

\*\*\* Proof of Publication \*\*\*

Lee Enterprises Proof of Publication Affidavit

Retain this portion for your records.  
Please do not remit payment until you receive your advertising invoice.

Mail to:

LA CROSSE CITY CLERK  
NIKKI ELSEN  
400 LA CROSSE ST  
LA CROSSE WI 54601

ORDER NUMBER 132449

STATE OF INDIANA

} ss.

LAKE COUNTY

I, Kami Terrell being duly sworn, doth  
depose and say that he/she is an authorized representative of Lee  
Enterprises, publishers of

LA CROSS TRIBUNE

a newspaper, at La Crosse, County of La Crosse, State of Wisconsin,  
and that an advertisement of which the annexed is a true copy, taken  
from said paper, was published therein on the dates listed below.

Sworn to and subscribed before me this 21 day of

November, 2023

(Signed) Kami Terrell  
(Title) Principal Clerk

Dawn Renee Heili  
Notary Public, Indiana

My Commission expires

Section: Legals

Category: 0001 Wisconsin Legals

PUBLISHED ON: 11/18/2023



NOTICE OF  
ORDINANCE NO. 5268  
AN ORDINANCE to repeal and  
recreate Chapter 10, Article XVI of  
the Code of Ordinances of the City of  
La Crosse relating to Mobile Sellers,  
Farmers Markets, and Trade Shows.  
Please take notice that the above  
Ordinance was adopted by the  
Common Council of the City of La  
Crosse on November 9, 2023. A  
summary of the subject matter and  
main points of the ordinance is as  
follows.

- Update definitions.
- Redefine direct seller to mobile seller which includes door to door, transient or fixed location sellers.
- Define farmers markets which will now be required to permit similarly to trade shows.
- Update and reword exemptions for clarity and consistency with exemptions in the outdoor/mobile food ordinance.
- Added an enforcement section.
- Added location restrictions identifying what public lands may and may not be used and safety measures when selling in the public way.
- Added regulations and restrictions identifying what mobile sellers shall and shall not do i.e., hour restrictions, noise restrictions, cleaning up sales areas, location restrictions near like businesses.
- Created an annual permit option in addition to 90-day permits.

The full text of the Ordinance may be obtained from the City Clerk's Office, 400 La Crosse St., La Crosse, Wisconsin. The Clerk's phone number is 608-789-7510. Said Ordinance may also be accessed at the Legislative Information Center on the city's website, which is [www.cityoflacrosse.org](http://www.cityoflacrosse.org). The reference number to Search is: 23-1238.

This notice is pursuant to Wis. Stat., sec. 62.11(4), which authorizes the publication of ordinances in summary form.

Nikki M. Elsen, WCMC  
La Crosse City Clerk  
11/18 LAC 132449 WNAXLP



TOTAL AD COST: 56.86

FILED ON: 11/20/2023