

Licensing Committee Minutes
March 8, 2016

Present: Chairman Doug Wood, Wayne Kimmel, John Klinzing, Jim Pflasterer
Absent: Scott Warner and Joan Andrusz, Clerk

Also present: Police Chief Walter Ostrenga

To approve minutes: Klinzing made a motion to approve the February 9, 2016 minutes.
Seconded by Kimmell. Motion carried.

Appearances. No discussion.

6.a. Operator Licenses

Michele R. Freitag, applicant, and Cira Burke, Speedway manager, were present. Police Chief: possession of drug paraphernalia charge from 2015 was on Freitag's application. Losby did not recommend approval. Freitag: situation was that she drove someone home from a bar, and the person left prescription pills in her vehicle; this was the reason for the charge. She pled guilty rather than face high penalties. This is the only trouble she has been in. She assured the committee that she would follow all prescribed rules and regulations. She has held a license in McFarland without incidence and has worked as a realtor. Burke said she is working out well at Speedway since February (part-time). Klinzing moved approval of the application for Freitag. Seconded by Kimmel. Motion carried. This will need to go City Council for approval.

6.b. Temporary Class B for Verona Wildcats Youth (Janie Ritter). Ryan Greismeier (Race Day Events) and Mike O'Brien were present. Lake Monona 20K event will be same as previous year, with beer in Winnequah Park. It is a partnership between the two groups. Entry fee includes beer; 1000-1200 participants expected. Chief did not recall any issue in the past. Committee has been consistent about requiring fences. No opposition to a single fence. Pflasterer made a motion to approve; Seconded by Kimmel. Motion carried.

6.c. Discussion of Class A after Saleable Hours –

Copps, Bryan Roth and Dan Farrell (Roundy's) were present. Wood: As new licenses have been issued, the City has become more restrictive about locking up alcohol. There is an interest by alders to restrict access to alcohol, that it is treated the same and is all contained. By ordinance it is supposed to be inaccessible – physically restricted in some way. Chief: At 9 PM – you can't sell and it must be inaccessible (locked off). The letters were sent to be advisory about the ordinance's requirements. Alcohol needs to be better secured. Farrell: the grocery industry has done more with "pairing," i.e. wine displayed near cheese. They would need to do a store reset or they have structural issues to mitigate this better. They feel they have checks and balances in place to prevent theft and other issues (theater roping, restricting door access afterhours, cameras, signage etc.). Chief

did not feel theater roping was sufficient. Kimmel: problem is also access from the deli. There's no structure there to use for blocking.

Wal-Mart - Sara Voegeli was present. They have metal gates installed. They questioned the beer stacks outside. The registers do not allow after hours sales, plus they have a self-check person, four walkers and a front door greeter posted along with cameras. Will try to keep compliance.

Walgreens (Jennifer Barritt was present) – After hours locking devices are installed on shelves. She provided photos as proof.

Shopko – It was clarified that physical removal of the alcohol was not specifically required by City Council, but this is what Shopko had planned to do.

Kimmel: Need to define “inaccessibility.” After 9 PM, lock up what you can. We need to better define what we are requiring of businesses. Chief: check was done for all retail outlets selling after hours. He would like to see more security. Committee did not require Copps to make major changes to the “wine wall” for now, but they have done some modifications. Farrell: asked whether the police were aware of a high degree of thefts; how much does the hour matter? Chief: there have been theft incidences even in broad daylight. Farrell: Copps would like to talk further about City expectations.

Kimmel made a motion to adjourn. Seconded by Pflasterer. Motion carried. Adjourned 4:50 PM.

By April Little, City Administrator