



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Judiciary & Administration Committee

Tuesday, June 4, 2024

5:00 PM

Council Chambers
City Hall, First Floor

Special Meeting

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

[24-0693](#)

Application of Loyalty Boys LLC dba J & J Trending for a Cigarette, Tobacco, and Electronic Vaping Device License and appeal of denial by the Police Department. *(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stats. sec. 19.85(1)(a) to deliberate its decision. Following any closed session, the Committees and/or Council may reconvene in open session.)*

[24-0704](#)

Application of Chabolla Corp. dba Tequila Mexican Restaurant for a Combination "Class B" Beer & Liquor license and Class B Beer Garden License at 515 West Ave. N. for the license period 2024-25 (Notice of Intent for Non-Renewal).

(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to deliberate its decision. Following such closed session, the Committees and/or Council may reconvene in open session.)

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:

Chris Kahlow, Tamra Dickinson, Mac Kiel, Mackenzie Mindel, Chris Woodard, Jennifer Trost, (Vacancy - Dist. 5)



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 24-0693

Agenda Date: 6/4/2024

Version: 1

Status: New Business

In Control: Judiciary & Administration Committee

File Type: Application

Agenda Number:



LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

April 24, 2024

JOHNNY R. FOSTER
DBA: J & J TRENDING
1515 GEORGE ST
LA CROSSE, WI 54603

Dear Johnny Foster:

Your application for a city issued cigarette license is being recommended for denial for the following reason(s):

- Probation/Parole status:
- Current charges pending:
- Outstanding warrant(s):
- Past conviction record: Habitual Criminal**
- Incomplete Application:
- Other:

If you have questions or want to discuss this recommendation, please contact the Police Records Supervisor Greg Elsen at (608) 789-7230.

You may also appeal this denial by requesting a hearing before the Judiciary and Administration Committee of the Common Council no later than 4:00 P.M., by the 15th of the month. This can be done by contacting the City Clerk at (608) 789-7510.

Sincerely,

Shawn P. Kudron
Chief of Police

By:

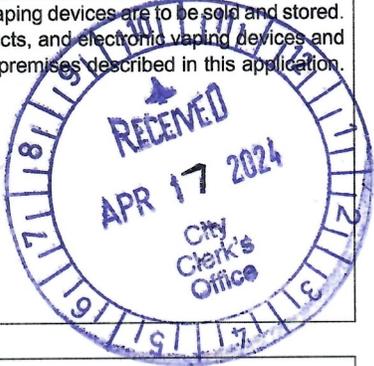
Greg Elsen
Records Supervisor

cc. Chief of Police, City Attorney, City Clerk

Cigarette, Tobacco, and Electronic Vaping Device Retail License Application

FOR CLERKS ONLY
Municipality
License Period

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietor) <i>Loyalty Boys, LLC</i>		
2. Business Trade Name or DBA <i>J & J Trending</i>		
3. FEIN <i>93-4311783</i>	4. Wisconsin Seller's Permit Number <i>456-1031609971-04</i>	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input checked="" type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation		
6. State of Organization <i>WI</i>	7. Date of Organization <i>11/08/2023</i>	8. Wisconsin DFI Registration Number <i>L079716</i>
9. Premises Address (do not use PO Box) <i>720 Main St</i>		
10. City <i>La Crosse</i>	11. State <i>WI</i>	12. Zip Code <i>54601</i>
13. County <i>La Crosse</i>	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <i>La Crosse</i>	15. Aldermanic District
16. Mailing Address (if different from premises address)		
17. City	18. State	19. Zip Code
20. Premises Phone <i>608-519-0616</i>	21. Premises Email <i>jmlarson58915@gmail.com</i>	22. Website <i>jandjrending.com</i>
23. Premises Description - Describe the building or buildings where cigarettes, tobacco products, and electronic vaping devices are to be sold and stored. Describe all rooms including living quarters, if used, for the sales and/or storage of cigarettes, tobacco products, and electronic vaping devices and records. Cigarettes, tobacco products, and electronic vaping devices may be sold and stored ONLY on the premises described in this application. Attach a floor plan if possible.		
<div style="font-size: 2em; font-family: cursive;">See attached</div> <div style="text-align: right; margin-top: 20px;">  </div>		

Part B: Questions

1. What products will be sold at this business location? (check all that apply)		
<input checked="" type="checkbox"/> Cigarettes	<input checked="" type="checkbox"/> Tobacco Products	<input checked="" type="checkbox"/> Electronic Vaping Devices
2. How will cigarettes, tobacco, and/or electronic vaping devices be sold? (check all that apply)		
<input checked="" type="checkbox"/> Over the counter	<input type="checkbox"/> Vending machine	
3. Is the applicant business owned by another business entity? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, provide the name and FEIN of the parent company below, identify parent company members in Part C, and attach Form CTV-101 for all of the parent company's members, partners, or officers.		
3a. Name of Parent Company: _____		
3b. FEIN of Parent Company: _____		

Part C: Individual Information

An Individual Questionnaire, Form CTV-101, must be completed and attached to this application for each person involved in the applicant business and any parent company indicated in Part B. Such persons include: sole proprietor, all officers and agents of a corporation, all partners of a partnership, and all members and agents of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
Larson	Jordan	Owner (partner)	608-386-6673
Foster	Johnny	Owner (partner)	608-304-8785

Part D: Attestation

One of the following must sign and attest to this application:

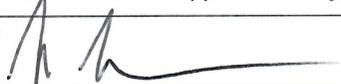
- sole proprietor • one general partner of a partnership • one corporate officer • one managing member of an LLC

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

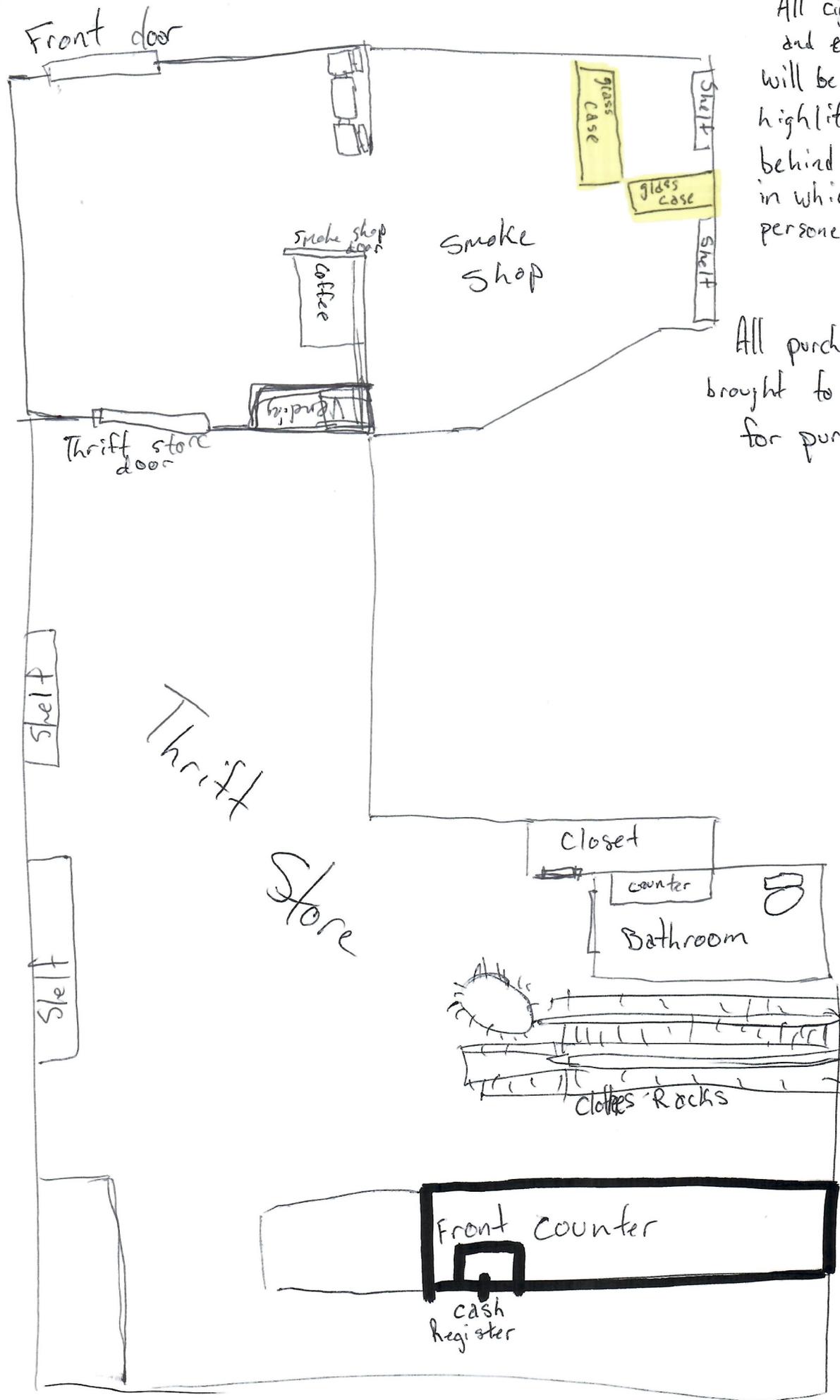
- I will only purchase cigarettes, tobacco, and vapor products from distributors, jobbers, or subjobbers permitted by the Wisconsin Department of Revenue, unless I also hold the proper distributor's permit and pay all applicable excise taxes.
- I will not purchase or exchange products from another retailer, including transferring existing stock to a new owner.
- I will provide tobacco sales training that has been approved by the Wisconsin Department of Health Services to my employees. (<https://witobaccocheck.org>).
- I will not sell single cigarettes.
- I will not sell, give, or otherwise provide cigarettes, tobacco, or any nicotine products to minors.
- I will keep product invoices on the licensed premises for two years and ensure the records are available for inspection by law enforcement. Failure to comply with this will result in criminal penalties, including loss of inventory.
- I will not sell cigarettes or roll-your-own (RYO) tobacco products unless listed on the Wisconsin Department of Justice's directory of certified tobacco manufacturers and brands.

Further, under penalty provided by law, I state that this application has been truthfully answered to the best of my knowledge. I agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another. Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Signature 	Date 04/10/2024	
Name (Last, First, M.I.) Larson, Jordan, M		
Title Owner (Partner)	Email jmlarson58915@gmail.com	Phone 608-386-6673

Part E: For Clerk Use Only

Date application was filed with clerk	Date license issued	Date license expires	License number
License fees	Signature of Clerk/Deputy Clerk		



All cigarettes, tobacco products, and electronic vaping devices will be located in the highlighted glass cases, behind locked doors in which only authorized personnel have access.

All purchases will be brought to the Front Counter for purchase.

Agent Type (check one): [X] Original [] Change

Part A: Agent Information

1. Last Name Foster	2. First Name Johnny	3. M.I. R
4. Email JohnnyFoster1975@icloud.com		5. Phone (608)304-8785
6. Home Address 1515 George St.		
7. City La Crosse	8. State WI	9. Zip Code 54603
10. Date of Birth [Redacted]	11. Drivers License/State ID Number [Redacted]	12. Drivers License/State ID State of Issuance Wisconsin

Part B: Questions

1. Have you completed Form CTV-101, Cigarette, Tobacco, and Electronic Vaping Device License - Individual Questionnaire? Submit a completed Form CTV-101 with this form. [X] Yes [] No

2. If this is a change of agent, please describe the reason for the agent change. Attach additional sheets if necessary.

Part C: Business Information

1. Legal Business Name (individual name if sole proprietor)
Loyalty Boys LLC

2. Business Trade Name or DBA
J&J Trending

3. Entity Type (check one)
[X] Limited Liability Company [] Corporation

4. Premises Address
720 Main St.

5. City
La Crosse

6. State
WI

7. Zip Code
54601

Part D: Attestations

READ CAREFULLY BEFORE SIGNING: I, the Licensee, authorize the above-named individual to act for the above-named corporation or limited liability company with full authority and control of the premises and of all business relative to cigarettes, tobacco products, and/or electronic vaping devices conducted therein. I certify that I am authorized by the entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature of Licensee (officer, member, or authorized signatory) [Signature]	Date 04/17/2024
Name of Person Signing for Licensee Johnny Foster, Jordan Larson	Title (Owners)

READ CAREFULLY BEFORE SIGNING: I, the Agent, hereby accept this appointment as agent for the above-named corporation or limited liability company and assume full responsibility for the conduct of all business relative to sales of cigarettes, tobacco products, and/or electronic vaping devices conducted on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this form, and that any person who knowingly provides materially false information on this form may be required to forfeit not more than \$1,000 if convicted.

Signature of Agent [Signature]	Date 04/17/2024
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CITY CLERK'S OFFICE

400 La Crosse Street
La Crosse, Wisconsin 54601
(608) 789-7510
cityclerk@cityoflacrosse.org
www.cityoflacrosse.org

May 22, 2024

LOYALTY BOYS LLC dba J & J TRENDING
ATTN: JOHNNY FOSTER
720 MAIN ST
LA CROSSE WI 54601

Re: Cigarette, Tobacco, and Electronic Vaping Device License – Appeal of Denial

Dear Johnny:

Pursuant to your request, a hearing has been scheduled before the Judiciary & Administration Committee allowing you to appeal the decision of the Police Department regarding the Cigarette, Tobacco, and Electronic Vaping Device License.

Please be advised that a hearing is scheduled for Tuesday, June 4, at 5:00 p.m. in the Council Chambers at La Crosse City Hall, 400 La Crosse Street.

If you have any questions prior to the hearing, feel free to contact me directly.

Sincerely,

Sondra Craig
Deputy Clerk
craigs@cityoflacrosse.org
608-789-7549

cc: Mackenzie Mindel, Chair Judiciary & Administration Committee
Stephen Matty, City Attorney
Greg Elsen, Police Department

June 4th 2024

**Cigarette, Tobacco, and Electronic Vaping Device License
Recommended License Denial: Johnny Foster**

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
7/23/1993	943.10 Burglary	Felony Charged

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
7/29/1993	943.20Theft	Misdemeanor Charged
	939.32 Attempt	Misdemeanor Charged

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
2/14/1994	943.20Theft	Misdemeanor Dismissed
	939.32 Attempt	Misdemeanor Dismissed

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
12/25/1993	Failure to Appear	Unknown
	943.23 Op. Veh. W/O Owner Consent	Felony Charged
	943.10(1)(A) Burglary Build or Dwelling	Felony Charged

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
7/15/1994	161.573 Possess Drug Paraphernalia	Misdemeanor Dismissed

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
7/26/1994	940.01(1) 1 st Degree Intentional Homicide	Felony Convicted
	940.02(1) 2 nd Degree Murder	
	939.05 Party To	
	939.63 Use of Dangerous Weapon	
10/27/1994	Sentence: Prison 45 years	
6/23/2020	Release from Incarceration	

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
11/3/2021	940.235(1) Strangulation and Suffocation 940.45(1) Intimidate Vict/Use or Attempt Force 940.19(1) Battery 939.62(1)(a) Habitual Criminality 947.01(1) Disorderly Conduct 973.10 Probation Violation 940.32(2m)(a) Stalking Prev Conviction Violent Crime 450.11(7)(a) Obtain Presc. Drug w/Fraud 450.11(7)(h) Possess/Illegally Obtained Prescription	
3/25/22	ADA Gomez, hereby moves to dismiss this case because the State would not be able to meet its burden at trial.	

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
9/23/2022	346.70 – Duty to Report Accident	Muni Citation

<u>DATE</u>	<u>ARREST/CITATION TYPE</u>	<u>DISPOSITION</u>
2/12/2023	346.63(1)(a) OWI 973.1 Probation Hold 346.13(3) Deviation from Designated Lane	Muni Citation Muni Citation

Other Rules of Supervision

SP 001. YOU SHALL NOT ENGAGE IN ANY FORM OF ABUSE TO INCLUDE VERBAL THREATS AND ACTS OF PHYSICAL VIOLENCE NOR ENGAGE IN CONTROLLING BEHAVIOR TO INCLUDE ACTS OF INTIMIDATION, PSYCHOLOGICAL, EMOTIONAL OR ECONOMIC ABUSE.

SP 002. YOU SHALL MAINTAIN ABSOLUTE SOBRIETY. YOU SHALL NOT CONSUME OR POSSESS ALCOHOL. INCLUDING BUT NOT LIMITED TO; BARS, TAVERNS, NIGHTCLUBS, AND/OR LIQUOR STORES

SP 003. YOU SHALL HAVE NO AMMUNITION OR FIREARM OR ANY OBJECT WHICH RESEMBLES AMMUNITION OR RESEMBLES A FIREARM, WHETHER OWNED BY YOU OR ANOTHER PERSON, WITHIN YOUR ACCESS, INCLUDING BUT NOT LIMITED TO YOUR RESIDENCE OR VEHICLE.

SP 004. YOU SHALL NOT BE DRIVING A VEHICLE WITHOUT A VALID DRIVER'S LICENSE, CURRENT INSURANCE, AND VALID REGISTRATION

SP 005. YOU SHALL NOT BE PRESENT IN A VEHICLE OR A RESIDENCE WHERE FIREARMS OR DRUGS ARE FOUND, USED, OR POSSESSED. NOT BE IN THE COMPANY OF OTHERS WHO POSSESS OR CONSUME ILLEGAL DRUGS AND/OR WEAPONS

SP 006. YOU SHALL HAVE ABSOLUTELY NO CONTACT WITH [REDACTED]. CONTACT INCLUDES FACE-TO-FACE, SOCIAL MEDIA, DRIVE BY, 3RD PARTY, OR ANY OTHER DIRECT OR INDIRECT FORM OF CONTACT.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 24-0704

Agenda Date: 6/4/2024

Version: 1

Status: New Business

In Control: Judiciary & Administration Committee

File Type: Application

Agenda Number:

**STIPULATION REGARDING ALCOHOL NONRENEWAL LICENSE(S)
PROCEEDINGS WITH CHABOLLA CORP., D/B/A TEQUILA MEXICAN
RESTAURANT**

Background

In May 2024, the City of La Crosse sought the nonrenewal of the Chabolla Corp.'s, d/b/a Tequila Mexican Restaurant, alcohol license(s) for failure to comply with La Crosse Municipal Code Section 4-6 sale of alcohol to underage. The code adopts the provisions of Wis. Stat. § 125.07(1) which governs alcohol beverages and restrictions relating to underage persons. The "Notice of Intent to Not Renew License" document on file as Legislative Item 24-0704 more specifically details the violations and is incorporated by reference.

Pursuant to Wis. Stat. § 125.12(3), a municipality may refuse to renew a license for certain enumerated violations listed in Wis. Stat. 125.12(2)(ag), which includes certain violations of municipal code or municipal regulation.

Agreement

The City of La Crosse ("The City") and Chabolla Corp., d/b/a Tequila Mexican Restaurant ("Tequila's") agree to the following:

1. Tequila's acknowledges that it was in violation of Code Sections 4-6 on three separate occasions in the license year July 1, 2023 to June 30, 2024. Tequila's has taken efforts in response to the pending nonrenewal of its alcohol license(s) to comply with alcohol regulations.
2. The parties agree that Tequila's alcohol license(s) may be renewed for license year July 1, 2024, through June 30, 2025, with the following conditions:
 - a. The license(s) will be suspended for a period of ten (10) days beginning July 1, 2024.
 - b. Alcohol education training with the City of La Crosse Police Department must be completed within sixty (60) days, unless the Police Department agrees to extend the time.
 - c. That an abatement meeting with signed abatement plan with the City of La Crosse Police Department must be completed within sixty (60) days, unless the Police Department agrees to extend the time.
 - d. All servers at Tequila's must obtain City beverage operator license (commonly referred to as "bartender license") within sixty (60) days. Any newly hired servers should be licensed within sixty (60) days of employment.
 - e. Signage shall be displayed at the entry and on tables that Tequila's checks IDs. The City Clerk may be consulted and can provide language for such signage. Implementation is to be completed as soon as possible but no later than July 11, 2024.

- f. If Tequila's receives three (3) alcohol related violations during the 2024 – 2025 license year, its alcohol license(s) will be automatically revoked for the duration of the license year, upon notice and without hearing.
 - g. Tequila's will comply with all applicable state and local laws.
3. The City will cease its May and June 2024 nonrenewal efforts as it relates to Tequila's alcohol license(s).

Signature of Parties

Signing on Behalf of the City's Legal Department:



Ellen R. Atterbury
La Crosse Assistant City Attorney

6/4/24
Date

Signing on Behalf of Chabolla Corp.:



Jessica T. Kirchner
Attorney for Chabolla Corp.

6/4/24
Date



Miguel Guerrero (Jun 4, 2024 14:13 CDT)
Miguel Guerrero
Registered Agent for Chabolla Corp.

Jun 4, 2024
Date

NOTICE OF INTENT TO NOT RENEW LICENSE

**Miguel Guerrero Officer/Agent for Chabolla Corp. dba Tequila Mexican Restaurant,
515 West Ave. N., La Crosse, Wisconsin:**

Basis for Intent to Not Renew

This is to notify you that the City of La Crosse intends not to renew the Combination "Class B" Beer and Liquor License for Chabolla Corp. for license year July 1, 2024, through June 30, 2025.

Pursuant to Wis. Stats. sec. 125.12(3), a municipality may refuse to renew a license for certain enumerated violations listed in sec. 125.12(2)(ag), which includes certain violations of municipal code or municipal regulation.

The City of La Crosse alleges violation of Resolution 44736 adopted August 13, 1987 which establishes a general policy in connection with alcohol beverage license violations that three (3) violations of the City Code and/or State laws per licensed establishment within a license year (July 1 through June 30 of the subsequent year) shall be cause for a hearing before the Judiciary & Administration Committee as to whether the license should be suspended, revoked or non-renewed.

Chabolla Corp. dba Tequila Mexican Restaurant, 515 West Ave. N., has received three violations in license year July 1, 2023 through June 30, 2024 for sale of alcohol to underage as follows:

- August 31, 2023, municipal ordinance citation: Ord. 4-6 Sale/furnish liquor to underage. Per Municipal Court records, this citation resulted in a conviction on September 12, 2023. Yolanda Hernandez beverage server, Tequila Mexican Restaurant, 515 West Ave. N.
- February 1, 2024, municipal ordinance citation: Ord. 4-6 Sale/furnish liquor to underage. Per Municipal Court records, the citation resulted in a conviction on February 7, 2024. Yolanda Hernandez beverage server, Tequila Mexican Restaurant, 515 West Ave. N.
- April 5, 2024, municipal ordinance citation: Ord. 4-6 Sale/Furnish Liquor to Underage. Per Municipal Court records, the citation resulted in a conviction on May 8, 2024. Franklin Flores Cruz beverage server, Tequila Mexican Restaurant, 515 West Ave. N.

It is the responsibility of the licensee (Chabolla Corp.) to have at least one licensed server on premise at all times to oversee the activities of those persons serving alcohol beverages, including face-to-face sales to prevent alcohol sales and service to underage persons.

Your Rights as a License Holder

You have the right to a hearing to contest the nonrenewal of your license. Additionally, you have the right to be represented by an attorney at your own expense, the right to present evidence and testimony, and cross examine any witnesses produced by the City.

A nonrenewal hearing will be scheduled for **Tuesday, June 4, 2024, at 5:00 p.m.** in the Council Chambers of La Crosse City Hall, 400 La Crosse Street, La Crosse, Wisconsin.

Dated: May 24, 2024.



Mackenzie Mindel
Judiciary & Administration Chair

Cc: Nikki Elsen, City Clerk
Stephen F. Matty, City Attorney

Deposit Permitted \$ 313.00 (For Court Use only)

You Are Notified To Appear Is this a mandatory appearance? yes no

Date 8/27/23 Time 8:30 AM

400 La Crosse St Municipal Court La Crosse WI 54601

Defendant Name - Last: Hernandez Yolanda Street Address: 603 La Crosse St Post Office: La Crosse WI 54601

Date of Birth: Sex: Race: Height: Weight: Hair: Eyes: License Plate Number: State: Plate Type: State: Exp. Yr.

Plaintiff: City Village Town OF: La Crosse

Defendant Violated: 4-6 Ordinance No.

Description of Violation

Sale of alcohol to minor

Week Day TH Month - Day - Year 8/31/23 Time 7:22 PM

Citation Served: Personally Mailed to defendant's last known address

Print Officer Name Abraham

Department LCPD I.D. No. 2656

Date Citation Issued 8/31/23

MC-2000, 10/01

COURT COPY

AGENCY RECORD

Table with columns for Verdict, FINDING (Guilty, Not Guilty, Dismissed, Acquitted), and other legal outcomes.

Court Officer: Comments:

Incident Report: Bar check / compliance check at Teygas. 2 underage purchased alcohol from defendant. Underagers were not asked to provide ID. Defendant stated she checked.

Purchase recorded on JC camera

Also other underage drinkers at bar

Cite / court explained

BWC on



LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

September 5, 2023

MIGUEL GUERRERO
DBA CHABOLLA CORP -TEQUILA MEXICAN RESTAURANT
515 WEST AVENUE N
LA CROSSE, WI 54601

Dear Miguel Guerrero:

On 08-31-23, your employee Yolander Hernandez was issued municipal ordinance citation for violation of the following Municipal Code:

1. 4-6 Sale/Furnish Liquor to Underage

Copies of the citations are attached for your review.

Any further violations of the city code or state law will result in a citation issued to you as the license holder/agent of the establishment.

Per the resolution passed by the City Council dated August 20, 1987, "three violations of the City Code and/or State laws per licensed establishment within a license year shall be cause for a hearing before the Judiciary and Administration Committee as to whether such license should be suspended, revoked, or non-renewed."

If you would like to discuss this matter further, please contact me at (608) 789-7230.

Sincerely,

Shawn P. Kudron
Chief of Police

By:

Greg Elsen
Supervisor - Records & Licensing Division

CC: City Clerk's Office

5/22/2024 2:42 PM

Defendant History Report

Page: 1

NAME: HERNANDEZ ARAUZ, YOLANDA MARINA DOB: [REDACTED]
 RACE/SEX: ALIASES: 0 DL#: [REDACTED]

CITATIONS: 2 VIOLATIONS: 2 TOTAL AMOUNT DUE: 0.00

Citation Number	Type	Issued	Filed	#Viol	Balance
0B817NTWV3	Regular	2/01/2024	2/02/2024	1	0.00

Violation 01

Docket Number: CT02224701
 Current Charge: SALE/FURNISH ALCOHOL TO UNDERAGE

Current Status: DOCKET CLOSED Date: 2/07/2024 Time: 2:47 PM

Plea Entered: NONE Assessed Amount: 313.00
 Plea Date: NONE Amount Paid: 313.00
 Verdict/Finding: NONE Non-cash Credit: 0.00
 Conviction Date: 2/07/2024 Pending Payments: 0.00
 Current Balance: 0.00

Citation Number	Type	Issued	Filed	#Viol	Balance
N1406555	Regular	8/31/2023	9/05/2023	1	0.00

Violation 01

Docket Number: N140655501
 Current Charge: SALE/FURNISH ALCOHOL TO UNDERAGE

Current Status: DOCKET CLOSED Date: 9/12/2023 Time: 3:44 PM

Plea Entered: NONE Assessed Amount: 313.00
 Plea Date: NONE Amount Paid: 313.00
 Verdict/Finding: NONE Non-cash Credit: 0.00
 Conviction Date: 9/12/2023 Pending Payments: 0.00
 Current Balance: 0.00

515 West Ave N

You are Notified to Appear

Appearance Required: **YES** Date: **MAR-13-2024** Time: **08:30 AM**

LA CROSSE CITY MUNICIPAL COURT
400 LA CROSSE ST
LA CROSSE, WI 54601 (608) 789-7290
CITYOFLACROSSE.ORG/MUNICIPALCOURT

Form No. and Version CT CITATION NO.
MUNI 0405 **0B817NTWV3**
Juvenile DEPOSIT Cash- Card
\$313.00 N N
Court Use: DA N

Defendant (Last Name, First, Middle), Street Address, P.O. Box, City, State, Zip

HERNANDEZ ARAUZ, YOLANDA M
603 10TH ST N
LA CROSSE WI 54601

Birth Date Sex Race
HT WT Hair Eyes

Driver License/Identification Card Number State Exp. Yr.
Other Identification Number ID Type
License Plate Number Plate Type State Exp. Yr.
Vehicle Identification Number Telephone Number

Name and Address of Parent/Guardian/Legal Custodian (If minor defendant)

Telephone Number of Parent/Guardian/Legal Custodian

Plaintiff
CITY OF LA CROSSE
Violation Description

Ordinance Violated
4-6

Adopting State Statute

Ordinance Description

SALE/FURNISH LIQUOR TO UNDERAGE

Week Day Date Time
THURSDAY 02/01/2024 **07:16 PM**

From/AT Hwy No. and/or Street Name

ON WEST AVE N/35 NORTH 137 FT N OF BADGER ST

County City/Village/Town

LA CROSSE - 32 **LA CROSSE - 54, CITY**

Agency Space
10-24-04454

Tequila

Officer Name
OFFICER MICHAEL ABRAHAM

Date Citation Served, Method
02/01/2024 **IN PERSON**

Officer ID Department
2656 **LA CROSSE POLICE DEPARTMENT**

Residence Contact Name Age
(If left with person at defendant's address)

Victim Birth Date Restitution Requested

INSTRUCTIONS - READ CAREFULLY

Police # **10-24-04454**

CONDUCTING ALCOHOL COMPLIANCE CHECK WITH MINOR UNDERCOVER VOLUNTEERS. UCS WENT INTO TEQUILAS AND GOT A TABLE. DEFENDANT WAS WAITRESS. WAITRESS PROVIDED MENUS. VOLUNTEERS ORDERED ALCOHOLIC DRINKS - CARONA BEER. DEFENDANT DID NOT ASK FOR IDS. BOTH VOLUNTEERS UNDER 21. VOLUNTEERS DESCRIBED DEFENDANT

DEFENDANT STATED SHE FORGOT TO CHECK IDS. NO DENIAL. HAS PRIOR CITATION FOR FURNISHING ALCOHOL TO MINORS.

EXPLAINED CITE AND MANDATORY COURT

WI VERBAL

WISCONSIN NON TRAFFIC CITATION

Citation #
0B817NTWV3



LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

February 7, 2024

MIGUEL GUERRERO
DBA CHABOLLA CORP -TEQUILA MEXICAN RESTAURANT
515 WEST AVENUE N
LA CROSSE, WI 54601

Dear Miguel Guerrero:

On 2/1/2024, your employee Yolander Hernandez was issued municipal ordinance citation for violation of the following Municipal Code:

1. 4-6 Sale/Furnish Liquor to Underage

Copies of the citations are attached for your review.

Any further violations of the city code or state law will result in a citation issued to you as the license holder/agent of the establishment.

Per the resolution passed by the City Council dated August 20, 1987, "three violations of the City Code and/or State laws per licensed establishment within a license year shall be cause for a hearing before the Judiciary and Administration Committee as to whether such license should be suspended, revoked, or non-renewed."

If you would like to discuss this matter further, please contact me at (608) 789-7230.

Sincerely,

Shawn P. Kudron
Chief of Police

By:

Greg Elsen
Supervisor - Records & Licensing Division

CC: City Clerk's Office

NAME: HERNANDEZ ARAUZ, YOLANDA MARINA DOB:
 RACE/SEX: ALIASES: 0 DL#:

CITATIONS: 2 VIOLATIONS: 2 TOTAL AMOUNT DUE: 0.00

Citation Number	Type	Issued	Filed	#Viol	Balance
0B817NTWV3	Regular	2/01/2024	2/02/2024	1	0.00

Violation 01

Docket Number: CT02224701
 Current Charge: SALE/FURNISH ALCOHOL TO UNDERAGE
 Current Status: DOCKET CLOSED Date: 2/07/2024 Time: 2:47 PM
 Plea Entered: NONE Assessed Amount: 313.00
 Plea Date: NONE Amount Paid: 313.00
 Verdict/Finding: NONE Non-cash Credit: 0.00
 Conviction Date: 2/07/2024 Pending Payments: 0.00
 Current Balance: 0.00

Citation Number	Type	Issued	Filed	#Viol	Balance
N1406555	Regular	8/31/2023	9/05/2023	1	0.00

Violation 01

Docket Number: N140655501
 Current Charge: SALE/FURNISH ALCOHOL TO UNDERAGE
 Current Status: DOCKET CLOSED Date: 9/12/2023 Time: 3:44 PM
 Plea Entered: NONE Assessed Amount: 313.00
 Plea Date: NONE Amount Paid: 313.00
 Verdict/Finding: NONE Non-cash Credit: 0.00
 Conviction Date: 9/12/2023 Pending Payments: 0.00
 Current Balance: 0.00

You are Notified to Appear

Appearance Required: **YES** Date **MAY-08-2024** Time **08:30 AM**

LA CROSSE CITY MUNICIPAL COURT
400 LA CROSSE ST
LA CROSSE, WI 54601 (608) 789-7290
CITYOFLACROSSE.ORG/MUNICIPALCOURT

Form No. and Version CT CITATION NO.
MUNI 0405 **OB8050LKFK**
Juvenile DEPOSIT Cash- Card
\$313.00 N N
Court Use: DA N

Defendant(Last Name, First, Middle), Street Address, P.O. Box, City, State, Zip

FLORES CRUZ, FRANKLIN O
906 JOHNSON ST
LA CROSSE WI 54601

Birth Date Sex Race
HT WT Hair Eyes

Driver License/Identification Card Number State Exp. Yr.
Other Identification Number ID Type
License Plate Number Plate Type State Exp. Yr.
Vehicle Identification Number Telephone Number

Name and Address of Parent/Guardian/Legal Custodian
(If minor defendant)

Telephone Number of Parent/Guardian/Legal Custodian

Plaintiff

CITY OF LA CROSSE
Violation Description

Ordinance Violated

4-6

Adopting State Statute

Agency Space
10-24-14531

Ordinance Description

SALE/FURNISH LIQUOR TO UNDERAGE

Week Day Date Time
FRIDAY 04/05/2024 **03:56 PM**

From/AT Hwy No. and/or Street Name

515 WEST AVE N/035

County City/Village/Town
LA CROSSE - 32 **LA CROSSE - 54, CITY**

Officer Name
OFFICER DEUNDRAE JACKSON

Date Citation Served, Method
04/05/2024 **IN PERSON**

Officer ID Department
2225 **LA CROSSE POLICE DEPARTMENT**

Residence Contact Name Age

(If left with person at defendant's address)

Victim Birth Date Restitution Requested

INSTRUCTIONS - READ CAREFULLY

Police # **10-24-14531**

SQUAD 22, MV NO, BWC ON. SERGEANT ROSSMAN, FTO RINGFLEISCH, AND MYSELF CONDUCTED A BAR CHECK AT TEQUILA MEXICAN RESTAURANT. WHILE CONDUCTING A WALK THROUGH OF THE RESTAURANT WE OBSERVED A TABLE WITH THREE INDIVIDUALS ALL WITH ALCOHOLIC DRINKS IN FRONT OF THEM. ALL THREE SUBJECTS APPEARED TO BE 18-20 YEARS OLD. AFTER ASKING THEIR AGE THEY ADMITTED TO BEING 18, 19, AND 20 YEARS OLD. THEY STATED THE WAITER DIDN'T CARD THEM AT ALL. SPEAKING WITH FRANKLIN WHO PROVIDED THEIR SERVICE STATED HE ASKED FOR IDENTIFICATION, AND THEY ALL INDICATED THEY LEFT IT IN THE CAR, BUT HE SHOULD TRUST THEM THAT THEY ALL 21 YEARS OLD. FRANKLIN ADVISED HE TOOK THEIR WORD AND SERVED THEM DRINKS. I ISSUED AND EXPLAINED A CITATION FOR SALE/FURNISH LIQUOR TO UNDERAGE.



LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

April 8, 2024

MIGUEL GUERRERO
DBA CHABOLLA CORP -TEQUILA MEXICAN RESTAURANT
515 WEST AVENUE N
LA CROSSE, WI 54601

Dear Miguel Guerrero:

On 4/5/2024, your employee Franklin Flores Cruz was issued municipal ordinance citation for violation of the following Municipal Code:

1. 4-6 Sale/Furnish Liquor to Underage

Copies of the citations are attached for your review.

Any further violations of the city code or state law will result in a citation issued to you as the license holder/agent of the establishment.

Per the resolution passed by the City Council dated August 20, 1987, "three violations of the City Code and/or State laws per licensed establishment within a license year shall be cause for a hearing before the Judiciary and Administration Committee as to whether such license should be suspended, revoked, or non-renewed."

If you would like to discuss this matter further, please contact me at (608) 789-7230.

Sincerely,

Shawn P. Kudron
Chief of Police

By:

Greg Elsen
Supervisor - Records & Licensing Division

CC: City Clerk's Office



LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

May 30, 2024

MIGUEL GUERRERO
DBA CHABOLLA CORP -TEQUILA MEXICAN RESTAURANT
515 WEST AVENUE N
LA CROSSE, WI 54601

Dear Miguel Guerrero:

On 5/29/2024, your establishment was issued municipal ordinance citation for violation of the following Municipal Code:

1. 4-110 No Bartender License

Copies of the citations are attached for your review.

Any further violations of the city code or state law will result in a citation issued to you as the license holder/agent of the establishment.

Per the resolution passed by the City Council dated August 20, 1987, "three violations of the City Code and/or State laws per licensed establishment within a license year shall be cause for a hearing before the Judiciary and Administration Committee as to whether such license should be suspended, revoked, or non-renewed."

If you would like to discuss this matter further, please contact me at (608) 789-7230.

Sincerely,

Shawn P. Kudron
Chief of Police

By:

Greg Elsen
Supervisor - Records & Licensing Division

CC: City Clerk's Office

REPORT OF COMMITTEE

To the Honorable Mayor and Common Council of the City of La Crosse.

Your Judiciary and Administration Committee

..... having under consideration the annexed resolution establishing alcohol beverage license violation policy, recommends the same be adopted.

File # 44736

**REPORT AND
RESOLUTION ADOPTED
AUG 13 1987
BY COUNCIL**

Respectfully submitted,

COUNCIL MEMBERS:
Clayton E. Johnson, Chmn.
James P. Hill
Mark E. Meyer
Shirley Haas
Linda K. Heisler
Donald Medinger
Committee on Judiciary &
Administration

AUG 20 1987
Chief of Police
City Atty
City Clerk

Passed

Approved

.....

RESOLUTION

BE IT RESOLVED by the Common Council of the City of La Crosse that

it hereby establishes as a general policy in connection with alcohol beverage license violations that three violations of the City Code and/or State laws per licensed establishment within a license year shall be cause for a hearing before the Judiciary and Administration Committee as to whether such license should be suspended, revoked or non-renewed.

BE IT FURTHER RESOLVED that this general policy rule shall not abrogate the right of any resident of the City, the Council or a Committee thereof to provide for a hearing in extenuating or aggravating circumstances with respect to an alcohol beverage license as to whether such license should be suspended, revoked or non-renewed.

JUL 17 1987

Jra

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	
License Period	

License(s) Requested: (up to two boxes may be checked)

- Class "A" Beer \$ _____ Class "B" Beer \$ 100
 "Class A" Liquor \$ _____ "Class B" Liquor \$ 500
 "Class A" Liquor (cider only) \$ _____ Reserve "Class B" Liquor \$ _____
 "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$ <u>600.00</u>
Background Check Fee	\$ _____
Publication Fee	\$ <u>20.00</u>
Total Fees	\$ <u>620.00</u>

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)
CORP CHAVOLIA CORP

2. Business Trade Name or DBA
TEQUILLAS BARS & GRILL

3. FEIN _____ 4. Wisconsin Seller's Permit Number _____

5. Entity Type (check one)
 Sole Proprietor Partnership Limited Liability Company Corporation Nonprofit Organization

6. State of Organization
WI

7. Date of Organization _____ 8. Wisconsin DFI Registration Number _____

9. Premises Address
515 WEST AVE

10. City
LACROSSE WI

11. State
WI

12. Zip Code
54601

13. County
Lacrosse

14. Governing Municipality: City Town Village
of: Lacrosse

15. Aldermanic District _____

16. Premises Phone
608 385 9300

17. Premises Email _____ 18. Website _____

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

Same as 2023

20. Mailing Address (if different from premises address) _____

21. City _____ 22. State _____ 23. Zip Code _____

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. Yes No
If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	



2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . . Yes No beverages.

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . . Yes No
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? Yes No
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity	4b. Business Entity FEIN
-----------------------------	--------------------------

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. Yes No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? Yes No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? Yes No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

Last Name	First Name	Title	Phone
GUERRERO	MIGUEL	OWNER	608.385.1300
		Officer/agent	

Part D: Attestation

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name GUERRERO	First Name MIGUEL	M.I. A
Title OWNER	Email	Phone 608.385.1300
Signature MIGUEL GUERRERO	Date 5/13/24	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Alcohol Beverage Individual Questionnaire

Date

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

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

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

Part A: Business Information			
1. Legal Business Name (individual name if sole proprietor) <u>CHAIOLLA CORP</u>			
2. Business Trade Name or DBA <u>TEQUILLAS BAR & GRILL</u>			
3. Entity Type (check one)			
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Liability Company	<input checked="" type="checkbox"/> Corporation
<input type="checkbox"/> Nonprofit Organization			

Part B: Individual Information				
1. Last Name <u>GUERRERO</u>		2. First Name <u>MIGUEL</u>		3. M.I.
4. Relationship to Business (Title) <u>Owned/agent</u>		5. Email <u>miguelguerrero181@netmail.com</u>		6. Phone <u>608.3859300</u>
7. Home Address <u>1333 RIDGEWAY ST.</u>				
8. City <u>QUANASKA</u>		9. State <u>WI</u>	10. Zip Code <u>54650</u>	11. Date of Birth
12. Drivers License/State ID Number			13. Drivers License/State ID State of Issuance	

Part C: Address History					
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?				Years <u>24</u>	Months <u>8</u>
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1 <u>1802 ADAMS ST</u>		City <u>LACROSSE</u>	State <u>WI</u>	Zip Code <u>54601</u>	
Previous Address 2 <u>1333 RIDGEWAY ST</u>		City <u>QUANASKA</u>	State <u>WI</u>	Zip Code <u>54650</u>	
Previous Address 3		City	State	Zip Code	
Previous Address 4		City	State	Zip Code	
Previous Address 5		City	State	Zip Code	
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State <u>IA</u>	County <u>USA</u>	State <u>CA</u>	County <u>USA</u>	State <u>WI</u>	County <u>USA</u>
State <u>VI</u>	County <u>USA</u>	State <u>WI</u>	County <u>USA</u>	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature *Miguel Guerrero*

Date *5/15/24*



City of La Crosse, Wisconsin

APPLICATION FOR BEER GARDEN LICENSE

Check One: New Renewal For the license period 7/1/2024 to 6/30/2025 Fee: \$ 160.00

License Class: (Check One) Class "A" Class "B" Class "C" Class "D"
(ZONING RESTRICTION)

BUSINESS INFORMATION			
Legal/Real Name: CHABOLLA CORP			
Address of Above: Street 515 WEST AVE N	City LA CROSSE	State WI	Zip Code 54601
PREMISES INFORMATION			
Trade Name of Business: TEQUILA MEXICAN RESTAURANT			
Address of premises to be Licensed: 515 WEST AVE N			
BEER GARDEN INFORMATION			
Description of proposed beer garden: (MUST BE SPECIFIC: square feet, physical location, material made out of, etc.) Treated wood deck on the south side of restaurant, approximately 248 square foot wood deck and a 418 square foot cement patio with metal fencing.			
AGENT INFORMATION			
Agent Name: First MIGUEL	Middle ANGEL	Last GUERRERO	
Agent Home Address: Street 515 WEST AVE N	City LA CROSSE	State WI	Zip Code 54601
Home Phone Number: (608) 796-2961	Daytime Phone Number: (608) 796-2961		
Was the above person listed as agent on last year's application? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

The above hereby makes application for a license to operate a Beer Garden at the above address within the City of La Crosse pursuant to provisions of Sec. 10-47 of the Code of Ordinances for the City of La Crosse.

Miguel Guerrero
Signature of Applicant

5/15/24
Date

A PLAN MUST ACCOMPANY THIS APPLICATION

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 #:

May 31, 2024

Chabolla Corp. dba Tequila Mexican Restaurant
515 West Ave. N.
La Crosse WI 54601

City of La Crosse
Judiciary & Administration Committee Members
Council Member Chris Kahlow
Council Member Chris Woodard
Council Member Jennifer Trost
Council Member Mac Kiel
Council Member Mackenzie Mindel
Council Member Tamra Dickinson

Dear Council Members:

I am an owner of Chabolla Corp., which owns and operates Tequila Mexican Restaurant on West Avenue in La Crosse. It has operated as a family-owned restaurant since 1999, and over its years, has employed hundreds of workers in the community.

Last week, we received notice that the City was considering suspending, revoking or nonrenewing the Class B beer and liquor license issued to the restaurant. We were given a little over a week to prepare for a hearing regarding the loss of the license which, in the food and beverage industry, will realistically mean a permanent closure of the doors of our business. It is not an exaggeration to state that at the hearing on June 4th, the Judiciary & Administration Committee will be deciding whether our family-owned business will survive and, perhaps, make it to the 25th anniversary of our opening in September.

For those on the Committee who have not owned or worked in a restaurant, there are many governing regulations, between the regulations at issue about the handling and service of alcohol, or the variety of regulations relating to food safety, labor, or other issues. All serve important purposes and all are necessary. We take each very seriously and do not take any of them for granted.

We cannot dispute that we have encountered challenges with keeping up with the advances of technology and college students' efforts to bypass measures to preempt their access to alcohol. The errors have been few, but we recognize that any error is one too many.

Under Wisconsin Statutes, the City may exercise discretion in determining whether to renew Chabolla Corp's Class B beer and liquor license. In other words, any period of suspension, revocation or non-renewal is not mandatory under either ordinance or Wisconsin Statutes. To that end, we ask that you consider not only the many years our restaurant has thrived and employed persons within the community, but we also implore you to consider the measures that have been undertaken to address the concerns of underage drinking shared by the City, Law Enforcement, and our restaurant.

In order to prevent any future occurrences of underage drinking in our restaurant, we have taken the following steps (or begun the steps to implement the following):

1. Additional licensure of staff as beverage operators (to increase overall training among staff at the restaurant)
2. Increased training of staff, including both licensed and non-licensed staff
3. Incentivizing servers with money for every fake ID they find per shift
4. ID checking mandatory for any order of alcohol (bar or restaurant) for customers appearing under 40 years of age

There is frustration that comes with playing by the rules of the hospitality industry, while the rules and regulations are ever-changing – at the same time that the technology and measures used by students are evolving even faster. We continually make improvements in our processes to keep up to date, but our ultimate goal is to partner with law enforcement to thwart attempts at underage activity. In order to do so successfully, that will take open communication and partnerships with law enforcement.

We respectfully request that you consider the efforts that have been undertaken, as well as the proven record of our family business in the community, and elect to exercise discretion to and renew the Class B beer and liquor license issued to the business.

Sincerely,



Miguel Guerrero