



Wauwatosa, WI

Government Affairs Committee

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, April 15, 2025

6:30 PM

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

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

GOVERNMENT AFFAIRS COMMITTEE ITEMS

1. Consideration of application for Special Event Permit and temporary extension of licensed premises - Applicant: Noelle Brede, Jackson's Blue Ribbon Pub, Event Name: Jackson Fest, Location: 11302 W. Blue Mound Road, Date/Time: June 7, 2025 from 6:00 PM - 11:00 PM [25-0449](#)
2. Consideration of request by Alderperson Meindl for amendments to Section 6.08.320 of the Wauwatosa Municipal Code to expand Temporary Alcohol License limits for nonprofits and businesses hosting festivals [25-0585](#)

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, with as much advance notice as possible.



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 25-0449

Agenda Date: 4/15/2025

Agenda #: 1.

Consideration of application for Special Event Permit and temporary extension of licensed premises - Applicant: Noelle Brede, Jackson's Blue Ribbon Pub, Event Name: Jackson Fest, Location: 11302 W. Blue Mound Road, Date/Time: June 7, 2025 from 6:00 PM - 11:00 PM

Submitted by:

Steve Braatz, City Clerk

Department:

City Clerk's Office

A. Issue

Noelle Brede, Jackson's Blue Ribbon Pub, submitted an application for a special event and temporary extension of licensed premises to be held on June 7, 2025. This event is going to be held in the Jackson's parking lot.

B. Event Details

Event in the parking lot with tents, outdoor bar and live music.

C. Department Reviews/Fees

Police: no road closures/police services

Fire: No issues. Tent permits need separate permit

Public Works: No DPW fees

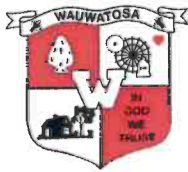
Health: Assigned to an inspector for follow up for the event. No further action needed

City Attorney: COI is ok

Police

D. Recommendation

If acceptable, recommend the Common Council approve the Special Event Permit and temporary extension of licensed premises - Applicant: Noelle Brede, Jackson's Blue Ribbon Pub, Event Name: Jackson Fest, Location: 11302 W. Blue Mound Road, Date/Time: June 7, 2025 from 6:00 PM - 11:00 PM.



CITY OF WAUWATOSA
7725 West North Avenue
Wauwatosa, WI 53213
(414) 479-8917
www.wauwatosa.net

**SPECIAL EVENT PERMIT
APPLICATION**
Fee: \$150

Received by
FEB 11 2025

City Clerk's Office

PERMIT TO HOST A STREET FESTIVAL, RUN/WALK, PROTEST, OR PARADE

Organization Information	Name of the Organization: Jackson's Blue Ribbon Pub
	Address: 11302 W. Blue Mound Road City, ST Zip: Wauwatosa, WI 53226
	Phone: 414-988-4485 Are you a 501(c)3 organization? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Event Contact Person: Noelle Brede
	Phone: [REDACTED] Email: [REDACTED]
	Home Address: [REDACTED] City, ST Zip: [REDACTED]
Event Information	Name of Event: Jackson Fest
	Date(s) of Event: 6/7/2025
	Location of Event: On the premis
	Event set up time: 5pm Event tear down time: 11pm
	Event Start Time: 6pm Event End Time: 11pm
	Website of Event: eatzrg.com
Other Information	Are you interested in Advertising this Event with the City of Wauwatosa? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please visit wauwatosa.net/advertising to view policy, pricing, and more.
	Will your event take place in a residential neighborhood? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	You MUST attach a detailed map/sketch of your event indicating the specific location, layout of your event, the direction of the route, including all turns and the number of traffic lanes to be used.
	*If you are using a City Park, you must reserve the park through the Parks Office prior to getting your special event permit approved by the Common Council. Call 414-471-8420 or email DPW@wauwatosa.net .
	Generally describe your event and its purpose: We would like to have a tent in our parking lot. We would have an outdoor bar and live music. Hopes would be to promote business as well as provide a fun event for the community. (we have applied with the fire department)
	Estimated Number of Participants: 200 Spectators: _____ Vendors: _____

Run/Walk Routes and Fees: If event is a walk/run, choose a route. This includes police costs, barricades and up to 12 refuse or recycling containers to be placed at start/finish lines and may be moved for the event. Please note that route fees are the base price of the event and may include other fees, such as extra or special barriers for safety, extra work fees for involved city departments, extra permits or application fees, or other special circumstances.

<input type="checkbox"/> Route #1	<input type="checkbox"/> Route #2	<input type="checkbox"/> Route #3	<input type="checkbox"/> Route #4	<input type="checkbox"/> Route #5
<input type="checkbox"/> Route #6	<input type="checkbox"/> Route #7	<input type="checkbox"/> Route #8	<input type="checkbox"/> Route #9	<input type="checkbox"/> Route #10

	Will there be any alcohol served/sold at the event? If yes, liquor and bartender licenses are necessary under separate application.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Please list the number of City of Wauwatosa licensed bartenders that will be on site: <u>4</u>	
	Will you be selling/serving food? If yes, you will need to contact the City of Wauwatosa Health Department for proper permits	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will merchandise be sold at the event? If yes, please ensure that all vendors have their Wisconsin Seller's Permit available upon inspection.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will your event need electricity? If yes, the Fire Department and Building Inspection Department will need to inspect prior to being energized.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Other Information (Cont'd)	Will you be setting up any lighting? If yes, the Fire Department and Building Inspection Department will need to inspect prior to being energized.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will your event require any fencing? If yes, please provide plans for the fencing location and the gates.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Does the event involve fireworks? If yes, you will need to obtain a fireworks permit under separate application.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Does the event involve amplified music?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, will the amplified music be a: <input checked="" type="checkbox"/> Band <input type="checkbox"/> DJ <input type="checkbox"/> Other _____	
	Hours of Amplified Music: <u>3.5 hours</u>	
	Please list the number of security staff you will be providing for the event: <u>2</u>	
	Will you require street and/or intersection closures? If yes, the Police Department will determine the number of barricades, and the Department of Public Works will provide the costs and schedule of delivery and pickup.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	If yes, please list the streets and/or intersections to be closed.	
	Will you be erecting any tents, canopies or other temporary structure(s)? If yes, you will need to provide a plan for their proposed locations and the Fire Department and Building Inspection Department will need to inspect these structures prior to the start of your event.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Will you be providing portable restrooms and wash stations?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, how many will you provide and where will they be located? Also how will solid waste be disposed of? They will be rented and located on the edge of our property	
	Will you provide parking for participants?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	If yes, where will parking be available?	

Other Information (Cont'd)	<p>Will you provide a dumpster/clean-up services? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, please describe your clean-up and refuse collection plan. Our staff will be cleaning the parking lot and sidewalks after the event</p>
	<p>What other assistance do you foresee needing from the City (personnel, materials, and/or equipment)? None</p>
	<p>Have you reviewed and do you have a copy of the City of Wauwatosa Special Events Manual as well as the City Special Events Ordinance? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
Insurance Requirements	<p>TBD</p> <p>*Certificate of Insurance is required upon submittal of the application.</p>
Signature and Certification	<p><input checked="" type="checkbox"/> I hereby certify that the above information is true and correct to the best of my knowledge. I understand that failure to provide truthful, complete or correct information may lead to denial of this license.</p> <p>Signature: <u>Kelly Serrub</u> Date: <u>11/28/15</u></p>

FOR OFFICE USE ONLY

TBD

Applicant's Checklist:

Application is incomplete without the completed and signed application, \$150 application fee, COI, a map/sketch of the event and a parking plan. Incomplete applications will not be accepted or processed.

- ☐ Completed and signed application
- ☐ Fee – cash, check or credit card accepted. Please make check payable to the City of Wauwatosa. A small convenience fee applies to credit card payments.
- ☐ Site plan sketch (parades/races should include start/end points).
- ☐ Parking plan that accommodates the number of estimated vehicles, please note how many vehicles.
- ☐ Certificate of Insurance (must have a minimum liability of \$1 million per occurrence and name the City of Wauwatosa and its employees as an additional insured).
- ☐ If the tents will be 400 sq. ft. or more, you have to file a separate [Tent Permit through Fire Department](#)

Parking

DUMPSTERS

Parking

Sidewalks

Closed.

Business

(Herman's)

Bar

Live music

Tent
(Parking Lot)

Jackson's

Sidewalks

Sidewalks

Sidewalks



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/03/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER G2 Insurance Services, Inc. 14260 W. Greenfield Ave P.O. Box 1325 Brookfield WI 53008-1325	CONTACT NAME: Mickey Pelzman PHONE (A/C, No, Ext): (262) 784-0644 E-MAIL ADDRESS: mickeyp@g2ins.com FAX (A/C, No): (262) 784-0645
INSURED Blue Ribbon Pub LLC 11302 W Bluemound Rd Wauwatosa WI 53226-4030	INSURER(S) AFFORDING COVERAGE INSURER A: Society Group INSURER B: Forge Insurance Company INSURER C: INSURER D: INSURER E: INSURER F:
	NAIC # 15261

COVERAGES

CERTIFICATE NUMBER: CL2511812194

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			BP10055776	02/16/2025	02/16/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WC10055778	02/16/2025	02/16/2026	PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
B	Shuttle Bus Policy Limits			01-CA-000000530-01	07/17/2024	07/17/2025	Limit 1,000,000 Comprehensive Ded. 1,000 Collision Ded. 1,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of Wauwatosa is hereby listed as an Additional Insured, per written contract.

Event: Jackson Fest on June 7, 2025

CERTIFICATE HOLDER

CANCELLATION

City of Wauwatosa 7725 W. North Avenue Wauwatosa WI 53213	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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Special Events Staff Review

Departmental Review based on application

Form modified: 1/1/2020

DEPARTMENT	PERMIT REVIEWED BY	DATE	COST TO DEPARTMENT
POLICE			
FIRE			
PUBLIC WORKS			
HEALTH			
ATTORNEY			

Extra permits required (Please save in shared folder)

Yes No

Department Notes:

Please save over the existing document after each department reviews and adds notes.

Police:

<Add Comments Here>

Fire:

<Add Comments Here>

Public Works:

<Add Comments Here>

Health:

<Add Comments Here>

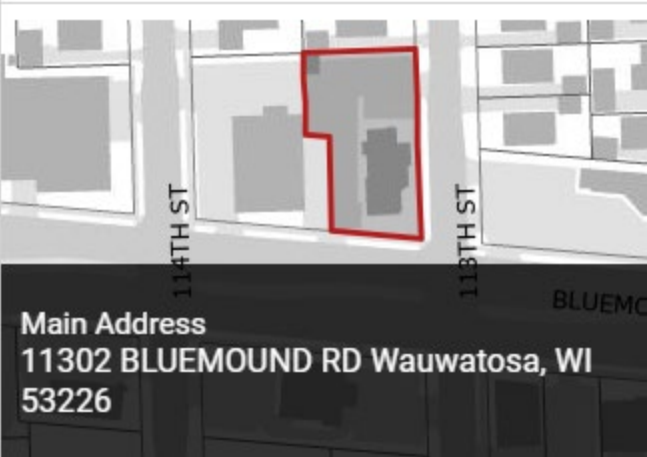
Attorney:

<Add Comments Here>

City Clerk:

<Add Comments Here>

Location



Description

having Jackson fest in the parking lot, with live music

Applicant *

NOELLE BREDE

D/B/A: *

BLUE RIBBON PUB LLC

Date(s) & Time(s) of events: *

JUNE 7TH 4-10:30PM



Brede, Noelle



ID-000017461

Agent



Mobile Phone

[Redacted]



Email

[Redacted]



Main address

11302 w bluemound rd Wauwatosa, WI
53226



Wauwatosa Police Department

Departmental Correspondence

DATE: 3/25/25
TO: Government Affairs Committee (GAC)
FROM: Capt. Luke Vetter
SUBJECT: Temp. Liquor License Extension Request – Jackson Fest

Background

The City Clerk requested a review of the Liquor License Extension request for Jackson's Blue Ribbon Pub, as it relates to their plans for another "Jackson Fest" on June 7th, 2025, "from 4pm-1030pm, in the parking lot with tents, outdoor bar and live music."

This request is planned to be reviewed by the Gov. Affairs Committee on Tuesday, 4/15/25.

I requested Police staff conduct a record check on any notable calls for service in and around the prior Jackson Fest dates back to 2022.

In 2024, there were 2 minor complaints for parking violations that Police and Jackson's management remedied. There were no complaints in 2023 or 2022.

Recommendation

The Police Department recommends that the GAC approve this temporary extension, that Jackson's staff continue to properly staff and manage their festival as in years past, and that the Patrol Bureau will be notified of the festival to provide extra patrols on the event date.

Respectfully,

A handwritten signature in cursive script, appearing to read "Luke Vetter".

Captain Luke Vetter
Administrative Bureau



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

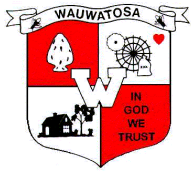
Staff Report

File #: 25-0585

Agenda Date: 4/15/2025

Agenda #: 2.

Consideration of request by Alderperson Meindl for amendments to Section 6.08.320 of the Wauwatosa Municipal Code to expand Temporary Alcohol License limits for nonprofits and businesses hosting festivals



ALDERPERSON AGENDA ITEM MEMO

To: Government Affairs Committee

From: Andrew Meindl

Date: 02/22/2025

Subject: Ordinance Amendment to Expand Temporary Alcohol License Limits for Nonprofits & Businesses
Hosting Festivals

A. Background/Rationale

Currently, Wauwatosa's Municipal Code §6.08.320 limits the number of temporary Class "B" beer licenses to 16 per year and temporary "Class B" wine licenses to two per year for an individual nonprofit organization or business. These limits create challenges for local businesses and nonprofit organizations that host multiple community events, fundraisers, and festivals throughout the year.

Many Wisconsin communities have more flexible or expanded allowances for temporary alcohol licenses to support economic development, tourism, and community engagement. For example, some municipalities allow more annual event permits per entity or provide a yearly streamlined approval process for recurring events.

This proposal seeks to increase the cap on temporary licenses or establish a streamlined permitting process that allows eligible organizations to host multiple events without requiring separate approvals for each occurrence.

Alignment with Beer Licensing: Currently, there is no state-imposed limit on the number of temporary Class "B" beer licenses an organization can obtain annually. Aligning wine licensing with beer licensing would create consistency and fairness in event planning and execution.

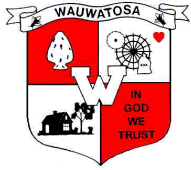
The proposed amendment to Wauwatosa's Municipal Code §6.08.320 must align with Wisconsin Statutes §125.26(6) and §125.51(10), which govern the issuance of temporary Class "B" beer and "Class B" wine licenses. These statutes allow municipalities to regulate the number of permits issued but do not impose a state-mandated cap. This interpretation suggests that Wauwatosa has the authority to increase the limit or adjust its approval process within the framework of state law.

Legal Feasibility?

Wis. Stat. §125.26(6) permits municipalities to issue temporary Class "B" beer licenses to bona fide clubs, state, county, or local fair associations, churches, lodges, societies, and veterans' organizations for specific events.

Wis. Stat. §125.51(10) allows similar provisions for temporary "Class B" wine licenses but limits the number of such permits per entity unless modified by local ordinance. Examples include:

- Madison provides an annual festival permit, allowing organizations to apply once yearly for multiple event dates.



ALDERPERSON AGENDA ITEM MEMO

- Milwaukee allows more than 16 beer and two wine licenses per organization annually with case-by-case approvals.
- Eau Claire has a streamlined application process for repeat event holders.

B. Key Issues for Consideration

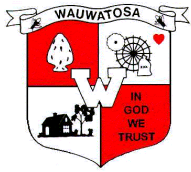
1. Economic and Community Benefits
 - Expanding license availability would enhance Wauwatosa's festival and event culture, supporting local businesses and nonprofits that drive economic activity.
 - Greater event flexibility will increase revenue for local establishments and fundraising success for nonprofits.
2. Equity Among Organizations
 - More significant events, such as festivals and seasonal markets, often require multiple days of alcohol sales, the current limits force organizers to find alternative permit holders, creating unnecessary administrative hurdles.
3. Alignment with Other Wisconsin Municipalities
 - Many Wisconsin cities, including Milwaukee, Madison, and Green Bay, have higher caps or no fixed limits on temporary licenses, but instead, they implement an approval framework that prioritizes responsible service.
4. Public Safety & Oversight
 - Any changes should include reasonable oversight mechanisms, such as ensuring applicants complete responsible beverage server training and complying with security measures.

C. Fiscal Impact

None. The proposal does not require additional city funding. It may increase revenue through additional permit fees while stimulating local economic activity.

D. Requested Action

- Review of this proposal by city staff to prevent any violation of Wisconsin State Statute
- To better accommodate demand, the number of allowable temporary Class "B" beer and "Class B" wine licenses per nonprofit or business should be increased.
- Create an annual blanket festival permit for recurring events to allow multiple temporary licenses under a single approval process.
- Research best practices in other Wisconsin municipalities to identify successful models for streamlining event alcohol licensing.
- Resolution urging Wauwatosa's state assembly members to advocate for expanded temporary alcohol permit limits



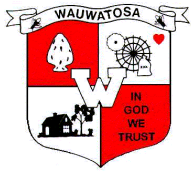
ALDERPERSON AGENDA ITEM MEMO

E. Strategic Plan

This proposal supports economic growth, tourism, and community engagement by reducing bureaucratic barriers for event organizers and fostering a more vibrant event culture in Wauwatosa.

Economic Development & Financial Resilience

- Promote and support local businesses and anchor institutions.



ALDERPERSON AGENDA ITEM MEMO

F. Attachments

DRAFT ORDINANCE LANGUAGE
ORDINANCE NO. [#####]

AN ORDINANCE AMENDING SECTION 6.08.320 OF THE WAUWATOSA MUNICIPAL CODE TO INCREASE THE NUMBER OF TEMPORARY CLASS “B” BEER AND “CLASS B” WINE LICENSES AND ESTABLISH A STREAMLINED APPROVAL PROCESS

WHEREAS, the City of Wauwatosa recognizes the importance of supporting local businesses and nonprofit organizations in hosting community events, festivals, and fundraisers; and
WHEREAS, the current limitations of sixteen (16) temporary Class “B” beer licenses and two (2) temporary “Class B” wine licenses per organization per year create administrative burdens and restrict economic and community engagement opportunities; and
WHEREAS, comparable Wisconsin municipalities, including Milwaukee, Madison, and Green Bay, allow greater flexibility in temporary alcohol licensing; and
WHEREAS, the City seeks to encourage responsible event hosting while ensuring public safety through appropriate oversight and responsible beverage service training requirements;

NOW, THEREFORE, the Common Council of the City of Wauwatosa, Wisconsin, does hereby ordain as follows:

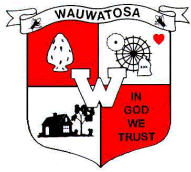
SECTION 1

Section 6.08.320 of the Wauwatosa Municipal Code is hereby amended as follows: 6.08.320 Temporary Class "B" Beer and "Class B" Wine Licenses

A. Temporary Class "B" beer and temporary "Class B" wine licenses may be issued by the city clerk under the authority of the common council to bona fide clubs, state, county, or local fair associations or agricultural societies, churches, lodges, or societies that have been in existence for at least six months before the date of application, and to posts of veterans' organizations authorizing the sale of fermented malt beverages or wine at a particular picnic, festival, fundraiser, or similar community gathering.

B. License Limitations and Expansions:

1. The annual limit of sixteen (16) temporary Class “B” beer licenses is hereby increased to thirty (30) per qualifying entity.
2. The annual limit of two (2) temporary “Class B” wine licenses is hereby increased to twelve (12) per qualifying entity. **(Pending City Staff Review)**
3. An Annual Festival Permit may be issued, allowing up to five (12) events per year to be covered under one streamlined approval process.
4. The city clerk shall issue these licenses upon payment of the required fees and submission of a complete application.



ALDERPERSON AGENDA ITEM MEMO

C. Application and Approval Process:

1. Application for temporary alcohol licenses shall be filed at least ten (10) business days prior to the event.
2. For organizations seeking multiple licenses in a calendar year, the city clerk may approve an Annual Festival Permit, subject to Common Council review and approval.
3. The police department shall be notified of all license issuances and may monitor compliance.

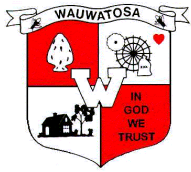
D. Public Safety Measures:

1. The applicant shall ensure that alcohol service complies with state beverage server training requirements.
2. Event organizers shall provide security and crowd control measures appropriate to the event's size.
3. Violations of alcohol laws or city regulations may result in revocation of future temporary license privileges.

SECTION 2

This ordinance shall take effect upon passage and publication as required by law.

Adopted this ____ day of _____, 2025.



ALDERPERSON AGENDA ITEM MEMO

Examples of Temporary Alcohol License Expansions in Other Wisconsin Municipalities

Milwaukee, WI:

- No specific numeric limit on temporary beer/wine licenses per year.
- Nonprofits may apply for an Annual Event License covering multiple occasions.

Madison, WI:

- Allows up to 30 temporary beer licenses per year for a single entity.
- Establishes a streamlined application process for recurring events.

Green Bay, WI:

- Implements an event-based licensing system, where a single permit can cover multiple days and locations.
- Nonprofits may apply for a multi-event permit for festivals or ongoing fundraisers.

Wauwatosa Ordinance 6.08.320 – Tracked Changes Format

~~Temporary class "B" beer and temporary "class B" wine licenses may be issued by the city clerk under the authority of the common council to bona fide clubs, to state, county or local fair associations or agricultural societies, to churches, lodges or societies that have been in existence for at least six months before the date of application and to posts of veterans' organizations authorizing the sale of fermented malt beverages or wine at a particular picnic or similar gathering, at a meeting of the post, or during a fair conducted by the fair association or agricultural society. The fee for a temporary class "B" beer license and "class B" wine license, shall be set forth in the consolidated fee schedule. Application for said license shall be made by an officer or officers who shall appoint an agent who shall be personally responsible for satisfying all of the terms and provisions of this chapter. Applications shall be filed with the city clerk at least two days prior to the time when the picnic, gathering or meeting for which the license is sought is to be held. The city clerk shall issue the license upon payment of the license fee required without referring any of the applications to the common council for action.~~

Temporary Class "B" beer and temporary "Class B" wine licenses may be issued by the city clerk under the authority of the common council to bona fide clubs, state, county, or local fair associations or agricultural societies, churches, lodges, or societies that have been in existence for at least six months before the date of application, and to posts of veterans' organizations authorizing the sale of fermented malt beverages or wine at a particular picnic, festival, fundraiser, or similar community.

~~Not more than two "class B" temporary wine licenses may be issued to the applicant in any twelve month period. Not more than sixteen temporary class "B" beer licenses may be issued to an applicant in any twelve month period. No beer or wine shall be served or sold between the hours of twelve midnight and eleven a.m. under the terms of this license.~~

1. The annual limit of sixteen (16) temporary Class "B" beer licenses is hereby increased to thirty (30) per qualifying entity.
2. The annual limit of two (2) temporary "Class B" wine licenses is hereby increased to twelve (12) per qualifying entity. **(Pending City Staff Review)**
3. An Annual Festival Permit may be issued, allowing up to five (12) events per year to be covered under one streamlined approval process.
4. The city clerk shall issue these licenses upon payment of the required fees and submission of a complete application.

~~The city clerk shall within twenty-four hours after the issuance of the license inform the chief of police of the date, place and event for which the license has been issued. The police department may check the event and report any violations of law to the common council.~~

Application and Approval Process:

- Application for temporary alcohol licenses shall be filed at least ten (10) business days prior to the event.
- For organizations seeking multiple licenses in a calendar year, the city clerk may approve an Annual Festival Permit, subject to Common Council review and approval.
- The police department shall be notified of all license issuances and may monitor compliance.

Public Safety Measures:

- The applicant shall ensure that alcohol service complies with state beverage server training requirements.
- Event organizers shall provide security and crowd control measures appropriate to the event's size.
- Violations of alcohol laws or city regulations may result in revocation of future temporary license privileges.

Proposed New Clause – Annual Festival or Multi-Event Permit

Annual Festival or Multi-Event Permit

The City Clerk may issue an Annual Festival or Multi-Event Permit to a qualifying organization, allowing the sale of fermented malt beverages and wine at up to twelve (12) separate events within a calendar year, subject to the following conditions:

1. The permit may cover multiple event dates, locations, or consecutive days within the same event series, provided all event details are submitted as part of the application.
2. The applicant shall submit a list of proposed event dates and locations at the time of application. Modifications to this list may be permitted with the approval of the City Clerk, provided notice is given at least five (5) business days prior to the event.
3. All events covered by the permit shall comply with the operational, safety, and training requirements set forth in this chapter and Wisconsin State Statutes Chapter 125.
4. The Annual Festival or Multi-Event Permit is subject to Common Council review and approval and may be revoked or suspended for any violation of city ordinances, state law, or conditions of the permit.
5. Nothing in this section shall prevent an organization from applying for additional individual Temporary Class "B" Beer or "Class B" Wine Licenses outside of the Annual Festival or Multi-Event Permit process, provided that annual maximum limits per entity are not exceeded.