

**CITY OF PRESCOTT, WISCONSIN**  
**JUNE 18, 2019 LICENSE COMMITTEE MINUTES**

Pursuant to due call and notice thereof, a meeting of the license committee was held Tuesday, June 4, 2018 at the Municipal Building 800 Borner St. Prescott, WI 54021

Call to order/Roll call: Alderperson Seipel called to order at 6:30 p.m. Members present were Galen Seipel Dar Hintz and Joshua Gergen. City Administrator Jayne Brand represented staff.

Bill Hiniker from Point St. Croix Marina was present to discuss their request for a Class “B” liquor license. Point St. Croix has been in business for the past 20 years. They can’t physically expand their business but could expand the business by having a liquor license. They have had no incidents regarding their liquor licenses. They support the community by purchasing locally and giving back to the community. They are residents of the City of Prescott. Their business is a 6 month business from May to October. They currently have seating for 40 inside and 30 outside on the deck.

Maeli of Prescott Road was present to discuss their request for a Class “B” liquor license. They have been in business for 2 years in the downtown area. They need to have a liquor license to stay competitive with the other downtown restaurants. They would like to expand their deck toward the river. Their business is open 7 days a week year round. They currently can sit 38 inside and 12 on the deck. Maeli stated they enjoy being in Prescott and have had good experiences with the city.

Larry Johnson from St. Croix was present to discuss his request for a Class “B” liquor license. Larry explained he would like to open a restaurant and also have a small liquor store. Larry presented the committee with a concept drawing of the proposed project. He would have approximately 6,900 square feet. Would be open year round and would look at acquiring the tattoo shop for additional space. Alderperson Seipel asked Larry if he would open the restaurant if he didn’t get the liquor license and Larry said he would not open the restaurant.

City Administrator Jayne Brand also reminded the committee the city is looking at doing a redevelopment in the downtown area. Preliminary discussions indicate that if the city would like to have a hotel there would be a need for a liquor license. The cost of the license is \$500 so it will not affect the budget if the license is held. The Council can issue the license at any time. The city can also see if the adjoining towns of Oak Grove and Clifton would be willing to sell the city one of their licenses.

The Committee directed city staff to check with Oak Grove and Clifton to see if they would be willing to sell a license. No other decision was made on the Class “B” license at this time but it will be included on the Council agenda for Monday, June 24<sup>th</sup>.

Discussion was held on Borner Farm Class “B” beer and Class “C” wine license. They were directed to keep the number for the Friday night Pizza nights to 100. Indications are Borner Farm has exceeded the 100 people attending which creates parking issues and complaints from neighbors. There was also discussion on other issues pertaining to the Special Use permit. Bailey Ruona spoke in favor of Borner Farm and stated they plan to meet with the Fire and Police Chief. Bailey stated there should be a mediated meeting with the neighbors and Webster’s regarding their issues. Alderperson Seipel did not take any more comments and closed the discussion.

The committee reviewed three operator licenses with incorrect information on their application. City staff has been directed to send a letter to the applicants to redo their applications with the correct information.

**Gergen/Hintz motion to adjourn passed without a negative voice vote.**

Respectfully Submitted,

Jayne M. Brand  
City Administrator