage, independent contractor's liability, completed operations coverage, contractual liability coverage, and CITY will be held harmless for acts of outside vendors in a combined single limit of not less than Five Hundred Thousand Dollars (\$500,000.00) per occurrence, and One Million Dollars (\$1,000,000.00) aggregate, and name CITY as an additional insured on such policy or policies. COMPANY may satisfy this requirement by an endorsement to its underlying insurance or umbrella liability policy.

Neither party shall be liable to the other (or to the other's successors or assigns) for any loss or damage caused by fire or any of the risks enumerated in a standard "All Risk" insurance policy, and, in the event of such insured loss, neither party's insurance company shall have a subrogated claim against the other.

COMPANY shall provide to CITY, prior to Commencement Date of the Lease Term, evidence of the required insurance in the form of a certificate of insurance issued by an insurance company licensed to

do business in the State of Wisconsin, which includes all coverage required above and contains evidence of the waiver of subrogation contained above. Said certificate shall also provide that the coverage may not be cancelled, nonrenewed, or materially changed without thirty (30) days prior written notice to CITY.

10. Health Issue

In the event that it is established that COMPANY'S operation of the wireless facility is determined to be medically related to a health problem, CITY must notify COMPANY of the related issues. In the event that COMPANY causes, permits or allows such activities determined to be medically related to a health problem to continue, CITY shall have the right to immediately terminate this Lease if COMPANY fails to discontinue or remedy the operation within 60 days of written notice of any such relationship.

11. Damage or Destruction of Property

If the Property, water tower, or Antenna Facilities are destroyed or damaged so as, in COMPANY'S judgment to render the site unusable as an Antenna Facility, COMPANY may elect to terminate this Lease upon thirty (30) days written notice to CITY. In the event COMPANY elects to terminate the Lease, COMPANY shall be entitled to reimbursement of any prepaid rent prorated prior to the date of termination.

12. Condemnation

In the event the whole of the Property is taken by eminent domain, this Lease shall terminate as of the date title to the Property vests in the condemning authority. In the event a portion of the Property is taken by eminent domain, either party shall have the right to terminate this Lease as of said date of title transfer, by giving thirty (30) days written notice to the other party. In the event of any taking under the power of eminent domain, COMPANY shall not be entitled to any portion of the award paid for the taking and CITY shall receive the full amount of such award, COMPANY hereby expressly waiving any right or claim to any portion thereof. Although all damages, whether awarded as compensation for diminution in value of the leasehold or the fee of the Property, shall belong to CITY, COMPANY shall have the right to claim and recover from the condemning authority, but not from CITY, such compensation as may be separately awarded or recoverable by COMPANY on account of any and all damage to COMPANY's business by reason of the taking and for or on account of any cost or loss to which COMPANY might have in removing and relocating its equipment, personal property, and Antenna Facilities. CITY will refund any prepaid rents prorated as of the date the Property is taken by the Condemning Authority.

13. Indemnification

Except for the negligent acts or willful misconduct of CITY's agents or employees, COMPANY agrees to indemnify, defend, and hold harmless CITY and its elected officials, officers, employees, agents, and representatives, from and against any and all claims, costs, losses, expenses, demands, actions, or causes of action, including reasonable attorneys' fees and other costs and expenses of litigation, which may be asserted against or incurred by CITY or for which CITY may be held liable, which arise from the negligence, willful misconduct, or other fault of COMPANY or its employees, agents, or subcontractors in

the performance of this Lease or from the installation, operation, use, maintenance, repair, removal, or presence of COMPANY's transmission facilities on the water tower, including but not limited to electrical interference or health problems caused by COMPANY's transmission operations, the representations and warranties of Paragraph 15 of this Lease.

14. Notices

All notices, requests, demands, and other communications hereunder shall be in writing and shall be deemed given if personally delivered or mailed, certified mail, return receipt requested to the following addresses:

If to CITY:

Cameron Clapper
City Manager
312 West Whitewater Street
PO Box 178
Whitewater, WI 53190

If to COMPANY:

Brian Madl
Whitewater Wideband, LLC
PO Box 356
Whitewater, WI 53190

15. Representations and Warranties

CITY warrants that (1) it has full right, power, and authority to execute this Lease; and (2) to the best of its knowledge, it has good and unencumbered title to the Property free and clear of any liens or mortgages, except as may be disclosed by review of title.

CITY warrants that it has no knowledge of any substance, chemical, or waste (collectively, "Substance") on the site that is identified as hazardous, toxic or dangerous in any applicable federal, state or local law or regulation.

COMPANY represents and warrants that its storage and use of any Substance on the Property will comply with applicable federal, state or local law or regulation and that it will store, and use said Substance on the property only if necessary, for its transmission operations. COMPANY agrees to indemnify and hold harmless CITY from and against any and all liability, loss, cost, damage, and expense, including reasonable attorneys' fees relating from or due to the release, threatened release, storage or discovery of any of the above named materials that are part of COMPANY equipment, personal property, Antenna Facilities, or any component parts or by-products thereof in violation of applicable law.

COMPANY, at its own cost, has the right to obtain a title commitment for a leasehold title policy from a title insurance company of its choice. If, in the opinion of COMPANY, such title commitment shows any defects of title or any liens or encumbrances which may adversely affect COMPANY use of the Property, COMPANY shall have the right to cancel this Lease immediately upon written notice to CITY.

16. Assignment

COMPANY may not assign or sublet this Lease without the prior written consent of CITY except to any entity which controls, is controlled by, or is under the common control with COMPANY, or to any entity resulting from any merger or consolidation with COMPANY, or to any partner of COMPANY, or to any partnership in which COMPANY is a general partner, or to any person or entity which acquires all of the assets of COMPANY as a going concern, or to any entity which obtains a security interest in a substantial portion of COMPANY's assets, provided that COMPANY continues to indemnify and hold CITY harmless in accordance with Paragraph 13 above.

17. Successors and Assigns

This Lease shall run with the Property described in Exhibit B. This Lease shall be binding upon and inure to the benefit of the parties, their respective successors, personal representatives, and assigns.

18. Miscellaneous

This Lease constitutes the entire agreement and understanding of the parties, and supersedes all offers, negotiations, and other agreements of any kind. There are no representations or understandings of any kind not set forth herein. Any modification of or amendment to this Lease must be in writing and executed by both parties.

This Lease shall be construed in accordance with the laws of the State of Wisconsin.

If any term of this Lease is found to be void or invalid, such invalidity shall not affect the remaining terms of this Lease, which shall continue in full force and effect.

This Lease is subject to all zoning approvals and building permits.

This Lease shall not be construed based upon the party or its representative who drafted this Agreement or parts thereof.

THE UNDERSIGNED LESSOR HEREBY AGREES TO LEASE THE ABOVE-MENTIONED PROPERTY ON THE TERMS AND CONDITIONS AS SET FORTH HEREIN.

CITY OF WHITEWATER

WHITEWATER WIDEBAND, LLC

By: [Signature] 6/17/2020
Cameron Clapper, City Manager Date

By: [Signature] 9-20-2020
Brian Madl, Member Date

By: Michele R. Smith 6/17/20
Michele R. Smith, City Clerk Date