



Alcohol Licensing Committee Meeting

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

Thursday, July 10, 2025 - 5:30 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:

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Webinar ID: 858 8102 9740

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

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

Tuesday, May 06, 2025 - 5:30 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:

<https://us06web.zoom.us/j/82898021981?pwd=DfEf6YqUxMBtTMGYnJ9gEXEPHvr8f1.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 828 9802 1981

Passcode: 913030

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.

MINUTES

CALL TO ORDER

City Clerk, Heather Boehm called the meeting to order at 5:30pm.

ROLL CALL

PRESENT

Greg Majkrzak
Brian Schanen

City Clerk, Heather Boehm

City Attorney, Tim Brovold

ABSENT

Chairperson Patrick Singer

ROLL CALL

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

Voting Yea: Majkrzak, Schanen

1. Approval of meeting minutes from March 18, 2025.

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.

Motion to Approve the Agenda made by Majkrzak, Seconded by Schanen.

Voting Yea: Majkrzak, Schanen

CONSIDERATION OF REQUEST

2. Election of Chairperson

Motion to elect Councilmember Schanen as the chairperson made by Majkrzak,
Seconded by Schanen.

Voting Yea: Majkrzak, Schanen

3. Election of Vice Chairperson

Motion to elect Council President Singer as Vice Chairperson made by Schanen,
Seconded by Majkrzak.

Voting Yea: Majkrzak, Schanen

HEARING OF APPEAL

Police Chief Meyer spoke about the Beverage Operator Application Denial.

Ethan Ticcioni spoke about the Beverage Operator Application Denial.

City Attorney Tim Brovold spoke about the Beverage Operator Application Denial.

Motion to denial the appeal of the Beverage Operator Application Denial made by Schanen, Seconded by Majkrzak.

Voting Yea: Majkrzak, Schanen

4. Hearing of appeal of Ethan Ticcioni for denial of Beverage Operator's License.

ADJOURNMENT

Motion to adjourn made at 5:46pm made by Schanen, Seconded by Majkrzak.

Voting Yea: Majkrzak, Schanen

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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City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**



ALC Meeting

Meeting Date:	July 10, 2025
Agenda Item:	They Waypoint Bar and Games
Staff Contact (name, email, phone):	Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

BACKGROUND

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

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.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

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.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

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.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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.
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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"

1

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"

2



Office of the Fire Chief
312 W. Whitewater Street
Whitewater, Wisconsin 53190

www.whitewater-wi.gov
Telephone: (262) 473-0116

TO: Heather Boehm, City Clerk, City of Whitewater

FROM: Lt. Jacob Maas, Fire Inspector, Whitewater Fire/EMS

RE: ALCOHOL BEVERAGE LICENSE APPLICATION

DATE: 21 MAY 2025

In regards to the license application for **Highpoint Arcade: 141 B W. Whitewater St.**

There are no current outstanding Fire Code violations. I am unaware of any violations that may have been issued and/or resolved prior to my time in the role of the Fire Inspector. This occupancy has been closed and under renovations since 2023.

I have no objections to the issuance of this license. However, I cannot grant occupancy until renovations have been concluded. The building/business must be in such a state that it is ready to open to the public before the fire prevention/occupancy inspection can be completed.

Lt. Jacob Maas

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-200Alcohol 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 . . . ☐ 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.

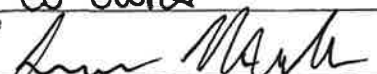
Last Name	First Name	Title	Phone
Marks	Jessica	owner-member	920 728 0327
Marks	Jon	owner-member	920 397 0660
Thatcher	Bronson	owner-member	262 473 5335
Sersich	Mike	owner-member	906-396-3226

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)	

Form
AB-100Alcohol 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	
Fort 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	Months
				33	
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		Fort 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	State	County
WI	Jefferson	WI	Walworth		
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

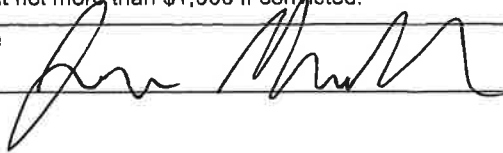
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

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



Date

4/28/25

Form
AB-100Alcohol 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

2. Business Trade Name or DBA

3. Entity Type (check one)

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

Part B: Individual Information

1. Last Name

Marks

2. First Name

Jon

3. M.I.

R

4. Relationship to Business (Title)

owner

5. Email

Jonmark1208@gmail.com

6. Phone

920 397-0660

7. Home Address

511 Sherman Ave W.

8. City

Fort Atkinson

9. State

WI

10. Zip Code

53538

11. Date of Birth

12. Drivers License/State ID Number

M620-4368-7448-05

13. Drivers License/State ID State of Issuance

Part C: Address History

1. Do you currently reside in Wisconsin? ☒ Yes ☐ No

If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?

Years
37

Months

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

Previous Address 1

511 Sherman Ave W.

City

Fort Atkinson

State

WI

Zip Code

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

WI

Jefferson

State

County

WI

Walworth

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

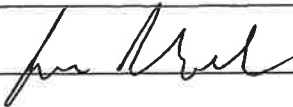
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

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

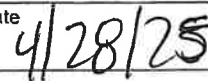
Part E: Attestation

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



Date



Form
AB-100Alcohol 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)

☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization
Part B: Individual Information

1. Last Name

Thatcher

2. First Name

Bronson

3. M.I.

J

4. Relationship to Business (Title)

Co-Owner

5. Email

Ruberas_1fan@hotmail.com

6. Phone

262-473-5335

7. Home Address

1050 West Florence St.

8. City

Whitewater

9. State

WI

10. Zip Code

53190

11. Date of Birth

11-15-1988

12. Drivers License/State ID Number

T326-0708-8415-08

13. Drivers License/State ID State of Issuance

Part C: Address History1. Do you currently reside in Wisconsin? ☒ Yes ☐ 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	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
--------------------------------------	-------------------

Form
AB-100Alcohol Beverage
Individual QuestionnaireDate
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) 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 Sersich		2. First Name Mike		3. M.I. S	
4. Relationship to Business (Title) partowner		5. Email M.sersich@gmail.com		6. Phone (906)396-3728	
7. Home Address 255 N fratt lot 238					
8. City Whitewater		9. State WI	10. Zip Code 53190		11. Date of Birth 6-19-1986
12. Drivers License/State ID Number SC22 5508 621904			13. Drivers License/State ID State of Issuance WIS		

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 15	Months 3
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1 725 Dunn St		City Whitewater		State WI	Zip Code 53190
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 MI	County Dickerson	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 	Date 5-1-25
---	----------------

Form
AB-101Alcohol Beverage
Appointment of AgentDate
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 ☐ No

2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire?
Submit a completed Form AB-100 with this form.

☒ Yes ☐ No


3. Have you been a Wisconsin resident for at least 90 continuous days?
See instructions for exceptions.

☒ Yes ☐ No

Continued →

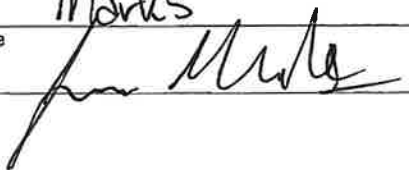
Part D: Business Attestation

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 Jessicabug1205	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:

The Waypoint Bar + games

141 B W. Whitewater Ave Whitewater, WI 53190

Name Wisconsin Seller's Permit is Issued to & I.D. Number:

The Waypoint Bar and Games

456-1032082461-02

Days and Hours Establishment will regularly be open for business**:

~~*Mon-Sun 10a-10pm*~~

wed-sun 3p-10pm
minimum

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.

Signature of Licensee

Jessica Markke

5/1/25
 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: 608-224-5761
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

Item 2.

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 ENTERTAINMENTProvided 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

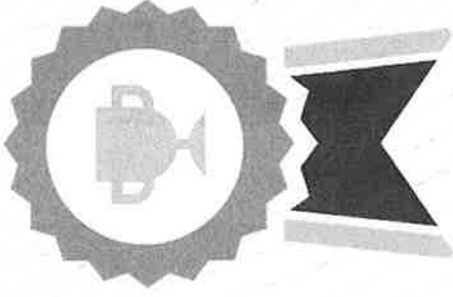
CLERK

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 Rogers'.

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

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

jessica marks

is awarded this certificate for

Wisconsin Responsible Beverage Server Training



Completion Date
04/14/2025



Expiration Date
04/14/2027



Certificate #

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



ALC Meeting

Meeting Date:	July 10, 2025
Agenda Item:	Guanajuato Produce LLC, Class A Beer License
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)

N/A

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-200Alcohol 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

85-3638584

4. Wisconsin Seller's Permit Number

456-1030680575-04

5. Entity Type (check one)

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

6. State of Organization

wi

7. Date of Organization

8-2023

8. Wisconsin DFI Registration Number

9. Premises Address

230 E. milwaukee st

10. City

white water

11. State

wi

12. Zip Code

53190

13. County

Walworth

14. Governing Municipality: ☒ City ☐ Town ☐ Village

of: white water

15. Aldermanic District

16. Premises Phone

262-4582321

17. Premises Email

Guaranapo produce fa@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.

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? ☐ 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 . . ☐ 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 QuestionnaireDate 6-25-25
Item 3.

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>Guanajuato 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>Guanajuatoproduce.far@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

Continued

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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

Item 3.

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

Continued

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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 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

Item 3.

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	

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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

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JACOB MAAS

jmaas@whitewater-wi.gov

Reinspection Date

05/27/2026

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Contact signature

Inspector signature

Javier R.

Javier Martinez

05/27/2025

Jacob J. Maas

JACOB MAAS












05/27/2025

CHECKLISTS

General Inspection

Item 3.

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Pass 	10.19.4 Combustible Material Shall not be stored in exits.	
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