

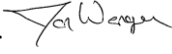


LA CROSSE
POLICE DEPARTMENT
LEAD. PARTNER. PROTECT.

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 found to be below state statute and needed to be increased to be in compliance.

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.