



Alcohol Licensing Committee Meeting

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

Tuesday, August 05, 2025 - 5:00 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/84824083114?pwd=8VCQgBB12h5aBtQa2S3AzVxfQTW14N.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 848 2408 3114

Passcode: 685680

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

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 Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

CONSENT AGENDA

1. Approval of Minutes from July 10, 2025

HEARING OF APPEAL

2. Discussion and Possible Action regarding the denial of a Tobacco, Cigarette, and Electronic Vaping Application for Hemp 1848, Inc.

ADJOURNMENT

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.



Alcohol Licensing Committee Meeting Item 1.

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

Thursday, July 10, 2025 - 5:30 PM

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Citizen participation is welcome during topic discussion periods.

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<https://us06web.zoom.us/j/85881029740?pwd=dvWG7PmC7CwVXbWmmuwqnV8ReKaCi0.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 858 8102 9740

Passcode: 051898

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MINUTES

CALL TO ORDER

Patrick Singer called the meeting to order at 5:30 pm

ROLL CALL

PRESENT

Chairperson Brian Schanen

Patrick Singer

Heather Boehm, City Clerk

ABSENT

Greg Majkrzak

APPROVAL OF AGENDA

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Motion made to approve the Agenda by Chairperson Schanen, Seconded by Singer.

CONSENT AGENDA

Motion made to approve the Consent Agenda by Chairperson Schanen, Seconded by Singer.

1. Approval of meeting minutes from May 6, 2025.

CONSIDERATION OF REQUEST

2. Discussion and Possible Action regarding the application of renewal of the Class B license filed by The Waypoint Bar and Games.

Motion made to recommend approval to the Common Council with clarification from WI Department of Revenue as to if an Arcade can have a liquor license or they have to be classified as a bar with patron under 21 have to be accompanied by a parent or guardian. by Chairperson Schanen, Seconded by Singer.

3. Guanajuato Produce, 230 E Milwaukee Street, applied for a new Class A Beer license.

Motion made to recommend approval to the Common Council by Chairperson Schanen, Seconded by Singer.

ADJOURNMENT

Motion made to adjourn at 5:55 pm by Chairperson Schanen, Seconded by Singer.

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Common Council Meeting

Meeting Date:	August 5, 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)

July 15, 2025 the Common Council recommended that this come before the ALC for a recommendation and then bring back to Council on the August 5, 2025 meeting.

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.
 Email from Clerk to Jerry McCoy explaining next steps.

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

Item 2.

**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	Item 2.
License Period	

Part A: Premises/Business Information

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

Hemp1848, inc

2. Business Trade Name or DBA

3. FEIN

87 2584797

4. Wisconsin Seller's Permit Number

5. Entity Type (check one)

☐

Sole Proprietor

☐

Partnership

☐

Limited Liability Company

☒

Corporation

6. State of Organization

Wisconsin

7. Date of Organization

04-01-2019

8. Wisconsin DFI Registration Number

9. Premises Address (do not use PO Box)

174 W. Main 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. Mailing Address (if different from premises address)

30 South Main St

17. City

Janesville

18. State

WI

19. Zip Code

53545

20. Premises Phone

608-361-8735

21. Premises Email

mcc777@gmail.com

22. Website

Hemp1848.com

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.

They will be kept in a locked display cabinet.

Part B: Questions

1. What products will be sold at this business location? (check all that apply)

☐

Cigarettes

☐

Tobacco Products

☒

Electronic Vaping Devices

2. How will cigarettes, tobacco, and/or electronic vaping devices be sold? (check all that apply)

☒

Over the counter

☐

Vending machine

3. Is the applicant business owned by another business entity? ☒ Yes ☐ 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:

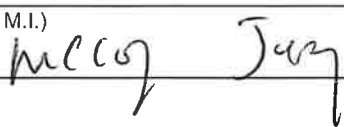
- sole proprietor • one general partner of a partnership • one corporate officer • one managing member of an LLC

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	mc coyj770@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

Item 2.

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

603618735

7. Home Address

30 South main St

8. City

Jamesville

9. State

WI

10. Zip Code

53190

11. Date of Birth

06/21/68

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			

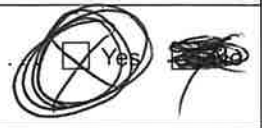
If applicable, list all states and counties you have lived in as an adult. Attach additional sheets if necessary.

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 <i>06-18-2025</i>
---------------	---------------------------

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.

From: [Heather Boehm](#)
To: [Jerry McCoy](#)
Subject: RE: Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license
Date: Tuesday, July 22, 2025 8:23:00 AM
Attachments: [image001.png](#)

Dear Jerry,

At the July 15, 2025, Common Council meeting, your appeal regarding the denial of a Cigarette, Tobacco, and Electronic Vaping Device License was considered. The Council expressed that they were not comfortable making a final decision without first hearing directly from you. As a result, the matter was referred to the Alcohol Licensing Committee for review and recommendation.

The Alcohol Licensing Committee will meet at **5:00 p.m. on Tuesday, August 5, 2025**, on the second floor of the Whitewater Municipal Building, located at 312 W. Whitewater Street. Following that meeting, the Common Council will convene in the Community Room on the first floor at **6:00 p.m.** to take up the Committee's recommendation.

Both meetings are open to the public. It is strongly recommended that you attend in person to present your appeal and provide any relevant information.

Please let me know if you have any questions.

Thank you,

Heather Boehm

City Clerk



312 W. Whitewater St., Whitewater, WI 53190
 (262)473-0102 | hboehm@whitewater-wi.gov

Upcoming 2026 Elections

02/17/26- February Primary (if needed)

04/07/26- Spring Election

08/11/26- Partisan Primary Election

11/03/26- Partisan General Election

Register or Request Absentee Ballot here: <https://myvote.wi.gov/en-us/>

“What they hate in you is missing in them. Keep Shining” - unknown

The City of Whitewater will be starting a monthly newsletter! Subscribe to receive the latest news, public service announcements & updates, and upcoming events delivered to your inbox. Subscribe:

<https://lp.constantcontactpages.com/su/g8U4Af4/whitewater>

From: Jerry McCoy <mccoyj770@gmail.com>

Sent: Friday, June 27, 2025 8:18 AM

To: Heather Boehm <hboehm@whitewater-wi.gov>

Subject: Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license

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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

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