



# **Wauwatosa, WI**

## **Government Affairs Committee**

### **Meeting Agenda - Final**

7725 W. North Avenue  
Wauwatosa, WI 53213

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**Tuesday, February 13, 2024**

**6:30 PM**

**Council Chambers and Zoom:**  
**<https://servetosa.zoom.us/j/82923188685>,**  
**Meeting ID: 829 2318 8685**

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#### **Regular Meeting**

#### **HYBRID MEETING INFORMATION**

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

#### **CALL TO ORDER**

#### **ROLL CALL**

#### **UNFINISHED BUSINESS**

1. Discussion and potential planning for 2024 candidate forum for Alderperson and Mayor [23-1254](#)

#### **NEW BUSINESS**

1. Application for appointment of successor Agent, Dianne Heuvelmans, for Tosa Hotel, LLC d/b/a Residence Inn by Marriott Milwaukee West, 1300 Discovery Parkway [24-0187](#)
2. Staff updates regarding current legislative items of interest to the City of Wauwatosa [24-0193](#)

#### **ADJOURNMENT**

#### **NOTICE TO PERSONS WITH A DISABILITY**

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to [tclerk@wauwatosa.net](mailto:tclerk@wauwatosa.net), with as much advance notice as possible.



## Staff Report

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**File #:** 23-1254

**Agenda Date:** 2/13/2024

**Agenda #:** 1.

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Discussion and potential planning for 2024 candidate forum for Alderperson and Mayor

**Submitted by:**

Melissa Cantarero Weiss, Deputy City Administrator

**Department:**

Administration

Based on the feedback from the Committee at a previous meeting, staff reached out to potential third party facilitators for the forum and received a commitment from the Wauwatosa West Allis Chamber of Commerce to host and facilitate the event at City Hall. They are available on Thursday, March 7 at 6:30 pm for the event and both candidates for Mayor are also available to participate on this date and time, which is two weeks before in-person absentee voting begins for the April election.

The Chamber of Commerce has selected their Board President to facilitate the event, Jen Puente. They expressed that they are interested in hosting a neutral event that will allow the public to learn about candidates running for office.

With that in mind, they prefer that the city provide the possible questions for the facilitator to ask. Below are three options for the Committee to consider for developing questions:

- Each Chair and Vice Chair of a Council Standing Committee and the Chair of the Committee of the Whole write two questions each pertaining to that Committee's area of focus for the city. The facilitator would randomly select from the questions, asking candidates one question from each of the five subject areas - Transportation Affairs, Government Affairs, Financial Affairs, Community Affairs, and Committee of the Whole.
- Every member of the Common Council, except those seeking the office of Mayor, write one question pertaining to the areas of policy the Common Council acts on and the facilitator would randomly select questions from the submissions.
- Each outgoing elected official not seeking office in 2024 drafts three questions pertaining to the areas of policy the Common Council acts on and the facilitator would randomly select questions from the submissions.

Below is a summary of the proposed event format.

1. The facilitator will introduce the event and the event format, including a statement about the Chamber's political neutral intention in hosting the event.
2. Each candidate for the office for Alderperson will be able to give a two minute statement about why they are seeking office.
3. Each candidate for Mayor will be able to give a two minute statement about why they are seeking office.
4. Each candidate for Mayor will be asked a total of five questions and will be asked the same questions. The

candidates will alternate responding first and second and the candidate to answer the first question first will be selected by a random selection process, such as a flipping of a coin or drawing a name from a hat.

5. After the formal portion of the event concludes, members of the public can approach individual candidates for office to speak with them or ask questions in a one on one format until the end of the event. This portion of the event is anticipated to last no longer than 30 minutes.

The city will record the event using the existing AV technology in the Council Chambers and provide a link to watch the formal portion of the event (numbers 1 to 4 above) until the election. This will allow any voter who is unable to attend the event in person to watch it at their convenience.

Staff seeks direction on the method for drafting questions and the event format.



## Staff Report

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**File #:** 23-1254

**Agenda Date:** 12/12/2023

**Agenda #:** 1.

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Discussion and potential planning for how the city informs the public about 2024 candidates for Alderperson and Mayor

**Submitted by:**

Melissa Cantarero Weiss

**Department:**

Administration

The city shares information with the public about candidates for office on the city's website and pushes that information directly to residents through all standard communications channels. Candidates are provided the same set of questions and word limits. Per the city's linking policy, we do not link to any political or campaign sites. The questionnaire is:

- Contact information (phone and email only)
- Occupation, work history, and volunteer positions (in bullet format, no more than 7 bullets, no more than 175 words)
- Why are you running for Alderperson or Mayor? (175 words)
- What issues would you pursue if elected? (175 words)

In 2020, the Common Council directed staff to hold a candidate forum to allow the public an opportunity to learn more about candidates for office. Candidates were provided the list of question in advance of the event, but not told which questions the facilitator would select from the list.

If the Committee is interested in holding a candidate forum for the April 2024 election, staff needs direction to do so and also if the content of the forum should remain the same or if the Committee would like to make changes. The format of the 2020 candidate forum is described below.

Candidate forum

*Aldermanic Candidates*

- Two-minute statement from any aldermanic candidate interested in participating in the event.

*Mayoral Candidates*

- Will be asked the same question about the role of the Mayor (question one below).
- Will be asked the same three questions selected by the facilitator from the list generated for aldermanic selection (questions outlined below).
- Three-minute time limit for response to all questions.
- There is no time allocated to rebuttal or response.

Candidate meet & greet

- Immediately following the candidate forum, the public will be invited to speak to candidates in the Lower Civic Center.
- This portion is anticipated to begin at 8:00 pm.

#### Online viewing

For residents who opt to participate digitally, the city will live-stream the candidate forum portion of the event through the meeting portal and promote it for viewing through Election Day.

#### Questions

The elected body as part of the Aldermanic Selection process prepared these questions. The facilitator will select three questions from the list of optional questions to use for the Mayor candidates and will ask the first required question.

#### *Required question*

1. Wauwatosa has a weak Mayor system, which means that the Mayor runs Common Council meetings, appoints citizen committee members, represents the city to external groups, and serves as spokesperson. The Common Council has largely delegated the day-to-day management of the city to the City Administrator. Why are you running for Mayor and what do you see as the role of the Mayor given how the position is defined by Wauwatosa's ordinances and operating structure?

#### *Optional questions (facilitator picks three from this list)*

2. What role should the Common Council play in economic development? What goals and priorities should the city set for encouraging or discouraging different types of economic development? What role do you feel our Comprehensive Plan and TIF funding should play in economic development?
3. Some in our community speak about traffic concerns in Wauwatosa. What do you think? How would you mitigate those concerns or change the situation?
4. How do you plan to further involve residents in the decision-making process in Wauwatosa?
5. Please speak specifically on what you love about Wauwatosa. What are your favorite places in Wauwatosa to spend time? Why?
6. As Mayor, what three steps would you take to maintain and improve our city's financial footing?
7. What would you change in our zoning code?
8. If someone came to you with a proposal to build a new piece of public infrastructure in Wauwatosa (road, bridge, etc.), how would you evaluate whether that project was worth implementing?
9. If you received a \$1 million grant to use for the city in any way you wanted, what would you do with it and why?
10. Do you think Wauwatosa's commercial districts are healthy and successful? If not, what would you do to change them?



# Wauwatosa, WI

7725 W. North Avenue  
Wauwatosa, WI 53213

## Staff Report

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**File #:** 24-0187

**Agenda Date:** 2/13/2024

**Agenda #:** 1.

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Application for appointment of successor Agent, Dianne Heuvelmans, for Tosa Hotel, LLC d/b/a Residence Inn by Marriott Milwaukee West, 1300 Discovery Parkway

**Submitted by:**

Steven Braatz

**Department:**

City Clerk

**A. Issue**

Tosa Hotel, LLC, has appointed a new agent for the Class B “Beer” and Reserve Class B “Liquor” License for Residence Inn by Marriott Milwaukee West, 1300 Discovery Parkway.

**B. Qualifications**

A criminal background check was conducted. There were no violations that were substantially related to licensing activities and/or no habitual offenses. The Agent met all other qualifications.

**C. Requested Action**

If acceptable, recommend the Common Council approve the application for appointment of successor Agent, Dianne Heuvelmans, for Tosa Hotel, LLC d/b/a Residence Inn by Marriott Milwaukee West, 1300 Discovery Parkway.

Form  
AT-103

## Alcohol Beverage License Application Supplemental Questionnaire

Date  
01/19/20

This form must be submitted to the municipal clerk, and be accompanied by one or more of the following forms: AT-104, AT-106, AT-108, AT-115, or AT-200. One Form AT-103 must be completed by each person involved in the applicant business or parent company including:

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

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

### Part A: Premises/Business Information

1. Registered Entity Name (or individual name if sole proprietor)

Tosa Hotel, LLC

2. Trade Name or DBA

Residence Inn by Marriott Milwaukee West

3. Entity Type (check one)

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

### Part B: Individual Information

1. Name (Last, First, M.I.)

Dianne Heuvelmans

2. Relationship to Registered Entity (Title)

General Manager

3. Email

4. Phone

5. Home Address

6. City

7. State

8. Zip Code

9. Date of Birth

10. Drivers License/State ID Number

11. Drivers License/State ID State of Issuance

### Part C: Address History

List in chronological order your last two residence addresses within the last 5 years.

Previous Address 1

Previous City, State, Zip

Dates (MM/YYYY - MM/YYYY)

Previous Address 2

Previous City, State, Zip

Dates (MM/YYYY - MM/YYYY)

### Part D: Employment History

List in chronological order your last two employers within the last 5 years.

Employer's Name

Tosa Hotel, LLC

Employer's Address

1300 Discovery Pkwy, Wauwatosa WI 53226

Dates Employed (MM/YYYY - MM/YYYY)

12/2021-Current

Employer's Name

Bielinski Homes

Employer's Address

1830 Meadow Lane Suite A, Pewaukee, WI 53072

Dates Employed (MM/YYYY - MM/YYYY)

8/2021-12/2021

**Part E: Criminal History**

1. Have you ever been convicted of any offenses (other than traffic offenses unrelated 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	Trial Date
Penalty Imposed	Was sentence completed? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Trial Date
Penalty Imposed	Was sentence completed? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (other than traffic offenses unrelated 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 F: Questions**

1. Have you lived in any state other than Wisconsin as an adult? If yes, please list them in the space below. If no, continue to question 2. . . . . ☒ Yes ☐ No

[Redacted]

2. How long have you continuously lived in Wisconsin prior to the date of application?
- |       |        |
|-------|--------|
| Years | Months |
| 3     | 11     |

3. Do you hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g. brewer, brewpub, winery, distillery)? If yes, please explain using the space below. Attach additional sheets as needed. ☐ Yes ☒ No

**Part G: Attestation**

**READ CAREFULLY BEFORE SIGNING:** 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>[Signature]</i>	Date 01/19/24
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Form  
**AT-200**

## Appointment of Successor Agent – Retail Licenses

Submit this form to your licensing authority with a \$10 processing fee.

If there is a change in agent, each club, corporation, or limited liability company that holds a retail license to sell fermented malt beverages and/or intoxicating liquor must appoint a successor agent and have the appointment approved by the licensing authority pursuant to sec. 125.04(6), Wis. Stats. The following questions must be answered by the agent, and the appointment must be signed by an officer of the corporation/organization or one member of the limited liability company (only one signature is required).

### Section 1: Licensee Information and Acknowledgement

Licensee Name

Anthony S Beer

Reason for Cancellation of Appointed Agent

Resigned from company

The undersigned appoints Dianne Heuvelmans as agent in accordance with sec. 125.04(6), Wis. Stats.

  
Signature of President / Member

1/18/2024  
Date

### Section 2: Agent Information and Acknowledgement

Agent Name

Dianne Heuvelmans

Mailing Address

City or Post Office

State

Zip Code

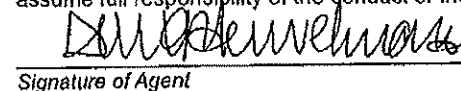
#### Agent Questions

Yes No

- |   |                                     |                                     |
|---|-------------------------------------|-------------------------------------|
| 1. Are you of legal drinking age? .....   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 2. Have you been a resident of Wisconsin for at least 90 continuous days prior to the date of appointment as agent? ..... | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 3. Have you ever been convicted of a federal law violation? .....   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 4. Have you ever been convicted of a state law violation? .....   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5. Have you ever been convicted of a local ordinance violation? .....   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6. Have you completed the required responsible beverage server training course per sec. 125.04(5)(a)5, Wis. Stats.? ...   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

**UNDER PENALTY OF LAW**, I declare that my answers above are true and correct to the best of my knowledge and belief.

I hereby accept appointment as agent for Tosa Hotel, LLC and assume full responsibility of the conduct of the business relative to fermented malt beverages and intoxicating liquors.

  
Signature of Agent

1/18/2024  
Date

### Section 3: Licensing Authority Approval

Municipality Name

City of Wauwatosa

Signature of Official

Date

Title of Official



A 360TRAINING COMPANY

## CERTIFICATE OF COMPLETION

This certifies that

**Dianne Heuvelmans**

is awarded this certificate for

**TIPS Wisconsin On-Premise Alcohol Server Training**



Hours  
**4.00**



Completion Date  
**01/23/2024**



Expiration Date  
**01/22/2026**



Certificate #  
**000030677658**

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 | GetTIPS.com



(CUT HERE)



(CUT HERE)

FOLD



**Dianne Heuvelmans**  
1300 Discovery Pkwy  
Wauwatosa WI 53226

**ISSUED** 01/23/2024  
**CERTIFICATE #** 000030677658

**EXPIRES** 01/22/2026

This card is non-transferable and represents 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.

**Questions? Visit [GetTIPS.com/FAQs](https://www.gettips.com/faqs)**

6504 Bridge Point Parkway, Suite 100 | Austin, TX 78730 | GetTIPS.com



# Wauwatosa, WI

7725 W. North Avenue  
Wauwatosa, WI 53213

## Staff Report

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**File #:** 24-0193

**Agenda Date:** 2/13/2024

**Agenda #:** 2.

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Staff updates regarding current legislative items of interest to the City of Wauwatosa