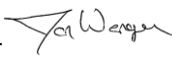




**LA CROSSE**  
**POLICE DEPARTMENT**  
LEAD. PARTNER. PROTECT.

## MEMORANDUM

**DATE:** May 29, 2025  
**TO:** Judiciary and Administrative Committee  
**FROM:** Lieutenant J. Wenger   
**SUBJECT:** Alcohol Report  
**COPIES TO:** Chief Kudron

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To members of the Judiciary and Administration Committee,

This quarterly report summarizes alcohol related activities conducted by the La Crosse Police Department during the reporting period of July 1, 2024 through May 21, 2025. The department remains committed to reducing alcohol-related crime and ensuring the safety of the community through targeted enforcement, education, and partnerships with local agencies and businesses.

**Community Outreach and Education:** The department participated in several events, providing alcohol education to business owners and their employees. Topics include the dangers and consequences of underage drinking, practices of safe alcohol service, and how to determine if identifications are false.

03/11/2025	#25-09864	Training with Tequila's staff. 7 staff attended.
03/27/2025	#25-12386	Meet with Bierhaus staff re: Underage violations.
03/28/2025	#25-12545	Meet with Tequila's for answering any questions related to abatement plan. Officer ensured the business was in compliance.
04/11/2025	#25-14654	Meet with bar staff for Animal House, State Room, and The Crow. Training on local ordinances and state law, review checking for false ID. 38 staff attended.
05/21/2025	No case number	Contact with Bierhaus Management regarding concerning behavior of juveniles found inside the bar.

Officers engage with licensed businesses when opportunities present themselves. When an alcohol violation is observed, our officers follow up with staff of the business so they are made aware. Following a violation, letters are sent from the police department to the business license agent alerting them of the police contact and the enforcement taken (see appendix A).

**Compliance Checks:** Compliance checks are conducted quarterly over a two-day period. This requires a dedicated enforcement team of two officers and two volunteers who are underage per day.

The underage volunteers walk into licensed businesses using their own government issued identification in an effort to purchase alcohol. Those that fail meet with officers and are issued a citation for serving an underage person. Officers will inspect the bar for proper licensing/display, bartender's licenses, and ensure customers are not being overserved. A form is completed on site as a part of the inspections (see Appendix B).

The police department works closely with the La Crosse County Health Department as a part of our outreach and education, exchanging data and information to assist them in their outreach efforts. The health department sends out a letter in the mail every July, following the start of the license year. The letter informs licensed businesses that compliance checks will be conducted randomly each quarter by law enforcement. Following a compliance check, the licensed business will receive a letter from the health department, indicating whether they passed or failed.

In the first three quarters of the current 2024/2025 license year the department conducted 30 compliance checks on alcohol-licensed businesses. Nine licensed businesses were found in violation, resulting in citations issued to the employee responsible.

Failures:

Hy-Vee	Shimmy's
Bierhaus	Bennet O'Reilly's (south)
Bodega	State Room
Who's on Third?	Cheap Andy's
Barrel Inn	

The La Crosse County Health Department will mail a letter to those licensed businesses visited during the compliance checks, regardless of them passing or failing. In addition to the letter mailed by the health department for those who fail, the police department will also send a letter addressed to the agent informing them of the violation.

**Bar Checks:** Officers routinely conduct bar checks at licensed businesses in their area of their patrol/responsibility. These checks include observations of suspected underage persons, checking bartender's licensing, alcohol license compliance, and other enforceable laws. Officers take the opportunity to engage with staff to promote safety and compliance. Not all contacts by police are enforced; there can be an educational component without enforcement to gain compliance.

**Challenges Encountered:**

Limited staffing coupled with an increased call volume on night shift decreases the opportunity for proactive calls for service, such as bar checks and/or COP's.

A few businesses are only open on the busier nights (Thursday, Friday, and Saturday), reducing the ability for officers to communicate with staff for the engagement component. When these businesses are open and busy, making connections with staff and/or business owners can be difficult.

**Opportunities:**

The Downtown Neighborhood Resource Officer (NRO) conducts follow-ups with business owners during the daytime, allowing them the opportunity to engage and have a conversation without the worry of call volume during busier business hours. The NRO is a dedicated officer specific to the downtown area who works closely and consistently with businesses, supporting the philosophy of our department's engagement strategies.

Continued education from officers is not only in the form of hosting classes. Education can also mean officers communicating with businesses at the time of initial contact to ensure businesses understand their responsibilities under state law and ordinances. This is a common occurrence with officers, which promotes the cooperative police-public relationship.

Officers are additionally directed to note the name of the business on any citation issued to an employee during their work for the business to facilitate improved tracking of compliance issues of business licensees/agents.

**Attention:**BIERHAUS/LEGENDS

Bierhaus/Legends (128 3<sup>rd</sup> St. So./223 Pearl St. respectively) has had many law enforcement contacts in the 2024-2025 alcohol license year. Below is a synopsis of incidents, outside of bar checks which have raised our attention:

- Case No. 24-56766-December 15, 2024: Two 15-year-old juveniles were live streaming their presence inside the business. They were located, cited, and released to their parents. Upon review of downtown video cameras, the juveniles were observed entering through the open garage doors along 3<sup>rd</sup> St. Bierhaus was issued a written warning for allowing an underage person in a bar. Officers suggested at the time that the business keep the garage doors closed as they posed a concern for allowing people inside undetected.
- Case No. 25-12219-March 26, 2025: Officers were conducting a quarterly compliance check. Bierhaus was selected to participate in this check. An underage person walked into the bar and ordered a beer. The bartender did not ask for identification and did not ask the underage person for any information to verify their age. The beer was provided to the underage person, who then reported this to officers waiting outside. The bar tender was cited for Sale/Furnish Malt Beverage to Underage.
- Case No. 25-18409-May 3, 2025: Sergeant Purkapile and several other officers conducted a bar check. Upon doing so, the licensee's alcohol license was not on display. It took staff and management an extended time to locate the license, which was in the office in the basement. Sergeant Purkapile took the opportunity to educate management and staff about the ordinance, and state law, regarding display of their alcohol license. He also took the opportunity to address concerns of the

garage doors being open as people were still being observed using it to enter and exit the business.

- Case No. 25-20794-May 18, 2025: A complainant called police after learning that her middle-school-aged child was inside the bar. The 13-year-old female was found inside by her mother who brought her outside to meet officers. Bierhaus was cited for Allowing an Underage Person in a Bar.
- Case No. 25-20795-May 18, 2015: While on the previously mentioned call, several juveniles were seen on the sidewalk throwing objects into the bar, which had the garage doors open. After an investigation, it was discovered that these juveniles, aged 15, and 17, had entered the bar through the open garage doors. These two juveniles were not cooperative, were intoxicated, and caused problems for officers. They were cited and released to their parents. Because of the proximity to the previous incident- and the citation was already issued for Allowing an Underage Person in a Bar, the bar was not cited separately in this incident.
- May 27, 2025-Will Jedlicka (Bierhaus Agent) emailed Sergeant Purkapile inquiring about the latest citation. In the correspondence, and follow up phone calls, Will was receptive to keeping the garage doors closed. He indicated he had told his staff to close them at midnight. He was unaware that they were still being left open. He will continue to make sure his staff follows through and keeps the doors closed.

### TEQUILAS

In May 2024, the City of La Crosse sought non-renewal of Tequila's alcohol license for failure to comply with local ordinances related to the sale of alcohol. Rather than revoke the license and causing a loss of business, the City entered into an abatement agreement with Tequila's, which ends June 30, 2025.

- Case No. 24-42839-September 19, 2024: Officers conducted a bar check and located four individuals under the age of 21 sitting at the bar inside the establishment. They explained that the bartender provided them alcohol because he knew them. The bartender was questioned and did ID them, and this was confirmed. All four verbally identified themselves as underage but could not produce any false IDs, if they had any on their persons. All four were cited for underage consumption. Tequila's was briefed on the enforcement action, and officers reminded staff to not serve alcohol if they have any doubts that the ID's provided are real.
- Case No. 25-08482-March 2, 2025: Officers conducted a bar check after separate officer stopped in the parking lot of Tequila's following an unrelated call for service. Patrons inside Tequila's seemed nervous about law enforcement presence and began filing out. The officer outside radioed for assistance. As more officers arrived, more patrons left or tried to leave. In total, 18 tickets were issued to underage individuals who had been drinking. Tequila's was cited for Allowing an Underage Person in a Bar.

Since this agreement, there has not been a repeated pattern of behavior. City departments have met with Tequila's staff several times to follow up on their compliance. Those in attendance at such meetings included staff from the Police Department and Legal Department; and employees of Tequila's.



March 27, 2025

WILLARD JEDLICKA  
DBA BIERHAUS  
128 3<sup>RD</sup> ST S  
LA CROSSE, WI 54601

Dear Willard Jedlicka:

On 03/26/2025, an employee, [REDACTED], was issued municipal ordinance citation for violation of the following Municipal Code:

**1. 4-6 Sale/Furnish Malt Bev 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

## Alcohol Compliance Check Data Sheet

APPENDIX B

Minor: \_\_\_\_\_ Waiver Completed : ☐ Yes ☐ No Officer(s): \_\_\_\_\_

PBT Time/Results of Minor: (BEFORE) \_\_\_\_\_ (AFTER) \_\_\_\_\_ Establishment: \_\_\_\_\_

Visit Date: \_\_\_\_\_

Visit Time: \_\_\_\_\_

Inspected: ☐ Yes ☐ No

Willing to Sell: ☐ Yes ☐ No

Alcohol Type: ☐ Beer ☐ Wine ☐ Liquor ☐ Other \_\_\_\_\_

Alcohol Brand: \_\_\_\_\_

Product Location: ☐ Cooler ☐ Behind the counter ☐ Aisle ☐ Other \_\_\_\_\_

Clerk Name: \_\_\_\_\_

Clerk Gender: ☐ Male ☐ Female

Clerk Age: ☐ Teen (under 20) ☐ Young adult (20-40) ☐ Mature Adult (41-65) ☐ Senior 66 plus

ID Checked: ☐ Yes ☐ No

Citation Given: ☐ Yes ☐ No

No Sales to Minors Sign: ☐ Yes ☐ No

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_