

ORDINANCE NO. 4742

An Ordinance to amend 20.21(B)(1) and (I)(5) and to create (C)(22) and (D)(2)(c) of the Code of Ordinances of the City of La Crosse relating to Direct Sellers.

THE COMMON COUNCIL of the City of La Crosse does ordain as follows:

SECTION I: Section 20.21(B)(1) is hereby amended to read as follows:

- (1) "Direct Seller" shall mean any person who sells goods and/or services at any location other than a permanent place of business in the City of La Crosse or takes sale orders for the later delivery of goods and shall include, but not be limited to canvassers, peddlers, solicitors and transient merchants.

SECTION II: Section 20.21(C)(22) is hereby created to read as follows:

(C) EXEMPTIONS.

Except as otherwise provided, the following shall be exempt from the provisions of this section:

- (22) Any person licensed as an Outdoor Food Stand/Mobile Food Unit under Section 20.10.

SECTION III: Section 20.21(D)(2)(c) is hereby created to read as follows:

(D) APPLICATION.

- (2) Applicants shall present to the City Clerk, or designee, for examination and/or to be photocopied:
 - (a) A driver's license or some other proof of identity as may be reasonably required;
 - (b) A local certificate of examination and approval from the sealer of weights and measures where applicant's business requires use of weighing and measuring devices approved by state or local authorities;
 - (c) A certificate of liability and contractual liability policy in the minimum amount of one hundred thousand dollars (\$100,000.00) each person, three hundred thousand dollars (\$300,000.00) each accident for bodily injury and one hundred thousand dollars (\$100,000.00) for property damage. The insurance shall name the City, its officials, employees and agents as additional insured. The Certificate of Insurance shall provide thirty days written notice to the City upon cancellation, or nonrenewal or material change in policy.

SECTION IV: Section 20.21(I)(5) is hereby amended to read as follows:

(I) REGULATIONS AND RESTRICTIONS.

- (5) Use of Streets and Sidewalks. No licensee shall impede the free use of sidewalks and streets by pedestrians and vehicles. No licensee shall have any exclusive right to any location in the public way, nor shall he be permitted a stationary location thereon. Where sales are made from vehicles, all traffic and parking regulations shall be observed. No licensee shall be upon any street used as a parade route between the time one-half (1/2) hour immediately preceding the commencement of any scheduled parade until after the conclusion of any scheduled parade.

SECTION V: This ordinance shall take effect and be in force from and after its passage and publication.

_____/s/_____
Mathias Harter, Mayor

_____/s/_____
Teri Lehrke, City Clerk

Passed: 03/14/13
Approved: 03/18/13
Published: 03/23/13