

**ALCOHOL LICENSING COMMITTEE AGENDA  
CITY OF FOND DU LAC, WISCONSIN**

April 28, 2014  
4:00 p.m.

**Meeting Rooms D & E**  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**I. OPENING CEREMONIES**

- A. Attendance
- B. Declaration Quorum Present

**II. APPROVAL OF MINUTES**

March 31, 2014

**III. REPORTS OF OFFICERS**

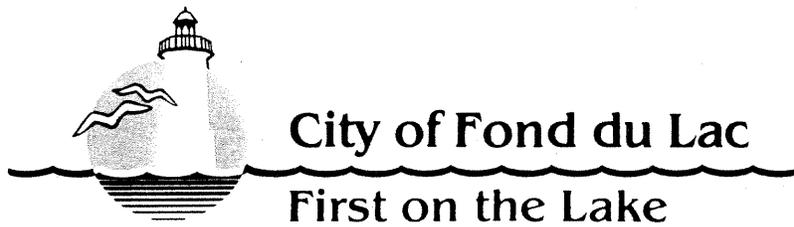
**A. REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON  
APPLICATION FOR NEW "CLASS B" INTOXICATING LIQUOR AND  
CLASS "B" FERMENTED MALT BEVERAGE LICENSE**

Individual: Jennifer Price  
Home Address: 51 Center Street  
Fond du Lac, WI 54935  
d/b/a: The End Zone  
Location of Premises: 507 N Main Street  
City Council Meet Date: May 14, 2014

**B. COMPLIANCE CHECK AND TRAINING UPDATE**

Presented by Assistant Chief Steve Klein

**IV. ADJOURN**



# Alcohol Licensing Committee

Apr. 28, 2014

4:00 P.M.

**ALCOHOL LICENSING COMMITTEE MINUTES  
CITY OF FOND DU LAC, WISCONSIN**

March 31, 2014  
4:00 P.M.

Meeting Rooms D&E  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**OPENING CEREMONIES**

ROLL CALL: Present: - J. Geoffrey Bares  
Ray Lapierre  
Kerry Ann Strupp  
Tyler Vorpapel

Absent: - Shawn Anhalt (excused)  
Lee Ann Lorrigan (excused)  
David Hopper (excused)

Administrative Staff: - Wayne Rollin, Dir of Comm Devel  
Deb Hoffmann, City Attorney  
Steve Klein, Asst. Police Chief  
of Operations

Acting City Clerk Margaret Hefter declared a quorum present.

**ELECTION**

Officers of the Alcohol Licensing Committee

**Chairperson**

Motion made by Bares to nominate **Lapierre** for the position of **Chairperson** of the Alcohol Licensing Committee.

Seconded by Strupp.

With no further nominations being made, the nominations were closed.

ROLL CALL VOTE: Aye - Bares, Strupp, Vorpapel  
Nay - None  
Abstain - Lapierre

Carried.



**ALCOHOL LICENSING COMMITTEE MINUTES**

March 21, 2014

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Limited Liability Co: Gilmores, LLC  
Agent: James Hoepfner  
Home Address: 790 Ruggles St  
Fond du Lac, WI 54935  
d/b/a: Gilmores LLC  
Location of Premises: 232 N Main Street  
City Council Meet Date: April 9, 2014

Appeared in Support and to Ask/Answer Questions:

James Hoepfner, 790 Ruggles St., Fond du Lac

Motion made by Strupp to recommend to City Council approval of New "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License d/b/a Gilmores LLC., 232 N Main Street.

Seconded by Vorpagel.

ROLL CALL VOTE: Aye - Bares, Lapierre, Strupp,  
Vorpagel

Nay - None

Carried.

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON APPLICATION FOR NEW "CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT BEVERAGE LICENSE**

Limited Liability Co: Walker and Koepke Restaurant Group LLC  
Agent: David Koepke  
Home Address: 229 E 2<sup>nd</sup> St  
Fond du Lac, WI 54935  
d/b/a: The Green Dragon  
Location of Premises: 156 Western Ave  
City Council Meet Date: April 9, 2014

Chairperson Lapierre turned meeting over to Vice-Chairperson Bares due to personal conflict.

Appeared in Support and to Ask/Answer Questions:

David Koepke, 229 E 2<sup>nd</sup> St., Fond du Lac

Motion made by Vorpagel to recommend to City Council approval of New "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License d/b/a The Green Dragon, 156 Western Avenue.

Seconded by Strupp.

ROLL CALL VOTE: Aye - Bares, Strupp, Vorpagel

Nay - None

Abstain - Lapierre

Carried.



# ***CITY OF FOND DU LAC - Memorandum***

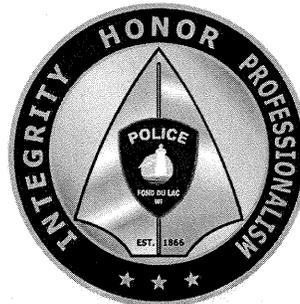
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City Clerk's Office

**Date:** April 24, 2014  
**To:** Alcohol License Committee  
**From:** Maggie Hefter, City Clerk  
**Re:** 2013-2014 "Class B" Intoxicating Liquor and Class "B"  
Fermented Malt Beverage Application

## **"CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT BEVERAGE:**

**Individual:** Jennifer Price  
**Home Address:** 51 Center St  
Fond du Lac, WI 54935  
**d/b/a:** The End Zone  
**Location of Premises:** 507 N Main Street



# Memo

**To:** City Manager Moore

**From:** Chief Lamb

**Date:** 04-22-14

**Re: Proposed Class B Intoxicating Liquor and Fermented Malt Beverage  
End Zone Tavern 507 N. Main Street**

On April 22, 2014, Assistant Chief Klein, Division Chief of Fire Safety Troy Hasse, Community Development Director Wayne Rollin and City Clerk Maggie Hefter met with the listed applicant Jennifer Price and her brother Steve Kremer who will also serve as an owner/Manager to discuss their application for the proposed license for The End Zone, located at 507 N. Main Street (formerly Pour Boys).

The applicants will be purchasing the business from the current owner and will be leasing the building from Donald Waldschmidt who owns the property.

Mr. Kremer formerly operated Sharky's Tavern at 9<sup>th</sup> and Cedar Streets for over 10 years. Jennifer has a degree in Culinary Arts and is excited at the prospect of getting the kitchen at this location back in operation. This location has held an alcohol license for numerous years with no concerns from law enforcement noted. Mr. Kremer will be the principle Manager and Ms. Price will manage the day to day operations.

The applicants plan on getting the kitchen back into operation within the next 6-months to year.

Assistant Chief Klein discussed with the applicants the City's expectations of being a license holder and the importance of being a "good neighbor."

Background checks performed on the applicant, both in-house and NCIC/CIB, indicate no criminal history. There is nothing in the applicant's background that would preclude her from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning MAY 15, 2014; ending JUNE 30 2014

TO THE GOVERNING BODY of the:  Town of  Village of  City of } Fond du Lac

County of Fond du Lac Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Price, Jennifer J  
51 Center St. Fond du Lac, WI

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member			
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

3. Trade Name THE END ZONE Business Phone Number 920-979-9577  
4. Address of Premises 507 N MAIN ST Fond du Lac Post Office & Zip Code 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
8. (a) Corporate/limited liability company applicants only: Insert state \_\_\_\_\_ and date \_\_\_\_\_ of registration.  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) ENCLOSED OUTSIDE NORTH END & EAST SIDE OF BUILDING
10. Legal description (omit if street address is given above): \_\_\_\_\_
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? POURBOYS
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] POURBOYS  Yes  No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 4th day of APRIL, 2014

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

My commission expires 9-27-2015

\_\_\_\_\_  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

## TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>4-4-14</u>	Date reported to council/board <u>5-14-14</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>14-4422</u>	

01-2497

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
Price		Jennifer		J	
Home Address (street/route)		Post Office	City	State	Zip Code
51 Center St		Fond du Lac	Fond du Lac	WI	54937
Home Phone Number		Age	Date of Birth	Place of Birth	
920-979-9577					

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- \_\_\_\_\_ of \_\_\_\_\_  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 8-30-2000
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
If yes, identify. \_\_\_\_\_  
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
If yes, identify. \_\_\_\_\_  
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
JJKELLER	APPLETON, WI 700 N LYNNOALE AVE	10-1-2010	PRESENT
Employer's Name	Employer's Address	Employed From	To
CHARTER COMMUNICATIONS	279 TROWBRIDGE FOL WI	10-1-2000	9-30-2011

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 4th day of APRIL, 2014

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Signature of Named Individual)

My commission expires 9-27-2015



Printed on Recycled Paper

Wisconsin Department of Revenue

CITY OF FOND DU LAC, WISCONSIN

SURRENDER OF ALCOHOL BEVERAGE LICENSE

This is to advise that, as licensee, I (We) hereby surrender a Combination "Class A" And "Class B" Intoxicating Liquor & Class "A" And Class "B" Fermented Malt Beverage license for the premise located at 507 N. Main St. Fond du Lac on the condition that it be granted to the applicant (future licensee).

Julie Schmidt, d/b/a Pool Boys  
(Current licensee) (Current business name)

and Jennifer J. Price, as applicant, make a  
(Future licensee)  
concurrent application for that license.

Licensee/Applicant Information

CURRENT LICENSEE

Please print the following information:

Name Julie Schmidt  
Home Address 203 N Military Rd  
City Fond du Lac  
Phone (920) 921-9242  
Signature Julie Schmidt Date 4/3/14

NEW APPLICANT FUTURE LICENSEE

Please print the following information:

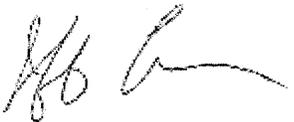
Name Jennifer J. Price  
Home Address 51 Center St.  
City North Fond du Lac, WI  
Phone (920) 979-9577  
Signature Jennifer Price Date 4-3-14

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# WISCONSIN SELLER / SERVER CERTIFICATION

**Trainee Name:** Jennifer Price  
**Date of Completion:** 04/04/2014

**School Name:** 360training.com, Inc.  
**Certification #** WI-06649

I,   
\_\_\_\_\_  
certify that the above named person  
successfully completed an approved  
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66



**Corporate Headquarters**  
13801 Burnet Rd., Suite 100  
Austin, Texas 78727  
P: 800-442-1149

**From:** skremer@charter.net  
**To:** skremer@charter.net  
**Date:** 04/04/2014 10:58:03 EDT  
**Subject:** FW: The End Zone Business Plan

----- Begin forwarded message -----

Subject: The End Zone Business Plan  
Date: 4/3/14 11:10:24 PM  
From: "Kthy Kremer"  
To: jjprice@charter.net, skremer@charter.net

To sell quality beverages and spirits for our customers in northeast Wisconsin in the community of Fond du Lac while providing a work environment that respects, rewards and motivates its employees.

In the next 12 months the company intends to expand into a facility with a wider product offering simple Pub food. At the end of five years the company anticipates gross sales of \$100,000 annually

The End Zone tavern is owned by Jennifer J Price as a sole proprietorship. This business model was selected for retirement reasons and because of a limited risk of liability. For the foreseeable future the company will remain a sole proprietorship.

The End Zone is managed by a hired manager, Stephen H. Kremer. Mr Kremer's past experience has been from 1982-1990 working and managing Clancy Muldoons at 60 forest Ave. FdL Wi. owner and operator of The Sand Bar at the same location. Owner and operator of Sharkeys Bar and Grill 343 Liberty St Fdl WI. from 1991-2000. Currently is a Real Estate Broker for The First Weber Group.

Jennifer J. Price attended the Graduated Culinary School in January 1983. She worked and managed restaurants and bars in New York, and New Jersey area from 1983 to 1989. Also managed resteraunts and bars in Alaska from 1989 to 2000. Most recently retiring from JJ Keller as a Lead Generation Representative.

Cleaning and set up for the existing location will start on May 11th and will be completed by May 31st. The End Zone will open for business on June 1st

The current building and land on which The End Zone is leased from Mawz Inc. The End Zone's current retail inventory is valued at approximately \$10,000. Furnishings and fixtures are valued at \$5,000.

The End Zone product line includes beer, soda, wine, and other alcoholic beverages

The End Zone is investigating opening a kitchen in the facility within the next year.

The target for The End Zone is the Fond du Lac and surrounding areas. Customers for The End Zone will be 21 and older living in the local area.

The location of The End Zone is central to the target markets of downtown Fond du Lac. The End Zone also benefits from its location near multiple well established businesses.

With a reputation for excellent customer service and a wide product selection The End Zone will enjoy consistent sales from a loyal customer base.

The End Zone will use local radio and newspaper advertising in order to help grow its standing in the marketplace.

The End Zone will enjoy a convenient location in a high traffic area and will have a strong reputation in the community for quality service and value.

The End Zone is limited in how much it can expand in its current location. If a significant increase in capacity was required in the future a change of location may be required. Rent at The End Zone's current location is reasonable but may increase considerably once the current lease expires.

Management must plan for a possible location change if necessary.

If The End Zone continues to be successful then management must plan further expansion in its current location.

The End Zone will be open Monday - Thursday 4 P.M. to 2 A.M. Friday 4 P.M. to 2:30 A.M. Saturday 11 A.M. - 2:30 A.M Sunday 11 A.M to 2:00 A.M. Daily operations will include keeping the bar stocked with fresh inventory and serving customers. The End Zone currently has one cash register

The End Zone currently has one fulltime manager.

The End Zone will be working with several local wholesalers for its product. The End Zone is working to establish strong ties with local suppliers while also ensuring that a positive relationship exists with alternate suppliers in order to minimize potential shortages.