



DATE: June 2, 2026
TO: Judicial and Administration Committee
FROM: Sergeant D. Mandujano *D. Mandujano*
SUBJECT: 4th Quarter of 2025/2026 Alcohol License Year
COPIES TO: None

Quarterly Alcohol Enforcement Report
Reporting Period: April 1st through June 30, 2026
Prepared by: Sergeant Danny Mandujano

Updates:

Tequila's

Synopsis:

Tequila's continues on their abatement plan which includes the following requirements:

- Check ID of those who appear 30 years of age or younger.
- Verification of two forms of identification for entry
- Immediate contact with law enforcement regarding suspicious activity
- Submission of a monthly customer log

They have continued to fail to submit a monthly customer log this quarter. They did submit three months' worth of logs in May but did not contact law enforcement regarding suspicious activity related to underage alcohol violations which is a condition of their abatement plan.

Follow-Up Actions:

- Circuit Court appeal of citations: Earlier this quarter the Municipal Court dismissed one citation reference Ord. 4-7 Allow Underage in bar. On April 14th an appeal hearing was held in La Crosse County Circuit Court which resulted in a conviction. This was their third conviction during this license period putting them in violation of Resolution 44736. The city is seeking non-renewal of their Combination "Class B" Beer and Liquor License for the upcoming year.

Citgo

Follow-up actions:

- On May 7th a preliminary hearing was set for the charges associated with the sale of illegal prescription medications at this establishment. The hearing was waived which affirmed there was probable cause that a crime was committed. This court case is ongoing.
- Based on lack of qualifications, enforcement action and their renewal application, the city is pursuing non-renewal of their Class A" Liquor; Class "A" Beer; and Cigarette, Tobacco and Electronic Vaping Device licenses for the upcoming year.

Chuck's

Synopsis:

Chuck's Bar was entered as a Chronic Nuisance Property on May 5th 2026. An abatement plan was created and was agreed to as follows:

- All employees attend server training through the La Crosse Police Department TIPS trainers (responsible beverage server training). All employees include those who serve food and beverages, including bartenders, hosts, and waitstaff. To be completed within three months and ongoing with new hires.
- Requires staff to check personal identification, driver's license of all patrons entering the establishment that appear to be 30 years of age or younger. To be completed immediately.
- Request a second form of identification from any patron that appears to be underage and/or is presenting a fake, possible fake ID. This will include a passport or birth certificate. To be complete immediately.
- Contact the police department immediately upon notice of any state or municipal law violations. Cooperate with investigations, including bar checks and compliance checks conducted by the La Crosse Police Department. To be completed immediately.
- Provide a monthly written report to the police, to the La Crosse Police Department addressed to Sergeant D. Mandujano, outlining progress with the abatement plan. To be completed monthly.

Follow-up actions:

On May 11th Chuck's received their third conviction related to violations of City Ord. 4-6,4-7 and 4-10 during this license period putting them in violation of Resolution 44736. The city issued a non-renewal notice.

Compliance Checks

Throughout the 4th quarter, the La Crosse Police Department remained committed to encouraging lawful and responsible alcohol practices within the community. In response to the continued public safety concerns associated with alcohol-related offenses, the Department maintained an emphasis on enforcement efforts, public education, and collaborative community outreach.

The Department remains actively engaged with the Wisconsin Department of Revenue, including both the Division of Alcohol Beverages and the Division of Tobacco and Vapor Products, to support ongoing regulatory and enforcement initiatives. Through this continued collaboration, the La Crosse Police Department will conduct random compliance checks at tobacco and vape retailers in addition to Class A and Class B licensed establishments throughout the community.

- **Total Joint Compliance Checks with DOR:** Two scheduled for June and July.
- **La Crosse Police Department only alcohol compliance checks:** Two scheduled for June.

Education and Outreach

- **Alcohol Compliance Training:** During the week of May 25th, I partnered with the La Crosse County Health Department to provide a one-hour training session to patrol staff on tobacco, vape products, and hemp-derived cannabinoids. The training included information on current trends, psychoactive effects, and recent updates and changes to local ordinances.
- **Outreach:** I have met with the La Crosse Health Department and have established a partnership with their tobacco and alcohol divisions. We have discussed future trainings and education for Police Department staff as well as members of the community. We are currently discussing tobacco compliance checks for July 2026.

Enforcement

Comparative Analysis:

- Enforcement activity was not accounted for the entire 4th quarter as the meeting was scheduled before its official end date.
- **Total Bar Checks:** 47

- **Establishments with most calls for service (CFS):**
 - Bierhaus – 42
 - George Street Pub – 22
- **Citations Issued: 8**
 - 4-10 UNDERAGE IN BAR 17-20 – 3
 - 4-11 POSSESSION OF FALSE ID ON PREMISE 17-20 – 1
 - 4-9 POSS/CONSUMPTION OF ALCOHOL ON PREMISE 17-20 – 3
 - 4-12 POSSESS/CONSUME ALCOHOL W/O PARENT/GUARDIAN 17-20 (2ND) – 1

Observations:

Enforcement activity involving licensed establishments appears lower in this reporting period due to 31 days of data not being collected prior to the J&A meeting. Additionally, four scheduled compliance checks in partnership with the Department of Revenue – Alcohol and Tobacco Division, along with two department-led compliance checks scheduled for June, were not included in this report. Based on historical averages, the total number of bar checks and citations would have likely been consistent with, or slightly exceeded, prior reporting periods.

Notable Violations:

Mileage Gas Station:

On April 23rd, I received a Crime Stoppers tip indicating that Mileage gas station was using an online food delivery application (Door Dash) to sell alcohol to underage individuals. During my investigation, I confirmed the establishment was intentionally mislabeling alcoholic products within the application in order to facilitate illegal alcohol sales through the delivery service. Examples included listing Fleischmann’s Vodka as “Fleischmann’s Yeast,” Steel Reserve beer as “Steel-Cut Oats,” and Busch Beer as “Bush’s Baked Beans.”

The sale of alcohol through Door Dash is illegal in the State of Wisconsin and constitutes violations of several City of La Crosse ordinances.

After discovering this information, a Civilian Service Officer (CSO) under the age of 21 conducted a purchase of “Fleischmann’s Yeast” (Fleischmann’s Vodka) via Door Dash. At no point during the ordering process was age verification required. The alcohol was delivered to an apartment building located one block from the UWL campus. Upon delivery, officers made contact with the delivery driver, who confirmed the alcohol had been picked up from Mileage gas station.

As a result of this investigation, Mileage was cited for numerous ordinance violations related to the unlawful sale of alcohol to underage individuals and the illegal online sale of alcohol.

Quarterly Summary:

During the 4th quarter, the La Crosse Police Department continued our proactive alcohol compliance checks and enforcement efforts aimed at reducing underage alcohol consumption and enhancing public safety. We will continue to identify and address establishments requiring additional oversight while working collaboratively with them to provide every opportunity to correct deficiencies and operate as responsible, successful businesses within our community.

The Department has also continued its partnership with the Wisconsin Department of Revenue and has established a new partnership with the La Crosse County Health Department. Our primary focus will remain on deterrence, compliance, and community education.