



License Committee

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Agenda

Tuesday, November 19, 2024

6:30 PM

Council Chambers and Virtual

Pursuant to Wisconsin Statute 19.84, Notice is hereby given to the public that a meeting of the **License Committee** of the City of De Pere will be held on **November 19, 2024** at **6:30 PM** in the **COUNCIL CHAMBERS, 2ND FLOOR CITY HALL, 335 S. BROADWAY STREET, DE PERE.**

The Public or Members of the License Committee, which may count toward an official quorum, may attend the meeting either in person in the Council Chambers or telephonically or electronically via video conferencing or other appropriate technological means. Telephonic or electronic access to the meeting is provided below:

Computer/smart phone accessing <https://www.gotomeet.me/DePere>

OR

You can also dial in using your phone.

United States (Toll Free): [1 866 899 4679](tel:18668994679)

United States: [+1 \(312\) 757-3117](tel:+13127573117)

Access Code: 154-883-285

Call to Order

1. Roll Call
2. Approval of the minutes of the October 1, 2024 License Committee meeting.
3. Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the License Committee. §6-3(f) DPMC
4. Request by Tamara Jandrain to appear before the License Committee regarding the denial of her operator license application.*
5. Application for Change of Agent for St. Norbert College, Inc., 100 Grant St.*
6. Discussion on "Class B" liquor license quota and number of licenses available.
7. Future agenda items.
8. Adjournment.

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk's office at 339-4050 by Noon, the previous day so that arrangements can be made.

***Items with an asterisk require City Council approval.**

Agenda Sent To:

Alderspersons

City Administrator

Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Tamara Jandrain
Anna Haroldson, St. Norbert College



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Approval of the minutes of the October 1, 2024 License Committee meeting.

ATTACHMENTS:

- 10-1-24 License Committee Minutes_draft (PDF)



License Committee

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Draft Minutes

Tuesday, October 1, 2024

7:00 PM

Council Chambers and Virtual

1. Call to Order. The meeting was called to order at 7:00 PM by Alderperson Carpenter.

Attendee Name	Title	Status	Arrived
Dan Carpenter	Aldersperson	Present	
Pamela Gantz	Aldersperson	Present	
Devin Perock	Aldersperson	Present	

Also present: City Attorney Tony Wachewicz and City Clerk Carey Danen.

2. Approval of the minutes of the September 3, 2024 License Committee meeting.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Devin Perock, Aldersperson
AYES:	Dan Carpenter, Pamela Gantz, Devin Perock

3. Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the License Committee. §6-3(f) DPMC

None.

4. Application for a Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License for Sweet Willow Wellness, LLC (DBA Sweet Willow Herbals & Cafe), 109 S. Broadway. Submitted by Sweet Willow Wellness, LLC. Agent: Tracy H. Herdman, De Pere, WI.*

Aldersperson Carpenter noted that the motion to approve is contingent on the Police Department background check results.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Devin Perock, Aldersperson
AYES:	Dan Carpenter, Pamela Gantz, Devin Perock

5. Application for Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License for Scotty Dog's Pub, LLC (DBA Scotty Dog's Pub), 127 N. Broadway. Submitted by Scott Dog's Pub, LLC. Agent: Gretchen R. Trowbridge, De Pere, WI.*

Aldersperson Carpenter moved, seconded by Aldersperson Perock to open the meeting. Upon vote, motion carried unanimously. Applicants Gretchen & Scott Trowbridge answered Committee members' questions. Aldersperson Carpenter moved, seconded by Aldersperson Gantz to close the meeting. Upon vote, motion carried unanimously. Aldersperson Carpenter noted that the motion to approve is contingent on the Police Department background check results.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dan Carpenter, Alderperson
SECONDER:	Pamela Gantz, Alderperson
AYES:	Dan Carpenter, Pamela Gantz, Devin Perock

6. Future agenda items.

Alderperson Carpenter requested a discussion on the City's quota of "Class B" liquor licenses and the number of licenses available.

7. Adjournment.

Alderperson Carpenter moved, seconded by Alderperson Perock to adjourn the meeting at 7:06 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Carey Danen, City Clerk



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the License Committee. §6-3(f) DPMC



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Request by Tamara Jandrain to appear before the License Committee regarding the denial of her operator license application.*

ATTACHMENTS:

- Alcohol beverage license enforcement policy guidelines (PDF)

CITY OF DE PERE
ALCOHOL BEVERAGE LICENSES
ENFORCEMENT POLICY GUIDELINES

Intent. It is the responsibility of the License Committee (“Committee”) of the De Pere Common Council to screen applications for alcohol beverage licenses within the City of De Pere (“City”) and to make recommendations to the Common Council for its decision under the City’s licensing authority in Chapter 125 of the Wisconsin Statutes and Chapter 7 of the De Pere Municipal Code. The Committee adopts the following guidelines in order to specify the reasons for denying, non-renewing or revoking an alcohol beverage license. If a decision is made to deny, revoke, suspend or non-renew a license, the Council is required to provide that person with a written reason for the denial. These guidelines are adopted to assist the Committee in its reviews and recommendations and the Common Council in its decision-making, to meet that requirement.

The following guidelines are established by the Committee to provide a framework for determining which persons are eligible for issuance of an alcohol beverage license (*i.e.* grounds for denial) and a framework for suspension, revocation or non-renewal. **Broad discretion is retained by both the Committee and the Common Council to consider each case on an individual basis. Deviation from the guidelines is permitted if unusual, exaggerated or mitigating circumstances exist, which may include, but are not limited to, the particular circumstances documented or the length of time that has expired since the offense.**

Alcohol beverage license holders must act in cooperation with law enforcement to enforce the alcohol beverage laws, drunk driving laws, and assist with minimizing disturbances of the peace and maintaining the safety of the community. Individuals with a past history of negative or uncooperative contacts with police agencies should be scrutinized to determine if their past behavior is compatible with these expectations; provided, however, that the Committee and the Common Council shall not discriminate against applicants based on a prior arrest or conviction record, pursuant to Wis. Stat. §§ 111.321, 111.322, 111.335 and 125.12(1)(b), unless the arrests or convictions substantially relate to the circumstances of the licensed activity. It is with these goals in mind that these guidelines are adopted.

For purposes of these guidelines, an “alcohol beverage license,” “license” or “permit” constitutes a retail license or an operator’s license. Additionally, the definition of “person” is as defined in Wis. Stat. § 125.02(14). Therefore, these guidelines also apply to corporations, limited liability companies, agents, and partnerships. A corporation or limited liability company with an arrest or conviction record may be issued a license if the corporation or limited liability company has terminated its relationship with all the individuals whose actions directly contributed to the conviction. **Furthermore, to the extent Wis. Stat. Ch. 125 or De Pere Ordinances provide additional grounds for denial, suspension, revocation or non-renewal, the Committee may also rely on those provisions.**

The Common Council will only deny renewal of, suspend or revoke a current alcohol beverage license under these guidelines, or other justification provided by law, if the person committed an offense substantially related to the licensed activity within the license year period immediately preceding the year for which the person is seeking renewal or within the license year period in which suspension or revocation is sought, unless the Police Chief demonstrates that previous offenses were not considered in the approval of the current license. In the event the person is considered for non-renewal, suspension or revocation as the result of such an offense, the Committee and Common Council shall consider all offenses,

regardless of when they occurred, to determine application of these guidelines.

Additionally, with respect to a non-natural person, such person's license may be revoked, suspended or non-renewed in the event a new officer, director, member, or manager, is named and such person does not qualify under these guidelines; with the exception that a corporation or limited liability company may retain its license if it terminates its relationship with all the individuals whose actions directly contributed to the conviction. With respect to successor agents, see Wis. Stat. § 125.04(6).

Notwithstanding the above, the following violations may not be used as grounds for suspension, revocation or non-renewal of an existing license:

1. Furnishing alcohol beverages to underage persons (unless the licensee has committed more than one (1) violation within a one (1) year period, or has committed a single violation in two consecutive years); or
2. Violations punishable under Wis. Stat. § 945.03(2m), 945.04(2m) or 945.05(1m) (relating to commercial gambling and gambling devices).

A copy of these guidelines shall be provided to each person who applies for a license.

GUIDELINES

Guideline 1. If the offense is **substantially related to the circumstances of the licensed activity**, any person who has been convicted of any felony, unless duly pardoned, does not qualify for an alcohol beverage license. (To the extent the other guidelines reference a specific offense, this guideline shall apply if the offense constitutes a felony.)

Guideline 2. If the offense is **substantially related to the circumstances of the licensed activity**, any person who has been convicted of, released from incarceration in a State or Federal Prison System, or a county jail for, or released from parole or probation status, for two (2) or more offenses, **arising out of separate incidents**, within the last ten (10) years in the following subcategories, does not qualify for an alcohol beverage license:

- (a) Violent crimes against the person of another, including but not limited to homicide, aggravated battery, sexual assault, injury by negligent use of a weapon, injury by negligent use of a vehicle, or injury by intoxicated use of a vehicle.
- (b) Crimes involving cooperation (or lack thereof) with law enforcement officials, including but not limited to, obstructing a police officer, resisting arrest, bribery of public officers or employees, misconduct in public office, bomb scares, or acts or threats of terrorism.
- (c) Manufacturing, distributing, delivering a controlled substance or a controlled substance analog; possessing with intent to manufacture, distribute or deliver, a controlled substance or a controlled substance analog.

Guideline 3. Provided the offense is **substantially related to the circumstances of the licensed activity**, any person who has been convicted of, released from incarceration in a State or Federal Prison System, or a county jail for, or released from parole or probation status, for two (2) or more offenses, **arising out of separate incidents**, within the last seven (7) years in the following subcategories, does not qualify for an alcohol beverage license:

- (a) Disorderly conduct, criminal damage to property, solicitation of prostitution or other prostitution related offenses, wherein the offense involves an incident at a place that is, or should have been licensed under Wis. Stat. Ch. 125.

- (b) Alcohol beverage offenses (under Wis. Stat. Ch. 125 or De Pere Ordinance Ch. 7 - excluding administrative violations such as “failure to frame license”) **(furnishing alcohol beverages to underage persons shall not be used as grounds for suspension, revocation, or non-renewal of an existing license unless the licensee has committed two (2) violations within a one (1) year period, or committed a single violation in two consecutive years).**
- (c) Perjury or false swearing, wherein the offense involves an incident at a place that is or should have been licensed under Wis. Stat. Ch. 125.
- (d) Possessing a controlled substance, controlled substance analog or drug paraphernalia.
- (e) Operating a motor vehicle while under the influence of intoxicants or drugs.
- (f) Operating a motor vehicle with a BAC in excess of .08% by weight.
- (g) Open intoxicants in public places or in a motor vehicle.

Guideline 4. Provided the offenses are **substantially related to the circumstances of the licensed activity**, any person who is a habitual law offender does not qualify for an alcohol beverage license. To constitute a habitual law offender there need not have been a trial or conviction for each or any offense. What is required is that the offenses were committed, that the law has been violated, and that the fact of such violations can be shown. *See Smith v. City of Oak Creek*, 139 Wis. 2d 788 (1987). For purposes of these guidelines, a habitual offender includes, but is not limited to a person who has committed two (2) or more offenses, each a separate incident, within the immediately preceding five (5) years.

Guideline 5. Provided the offenses are **substantially related to the circumstances of the licensed activity**, a pending criminal charge for any of the following offenses may be the basis for denial, non-renewal, suspension or revocation of an alcohol beverage license:

- (a) Any violation of Wis. Stat. Chapter 940, Crimes Against Life and Bodily Security.
- (b) The following violations of Wis. Stat. Chapter 948: sexual assault of a child, repeated sexual assault of the same child, physical abuse of a child, sexual exploitation of a child, trafficking of a child, causing a child to view or listen to sexual activity, incest with a child, child enticement, use of a computer to facilitate a child sex crime, soliciting a child for prostitution, sexual assault of a child placed in substitute care, sexual assault of a child by school staff person or a person who works or volunteers with children.
- (c) A violent crime against a child.
- (d) A violation of the law of another jurisdiction that would be a violation of (a), (b), or (c) if committed in this state.

Guideline 6. In addition to the other provisions under these guidelines, pursuant to Wis. Stat § 125.12, a person’s alcohol beverage license may be denied, non-renewed, suspended or revoked if the person:

- (a) Keeps or maintains a disorderly or riotous, indecent or improper house.
- (b) Sold or has given away alcohol beverages to known habitual drunkards.
- (c) Does not possess the qualifications under Chapter 125 of the Wisconsin Statutes and Chapter 7 of the De Pere Municipal Code to hold a license.
- (d) Was issued a license in conjunction with a warning letter as to any future law violations, regardless of whether the basis for the warning letter was conduct occurring earlier or outside of any of the time limits set forth in Guidelines 2, 3 and 4 above, and has committed a law violation subsequent to the issuance of the warning letter.

Guideline 7. Any person who materially falsifies an application for an alcohol beverage license will not be eligible to re-apply for an alcohol beverage license for a period of twelve (12) months from the **date of denial** of such application. The Committee within its review and recommendation process and the Common Council may waive the provisions of this paragraph, allow the applicant to submit a corrected application, with the appropriate fee, and grant an alcohol beverage license to the person, if it appears to the Common Council that any falsifications on the application were the result of inadvertence, excusable neglect or mistake.

Guideline 8. In the event that any person's alcohol beverage license is denied, non-renewed, suspended or revoked based upon the person's conviction record, the person shall be allowed the opportunity to show evidence of rehabilitation and fitness to engage in the licensed activity. If the person shows competent evidence of sufficient rehabilitation and fitness to perform the licensed activity, the Committee may not refuse to license the person or bar or terminate the person from licensing based on that conviction record unless the conviction is for an exempt offense under Wis. Stat. § 111.335(4). Competent evidence of sufficient rehabilitation and fitness to perform the licensed activity may be established by the production of any of the following:

- (a) The person's most recent certified copy of a federal department of defense form DD-214 showing the person's honorable discharge, or separation under honorable conditions, from the U.S. armed forces for military service rendered following conviction for any offense that would otherwise disqualify the person from the license sought, except that the discharge form is not competent evidence of sufficient rehabilitation and fitness to perform the licensed activity if the person was convicted of any misdemeanor or felony subsequent to the date of the honorable discharge or separation from military service.
- (b) A copy of the local, state, or federal release document; and either a copy of the relevant department of corrections document showing completion of probation, extended supervision, or parole; or other evidence that at least one year has elapsed since release from any local, state, or federal correctional institution without subsequent conviction of a crime along with evidence showing compliance with all terms and conditions of probation, extended supervision, or parole.
- (c) In addition to the above documentary evidence, the Committee will consider any of the following evidence presented by the individual:
 - i. Evidence of the nature and seriousness of any offense of which he or she was convicted.
 - ii. Evidence of all circumstances relative to the offense, including mitigating circumstances or social conditions surrounding the commission of the offense.
 - iii. The age of the person at the time the offense was committed.
 - iv. The length of time that has elapsed since the offense was committed.
 - v. Letters of reference by individuals who have been in contact with the person since the person's release from any local, state, or federal correctional institution.
 - vi. All other relevant evidence of rehabilitation and present fitness presented.

Severability. If any section, subsection, sentence or phrase of this Policy is for any reason held to be invalid or unconstitutional by reason of a decision of any court of competent jurisdiction, such

decision shall not affect the validity of any other section, subsection, sentence, clause or phrase.

Conflict. Any impermissible conflict between Wis. Stat. Ch. 125, Ch. 7 of the De Pere Municipal Code and this policy shall be decided on the order of precedence which shall be the order listed in this sentence.

This policy will go into effect on the 3rd day of March, 2020.



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Application for Change of Agent for St. Norbert College, Inc., 100 Grant St.*

The Police Department conducts background checks twice a month for all applications received during the previous two weeks. Due to the timing of this practice, results have not been received as of the agenda publication deadline. Please note that a newly appointed successor agent can act in that capacity until approved or disapproved.



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Discussion on "Class B" liquor license quota and number of licenses available.

ATTACHMENTS:

- Class B Liquor License Quotas Fact Sheet (PDF)
- Reserve Class B Liquor Licenses Fact Sheet (PDF)



"Class B" Liquor License Quotas

Alcohol Beverage Laws

Fact Sheet 3118

revenue.wi.gov

This fact sheet provides information about Wisconsin alcohol beverage laws regarding municipal quotas on issuance of "Class B" liquor licenses. Each municipality keeps a record of their own quota.

Municipal License Quotas

A municipality's quota is the number of "Class B" liquor licenses granted or issued in good faith and in force on December 1, 1997, plus the number of reserve "Class B" liquor licenses the municipality is otherwise authorized to issue.

A municipality may not issue a "Class B" liquor license if it exceeds its quota. A municipality does not have to grant licenses up to its quota; it may establish a more restrictive quota. A municipality's quota is not reduced if all available "Class B" liquor licenses are not issued for one or more licensing years.

The state-imposed quota only limits the number of "Class B" liquor licenses that a municipality may issue. A municipality may, by ordinance, establish quotas for other license types, such as "Class A" liquor licenses, "Class C" wine licenses, or Class "B" and Class "A" beer licenses.

Increase in Quota of "Class B" Liquor Licenses

An increase in a municipality's quota of "Class B" liquor licenses may occur through an increase in population. The population is determined annually by the Department of Administration. Municipalities gain an additional reserve "Class B" liquor license when the population of the municipality increases by 500 persons.

For more information about reserve licenses, see [Fact Sheet 3116](#), *Reserve Licenses*.

Above-Quota "Class B" Liquor Licenses

If a municipality has granted or issued an amount of "Class B" liquor licenses equal to its quota, state law allows for several exceptions to issue additional "Class B" liquor licenses. Many of these exceptions are very specific to certain business types and/or certain municipalities. The following are common situations in which a municipality may issue a "Class B" liquor license above its quota:

- A full-service restaurant that has an interior, permanent seating capacity of 300 or more persons
- A hotel that has 50 or more rooms of sleeping accommodations, and that has either an attached restaurant with a seating capacity of 150 or more persons or a banquet room in which banquets attended by 400 or more persons may be held
- An opera house or theater for the performing arts operated by a nonprofit organization, as defined in sec. [134.695\(1\)\(am\)](#), Wis. Stats.

Note: For a complete listing of exceptions to the "Class B" liquor license quota, see sec. [125.51\(4\)\(v\)](#) and [\(w\)](#), Wis. Stats.

Annexations and Detachments

If territory containing premises covered by a non-reserve or reserve "Class B" intoxicating liquor license is annexed to a municipality, and if the municipality's quota would not otherwise allow issuance of a "Class B" liquor license for the premises, the municipality's quota is increased to include existing licenses issued for each premises in the annexed territory.

Example 1: A municipality annexes territory of another municipality that includes one business that holds a non – reserve "Class B" intoxicating liquor license. The annexing municipality has a quota of six licenses and five licenses are issued. The municipality does not increase its quota to account for this new establishment because they have not met their quota.

Example 2: All facts in Example 1 are the same, but the municipality has issued all six of their licenses to establishments within the municipality. The municipality's quota is increased by one for a total of seven licenses to accommodate the new licensee within the annexed territory.

The detachment of territory decreases a municipality's quota of non-reserve or reserve "Class B" liquor licenses by the number of non-reserve or reserve "Class B" liquor licenses issued for premises in the detached territory. However, a municipality's quota does not decrease to less than one license per 500 persons still residing in the municipality or less than one license.

Example 1: A municipality has a population of 2,000 people and a quota of four licenses. A portion of the municipality is detached as it was annexed to another municipality. There was one license within the detached territory and no residential areas (no loss of population). The municipality's quota is still four, even though they lost the one licensed premises, because the quota won't be reduced to less than one license per 500 people.

Example 2: All facts in Example 1 are the same, but the municipality's quota is six licenses. After detachment, their quota is now five licenses because detachment results in the loss of any licenses in the detached territory but does not reduce the quota to less than one license per 500 people.

Example 3: All facts in Example 1 are the same, but the municipality's quota is one license, and the population of the municipality is 400 people. After detachment, the municipality's quota is still one license, as detachment does not reduce the quota to less than one license per 500 people or less than one license.

Any Questions?

If you are unable to find an answer to your question on the division's website, you may email, write, or call the division.

Website. . .	revenue.wi.gov/pages/AlcoholBeverage/home.aspx
Email. . .	DORAlcohol@wisconsin.gov
Write. . .	Division of Alcohol Beverages P.O. Box 8934 Madison, WI 53708-8934
Phone. . .	(608) 264-4573

Last updated November 7, 2024



Reserve "Class B" Liquor Licenses

Alcohol Beverage Laws

Fact Sheet 3116

revenue.wi.gov

This fact sheet provides information about Wisconsin alcohol beverage laws relating to reserve "Class B" liquor licenses. Reserve "Class B" liquor licenses are licenses that were not granted or issued by a municipality on December 1, 1997, but are counted as a reserve under the calculations described in sec. [125.51\(4\)\(br\)](#), Wis. Stats.

Quantity of Reserve "Class B" Liquor Licenses

A municipality may not issue a "Class B" liquor license in excess of the number of "Class B" liquor licenses granted or issued by the municipality on December 1, 1997 plus the number of available reserve "Class B" liquor licenses.

The number of reserve "Class B" liquor licenses available to a municipality is determined by completing the calculations described in sec. [125.51\(4\)\(br\)](#), Wis. Stats. For example, a municipality's quota is increased by adding one additional reserve "Class B" liquor licenses for each increase in population of 500 persons. Municipal populations are determined annually by the Department of Administration which releases final population estimates to clerks on October 10 of each year.

The Division of Alcohol Beverages (DAB) does not maintain records of each municipality's quota. Contact your municipal clerk for the "Class B" liquor license quota in your municipality.

Fee For Reserve "Class B" Liquor Licenses

The initial issuance fee for a reserve "Class B" liquor license is established by the municipality and must be a minimum of \$10,000 (except for PEDD reserve "Class B" licenses; see below). The initial issuance fee is in addition to the annual fee charged by a municipality for a "Class B" license. Bona fide clubs and lodges situated and incorporated in Wisconsin for at least six years that apply for reserve "Class B" liquor licenses are exempt from paying the minimum \$10,000 issuance fee. Municipalities may not rebate or refund the initial issuance fee for a reserve "Class B" license, including through any grant or tax credit program.

Transfers of Reserve "Class B" Liquor Licenses Between Municipalities

A municipality may transfer up to three reserve "Class B" liquor licenses to a municipality that is located wholly or in part in the same county. The transferring municipality establishes the initial issuance fee in an amount not less than \$10,000. Upon receipt of the issuance fee, the receiving municipality must pay the issuance fee to the transferring municipality. A transfer of a reserve "Class B" license to another municipality is permanent. Once transferred, the receiving municipality's quota is increased and the transferred municipality's quota is decreased.

Reserve "Class B" Liquor Licenses For a Premier Economic Development District (PEDD)

A PEDD is a geographic area designated by a municipal ordinance, enacted by at least a two-thirds vote of the municipality's governing body. The PEDD must (all the following apply):

- have an estimated new construction assessed valuation increase of at least \$20 million (certified by an independent third-party appraiser or market research firm),
- not exceed 40 acres,
- be contiguous,
- not include land that is zoned exclusively for industrial use or land zoned exclusively for single-family or 2-family residences.

Upon establishing a PEDD, two reserve "Class B" liquor licenses, each with an initial issuance fee in an amount not less than \$30,000, are created. These reserve license fees are non-refundable. The PEDD reserve licenses are non-transferable and are in addition to a municipality's quota. A municipality cannot establish more than one PEDD.

Questions?

If you are unable to find an answer to your question on the division's website, you may email, write, or call the division.

Website. . .	revenue.wi.gov/pages/AlcoholBeverage/home.aspx
Email. . .	DORAlcohol@wisconsin.gov
Write. . .	Division of Alcohol Beverages P.O. Box 8934 Madison, WI 53708-8934
Phone. . .	(608) 264-4573

Updated November 7, 2024



City of De Pere, Wisconsin

Request For License Committee Action

MEETING DATE: November 19, 2024

DEPARTMENT: City Clerk

FROM: Carey Danen

SUBJECT: Future agenda items.
