



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Judiciary & Administration Committee

Tuesday, September 30, 2025

6:00 PM

Council Chambers
City Hall, First Floor

This meeting is open for in-person attendance and will also be available through video conferencing. 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.

Public comment is limited to agenda items; statements shall be restricted to the subject matter. If you wish to speak on an agenda item, please register in advance:

- Register online at <https://www.cityoflacrosse.org/city-services/meeting-registration>
- Contact the City Clerk's Office no later than 4:00p on the day of the meeting, with the following information: name, municipality of residence, if you are representing an organization or a person other than yourself at the meeting, and if you are speaking in favor, opposition or neutral.
- Sign up in person no less than ten (10) minutes before the start of the meeting.

If attending virtual and you wish to speak, contact the City Clerk's Office and we will provide you with the information necessary to join the meeting. Call 608-789-7510 or email cityclerk@cityoflacrosse.org.

Public hearings shall be limited to 30 minutes when there are opposing viewpoints from the public. In the absence of opposing viewpoints, public hearings are limited to 15 minutes. Individual speakers shall speak no more than three (3) minutes unless waived by the Chair or a majority of the committee.

Members of the public who would like to provide written comments on any agenda may do so by emailing cityclerk@cityoflacrosse.org, using a drop box outside of City Hall or mailing to City Clerk, 400 La Crosse Street, La Crosse WI 54601.

Call To Order

Roll Call

Agenda Items:

NEW BUSINESS

[25-1018](#)

AN ORDINANCE amending various sections of Chapter 4 of the Code of Ordinances of the City of La Crosse relating to alcohol beverage licensing.

Sponsors: Mindel

[25-1086](#)

Various license applications pursuant to Chapters 4, 6, and/or 10 of the La Crosse Municipal Code for the license period 2025-2026 (October).

[25-1127](#)

AN ORDINANCE to amend Section 40-13(a) and (b) of the Code of Ordinances of the City of La Crosse regarding temporary use of streets by businesses renting dumpsters or storage containers.

Sponsors: Washington-Spivey

Adjournment

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.

Judiciary & Administration Committee Members:

Tamra Dickinson, Olivia Stine, Gary Padesky, Mackenzie Mindel, Jennifer Trost, Crystal Bedford, Lisa Weston



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1018

Agenda Date: 9/30/2025

Version: 1

Status: New Business

In Control: Judiciary & Administration Committee

File Type: Ordinance

ORDINANCE NO. _____

AN **AMENDED** ORDINANCE amending various sections of Chapter 4 of the Code of Ordinances of the City of La Crosse relating to alcohol beverage licensing.

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

SECTION I: Section 4-1 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-1. Authority, Penalty, enforcement officers and citations.

(a) Chapter 125 of the Wisconsin Statutes is hereby adopted and incorporated by reference in Chapter 4 of the La Crosse Municipal Code, so far as applicable, except as otherwise provided by this chapter. Any future amendments, revisions or modifications of Chapter 125, Wis. Stats., incorporated herein by reference, are intended to be made a part of this chapter in order to secure uniform statewide regulation of the sale of alcoholic beverages. Provisions of Chapter 4 that are not contained in Chapter 125, Wis. Stats., are intended as additional regulations for the sale of alcohol beverages, not in conflict with Chapter 125, Wis. Stats.

~~(ab)~~ Any person violating any provision of this chapter, including those provisions of the Wisconsin Statutes or any other materials which are incorporated by reference, shall suffer one or all of the following penalties:

- (1) A Class C forfeiture as provided in section 1-7.
- (2) The forfeiture for the licensee of licensed premises where a server of alcohol beverages is in violation of section 4-14 or 4-15 relating to the consumption of alcohol beverages while serving alcohol beverages or serving alcohol beverages while intoxicated shall be subject to a forfeiture of not less than \$75.00, as well as the person who serves the alcohol beverages contrary to said sections who shall be subject to a forfeiture of \$75.00.
- (3) Any licensee or person who violates any provision of Section 4-20 shall be subject to a forfeiture of not less than \$250.00, nor more than \$500.00 together with the cost of prosecution.

~~(bc)~~ Any person not filing or submitting the application for any permit or license provided for under this chapter in a timely manner may have the license processed if the applicant pays an amount totaling twice the amount of the regular fee that would be paid for such application. This provision shall not apply should there be insufficient time to process the application as determined by the appropriate processing City officials. This provision shall apply to all licenses and permits provided for in this chapter, except as otherwise expressly provided for by State, Federal or local ordinances.

~~(ed)~~ The following persons are hereby authorized to enforce the provisions of this chapter and may issue citations as provided for in Wis. Stat. § 800.02(2) for violations of this chapter:

- (1) The Chief of Polices.
- (2) Such other City officers or City employees who are assigned enforcement responsibilities for this chapter.

SECTION II: Section 4-47(c) of the Code of Ordinances of the City of La Crosse is hereby repealed as follows:

Secs. 4-47. Closing hours.

- ~~(c) No premises for which a "Class C" winery license has been issued may remain open for the sale of intoxicating liquor between the hours of 9:00 p.m. and 8:00 a.m.~~

SECTION III: Section 4-48 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-48. Sale of intoxicating liquor in original package or container.

Pursuant to Wis. Stat. § 125.51(3)(b), retail "Class B" licensees are hereby authorized to sell intoxicating liquor in the original package or container, in any quantity, and to be consumed off the premises where sold. Additionally, "Class B" licensees may sell intoxicating liquor that is not in the original package or container if the licensee seals the container with a tamper-evident seal before the intoxicating liquor is removed from the premises.

SECTION IV: Section 4-50 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-50. Provisional retail license.

- (c) A "Class A", "Class B" or "Class C" license application must be filed with the municipal clerk no less than 15 days prior to the granting of a provisional retail license.

SECTION V: Section 4-72 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-72. License requirements.

- (b) *Application for intoxicating liquor license.* Applications, on a form ~~provided by the City Clerk~~ pursuant to Wis. Stats., 125.04(3) and available from the City Clerk, shall be made in writing ~~not less than 15 days prior to granting thereof~~ and filed with the City Clerk. Application for an original alcohol beverage license shall include the following information:
- (1) Business plan including the following:
- a. Type of establishment, hours of operation, anticipated number of employees, other business conducted on premises;
 - b. Estimated or actual percentage of gross receipts of beer, wine, and liquor sold in relation to total goods sold;
 - c. Estimated capacity, parking, and how premises will be monitored;
 - d. Method for training employees on alcohol beverage laws and requirements for employees to hold a beverage operator license.

SECTION VI: Section 4-75 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-75. License eligibility generally.

(1) Additional qualifications.

b. Corporations and limited liability companies and their appointed alcohol license agents shall meet the requirements of Wis. Stat. ch. 125 and, in addition, the appointed agents of corporate licensees shall have resided within the State of Wisconsin continuously for 90 days prior to the date of application and shall reside within a 25-mile radius of the City limits at the time of application and at all times such agent shall be the appointed agent for the corporation licensed entity. The licensee vests in the agent, by properly authorized and executed written delegation, full authority and control of the premises described in the license, and of the conduct of all business on the premises relative to alcohol beverages, that the licensee could have and exercise if it were a natural person. In order to ensure that the agent has a current working knowledge of the operation of the premises, the agent shall be an individual who regularly is involved in the actual conduct of the business.

(5) No retail "Class B" license shall be issued to any person who does not have, or to whom is not issued, a Class "B" fermented malt beverage retailer's license as provided in this chapter, ~~unless the "Class B" license is issued to a winery.~~

SECTION VII: Section 4-76 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-76. Winery licenses Location Restriction.

(a) ~~No "Class B" license may be issued to a winery unless the winery has been issued a permit under Wis. Stat. § 125.53 and the winery is capable of producing at least 5,000 gallons of wine per year in no more than two locations.~~ No original application or transfer of a "Class B" or "Class C" license to a new location shall be granted for premises located within 100 feet of land zoned residential or multiple dwelling without first giving written notification to the owners of land within 100 feet of the premises requested to be licensed, who shall be given an opportunity to be heard prior to granting of the license by the Common Council.

(b) ~~In accordance with Wis. Stat. § 125.51(3m), a retail "Class C" license for the sale of wine by the glass or in an opened original container for consumption on the premises may be issued to a person qualified under Wis. Stat. § 125.04(5) for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which does not have a bar room or for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which has a barroom in which wine is the only intoxicating liquor sold. A "Class C" license may not be issued to a foreign corporation or a person acting as agent for or in the employ of another.~~

SECTION VIII: Section 4-81 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-81. Transfer of licenses.

Licenses to sell alcohol beverages may be transferred with approval by the Common Council from one premises to another within the City ~~For a fee in the amount established by resolution any license may be transferred by the Council from one premises to another,~~ providing such new premises shall comply with all provisions of this article, ~~but a~~ No license shall be transferred more than once in any one license year. This paragraph does not apply to a reserve "Class B" license.

SECTION IX: Section 4-114 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-114. Provisional retail license.

- (c) A Class "A" or Class "B" license application must be filed with the Municipal Clerk no less than 15 days prior to the granting of a provisional retail license.

SECTION X: Section 4-142 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-142. License requirements.

- (b) *Application for fermented malt beverage license.* Applications, on a form ~~provided by the City Clerk pursuant to Wis. Stats., 125.04(3) Ch. 125 of the Wisconsin Statutes and available from the City Clerk,~~ shall be made in writing ~~not less than 15 days prior to granting thereof and filed with the City Clerk.~~ Application for an original alcohol beverage license shall include the following information:

- (1) Business plan including the following:
- a. Type of establishment, hours of operation, anticipated number of employees, other business conducted on premises;
 - b. Estimated or actual percent of gross receipts of beer, wine and liquor sold in relation to total goods sold;
 - c. Estimated capacity, parking, and how premises will be monitored;
 - d. Method for training employees on alcohol beverage laws and requirements for employees to hold a beverage operator license.

SECTION XI: Section 4-144 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-144. License eligibility generally.

(1) Additional qualifications.

(b) Corporations and limited liability companies and their appointed alcohol license agents shall meet the requirements of Wis. Stat. ch. 125 and, in addition, the appointed agents of such licensees shall have resided within the State of Wisconsin continuously for 90 days prior to the date of application and shall reside within a 25-mile radius of the City limits at the time of application and at all times such agent shall be the appointed agent for the licensed entity. The licensee vests in the agent, by properly authorized and executed written delegation, full authority and control of the premises described in the license, and of the conduct of all business on the premises relative to alcohol beverages, that the licensee could have and exercise if it were a natural person. In order to ensure that the agent has a current working knowledge of the operation of the premises, the agent shall be an individual who regularly is involved in the actual conduct of the business.

SECTION XII: Section 4-145 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-145. Class "B" licenses Location Restriction.

~~(a) No Class "B" license shall be granted for any premises that does not have a "Class B" intoxicating liquor license, provided, however, Class "B" licenses may be granted for City-owned land operated under a valid contract, or any premises licensed as a restaurant pursuant to State and local law when such restaurant's gross sales from food and food products exceeds 50 percent of its gross dollar volume.~~

~~(b)~~ (a) No original application or transfer of a Class "B" fermented malt beverage license to a new location shall be granted for premises located within 100 feet of land zoned residential or multiple dwelling without first giving written notification to the owners of land within 100 feet of the premises requested to be licensed, who shall be given an opportunity to be heard prior to granting of the license by the Common Council.

SECTION XIII: Section 4-148 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-148. Granting license.

(b) Each license shall be issued for a period not exceeding one year and shall expire on June 30, except a "Class A" Liquor or "Class B" Liquor and Class "B" license may be issued at any time for a period of six months in the calendar year, for which 50 percent of the license fee shall be paid. Such six-month licenses are not renewable during the calendar year in which issued.

SECTION XIV: Section 4-151 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-151. Transfer of licenses.

Licenses to sell alcohol beverages may be transferred with approval by the Common Council from one premises to another within the City ~~For a fee in the amount established by resolution any license may be transferred by the Council from one premises to another,~~ providing such new premises shall comply with all provisions of this article, ~~but a~~ No license shall be transferred more than once in any one license year.

SECTION XV: Section 4-153 of the Code of Ordinances of the City of La Crosse is hereby repealed and recreated as follows:

Sec. 4-153. Full-Service Retail Outlets for Producers.

Pursuant to Wis. Stat. 125.52(4)(b), a producer of intoxicating liquors and fermented malt beverage permitted by the Wisconsin Division of Alcohol Beverages may be allowed up to three off-site, full-service retail outlets in addition to their production premises, one of which may be relocated without limitation on frequency in each calendar year (unlimited transfer). Full-service retail outlets allow retail sales of any fermented malt beverages or intoxicating liquors, for on-premises or off-premises consumption, or the provision of taste samples of fermented malt beverages or intoxicating liquors, or any combination of these activities. Brewers of fermented malt beverages who do not meet the threshold to operate a full-service retail outlet may operate one secondary off-site location where they may sell only their own products.

A producer may not commence sales of alcohol beverages at any full-service retail outlet or secondary location located in the City of La Crosse unless, prior to such sales commencing, the producer receives approval from the municipality and from the Division of Alcohol Beverages.

- (a) *Application for Fixed Full-Service Retail Outlet.* Applications, on a form pursuant to Ch. 125 of the Wisconsin Statutes, shall be made in writing and filed with the City Clerk. Application shall be accompanied by a review fee in the amount established by resolution and the information as required in Secs. 4-72 and 4-142 (b)1-6 of this Code.
- (1) Fixed Full-Service Retail Outlets shall be reviewed and granted in the same manner as municipal retail licenses pursuant to Ch. 4 of this Code.
- (2) Fixed Full-Service Retail Outlets shall be subject to the same regulations as municipal retail licenses pursuant to Ch. 4 of this Code, except those that would be contrary to Ch. 125 of the Wisconsin Statutes.

- (b) *Application for Unlimited Transfer Full-Service Retail Outlet.* Applications, on a form pursuant to Ch. 125 of the Wisconsin Statutes, shall be made in writing and filed with the City Clerk. Application shall be accompanied by filed with a Special Event Application pursuant to Sec. 39-12 and review fee in the amount established by resolution.

(1) *Regulations for Unlimited Transfer Full-Service Retail Outlets.*

- a. The sale of all alcohol beverages under this section shall be subject to zoning regulations in Ch. 115 of this Code.
- b. The area included in an unlimited transfer location shall be owned by or under the control of the licensee.
- c. No sales of alcohol beverages under this section shall be permitted between the hours of 2:00 a.m. and 6:00 a.m., Monday through Friday and 2:30 a.m. and 6:00 a.m. on Saturday and Sunday, except that sales in the City parks defined in paragraph (3)b. of this section must end no later than 11:00 p.m. on any given day which is the closing hour for all City parks.
- d. Once the City Clerk is notified of a proposed Unlimited Transfer Full-Service Retail Outlet or Brewer Secondary Retail Location, the Clerk shall refer for appropriate review by La Crosse County Health Department, Police Department, Fire Department, Building & Inspections Department, and Parks and Recreation, Forestry, Facilities and Grounds Department.
- e. The Clerk is authorized to approve the Unlimited Transfer Full-Service Outlet following the appropriate review and shall provide comments to the Wisconsin Division of Alcohol Beverages.
- f. Applicants must obtain approval from the Wisconsin Division of Alcohol Beverages in advance of any retail sales under this section.

(2) *Indoor locations.*

- a. As specified by the current building code, the structure must have suitable exits and open spaces and should contain adequate sanitary facilities to accommodate the structure's capacity.
- b. There shall be at least one person licensed as a beverage operator under the provisions of section 4-110 on the premises at all times to supervise the sales, service and consumption of alcohol beverages and oversee any unlicensed persons who may be selling/serving alcohol beverages. If the premises is large, with multiple serving areas, bar areas, etc., a licensed operator must be present at all times to oversee each distinct area.
- c. In case of attendance of over 100 persons, applicant shall provide adequate supervision for the maintenance of order and the checking of identification to ensure that underage persons are not admitted into the described premise.

(3) *Outdoor locations.*

- a. All of the provisions set forth in subsection (b) of this section shall apply to outdoor locations.
- b. Full-Service Retail Outlet or Secondary Retail Sales for Brewers in City parks shall be limited to Carroll Park, Copeland Park, Riverside Park, Houska Park, Cameron Park, Myrick Park, Veteran's Freedom Park, Pettibone Park except for the beach area, Green Island Park, Erickson Fields, Upper Hixon Park and Burns Park. Permission to sell alcohol beverages at any park named in this subsection shall be subject to written permission by the Board of Park Commissioners. A permit to use a public park, shelter, or facility under this section must be secured from the Parks and Recreation, Forestry, Facilities and

Grounds Department and a copy of said permit shall accompany the application when filed with the City Clerk.

- c. In addition to the restrooms which may exist at the specified location, the applicant shall provide temporary supplemental toilet facilities at the rate specified by the current building code to accommodate the anticipated attendance. Such temporary facilities and their operation shall be a type approved by the Building & Inspections Department.
- d. Beverages must be served in disposable containers such as paper, plastic, or aluminum. This includes service inside any park shelter or facility.
- e. The premises must be particularly described in the application so the exact location/area where sales, service, and/or consumption can be clearly identified.
 - 1. On-premises sales allow the sale of open containers for consumption on the premises described. The area in which alcohol beverages are sold, served, and consumed on-premises shall be clearly defined with rope, fencing, or signage and must be fully enclosed with temporary fencing and clearly defined entrance/exit(s) when it is anticipated that attendance will exceed 200 or more people.
 - 2. Off-premises sales allow the sale of closed containers for consumption away from the premise described. The area in which alcohol beverages are sold shall be clearly defined with rope, fencing, or signage.
- g. Signage must be posted defining where alcohol may or may not be consumed.

SECTION XVI: Section 4-181 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-181. Application and license.

Application for a Temporary Class "B" (fermented malt beverage) and/or "Class B" (wine only) License, on forms pursuant to Ch. 125 of the Wisconsin Statutes and available from the City Clerk, shall be made in writing ~~on the form prescribed by law~~ and filed with the City Clerk who may grant the same after appropriate review by the La Crosse County Health Department, Building & Inspections Department, Police Department and Fire Department. Said application shall be filed with ~~the City Clerk~~ a Special Event Application pursuant to Sec. 39-12 not less than 60 days prior to the event. A fee in the amount established by resolution shall accompany each application.

SECTION XVII: Sections 4-182(a)(3) and (b)(2) and (3) of the Code of Ordinances of the City of La Crosse are hereby amended to read as follows:

Sec. 4-182. Picnics and gatherings.

- (a) *Indoor picnics or gatherings.*
 - (3) In case of attendance over 100 persons, the licensee shall provide adequate supervision for the maintenance of order and the checking of identification to ensure that ~~minors~~ underage persons are not admitted onto the premises.
- (b) *Outdoor picnics or gatherings.*
 - (2) The location of outdoor picnics or gatherings with a temporary Class "B"/"Class B" license in City parks shall be limited to Carroll Park, Copeland Park, Riverside Park, Houska Park, Cameron Park, Myrick Park, Veteran's Freedom Park, Pettibone Park except the beach area, Black River Beach except the beach area,

Green Island Park, Erickson Fields, Upper Hixon Park and Burns Park. Permission to obtain a temporary Class "B"/"Class B" license for any park named in this subsection shall be subject to written permission by the Board of Park Commissioners. A permit to use a public park, shelter, or facility under this section must be secured from the Parks and Recreation, Forestry, Facilities and Grounds Department and a copy of said permit shall accompany the application when filed with the City Clerk.

- (3) In addition to the restrooms which exist in each park, the licensee shall provide temporary supplemental toilet facilities at the rate specified by the current building code in anticipated attendance. Such temporary facilities and their operation shall be a type approved by the ~~County Health Officer and the Fire Department – Division of Fire Prevention and Building Safety~~ Building & Inspections Department.

SECTION XVIII: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

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

Shaundel Washington-Spivey, Mayor

Nikki M. Elsen, City Clerk

Passed:
Approved:
Published:

ORDINANCE NO. _____

AN ORDINANCE amending various sections of Chapter 4 of the Code of Ordinances of the City of La Crosse relating to alcohol beverage licensing.

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

SECTION I: Section 4-47(c) of the Code of Ordinances of the City of La Crosse is hereby repealed as follows:

Secs. 4-47. Closing hours.

- ~~(c) No premises for which a "Class C" winery license has been issued may remain open for the sale of intoxicating liquor between the hours of 9:00 p.m. and 8:00 a.m.~~

SECTION II: Section 4-48 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-48. Sale of intoxicating liquor in original package or container.

Pursuant to Wis. Stat. § 125.51(3)(b), retail "Class B" licensees are hereby authorized to sell intoxicating liquor in the original package or container, in any quantity, and to be consumed off the premises where sold. Additionally, "Class B" licensees may sell intoxicating liquor that is not in the original package or container if the licensee seals the container with a tamper-evident seal before the intoxicating liquor is removed from the premises.

SECTION III: Section 4-50 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-50. Provisional retail license.

- (c) A "Class A", "Class B" or "Class C" license application must be filed with the municipal clerk no less than 15 days prior to the granting of a provisional retail license.

SECTION IV: Section 4-72 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-72. License requirements.

- (b) *Application for intoxicating liquor license.* Applications, on a form ~~provided by the City Clerk~~ pursuant to Wis. Stats., 125.04(3) and available from the City Clerk, shall be made in writing ~~not less than 15 days prior to granting thereof~~ and filed with the City Clerk. Application for an original alcohol beverage license shall include the following information:

- (1) Business plan including the following:
 - a. Type of establishment, hours of operation, anticipated number of employees, other business conducted on premises;
 - b. Estimated or actual percentage of gross receipts of beer, wine, and liquor sold in relation to total goods sold;
 - c. Estimated capacity, parking, and how premises will be monitored;
 - d. Method for training employees on alcohol beverage laws and requirements for employees to hold a beverage operator license.

SECTION V: Section 4-75 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-75. License eligibility generally.

(1) Additional qualifications.

b. Corporations and limited liability companies and their appointed alcohol license agents shall meet the requirements of Wis. Stat. ch. 125 and, in addition, the appointed agents of corporate licensees shall have resided within the State of Wisconsin continuously for 90 days prior to the date of application and shall reside within a 25-mile radius of the City limits at the time of application and at all times such agent shall be the appointed agent for the corporation licensed entity. The licensee vests in the agent, by properly authorized and executed written delegation, full authority and control of the premises described in the license, and of the conduct of all business on the premises relative to alcohol beverages, that the licensee could have and exercise if it were a natural person. In order to ensure that the agent has a current working knowledge of the operation of the premises, the agent shall be an individual who regularly is involved in the actual conduct of the business.

(5) No retail "Class B" license shall be issued to any person who does not have, or to whom is not issued, a Class "B" fermented malt beverage retailer's license as provided in this chapter, ~~unless the "Class B" license is issued to a winery.~~

SECTION VI: Section 4-76 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-76. Winery licenses Location Restriction.

(a) ~~No "Class B" license may be issued to a winery unless the winery has been issued a permit under Wis. Stat. § 125.53 and the winery is capable of producing at least 5,000 gallons of wine per year in no more than two locations.~~ No original application or transfer of a "Class B" or "Class C" license to a new location shall be granted for premises located within 100 feet of land zoned residential or multiple dwelling without first giving written notification to the owners of land within 100 feet of the premises requested to be licensed, who shall be given an opportunity to be heard prior to granting of the license by the Common Council.

(b) ~~In accordance with Wis. Stat. § 125.51(3m), a retail "Class C" license for the sale of wine by the glass or in an opened original container for consumption on the premises may be issued to a person qualified under Wis. Stat. § 125.04(5) for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which does not have a bar room or for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts and which has a barroom in which wine is the only intoxicating liquor sold. A "Class C" license may not be issued to a foreign corporation or a person acting as agent for or in the employ of another.~~

SECTION VII: Section 4-81 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-81. Transfer of licenses.

Licenses to sell alcohol beverages may be transferred with approval by the Common Council from one premises to another within the City ~~For a fee in the amount established by resolution any license may be transferred by the Council from one premises to another,~~ providing such new premises shall comply with all provisions of this article, ~~but a~~ No license shall be transferred more than once in any one license year. This paragraph does not apply to a reserve "Class B" license.

SECTION VII: Section 4-114 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-114. Provisional retail license.

- (c) A Class "A" or Class "B" license application must be filed with the Municipal Clerk no less than 15 days prior to the granting of a provisional retail license.

SECTION VIII: Section 4-142 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-142. License requirements.

- (b) *Application for fermented malt beverage license.* Applications, on a form ~~provided by the City Clerk pursuant to Wis. Stats., 125.04(3) Ch. 125 of the Wisconsin Statutes and available from the City Clerk,~~ shall be made in writing ~~not less than 15 days prior to granting thereof and filed with the City Clerk.~~ Application for an original alcohol beverage license shall include the following information:

- (1) Business plan including the following:
- a. Type of establishment, hours of operation, anticipated number of employees, other business conducted on premises;
 - b. Estimated or actual percent of gross receipts of beer, wine and liquor sold in relation to total goods sold;
 - c. Estimated capacity, parking, and how premises will be monitored;
 - d. Method for training employees on alcohol beverage laws and requirements for employees to hold a beverage operator license.

SECTION IX: Section 4-144 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-144. License eligibility generally.

(1) Additional qualifications.

(b) Corporations and limited liability companies and their appointed alcohol license agents shall meet the requirements of Wis. Stat. ch. 125 and, in addition, the appointed agents of such licensees shall have resided within the State of Wisconsin continuously for 90 days prior to the date of application and shall reside within a 25-mile radius of the City limits at the time of application and at all times such agent shall be the appointed agent for the licensed entity. The licensee vests in the agent, by properly authorized and executed written delegation, full authority and control of the premises described in the license, and of the conduct of all business on the premises relative to alcohol beverages, that the licensee could have and exercise if it were a natural person. In order to ensure that the agent has a current working knowledge of the operation of the premises, the agent shall be an individual who regularly is involved in the actual conduct of the business.

SECTION X: Section 4-145 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-145. Class "B" licenses Location Restriction.

~~(a) No Class "B" license shall be granted for any premises that does not have a "Class B" intoxicating liquor license, provided, however, Class "B" licenses may be granted for City-owned land operated under a valid contract, or any premises licensed as a restaurant pursuant to State and local law when such restaurant's gross sales from food and food products exceeds 50 percent of its gross dollar volume.~~

~~(b)~~ No original application or transfer of a Class "B" fermented malt beverage license to a new location shall be granted for premises located within 100 feet of land zoned residential or multiple dwelling without first giving written notification to the owners of land within 100 feet of the premises requested to be licensed, who shall be given an opportunity to be heard prior to granting of the license by the Common Council.

SECTION XI: Section 4-148 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-148. Granting license.

(b) Each license shall be issued for a period not exceeding one year and shall expire on June 30, except a "Class A" Liquor or "Class B" Liquor and Class "B" license may be issued at any time for a period of six months in the calendar year, for which 50 percent of the license fee shall be paid. Such six-month licenses are not renewable during the calendar year in which issued.

SECTION XII: Section 4-151 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-151. Transfer of licenses.

Licenses to sell alcohol beverages may be transferred with approval by the Common Council from one premises to another within the City For a fee in the amount established by resolution ~~any license may be transferred by the Council from one premises to another,~~ providing such new premises shall comply with all provisions of this article, ~~but a~~ No license shall be transferred more than once in any one license year.

SECTION XIII: Section 4-153 of the Code of Ordinances of the City of La Crosse is hereby repealed and recreated as follows:

Sec. 4-153. Full-Service Retail Outlets for Producers.

Pursuant to Wis. Stat. 125.52(4)(b), a producer of intoxicating liquors and fermented malt beverage permitted by the Wisconsin Division of Alcohol Beverages may be allowed up to three off-site, full-service retail outlets in addition to their production premises, one of which may be relocated without limitation on frequency in each calendar year (unlimited transfer). Full-service retail outlets allow retail sales of any fermented malt beverages or intoxicating liquors, for on-premises or off-premises consumption, or the provision of taste samples of fermented malt beverages or intoxicating liquors, or any combination of these activities. Brewers of fermented malt beverages who do not meet the threshold to operate a full-service retail outlet may operate one secondary off-site location where they may sell only their own products.

A producer may not commence sales of alcohol beverages at any full-service retail outlet or secondary location located in the City of La Crosse unless, prior to such sales commencing, the producer receives approval from the municipality and from the Division of Alcohol Beverages.

- (a) *Application for Fixed Full-Service Retail Outlet.* Applications, on a form pursuant to Ch. 125 of the Wisconsin Statutes, shall be made in writing and filed with the City Clerk. Application shall be accompanied by a review fee in the amount established by resolution and the information as required in Secs. 4-72 and 4-142 (b)1-6 of this Code.
 - (1) Fixed Full-Service Retail Outlets shall be reviewed and granted in the same manner as municipal retail licenses pursuant to Ch. 4 of this Code.
 - (2) Fixed Full-Service Retail Outlets shall be subject to the same regulations as municipal retail licenses pursuant to Ch. 4 of this Code, except those that would be contrary to Ch. 125 of the Wisconsin Statutes.
- (b) *Application for Unlimited Transfer Full-Service Retail Outlet.* Applications, on a form pursuant to Ch. 125 of the Wisconsin Statutes, shall be made in writing and filed with the City Clerk. Application shall be accompanied by a review fee in the amount established by resolution.

(1) *Regulations for Unlimited Transfer Full-Service Retail Outlets.*

- a. The sale of all alcohol beverages under this section shall be subject to zoning regulations in Ch. 115 of this Code.
- b. The area included in an unlimited transfer location shall be owned by or under the control of the licensee.
- c. No sales of alcohol beverages under this section shall be permitted between the hours of 2:00 a.m. and 6:00 a.m., Monday through Friday and 2:30 a.m. and 6:00 a.m. on Saturday and Sunday, except that sales in the City parks defined in paragraph (3)b. of this section must end no later than 11:00 p.m. on any given day which is the closing hour for all City parks.
- d. Once the City Clerk is notified of a proposed Unlimited Transfer Full-Service Retail Outlet or Brewer Secondary Retail Location, the Clerk shall refer for appropriate review by La Crosse County Health Department, Police Department, Fire Department, Building & Inspections Department, and Parks and Recreation, Forestry, Facilities and Grounds Department.
- e. The Clerk is authorized to approve the Unlimited Transfer Full-Service Outlet following the appropriate review and shall provide comments to the Wisconsin Division of Alcohol Beverages.
- f. Applicants must obtain approval from the Wisconsin Division of Alcohol Beverages in advance of any retail sales under this section.

(2) *Indoor locations.*

- a. As specified by the current building code, the structure must have suitable exits and open spaces and should contain adequate sanitary facilities to accommodate the structure's capacity.
- b. There shall be at least one person licensed as a beverage operator under the provisions of section 4-110 on the premises at all times to supervise the sales, service and consumption of alcohol beverages and oversee any unlicensed persons who may be selling/serving alcohol beverages. If the premises is large, with multiple serving areas, bar areas, etc., a licensed operator must be present at all times to oversee each distinct area.
- c. In case of attendance of over 100 persons, applicant shall provide adequate supervision for the maintenance of order and the checking of identification to ensure that underage persons are not admitted into the described premise.

(3) *Outdoor locations.*

- a. All of the provisions set forth in subsection (b) of this section shall apply to outdoor locations.
- b. Full-Service Retail Outlet or Secondary Retail Sales for Brewers in City parks shall be limited to Carroll Park, Copeland Park, Riverside Park, Houska Park, Cameron Park, Myrick Park, Veteran's Freedom Park, Pettibone Park except for the beach area, Green Island Park, Erickson Fields, Upper Hixon Park and Burns Park. Permission to sell alcohol beverages at any park named in this subsection shall be subject to written permission by the Board of Park Commissioners. A permit to use a public park, shelter, or facility under this section must be secured from the Parks and Recreation, Forestry, Facilities and Grounds Department and a copy of said permit shall accompany the application when filed with the City Clerk.
- c. In addition to the restrooms which may exist at the specified location, the applicant shall provide temporary supplemental toilet facilities at the rate specified by the current building code to accommodate the anticipated

attendance. Such temporary facilities and their operation shall be a type approved by the Building & Inspections Department.

- d. Beverages must be served in disposable containers such as paper, plastic, or aluminum. This includes service inside any park shelter or facility.
- e. The premises must be particularly described in the application so the exact location/area where sales, service, and/or consumption can be clearly identified.
 - 1. On-premises sales allow the sale of open containers for consumption on the premises described. The area in which alcohol beverages are sold, served, and consumed on-premises shall be clearly defined with rope, fencing, or signage and must be fully enclosed with temporary fencing and clearly defined entrance/exit(s) when it is anticipated that attendance will exceed 200 or more people.
 - 2. Off-premises sales allow the sale of closed containers for consumption away from the premise described. The area in which alcohol beverages are sold shall be clearly defined with rope, fencing, or signage.
- g. Signage must be posted defining where alcohol may or may not be consumed.

SECTION XIV: Section 4-181 of the Code of Ordinances of the City of La Crosse is hereby amended to read as follows:

Sec. 4-181. Application and license.

Application for a Temporary Class "B" (fermented malt beverage) and/or "Class B" (wine only) License, on forms pursuant to Ch. 125 of the Wisconsin Statutes and available from the City Clerk, shall be made in writing ~~on the form prescribed by law~~ and filed with the City Clerk who may grant the same after appropriate review by the La Crosse County Health Department, Building & Inspections Department, Police Department and Fire Department. Said application shall be filed with ~~the City Clerk~~ a Special Event Application pursuant to Sec. 39-12 not less than 60 days prior to the event. A fee in the amount established by resolution shall accompany each application.

SECTION XV: Sections 4-182(a)(3) and (b)(2) and (3) of the Code of Ordinances of the City of La Crosse are hereby amended to read as follows:

Sec. 4-182. Picnics and gatherings.

- (a) *Indoor picnics or gatherings.*
 - (3) In case of attendance over 100 persons, the licensee shall provide adequate supervision for the maintenance of order and the checking of identification to ensure that ~~minors~~ underage persons are not admitted onto the premises.
- (b) *Outdoor picnics or gatherings.*
 - (2) The location of outdoor picnics or gatherings with a temporary Class "B"/"Class B" license in City parks shall be limited to Carroll Park, Copeland Park, Riverside Park, Houska Park, Cameron Park, Myrick Park, Veteran's Freedom Park, Pettibone Park except the beach area, Black River Beach except the beach area, Green Island Park, Erickson Fields, Upper Hixon Park and Burns Park. Permission to obtain a temporary Class "B"/"Class B" license for any park named in this subsection shall be subject to written permission by the Board of Park Commissioners. A permit to use a public park, shelter, or facility under this section must be secured from the Parks and Recreation, Forestry, Facilities and Grounds

Department and a copy of said permit shall accompany the application when filed with the City Clerk.

- (3) In addition to the restrooms which exist in each park, the licensee shall provide temporary supplemental toilet facilities at the rate specified by the current building code in anticipated attendance. Such temporary facilities and their operation shall be a type approved by the ~~County Health Officer and the Fire Department—~~ Division of Fire Prevention and Building Safety Building & Inspections Department.

SECTION XVI: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

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

Shaundel Washington-Spivey, Mayor

Nikki M. Elsen, City Clerk

Passed:
Approved:
Published:



CITY OF LA CROSSE

400 La Crosse Street
La Crosse, Wisconsin 54601
(608) 789-CITY
www.cityoflacrosse.org

LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

Requestor of Legislation

Location, if applicable

Summary/Purpose

Background

Fiscal Impact

Staff Recommendation



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1086

Agenda Date: 9/30/2025

Version: 1

Status: New Business

In Control: Judiciary & Administration Committee

File Type: Application

Agenda Number:

TO THE JUDICIARY AND ADMINISTRATION COMMITTEE:

Following is a list of various licenses for the 2025-2026 license period to be considered by your committee on September 30, 2025.

Chickens

October 1, 2025 through December 31, 2025

KENDRA ARNESON	1545 BARLOW ST
----------------	----------------

License Fee: _____

Cash

Invoice No.: _____

**APPLICATION TO OWN, KEEP AND/OR HARBOR CHICKENS
IN THE CITY OF LA CROSSE**

License Period: January 1, ____ to December 31, ____

Use Conditions:

- One property is limited to the keeping or harboring of up to eight (8) chickens.
- A person may only own, keep or harbor chickens on property being used as a one-family dwelling (single family) or two-family dwelling (duplex).
- No person shall keep any rooster.
- No person shall slaughter any chickens.
- Chickens shall be provided with a covered enclosure that measures a minimum of three (3) square feet per bird, and all chickens must be kept in the covered enclosure or a fenced enclosure within the backyard of the property at all times.
- No enclosure shall be located closer than 25 feet to any residential structure on an adjacent lot.

APPLICANT:

Hendra Ameson

PROPERTY ADDRESS WHERE CHICKENS WILL BE KEPT:

1545 Barlow St. LaCrosse WI 54601

PROPERTY OWNER(S):

Hendra Ameson

*If applicant is not the owner, please provide written documentation from the owner that they have been notified.
Not applicable for renewal.*

Is the property ☒ **ONE-FAMILY** dwelling or _____ **TWO-FAMILY** dwelling? (Check One)

*If duplex, provide written documentation from other occupant that they have been notified.
Not applicable for renewal.*

Attach a scale drawing showing property lot lines, dimensions of coop/enclosure and distance from adjoining lot lines and residential structures.

*Applying for and obtaining this chicken permit **DOES NOT** provide any authority to violate any restrictive covenants that govern the property where you reside or intend to keep chickens. Please review any Declaration of Restrictions or Restrictive Covenants that apply to the property prior to applying for a chicken permit. No permit fees will be refunded once they are paid.*

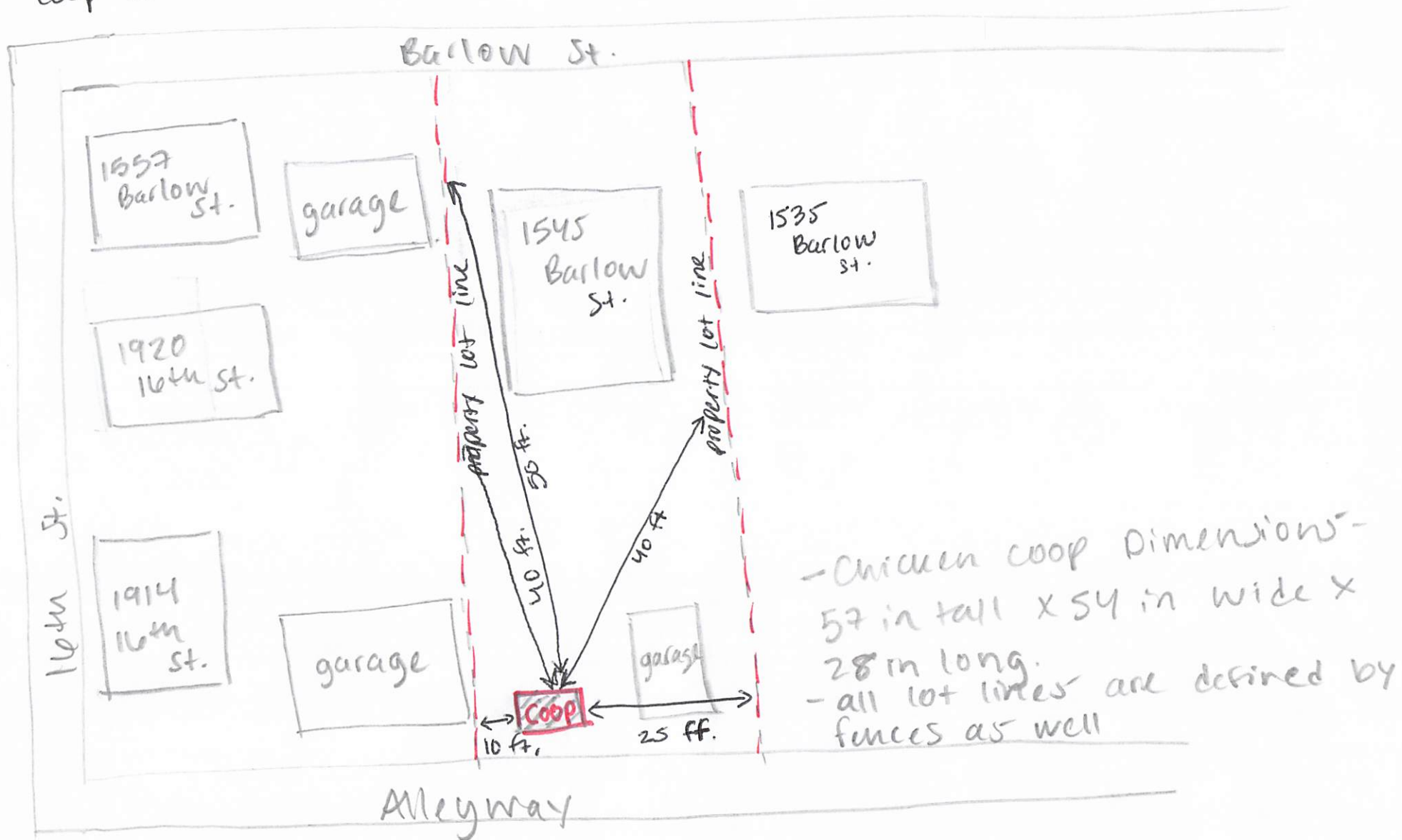
I hereby certify that I have read and understand the content of this application and that the above statements are true and correct to the best of my knowledge. I further certify that I understand that any such license is subject to revocation in accordance with Municipal Code of Ordinances Sec. 6-16.

Hendra Ameson
(signature)

(signature)
608-790-7961
(telephone)

9/10/2025
(date)

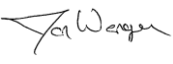
Coop is 45 feet from 1914 16th St. residential dwelling
 Coop is 60 feet from 1920 16th St. residential dwelling
 Coop is 75 feet from 1557 Barlow St. residential dwelling
 Coop is 70 feet from 1535 Barlow St. residential dwelling





LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

MEMORANDUM

DATE: September 30, 2025
TO: Judicial and Administration Committee
FROM: Captain J. Wenger 
SUBJECT: 1st Quarter of 2025/2026 Alcohol License Year
COPIES TO:

To members of the Judiciary and Administration Committee,

Quarterly Alcohol Enforcement Report

Reporting Period: July 1, 2025 through September 30, 2025

Prepared by: Captain Jon Wenger, La Crosse Police Department

Follow-Up Information

Bennet O'Reilly's

- **Case Number:** 10-25-27910
- **Synopsis:** During the J & A Meeting in May, the committee discussed the permit application for Bennett O'Reilly's regarding their anniversary celebration. The Permit was for an outdoor area to consume alcohol with live music. The licensed business was checked and was found to be compliant with the permit application. No violations were observed.
- **Follow-up Action:** There are no recommendations. Staff were cooperative and compliant.

Pla-Mor Lanes

- **Case Number(s):** 10-25-36357 & 10-25-36408
- **Synopsis:** During the J & A Meeting in May, the committee discussed the permit application for Pla-Mor Lanes. The licensed business was checked on two separate occasions. The first contact was for engagement purposes prior to the start of their event. The officer contacted the co-owner of the licensed business and discussed the events for the day. The business was found in compliance. The second contact was within the operational period listed on the permit. The business was found to be compliant with the permit application. No violations were observed.
- **Follow-up Action:** There are no recommendations. Staff were cooperative and compliant.

Bierhaus

- License agent met with Neighborhood Resource Officer Jorrey Olson regarding recently observed violations.

- The **temporary solution** kept the garage doors closed, and pad locked with only one person having the key.
- The **new solution** is a net-style screen which would allow the business to keep the garage doors open during nice weather while preventing minors and underage people from entering.

Grant Funding

- Received **\$5,000 grant** from the Medical College of Wisconsin.
- To be used during the month of September.
- Funds earmarked for:
 - Alcohol compliance checks.
 - Community education and outreach.
 - Officer overtime costs for targeted enforcement.

Compliance Checks

- **Total Compliance Checks Conducted:** 44 between September 1st and September 30th.
- **Failures:** 13 licensed businesses failed, resulting in 15 citations being issued.
 - **Notable:** Del's Bar had a lone server, who was cited for Consuming Alcohol on Duty in addition to Sales to a Minor. The server's PBT displayed .08% Breath Alcohol Concentration.
 - **Notable:** Pastimes had a lone server, who was cited for Consuming Alcohol on Duty in addition to Sales to a Minor. The server's PBT was .232% Breath Alcohol Concentration. Past Time's was shut down.
- **Total Bar Checks Conducted:** 79 between July 1st and September 30th.
- **Failures Noted:** 8 fails, resulting in 33 citations being issued.
 - **Notable:** Tequila Mexican Restaurant had 8 patrons underage, who were issued citations; 17 citations between the 8.

Education & Outreach

- **TiPS® Training:** One officer trained this quarter, bringing the total to **three certified officers** in the La Crosse Police Department.
 - This training allows officers to conduct Responsible Beverage Server Training.
- These trained officers will help facilitate the **Public Intoxication Education Class** under the city ordinance.
- **Educational brochure** was created for distribution to license holders, training attendees, and community partners. Please review the attached brochure for your reference.

Fine Schedule Proposal

- A brief review of other municipalities shows the City of La Crosse is on the lower end of fines issued for alcohol-related offenses.
- A review to potentially change the **alcohol-related fine schedule** happened. The fines for our municipal code were

Enforcement

- **Comparative Analysis:**

- Compared to the same quarter of the previous license year, enforcement activity has increased.
- **Bar Checks:** 59 in 2024 vs. 119 in 2025. An approximate **101%** increase from this time last year vs. this year. This includes compliance checks.
- **Citations issued:** 16 citations issued from bar checks in **2024**.
46 citations issued from bar checks in **2025**.
This is an 187% increase year over year.
- **Observations:** Enforcement against establishments remains steady and focused.

Tequila's Update

- Ongoing monitoring indicates **significant compliance failures**.
- Since September 4, 2025, there have been four checks at this licensed business resulting in 23 citations being issued. The majority for underage consumption. The atmosphere of failure after failure is a public safety concern and is being addressed.
- Case documentation is in progress; formal action is occurring. Chronic Nuisance under Chapter 30 of the Municipal Code is underway, with certified letters sent September 17th.

Summary

This quarter reflects progress in both **enforcement and education** efforts:

- Active follow-ups on problematic establishments.
- External funding was secured to enhance compliance initiatives.
- Expanded officer training for community education.

Strategic enforcement to address high-risk establishments.

ACCEPTABLE I.D.S

The below forms of identification will show the person's name and date of birth. These can be used in conjunction with secondary forms to confirm identity:

- State issued driver's license
- State issued identification card
- Passport/Passport Card
- US Military ID (unexpired)
-

Secondary forms of identification can confirm identity, but not always birth date:

- Birth Certificate (copy or actual)*
- Marriage Certificate (for under 21)**
- School issued ID cards
- Debit cards (contain name only)
- Social Security Card
- Employee ID cards
- Pay Stubs

*Another form of photo identification shall be used to confirm identity

**Married couples can drink underage as long as one of the subjects is 21 or older & with the minor subject §125.07(1)(a)(1)



Scan Me!

For more information on detecting false I.D.s, alcohol rules and regulations, and more!



LA CROSSE POLICE DEPARTMENT

LEAD. PARTNER. PROTECT.



Detecting False Identification

LA CROSSE POLICE DEPARTMENT
400 LA CROSSE STREET
LA CROSSE, WI 54601
608-782-7575
WWW.CITYOFLACROSSE.ORG/POLICE

FALSE IDENTIFICATION

Wisconsin State Statute §125.085 explains what an “official identification card” is and describes the penalties for violations.

- “Nothing in this subsection requires a licensee or permittee to accept any form of identification that does not appear to be valid or authentic or appears altered.”

HOW TO ID FALSE ID:

Generally speaking underage persons can go online and procure a false identification card from any state, even U.S. Territories!

If an underage person displays an out of state identification card, this should be questioned. Not all bars are familiar with out-of-state identification cards, so here are some tips:

- Ask for a second form of identification, preferably with a photo such as a passport, or ask for a birth certificate
- Ask questions to determine the legitimacy of their information, such as “What county is your city in?” or “What high school did you attend/What was your mascot?” Look for deceptive behavior; their eyes may look away and there could be a delay in their response indicating they are thinking of an answer.

LAWS:

125.12 Revocations, Suspensions, Refusals to Issue or Renew:

(2) *Complaint* Any resident of a municipality issuing licenses under this chapter may file a sworn written complaint with the clerk of the municipality alleging one or more of the following about a person holding a license issued under this chapter by the municipality:

- The person violated this chapter
- The person keeps or maintains is disorderly house
- The person serves to habitual drunkards
- The person does not hold the qualifications to hold the license per this chapter

(3) *Refusals by Local Authorities to Renew Licenses* If a municipal governing body or duly authorized committee of a city council decides not to issue a new license under this chapter, it shall notify the applicant for the new license of the decision not to issue the license

(4) *Suspension or Revocation of License on Complaint of the Division* This section replicates section (2) above, but if the complaint is directed to the State Division of Alcohol and Beverage.

125.039 *Civil Liability for Retaining Proofs of Age (keeping fake ID's):*

“No person who holds a license or permits an employee of such a person is civilly liable for retaining a document presented as proof of age for a reasonable length of time in a good faith effort to determine whether the person who presented the document is an underage person or to notify a law enforcement authority of a suspected violation of 125.085(3)(a) or (3)(b)”

WHAT TO LOOK FOR FOR IN WISCONSIN:

The current Wisconsin Driver Licenses went into circulation June 5, 2023. This new design was meant to make them more resistant to fraud. Here are some tips for the new licenses to help you determine their authenticity:

- The date! If the card is the new design and it was issued before June 5, 2023, the card will be false.
- On the back, a clear ribbon flowing off the edge of the backside of the card should be present, with integrated cardholder data.
- Hologram on front will be clear and legible, not blurry or out of focus
- The hologram from the front of the card should not shine through when UV light (365 nm wavelength) is pointed at the back.
- Any peeling, fading, missing digits (numbers/letters/characters) on the license itself could indicate a false ID.

It's always good practice to verify a person's date of birth through a secondary supporting document.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1127

Agenda Date: 9/30/2025

Version: 1

Status: New Business

In Control: Judiciary & Administration Committee

File Type: Ordinance

Agenda Number:

ORDINANCE NO.: _____

AN ORDINANCE to amend Section 40-13(a) and (b) of the Code of Ordinances of the City of La Crosse regarding temporary use of streets by businesses renting dumpsters or storage containers.

WHEREAS, the existing Code of Municipal Ordinances of the City of La Crosse includes a Section authorizing the issuance of dumpsters (or refuse containers) for temporary placement on public streets, for building construction or alteration; and

WHEREAS, said Section does not include storage containers commonly used for moving activities, and the inclusion of such containers under an existing permit would provide for regulation, enforcement, and insurance requirements; and

WHEREAS, it is prudent to judiciously regulate permits for temporary use of public space for the general health, safety, and welfare of the City of La Crosse.

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

SECTION I: Section 40-13(a) and (b) are hereby amended to read as follows:

Sec. 40-13. Temporary use of streets by businesses renting dumpsters or storage containers.

- (a) *Permit required.* Unless a permit is obtained and maintained under article IV of this chapter, it shall be unlawful for any person engaged in the business of leasing dumpsters or refuse or storage containers for the storage of materials discarded or used in the process of construction or alteration of buildings, or moving activities, to place or allow for placement such dumpsters or ~~refuse~~ containers in any street, alley, highway, sidewalk or other public way within the City without first obtaining a permit from the City Engineer's Office.
- (b) *Application.* Applications for the dumpster or ~~refuse~~ container business permit shall be on forms provided by the City Engineer's Office. Each person engaged in the business of leasing to others, dumpsters or refuse or storage containers which are placed in any street, alley, highway, sidewalk or other public way within the City for the storage of materials discarded or used in the process of construction or alteration of structures or buildings, or moving activities, shall make a separate application and said permit shall terminate December 31 of each year.

SECTION II: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

SECTION III: This Ordinance shall take effect upon passage and publication.

Shaundel Washington-Spivey, Mayor

Nikki M. Elsen, City Clerk

Passed:
Approved:
Published:



CITY OF LA CROSSE

400 La Crosse Street
La Crosse, Wisconsin 54601
(608) 789-CITY
www.cityoflacrosse.org

LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

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Summary/Purpose

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Staff Recommendation