

City of La Crosse, Wisconsin

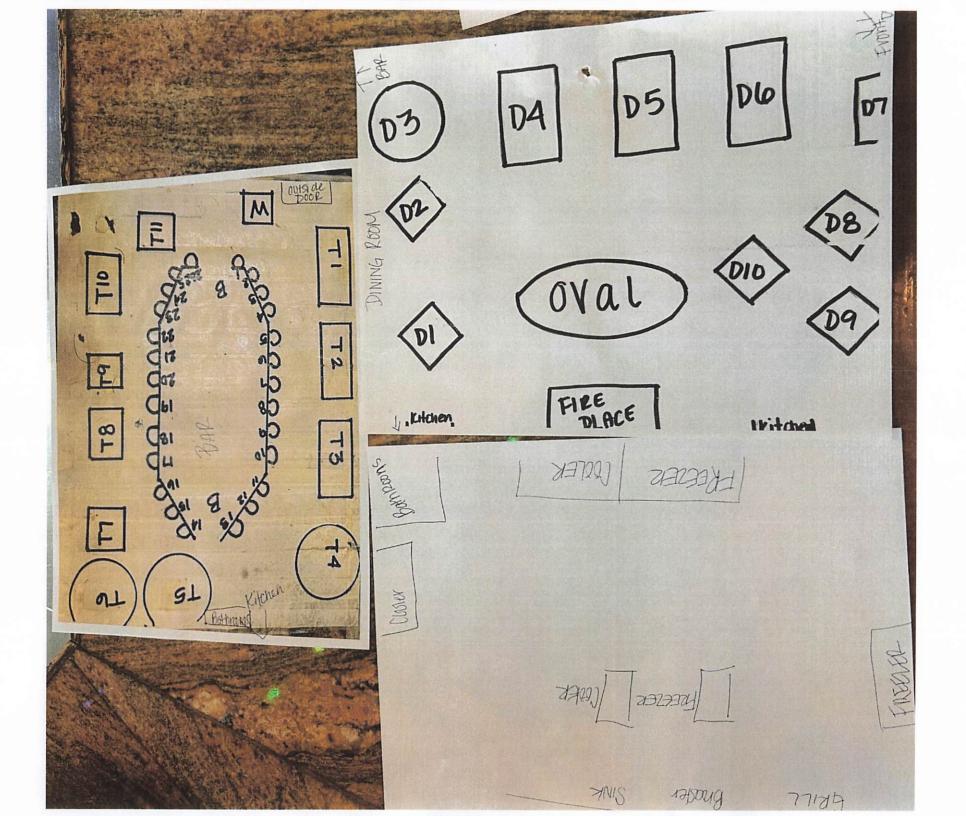
ORIGINAL ALCOHOL LICENSE APPLICANTS INFORMATION SUBMITTAL

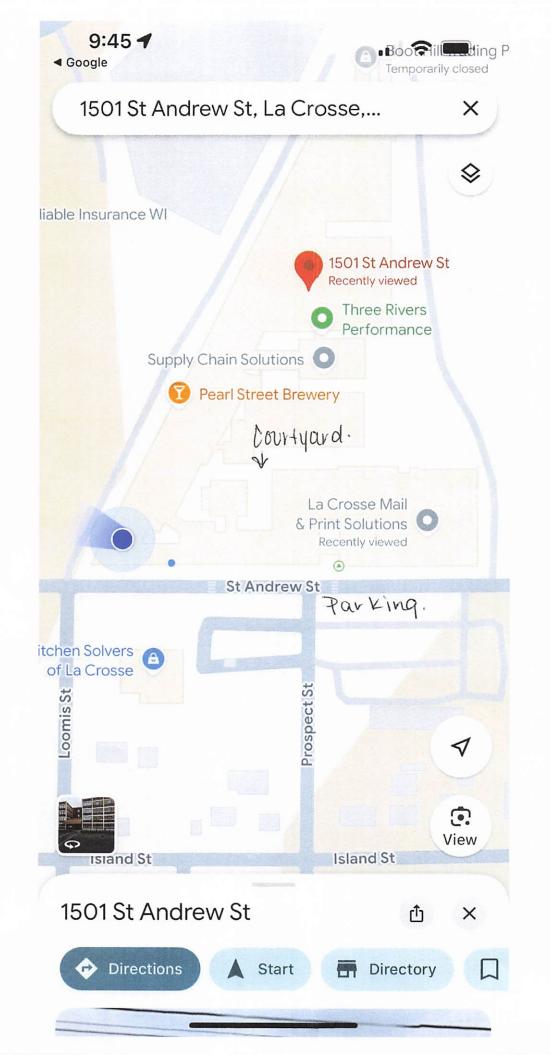
(Ch. 4, secs. 4-72 & 4-142) All new applicants for an alcohol license pursuant to Chapter 4 of the La Crosse Municipal Code shall submit the following information with the original alcohol applications. Any false statement contained in such application shall automatically nullify any license issued pursuant thereto. Class A: ☐ Beer, ☐ Liquor Class B: D Beer, M Liquor Class C: ☐ Wine APPLICANT Legal/Real Name of Business: Trade Name: BOOT to LL PUB MEGPE LLC
Address: Street Zip Code 1561 ST. Andrew St ST 101 Lacrosse LOI 54603 Telephone Number: Website: 608 782 382Le Boothill pub, com ACTIVE USE OF LICENSE 🕺 I understand that if a license is granted, said license must be activated within 90 days of being granted pursuant to Municipal Code secs. 4-43 and 4-108. This means open for business with stock and equipment, Anticipated Date of Opening: 🗹 I understand that if a license is granted, said license shall be actively utilized pursuant to Municipal Code sec. 4-12. Actively utilized shall mean open for business with regular and consistent operating hours. If a license is not actively used throughout any 90-day period, the license shall be subject to revocation or suspension pursuant to sec. 4-82. I understand that if there is any change to the license or licensee information, including but not limited to change in officers/members/directors or agent or their address/phone number, change in hours of operation, etc., the City Clerk will be notified within 15 days. **BUSINESS PLAN** Type of Establishment: ☑ Tavern ☐ Nightclub ☑Restaurant ☐ Liquor Store ☐ Grocery Store \square Convenience Store with gas pumps \square Convenience Store without gas pumps Other Boange hour Hours of Operation: 11:00 am - 10:00 pm Anticipated Number of Employees:

Other Business to Be Conducted on Premise:

Tavern, Restaurant, Banque har

Estimated gross receipts for food and alcohol beverage sales by percentage. (Note: Non-alcoholic drinks are classified as "Food.")
If applicable, describe "Other":
Estimated capacity (Class B and Class C licenses only):
Indoor <u>\$\Q_1\square\$135</u> Outdoor, if applicable <u>\$\Q_0\square\$</u>
Will there be any outdoor sales/service or consumption of alcohol? If yes, explain. If yes, a beer garden license or outdoor dining permit may be required.
Will there be live entertainment (music or dancing) on premise? If yes, explain. If yes, a cabaret license will be required.
macor 3 outdoor Coubared.
Do you have off-street parking? ✓ Yes ✓ No
If yes, how many parking spaces? 100
If no, how will parking be accommodated.
Provide a sketch of the floor plan showing overall dimensions, sales, service and consumption and storage areas, seating arrangements, location of coolers, and location where records are kept (invoices for purchase of alcohol).
Provide a site plan showing building location, any outside areas where alcohol beverages may be sold or consumed, off-street parking, ingress and egress, and existing or proposed screening.
In addition to supplying the above information which is true and correct to the best of my knowledge, I have reviewed the Alcohol Beverage Submittal Requirements and Information page and will comply with necessary requirements.
megnan Evenstae 5/28/25
Signature Date
FOR OFFICE USE - City Clerk's Office checklist for complete applications Completed applications and fee Surrender of previous license, if applicable Lease, purchase agreement or other proof of control of premise Contact Information Sheet Articles of Incorporation WI Seller's Permit Certificate FEIN Floor Plan Site Plan Proof of course completion or valid operator license or on other license within last two years. Confirm proximity to school, church or hospital Confirm proximity to land zoned residential or multiple dwelling





City Clerk 400 La Crosse St. La Crosse WI 54601

This is to notify that I have signed over the lease of the building of Boot Hill Pub to said person

Meghan Evenstad

Meghan Eventad 5/29/35

Daniel Gerleman
Daniel S-29/25

Effective 6/2025

1501 St Andrew Street suit 101 608 782 3826

Form AB-200

Alcohol Beverage License Application

	For Municipal Use Only	
Munic	cipality	
icen	se Period	

License(s) Requested: (up to two boxes ma	y be checked)		[Fees		
☐ Class "A" Beer \$	Class "B" Beer	\$		License Fe	es	\$ 60	0.00
☐ "Class A" Liquor \$	"Class B" Liquor	\$_		Background	d Check Fee	\$	0.00
Class A" Liquor (cider only) \$	Reserve "Class B"	Liquor \$		Publication	Fee	\$ 2	0.00
Class C" Liquor (wine only) \$				Total Fees		6)(0.00
Part A: Premises/Business Information	on						
1. Legal Business Name (individual name if sole pr	roprietorship)						
2. Business Trade Name or DBA BOOT HILL PUB				7			,
33-5050504		4. Wisconsin	Seller's Per	mit Number			27
5. Entity Type (check one) Sole Proprietor Partnership	Limited Liability	Company	□ Co	rporation	☐ Nonpro	fit Organi	ization
6. State of Organization	7. Date of Organization				DFI Registration	The second second second	
9. Premises Address 1501 ST ANDREW ST	STE BIB3	101					
10. City LACROSSE				11. State	12. Zip Code 5460	3	
13. County COUTOSSE	14. Governing Municip		☐ Town	Village	15. Aldermani	c District	
16. Premises Phone	17. Premises Email	Oil		18. Web	2010.0	200 (
19. Premises Description - Describe the building of are kept. Describe all rooms within the building only on the premises described in this application of puritary floor of p	n, including living quarters ion. Attach a map or diago NG CONSIST NONGUET BUX 21 SQU	beverages ar Authorized a ram and addit	le produced lcohol beve ional sheets Leo	, sold, stored rage activities if necessary.	and storage of the ce	and relate f records r	ed records may occur
20. Mailing Address (if different from premises addr	ress)						
21. City LA CRUSSE WI				22. State	23. Zip Code 5440	3	
Part B: Questions			THE REAL				
Has the business (sole proprietorship, parti- violating federal or state laws or local ordin	nances? Exclude traffic	offenses un	or corporat less relate	ion) been co d to alcohol	onvicted of beverages.	Yes	⊠ No
If yes, list the details of violation below. Atta		f necessary.			10-4		
Law/Ordinance Violated	Location			Tri	al Date		
Penalty Imposed			Was sent	ence compl	eted?	Yes	□ No
Law/Ordinance Violated	Location			Tri	al Date		
Penalty Imposed			Was sent	ence compl	eted?	Yes	□ No

Are charges for any offenses per beverages.	ending against the business? Exclude t	raffic offense	s unless related to ald	cohol Yes	No
If yes, describe the nature and s	status of pending charges using the sp	açe below. A	ttach additional sheet	s as needed.	
individuals or entities a restricte	of its officers, directors, members, and investor with any interest in an alcorestricted investor and describe the n	hol beverage	e producer or distribu	related tor? Yes	ĭ No
4 le the englished by in-					√
If yes, provide the name(s) and	by another business entity? FEIN(s) of the business entity owners	below. Attach	additional sheets as	needed.	DN0
4a. Name of Business Entity	4b. B	usiness Entity	FEIN		-
Have the partners, agent, or solution this license period? Submit process.	e proprietor satisfied the responsible b	everage serv	er training requiremen	nt for	□ No
	ed to any wholesaler beyond 15 days f				No.
	e past due municipal property taxes, a				No.
				🗀 166	42.10
Part C: Individual Informatio	n for each person or entity holding the follow	na positions in	the applicant business	or businesses lister	d in Doct D
Question 4: sole proprietor, all officers, managers, and agent of a limited liabilit	directors, and agent of a corporation or nor cy company. Attach additional sheets if necessity	nprofit organiza essary.	ation, all partners of a pa	rtnership, and all m	embers,
	sted below. Corporations and LLCs must a		nt by including Form AB-		
Last Name	First Name	Title		Phone	100
buenstacl	meghan	on	ner	1008 780	7499
Part D: Attestation					
One of the following must sign and					
READ CAREFULLY BEFORE SIGNIN I am acting solely on behalf of the appl rights and responsibilities conferred by according to the law, including but not to any portion of a licensed premises of revocation of this license. I understand understand that I may be prosecuted for ingly provides materially false informat	general partner of a partnership IG: Under penalty of law, I have answered licant business and not on behalf of any of the license(s), if granted, will not be assig limited to, purchasing alcohol beverages fluring inspection will be deemed a refusal to that any license issued contrary to Wis. So submitting false statements and affidavitation on this application may be required to	her individual ned to anothe from state auth o allow inspec Stat. Chapter is in connection	prove questions complete or entity seeking the lice or individual or entity. I a norized wholesalers. I un tion. Such refusal is a n 125 shall be void under o with this application, ar	ense. Further, I agrouped this gree to operate this needs that lack hisdemeanor and gone penalty of state law that any person the state of that any person the state of the st	agree that ee that the s business of access rounds for w. I further
Evensted	First Name	ran		M.L.	>
Title	Boothi IIn	regayo	unco.com	Phone 1008780 70	199
Signature LGMOW	lienstad	Date	9		
Part E: For Clerk Use Only	Linear Number			I Bata Liver I I	
Date Application Was Filed With Clerk	License Number	Da	te License Granted	Date License Iss	ued
Signature of Clerk/Deputy Clerk			Date Provisional I	License Issued (if a	pplicable)
AB-200 (R. 1-25)	-2-				

- 2 -

SURRENDER OF LICENSE Part I

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Form **AB-100**

Alcohol Beverage Individual Questionnaire

Date		
Date		

All individuals involved in the alcohol beverage business must complete this form, including:

· sole proprietor

- all officers, directors, and agent of a corporation or nonprofit organization
 members and agent of a limited liability company
- · all partners of a partnership

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A:	Business Info	ormation					
The state of the s	Business Name (ind	dividual name if sole	e proprietor)				
2. Busine	ss Trade Name or	DBA					
Bo	OT HIL	L PUB					
3. Entity	Type (check one)		,				
Ø Sc	le Proprietor	Partnership	Limited L	iability Compa	ny 🗌 Corporat	ion 🗌	Nonprofit Organization
			/ 4				
Part B:	Individual Inf	ormation					
1. Last N	ame			2. First Name	A		3. M.I.
EVE	ENSTAD			MEGH	AN		P
	nship to Business	(Title)	5. Email		^		6. Phone
M	ember		BOOTH	HLLMEG	100 YAHOO. (DM	608-7807499
7. Home			Ci	101	^ \		
150	1 ST AN	IDREW S	T Ste	101	APT 406		
8. City	2000			9. State	10. Zip Code		11. Date of Birth
	RUSSE			WI	54403		1010111985
	rs License/State ID		~ 7		13. Drivers License/State ID State of Issuance		
610	7-5005	i- 58601	-01		WI		
Part C:	Address Hist	ory					
1. Do yo	ou currently live in	Wisconsin?					X Yes No
16							(MM/YYYY)
ir yes	, provide the mor	ith and year wher	i you permanentiy	moved to vvisc	consin		10/1985
2. List in	chronological or	der all of your ad	dresses within the	last 5 years. At	tach additional sheet	ts if necessa	ry.
Previous	Address 1		-	City		State	Zip Code
1230	BADGED	ST APT 1	03	LACROSSE		WI	54601
	Address 2			City		State	Zip Code
Previous	Address 3			City		State	Zip Code
						-	
Previous	Address 4			City		State	Zip Code
Previous Address 5 City			City State Zip Code			Zip Code	
3. List a	Il states and cour	nties you have live	ed in as an adult. A	Attach additiona	I sheets if necessary	•	
State	County	State	County	State	County	State	County
3,0,0	-50,	State	o o o n n j	Otato	Journa	State	Journey
State	County	State	County	State	County	State	County

Continued \rightarrow

Part D: Criminal History				
Have you ever been convicted of any offenses (excluded for violation of any federal, Wisconsin, or another states)			. 🔀 Yes	☐ No
If yes to question 1, please list details of each conviction	on below. Attach addit	ional sheets as needed.		
Law/Ordinance Violated	Location		Conviction E	ate
DUI	LACROSSE	WI	2611	
Penalty Imposed		Was sentence completed?	. X Yes	☐ No
Law/Ordinance Violated	Location	<u> </u>	Conviction D	ate
Penalty Imposed		Was sentence completed?	. Yes	☐ No
Law/Ordinance Violated	Location		Conviction D	ate
Penalty Imposed		Was sentence completed?	. Yes	☐ No
beverages) for violation of any federal, Wisconsin, or a ordinances?			. Yes	Ø №
Part E: Attestation				

Form		
Α	B-1	01

Alcohol Beverage Appointment of Agent

Date			
l			

Agent Type (check one)					•
Original (no fee)	☐ Successor (\$10 fee for m	unicipal license	es only)		
Part A: Business Information	tion				
1. Legal Business Name (individua	I name if sole proprietor)				
MEGDE 1	l C				
2. Business Trade Name or DBA	Owe				:
BUOT HILL	PUB			۲	
3. Entity Type (check one)	Limited Liability Company	, C	orporation	☐ Nonprofit O	rganization
4. Alcohol Beverage Business Auth	norization (check one)	5. If successor a	gent, provide State P	ermit or Municipal R	tetail License Number
Municipal Retail Licens					
6. Describe the reason for appointi	ng a successor agent, if successor	is checked above) .		
, D					
V11,					
Part B: Agent Information					
1. Last Name		2. First Name			3M.I.
Evenstag.		Megr	ran		<u> </u>
4. Email	2 6) (2 - 2 C 2			5. Phon	امدر
Boothillme	g eyanos.co	M		1608	7807499
6. Home Address 1501 St. An	drew 8+ #	40 Q			
7, City		8. State 9.	Zip Code 54603	10. Age	29
Lacrosse		W+		/State ID State of Is	<u> </u>
11. Drivers License/State ID Number 6152 - 5658			12. Drivers License	/State ID State of is	suance
0132-003	3 - 30 QT - UT		I WH		
Part C: Agent Questions					
1. Have you satisfied the resp	onsible beverage server trainir	ng requirement	?		. XÎ Yes □ No
Submit proof of completion.			9215		
Have you completed Form A Submit a completed Form A	AB-100, <i>Alcohol Beverage Indi</i> B-100 with this form.	ividual Question	nnaire?		. 🔀 Yes 🗌 No
Have you been a Wisconsir See instructions for exception		uous days?			. So Yes □ No

 $Continued \longrightarrow$

Part D: Business Attestation		
corporation, nonprofit organization, or limited beverage activities on such premises. I certif on behalf of the entity. If I am appointing a sul understand that I may be prosecuted for su	ne Undersigned , authorize the above-named id liability company with full authority and contributed to the above-named enuccessor agent, I rescind all previous agent approximation false statements and affidavits in contributed in the application on this application may be respondent.	rol of the premises and of all alcohol ntity to authorize this individual to act pointments for this premises. Further, nection with this application, and that
Evenstad	First Name Mlghan	M.I
Title OWNO+	Boothill mag Quanco.	Phone (208780749)
Meghan Even	stad	5/28/25
Part E: Agent Attestation		
nonprofit organization, or limited liability compon the premises for the above-named busine	te Agent , herby accept this appointment as agree pany and assume full responsibility for the concess. I further understand that I may be prosection, and that any person who knowingly provide than \$1,000 if convicted.	duct of all alcohol beverage activities cuted for submitting false statements
Last Name Evenstad	First Name Meghan	P.I.
Signature	to d	Date 5h-f /o C

City of La Crosse, Wisconsin

DISCINECE INFORMATIONS							
BUSINESS INFORMATION* Legal/Real Name:							
MEGPE LLC							
Address of Above: Street	City	State	Zip Code				
1501 STANDREW ST Ste	los LAC	ROSSE WI					
PREMISES INFORMATION	101	RUSSE VVI	- 0-1000				
Trade Name of Business:							
BOOT HILL PUB							
Address of premises to be Licensed:		Business Phone	Number:				
1501 ST ANDREW ST STE Premises are Owned By:	B103 101	(608) 782	3826				
		Low po					
THE FENIGOR GROUP LLC							
Address of Owner: Street	City	State					
1501 ST ANDREW ST	LALL	LOSSE WI	- 54603				
CABARET INFORMATION							
Detailed description of cabaret area to be licensed: ENTIRE FIRST FLOOR OF B	OD AREA I	INIMA POOL	CAIN				
	THE THEOIT, Y	TIVING ROOM	IMIND				
BANQUET HALL Nature of Entertainment:							
DIVE MUSIC (BANDS) Other Business Conducted upon the premises:							
tavem and restaurant	and bangu	et hall					
MANAGER INFORMATION*							
Cabaret Manager Name: First	Middle	Last					
MEGHAN	PALMER	EVENSTA	D				
Cabaret Manager Home Address: Street	C	ty Sta	te Zip Code				
1501 ST ANDREW ST A Home Phone Number of Cabaret Manager:	pt 406 LAI	CROSSE WI	54603				
608 780 7499							
Was the above person listed as manager on last year's application? ☐ Yes 🐧 No							
*D 1D 01							
*Personal Data Sheet must be completed for each Officer/Member of the Business and the Manager.							
The above hereby makes application for a license to operate an Indoor Cabaret at the above address within the City of							
La Crosse pursuant to provisions of Sec. 10-100 of the Code of Ordinances for the City of La Crosse.							
Median Grenstad 5/20125							
Signature of Applicant Date							
OFFICE USE ONLY For original application: Are there lands zoned conservancy, residential or multiple dwelling within 100 feet of premises?							
☐ Yes (if yes, attach a list of those lands) ☐ No							
Signature:	Date:	Granted:	License #:				



City of La Crosse, Wisconsin APPLICATION FOR OUTDOOR CABARET LICENSE

Check One: New ☐ Renewal For the license	period JVIY I and	o Ovne Do Fee	e: \$				
BUSINESS INFORMATION*							
Legal/Real Name:							
MEGPE LLC Address of Above: Street							
	City	State					
1501 ST ANDREW ST STE PREMISES INFORMATION	8103101 LA	CROSSE WI	54403				
Trade Name of Business:							
BOOT HILL PUB							
Address of premises to be Licensed:	Business Phone Number:						
1501 ST ANDREW ST STE Premises are Owned By:	-BI-0-3-101	(408) 78	2-3826				
Premises are Owned By:							
THE FENIGOR GROUP LC Address of Owner: Street							
Address of Owner: Street	City	State	e Zip Code				
1501 ST ANDREW ST	LAC	EOSSE WI	54603				
CABARET INFORMATION							
Detailed description of cabaret area to be licensed:							
COURTYARD							
Nature of Entertainment:							
LIVE MUSIC							
Other Business Conducted upon the premises:							
tavern restaurant banque	t hall						
MANAGER INFORMATION*							
Cabaret Manager Name: First	Middle	Last					
MEGHAN Cabaret Manager Home Address: Street	PALMER	EVEN STA	D				
1	Ci						
1501 St Andrew St A	7Pt 406	lacrosse W	1 54603				
Home Phone Number of Cabaret Manager:	Daytime Phone	Number of Cabaret Manager:					
608 780 7499		780-7499					
Was the above person listed as manager on last year's application?							
□ Yes No							
*Personal Data Sheet must be completed for each Officer/Member of the Business and the Manager.							
The above hereby makes application for a license to operate an Outdoor Cabaret at the above address within the City of							
La Crosse pursuant to provisions of Chapter 10, Article IV of the Code of Ordinances for the City of La Crosse.							
Madran Grey Nan (512765							
Signature of Applicant Date							
Signature of	Аррисапт	Date	e				
OFFICE USE ONLY							
For original application: Attach a list of all property owners within 200 feet of the proposed licensed premises.							
Signature:	Date:	Granted:	License #:				

Office of City Clerk



Notice of Application for Indoor & Outdoor Cabaret License in the City of La

This is to notify you that the following business has applied for an **Indoor Cabaret and an Outdoor Cabaret** license under Chapter 10, Article IV of the Code of Ordinances of the City of La Crosse to allow live entertainment in a designated indoor area, as described below.

Pursuant to sec. 10-140, property owners within 100 feet of the proposed premises for an Indoor Cabaret License shall receive notice of an original application and property owners within 200 feet of the proposed premises for an Outdoor Cabaret shall receive notice of an original application.

MEGPE LLC dba Boot Hill Pub at 1501 Saint Andrew St #101, La Crosse, WI 54601

Indoor Cabaret description: Entire first floor of bar area, dining room, and banquet hall. Outdoor Cabaret description: Courtyard.

The applications will be considered at the following meetings which are held in the Council Chambers of La Crosse City Hall, 400 La Crosse Street:

- Judiciary and Administration Committee Tuesday, June 3, 2025 at 6:00 p.m.
- Common Council Thursday, June 12, 2025 at 6:00 p.m.

The meeting can be viewed (no participation) by visiting the Legislative Information Center Meetings calendar (https://cityoflacrosse.legistar.com/Calendar.aspx) - find the scheduled meeting and click on the "In Progress" video link to the far right in the meeting list.

Written comments may be submitted to the City Clerk's Office by emailing cityclerk@cityoflacrosse.org, by delivery or mail to City Clerk, 400 La Crosse Street, La Crosse WI 54601 or by deposit in the green drop box on the north side of City Hall.

This notice is given pursuant to the order of the Common Council of the City of La Crosse.

Dated this 29th day of May, 2025.

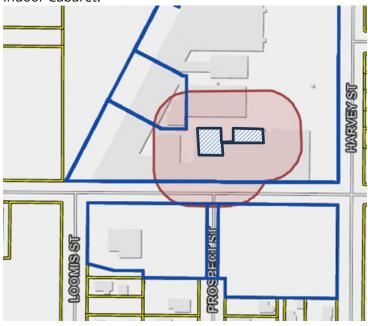
Nikki M. Elsen, WCMC

fram Eun

City Clerk

MEGPE LLC DBA BOOT HILL PUB 1501 ST ANDREW ST STE 101 LA CROSSE WI 54603

Indoor Cabaret:



Outdoor Cabaret:

Tax Parcel	OwnerName	Property Address	Mailing Address	MailCityStateZip
17-10213-20	THE FENIGOR GROUP LLC	1514 ST ANDREW ST	1501 ST ANDREW ST STE C101	LA CROSSE WI 54603
17-10213-25	CITY OF LACROSSE	PROSPECT ST	400 LA CROSSE ST	LA CROSSE WI 54603
17-10213-30	KS LACROSSE REAL ESTATE LLC	528 LOOMIS ST	528 LOOMIS ST	LA CROSSE WI 54603
	BUILDING G LLC			
17-10290-23	C/O PEARL STREET BREWERY	1401 ST ANDREW ST	1401 ST ANDREW ST	LA CROSSE WI 54603
		1407 ST ANDREW ST (Apts & Suites)		
17-10290-24	THE FENIGOR GROUP LLC	1501 ST ANDREW ST STE 100-106, 200-212	1501 ST ANDREW ST STE C101	LA CROSSE WI 54603
APPLICANT	MEGPE LLC DBA BOOT HILL PUB		1501 ST ANDREW ST STE 101	LA CROSSE WI 54603

Property owners within 100/200 feet of the Indoor and Outdoor Cabarets.