

**Monday, June 3, 2024**

**6:30 PM**

**McFarland Municipal Center**  
5915 Milwaukee St, McFarland  
*Community Room*

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/81181760200>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 811 8176 0200

Press \*9 to raise/lower hand. Press \*6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.

2. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Public Safety Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to [public.safety@mcfarland.wi.us](mailto:public.safety@mcfarland.wi.us) to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the 5-6-2024 meeting.

4. BUSINESS.

- a. Discussion and recommendation on an event permit application from the McFarland Equity Project to hold a Juneteenth Celebration on June 16, 2024.
- b. Discussion and recommendation on an application from Grace Coffee McFarland LLC, D/B/A, Grace Coffee McFarland, for a Class "B" Beer and "Class C" wine only license for the property located at 4719 Farwell Street #106, McFarland WI 53558 for the period beginning July 1, 2024 and ending June 30, 2025.
- c. Discussion and recommendation on an application from the Mekong LLC, D/B/A, the Mekong for a Class "B" Beer and "Class B" reserve liquor license for the property located at 5100 Erling Avenue for the period beginning July 1, 2024 and ending June 30, 2025.

5. SCHEDULE NEXT MEETING DATE.

- a. 7/1/2024 at 6:30 p.m.

## 6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us) by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND  
**Public Safety Committee Minutes**

*Monday, May 6, 2024 - 6:30 PM*

**1. CALL TO ORDER, ROLL CALL.**

Village Trustee Hillary Brandt called the regular meeting of the Public Safety Committee to order at 6:30 PM in the Community Room.

Members present: Hilary Brandt, Miguel Peña, Meredith Hughey, Rick Behnke, Dottie Olson, Shannon Morrison arrived after roll call at 6:35 p.m.

Members not present: Rich Staley

Staff Present: Police Chief Aaron Chapin, Fire Chief Chris Dennis, Village Clerk Cassandra Suettinger

**2. PUBLIC APPEARANCES.**

*This is an opportunity for members of the public to address the Public Safety Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to [public.safety@mcfarland.wi.us](mailto:public.safety@mcfarland.wi.us) to be included as part of the meeting.*

*Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.*

There were no public appearances.

**3. APPROVAL OF MINUTES.**

*Motion to approve the minutes of the February 5, 2024, meeting.*

Motion by Village Trustee Hilary Brandt, second by Member Meredith Hughey, to approve the minutes of the February 5, 2024, meeting. Motion carries 5 - 0 - 0 by acclamation.

**4. BUSINESS.**

*Discussion and recommendation on a request for American Legion Post No. 534, 4911 Burma Rd, to expand their licensed premise for the consumption of alcohol for an approximately 525 sq. ft. outdoor area adjacent to the dance hall.*

Village Trustee Brandt introduced the business item. Chief Chapin gave an overview of the application for the outdoor consumption area and answered the committee members' questions. Mike Brennan, a member of the American Legion Post 534, answered questions. Mike Brennan gave an overview of what prompted this idea for the American Legion.

Motion by Village Trustee Hilary Brandt, second by Member Meredith Hughey, to recommend approval on a request for American Legion Post No. 534, 4911 Burma Rd, to expand their licensed premise for the consumption of alcohol for an approximately 525 sq. ft. outdoor area adjacent to the dance hall. Motion carries 6 - 0 - 0 by acclamation.

**5. SCHEDULE NEXT MEETING DATE.**

*a. June 3, 2024, at 6:30 p.m.*

**6. ADJOURNMENT.**

Motion by Member Shannon Morrison, second by Member Meredith Hughey, to adjourn at 6:49 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,  
Tricia Reimer  
Office Manager

  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Monday, June 3, 2024

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Cassandra Suettinger, Deputy Administrator/Clerk, Aaron Chapin, Police Chief, Chris Dennis, Fire/Rescue Chief, Lee Igl, Public Works Director

**AGENDA ITEM:** Discussion and recommendation on an event permit application from the McFarland Equity Project to hold a Juneteenth Celebration on June 16, 2024.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Attached is the application from the McFarland Equity Project to hold a Juneteenth event on June 16th. The event will be held at Arnold Larson Park. Proposed events include catered food, educational speakers and entertainment. No alcohol is proposed to be consumed or sold at the event; however, the event is expected to have 200 or more attendees triggering the requirement to obtain an event permit.

This is the first year of the proposed event. Based on this, the ordinance requires review and recommendation from the Public Safety Committee and final approval from the Village board.

**FINANCIAL/BUDGET IMPACT:**

None.

**VILLAGE PLAN REFERENCE:**

N/A

**ORDINANCE REFERENCE:**

[Chapter 36 - Events Requiring a Permit](#)

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Attached are review and recommendation from the respective departments.

*Motion to recommend approval of an event permit application from the McFarland Equity Project to hold a Juneteenth Celebration on June 16, 2024 with the conditions provided by the Director of Public Works.*

**ATTACHMENTS:**

1. Juneteenth Celebration Event Permit Application - Community Organizations Submission (002)\_Redacted



2. 20240529 - Juneteenth Celebration MFR Review
3. Juneteenth -Arnold Larson Park 2024 LI
4. Approval Letter

## Event Permit Application - Community Organizations

### Fee Waiver

<b>Community Organization Confirmation</b>	My group/organization does not meet the official definition of Community Organization as defined in the Village Code but should be considered a community organization for the reasons outlined below and hereby request an Event Permit fee waiver from the Village Board.
<b>Explanation</b>	<p>The McFarland Equity Project is filing paperwork to be a 501(c)(4) through the IRS, under the definition of a "social welfare organization." We currently have an EIN through WI and bank account.</p> <p>According to the IRS:          "To be operated exclusively to promote social welfare, an organization must operate primarily to further the common good and general welfare of the people of the community (such as by bringing about civic betterment and social improvements).</p> <p>To be tax-exempt as a social welfare organization described in Internal Revenue Code (IRC) section 501(c)(4), an organization must not be organized for profit and must be operated exclusively to promote social welfare. The earnings of a section 501(c)(4) organization may not inure to the benefit of any private shareholder or individual."</p> <p>Th non-profit social welfare organization definition fits the McFarland Equity Project best.</p>

### Applicant Information

<b>Name of Primary Contact (First, Middle Initial, Last)</b>	Christine M. Pribbenow
<b>Phone Number</b>	608
<b>Address</b>	5103 Black Walnut Dr McFarland, WI 53558
<b>Email Address</b>	mcfarlandequityproject@gmail.com

### Agency / Organization Information (If Applicable)

<b>Agency / Organization Name</b>	McFarland Equity Project
<b>Phone Number</b>	[REDACTED]
<b>Address</b>	5103 Black Walnut Dr McFarland, WI. 53558

Email Address



## Event Information

Name of Event	Juneteenth Celebration
Type of Event	On Sunday, June 16, 2024, the McFarland Equity Project (MEP), the Black Student Union (BSU) at the McFarland High School and school district and village staff are collaborating on an event to celebrate the National Holiday of Juneteenth. This is similar to last year's event, except we now know that more people will attend than we thought! We are offering catered food, educational speakers and entertainment. it will occur at Arnold Larson Park from 11am - 4pm.
Location of Event	Arnold Larson Park, 6002 Exchange St, McFarland
Event Date(s)	Sunday, June 16, 2024
Event Time(s)	11am - 4pm
Total Number of Anticipated Attendees	200??
Total Number of Attendees Anticipated Being at the Event at One Time	50 - 75
Setup Start Time	9:30am - 11am
Tear-Down End Time	4pm - 5:30pm
Public or Private Event	Open to the Public
Is any part of the event proposed to take place on a Village street?	No
Will there be outdoor amplified sound?	Yes
Please describe.	We will be having music through speakers in the gazebo for the majority of time.
Will the event generate excessive noise or amplified sound after 10 pm? All events generating noise after 10 pm require a variance from the Village Board.	No
Will alcohol be consumed?	No
Will a Village park be used?	Yes
Please identify the park.	Arnold Larson Park
Will the event involve tents or any other activities that will require digging or turf disturbance?	Yes
Has this event been previously approved in prior years by the Village?	No
Will the event include any mobile food carts?	Yes

Will the event include any vendors?

No

## Required Attachments

Detailed Event Schedule



JuneteenthAgenda.docx

Site Plan Requirement - A site plan must be attached that identifies the event layout for the event including stages, tents, equipment, fencing, alcohol sale and carding areas, etc.



JuneteenthMap.pdf

## Event Details & Security Plan

As part of the application process, you will be required to meet with the McFarland Police Department to discuss details of your event and security requirements. Please provide some dates/times you would be available for a meeting.

I am very flexible-- could do most days and evenings.

## Event Coordinators

Identify Event Coordinators (Identify 1 for Every 50 Expected Attendees)

i. **Event Coordinator Name**

Christine Pribbenow

**Location at Event (ex. Race Start, Supply Tent)**

Gazebo

**Time On-Site (ex. 10 am to 2pm)**

9:30pm-4pm

**Cell Phone Number**

██████████

# Indemnification Agreement

In consideration for the issuance of the Event Permit, the undersigned, both individually and the agency or organization applying for the Event Permit, shall indemnify, defend and hold harmless the Village of McFarland and its officers, officials, agents, and employees against all loss or expense (including liability costs and reasonable attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the Village or its officers, officials, agents or employees, for damages because of injury, including death at any time resulting therefrom, sustained by any person or persons, or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Event. The undersigned represents that he or she has authority to enter into this agreement on behalf of the agency or organization applying for this permit.

Applicant Signature



Date

05/23/2024

I understand the application and event requirements and agree to the following:

## Certifications

- I agree to adhere to all applicable federal, state, and municipal laws and understand the violation of such laws will be subject to applicable fines and penalties, and failure to do so is grounds for revocation of the event permit.
- I understand that my event permit may be revoked at any time, if the Chief of Police, Fire/EMS Chief, Public Works Director, or designee, in their sole discretion, determine that health or general welfare to the public is endangered.
- I agree to return the site to the condition that existed before the event within twenty-four (24) hours or the expiration of my park reservation.
- I agree to abide by all conditions, including any additional conditions imposed by the Village, and understand failure to adhere to conditions will result in revocation of the event permit.

Applicant Signature



Date

05/23/2024

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# McFarland

VILLAGE OF

## Fire & Rescue

[www.mcfarland.wi.us](http://www.mcfarland.wi.us) | 6001 Broadhead Street, McFarland, WI 53558 | 608.838.3278

May 29, 2024

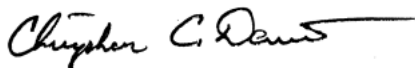
Re: Special Event Permit Application – Juneteenth Celebration

I have reviewed the special event permit application submitted by Christine Pribbenow for the Juneteenth Celebration occurring on June 16, 2024, from 11 am to 4 pm at Arnold Larson Park.

The map provided in the application indicates that two tents will be erected for the event. Based on follow-up with the applicant it was determined a single 400 square foot tent will be utilized. Additional requirements of the International Fire Code apply to tents larger than 400 square feet.

Based on the above requirements we do recommend the approval of the special event application.

Sincerely,



Christopher C. Dennis, Chief  
Fire & Rescue Department  
Village of McFarland

May 29, 2024

Re: Juneteenth  
June 25, 2023

The Public Works Department does have the following conditions and recommendations for this event:

- Please see the map recommendations below regarding locations for food trucks, vendor tents, picnic tables and bounce house. The area noted in red is private property and off limits.
  - Blue area – food trucks
  - Orange area – vendor tents (no stakes)
  - Purple area – picnic tables
  - Green area – bounce house (no stakes)



- Arnold Larson Park has an environmental cap on three quarters of the park that does not allow for any stakes to be driven into the ground. This would restrict any stakes from being driven into the ground for vendors or the bounce house.
- Food trucks should be parked on the bike path, with barricades and signage on both ends.
- No driving on the turf. Vehicles need to stay on pavement prior to and after the event for loading and unloading purposes.
- No parking of any vehicle on the park turf.
- Turf areas that are saturated are to be avoided. Failure to do so might result in additional charges to repair ruts.
- At least two weeks prior to the event contact Public Works to arrange any additional trash cans, picnic tables.

Please contact me through Public Works if you have any questions or would like to meet onsite to discuss any of the items. I truly hope the event is a success.

Best Regards,

*Leon J. Igl*

Lee Igl  
Director of Public Works

# VILLAGE OF McFarland

*Police Department*

6001 Broadhead St, McFarland, WI 53558 | 608.838.3151 | [www.mcfarland.wi.us/police](http://www.mcfarland.wi.us/police)

Aaron P. Chapin | Chief of Police

**DATE:** May 30, 2024

**TO:** McFarland Public Safety Committee

**FROM:** Aaron P. Chapin, Chief of Police

**REFERENCE:** Recommendation of Approval

I have reviewed the event permit application for the McFarland Equity Project Juneteenth Celebration event to be held June 16<sup>th</sup> from 11:00 am to 4:00 pm at Arnold Larson Park and recommend approval of the permit. There will also be live music, catered food, and live speakers during the event. The anticipated attendance will be around 50-75 people throughout the event.

The organizers will need to comply with directives from village staff in the event of an emergency for purposes of safety.

I wish the organization well and believe this will be a successful event.

**Respectfully,**



Aaron P. Chapin  
Chief of Police

  
**VILLAGE OF**  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Monday, June 3, 2024

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Cassandra Suettinger, Deputy Administrator/Clerk, Aaron Chapin, Police Chief, Chris Dennis, Fire/Rescue Chief

**AGENDA ITEM:** Discussion and recommendation on an application from Grace Coffee McFarland LLC, D/B/A, Grace Coffee McFarland, for a Class "B" Beer and "Class C" wine only license for the property located at 4719 Farwell Street #106, McFarland WI 53558 for the period beginning July 1, 2024 and ending June 30, 2025.

**PREVIOUS ACTION:**

The Plan Commission approved the outdoor patio as part of the Atwater Planned Unit Development. A fence permit was issued and the fence was constructed in 2023.

**ISSUE SUMMARY:**

Grace Coffee opened in late fall of 2023 in the Atwater Development located at 4719 Farwell Street. They are now requesting to add Beer and Wine to their operations including an approximately 400 square foot outdoor consumption area. Attached is a letter from the Police Chief regarding recommendations on the license, as well as the staff report outlining the request for an outdoor consumption area.

It is of note, the Fire Inspector identified a violation during the inspection related to the distance between the fryers and surface flames. The applicant has been provided until June 5th to correct the violation. This violation has been taken into account in the recommended action below.

**FINANCIAL/BUDGET IMPACT:**

Additional Permitting Revenues

**VILLAGE PLAN REFERENCE:**

N/A

**ORDINANCE REFERENCE:**

[Chapter 11 - Alcohol Beverages](#)

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Staff recommends approval of the application as follows:

*Motion to recommend approval of an application from Grace Coffee McFarland LLC, D/B/A, Grace Coffee McFarland, for a Class "B" Beer and "Class C" wine only license for the property located at 4719 Farwell Street #106, McFarland WI 53558 with the following conditions:*



- 1. The fire inspection violation be corrected before issuance of the license;*
- 2. The maximum occupant load of the area will be required to be posted per International Building Code 2015 edition 1004.3 (IBC). Staff will assist in determining permissible load and posting location with the applicant;*
- 3. Any latches for the egress gates shall swing with the path of travel and be operable in accordance with ADA and IBC requirements.*

**ATTACHMENTS:**

1. Grace Coffee McFarland Alcohol Application\_Redacted
2. Appointment of Agent\_Redacted
3. Alcohol - Expansion of PremiseOutdoor ConsumptionOutdoor Sporting Activity - Grace Coffee\_Redacted
4. Approval Letter - Grace Coffee
5. Grace Inspection Report MFR 2024
6. Review and Recommendation - Grace's Coffee - FINAL - 05.31.24

## Alcohol Beverage License Application

**License(s) Requested**

- Class "B" beer
- "Class C" liquor (wine only)

## Premises/Business Information

**Legal Business Name (individual name if sole proprietorship)** Grace Coffee McFarland LLC

**Business Trade Name or DBA** Grace Coffee McFarland

**Federal Employer Identification Number (FEIN)** [REDACTED]

**Wisconsin Seller's Permit Number** [REDACTED]

**Attach a copy of the Wisconsin Seller's Permit**  sellers permit.pdf

**Entity Type** Limited Liability Company

**State of Organization** Wisconsin

**Date of Organization** 05/25/2022

**Wisconsin DFI Registration Number** [REDACTED]

Your Wisconsin DFI Registration Number can be found at [this lookup](#) on the Wisconsin Department of Financial Institutions website.

**Premises Address** 4719 Farwell St #106, McFarland, WI 53558

**Premises Phone** 6085791118

**Premises Email** [REDACTED]

**Website** gracecoffeewi.com

### Premises description:

Describe 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.

**Premises description**

Dining area, bar/counter area, kitchen, and storage area and an approximate 400 sq. ft. patio at 4719 Farwell St, Unit 106, McFarland, WI



# Alcohol Beverage License Application

## Questions

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.	No
Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol beverages.	No
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 of distributor?	No
Is the applicant business owned by another business entity?	Yes
Name of Business Entity	E&D Capital Management LLC
Business Entity FEIN	██████████
Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine?	No
Does the applicant business owe past due municipal property taxes, assessments, or other fees?	No



# Alcohol Beverage License Application

Wisconsin law requires all sole proprietors, partners, and agents of corporations/LLCs to successfully complete a Wisconsin approved responsible beverage server training course within the past two years unless the applicant held a manager's or operator's license within the past two years or the applicant held or was the agent of a corporation/LLC that held any municipally-issued alcohol beverage license in Wisconsin within the past two years.

Proof of completion of the course or an applicable license must be provided as part of this application.

Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period?

Yes

Proof of Completion of Wisconsin Approved Responsible Beverage Server Course or Other Applicable License

 barlicenseDavid.pdf

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent.

Agent Last Name Carrillo

Agent First Name David

Agent Phone Number



Attach completed Individual Questionnaire for Agent

 AgentApp1.pdf

Attach completed Appointment of Agent

 AgentApp.pdf

List the information for each person or entity holding the following positions in the applicant business or the owner business: sole proprietor, all officers and directors of a corporation or nonprofit organization, all partners of a partnership, and all members and managers of a limited liability company.

i. **Last Name**

Roth

---

**First Name**

Leda

---

**Title**

Owner

---

**Phone**

██████████

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**Attach completed Individual Questionnaire**



Alcohol - Individual Questionnaire - 04\_21\_2024 5\_02 PM (CDT).pdf

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Please click plus sign below to add additional officers, directors, members, or managers.

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ii. **Last Name**

Carvajal

---

**First Name**

Ricardo

---

**Title**

Owner

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**Phone**

██████████

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**Attach completed Individual Questionnaire**



Alcohol - Individual Questionnaire - 04\_21\_2024 5\_15 PM (CDT).pdf

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Please click plus sign below to add additional officers, directors, members, or managers.

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iii. **Last Name**

Ortiz

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**First Name**

Erika

---

**Title**

Owner

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**Phone**

██████████

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**Attach completed Individual Questionnaire**



Alcohol - Individual Questionnaire - 04\_23\_2024 2\_07 PM (CDT).pdf

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Please click plus sign below to add additional officers, directors, members, or managers.

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iv. **Last Name**

Carrillo

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**First Name**

David

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**Title**

Owner

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**Phone**

██████████

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**Attach completed Individual Questionnaire**



Alcohol - Supplemental Questionnaire - 03\_20\_2024 7\_30 PM (CDT).pdf

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Please click plus sign below to add additional officers, directors, members, or managers.

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v. **Last Name**

Falcon

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**First Name**

Carlos

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**Title**

Owner

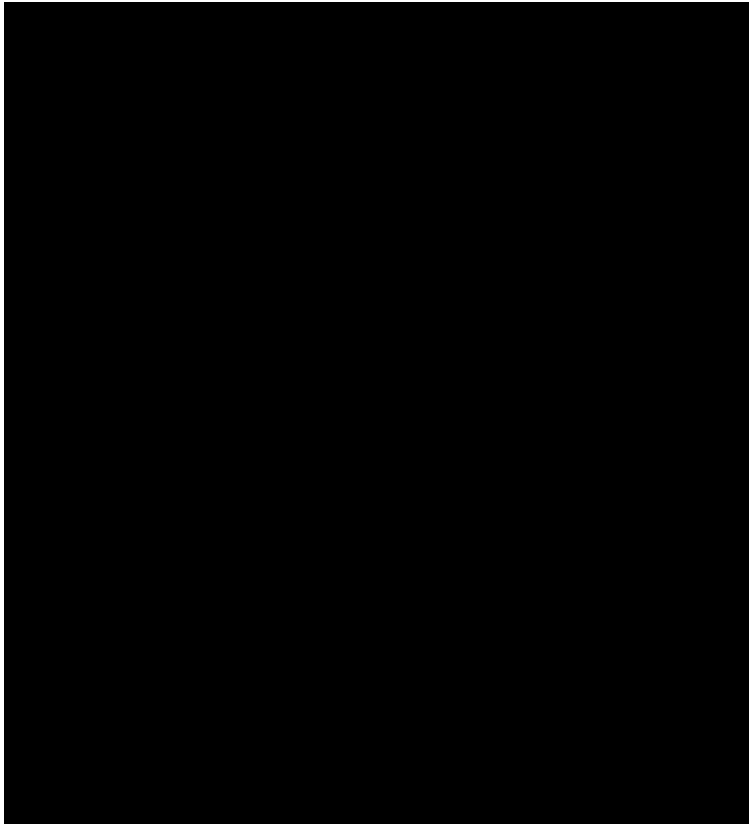
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**Phone**

██████████

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**Attach completed Individual Questionnaire**



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Please click plus sign below to add additional officers, directors, members, or managers.

vi. **Last Name**

Bloomer

**First Name**

Nicole

**Title**

Owner

**Phone**

[REDACTED]

**Attach completed Individual Questionnaire**

 AB-100. Nicki Grace Coffee Renewal Packet 2024.pdf

Please click plus sign below to add additional officers, directors, members, or managers.



## Alcohol Beverage License Application

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:** 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.

**Signature - Sign in the box and click "Save Signature"**

[REDACTED SIGNATURE]

**Date** 05/20/2024

**Contact Person's Last Name** Carrillo

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Contact Person's First Name      David

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Contact Person's Middle Initial      R

---

Contact Person's Title      Owner

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Contact Person's Phone Number      [REDACTED]

---

Contact Person's E-mail Address      [REDACTED]

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<b>Agent Type</b> <i>(check one)</i>	
<input checked="" type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

<b>Part A: Business Information</b>	
1. Legal Business Name (individual name if sole proprietor) GRACE COFFEE MCFARLAND LLC	
2. Business Trade Name or DBA GRACE COFFEE MCFARLAND	
3. Entity Type <i>(check one)</i> <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization <i>(check one)</i> <input checked="" type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit	5. If successor agent, provide State Permit or Municipal Retail License Number
6. Describe the reason for appointing a successor agent, if successor is checked above.	

<b>Part B: Agent Information</b>			
1. Last Name CARRILLO	2. First Name DAVID	3. M.I. R	
4. Email [REDACTED]		5. Phone [REDACTED]	
6. Home Address [REDACTED]			
7. City [REDACTED]	8. State [REDACTED]	9. Zip Code [REDACTED]	10. Age [REDACTED]
11. Drivers License/State ID Number [REDACTED]		12. Drivers License/State ID State of Issuance [REDACTED]	

<b>Part C: Agent Questions</b>	
1. Have you satisfied the responsible beverage server training requirement? ..... Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> ? ..... Submit a completed Form AB-100 with this form.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? ..... See instructions for exceptions.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

*Continued* →

**Part D: Business Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named 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.

Last Name CARRILLO		First Name DAVID	M.I. R
Title OWNER	Email [REDACTED]	Phone [REDACTED]	
Signature [REDACTED]		Date 04/22/24	

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities 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 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 carrillo		First Name DAVID	M.I. R
Signature [REDACTED]		Date 04/22/24	

# Form AB-101 Instructions

## Alcohol Beverage Appointment of Agent

### Who must complete Form AB-101?

State law requires corporations and limited liability companies (LLCs) to appoint an agent that takes responsibility for the licensed or permitted premises.

Use this form to appoint an agent for a new premises or to appoint a successor agent when there is a change before the license or permit is up for renewal.

### Where do I submit Form AB-101?

Submit Form AB-101 to the appropriate issuing authority, either the clerk of the municipality in which the business or organization is located, or the Division of Alcohol Beverages.

Form AB-101 may be submitted with a license or permit application or at any time to indicate there is a change in agent prior to the license or permit renewal period.

### Specific Instructions

#### Date:

- Date the form in the top right corner.

#### Agent Type:

- Select original appointment if you are applying for your license or permit for the first time or are renewing a license or permit.
- Select successor agent if you are reporting a change of agent during the licensing or permitting period.

#### Part A: Business Information

- Box 1: Enter the legal business name. If a sole-proprietorship, enter the individual's first and last name.
- Box 2: Enter the trade name or "doing business as", if different than the name in box 1.
- Box 3: Check one entity type to indicate how the business is legally organized.

**Note:** This business information must match the information on the license or permit application.

- Box 4: Select which alcohol beverage authorization you hold or are applying for.
- Box 5: For appointment of a successor agent, enter your state permit number (15-digit Wisconsin Tax ID number) or municipal retail license number (if applicable) for which you are appointing a successor agent. If you do not have a municipal retail license number, provide any applicable identifier (e.g., store number or location).
- Box 6: For appointment of a successor agent, describe the reason for the change in agent.

#### Part B: Agent Information

- Provide all requested personal information.

#### Part C: Agent Questions

- Question 1: Wisconsin law requires all agents of corporations and LLCs to successfully complete a Wisconsin approved responsible beverage server (RBS) training course within the past two years unless:
  - The applicant is renewing a municipal alcohol beverage retail license, or
  - Within the past two years:
    - a. The applicant held a manager's or operator's (bartender) license.
    - b. The applicant held or was the agent of a corporation or LLC that held any municipally issued retail alcohol beverage license in Wisconsin.

- Some agents for state permittees are exempt from responsible beverage server course requirements. The following permittees are exempt from RBS course requirements: Alcohol Beverage Warehouse, Industrial Fermented Malt Beverages, Wholesalers, Manufacturers, Rectifiers, Direct Wine Shippers, Wholesale Alcohol, Medicinal Alcohol, Industrial Alcohol, and Industrial Wine.
  - If you are applying to be the agent of one of these exempt permittees, answer “yes” to Question 1.
- To learn about your responsibility to complete the responsible beverage server requirement, review [Publication 302, Information for Wisconsin Alcohol Beverage and Tobacco Retailers](#).
- Question 2: Appointed agents must submit Form AB-100, *Alcohol Beverage Individual Questionnaire*, in addition to this form.
- Question 3: Appointed agents must be Wisconsin residents for at least 90 continuous days prior to the date of application, except for direct wine shipper permittees.

*Part D: Business Attestation*

- An authorized representative should sign, date, and provide requested personal information on behalf of the business.

*Part E: Agent Attestation*

- The agent being appointed should read the attestation carefully, then sign and date.

**Assistance**

If you have questions about alcohol beverage laws and regulations, you may contact the Department of Revenue using the contact information below.

**Website:** [DOR Alcohol Beverage \(wi.gov\)](http://wi.gov)

**Write:** [DORAlcohol@wisconsin.gov](mailto:DORAlcohol@wisconsin.gov)

**Call:** (608) 264-4573

## Application for an Expansion of Licensed Premise, Outdoor Consumption Area, and/or Outdoor Sporting Activity License

Pursuant to Village Ordinance Chapter 11

\*Any physical change to a licensed premise requires Village Board approval.

No Fee

### Applicant Information

Name of Individual, Partnership, LLC, or Corporation    Grace Coffee McFarland LLC

Trade Name/Doing Business As Name    Grace Coffee

Address of Establishment    4719 Farwell St #106

Contact Name    [REDACTED]

Contact E-mail Address    [REDACTED]

Contact Phone Number    [REDACTED]

Do you currently hold an Alcohol Beverage License for this location?    No

Are you requesting an outdoor consumption area?    Yes

Are you requesting an outdoor sporting activity area?    No

### Premise Information

The premise is the area where alcohol beverages are to be sold, served, consumed and/or stored. The applicant must include all areas including living quarters and outdoor spaces, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. Alcohol beverages may be sold, served, consumed and/or stored only on the premises described.

Proposed Premise    Dining area, bar/counter area, kitchen, and storage area and an approximate 400 sq. ft. patio at 4719 Farwell St, Unit 106, McFarland, WI

## Site Plan/Drawings

You must submit a site plan or drawings demonstrating the size, location, surface and building materials. including signage, and any other information.

Site Plan or Drawings - You may attach more than one document.



## Outdoor Consumption Information

Is the proposed outdoor consumption area within 50 of the lot line of a parcel zoned, or used for residential purposes other than an accessory apartment on the same parcel??

No

Will the hours of operation for the outdoor consumption area be limited to Sunday through Thursday, 11 a.m. to 10 p.m. and Friday and Saturday, 11 a.m. to 11 p.m.?

No

The applicant will need to submit a request for a variance, which can be found later in this application.

Will the perimeter of the outdoor area be enclosed by a permanent, secure fence not less that 4 feet in height and constructed of wood, plastic, or metal?

Yes

Picture of proposed fencing/fencing material.



Square footage (gross floor area) of premises located within the permanent building 3600

Proposed square footage of outdoor area 400

Will the size of the outdoor area exceed 50 percent of the gross floor area of the licensed premises within a permanent building?

No

If you need assistance in calculating the percentage of gross floor area, please contact the Deputy Administrator/Clerk at [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us)

If you also will have an Outdoor Sporting Activity area, please note that when calculating the gross floor/ground area, you do not need to include the actual playing area of the Outdoor Sporting Activity area, so long as the playing area is not permitted to be occupied by persons not participating in the sporting activity.

Will the outdoor area have amplified music, speakers, microphones, televisions, and/or other audio/video devices?

Yes

Will the outdoor area generate noise after 10:00 p.m.?

No

Will the outdoor area generate noise louder than 70db, as measured at the property line?

No

Will the outdoor area be directly accessible utilizing a door from the interior of the building?

Yes



## Outdoor Consumption Standards

**I acknowledge the following:**

- The Village will be required to send notice of this application to all property owners within 500 feet of the propose licensed premises and the applicant will be required to prepay the cost of sending such notices.
- The outdoor area shall comply with all applicable building code requirements including the provision of a readily distinguishable means of egress for fire and emergency purposes.
- The outdoor area shall not have an undue adverse impact upon nearby property, the character of the neighborhood, traffic conditions, parking, or other matter affecting the public health, safety, welfare, or convenience.
- The Village Board may impose conditions specific to any outdoor areas of the licensed premises as deemed necessary to prevent undue adverse impacts, including but not limited to: restricting hours, requiring additional parking beyond the minimum standards, regulation of lighting and screening, conditions recommended by the Public Safety Committee, and/or conditions imposed by the Plan Commission as part of its site plan review.
- A conspicuous notice shall be posted at each fire exit stating: "No Beer, Liquor or Wine May be Carried in an Open Container Beyond this Point."
- No bar/counter service shall be permitted in outdoor areas, however, wait staff may serve in the outdoor area.
- Except for outdoor sports areas permitted under Section 11-69, the outdoor area shall not be used for any activities other than service and consumption of food and/or drink. Smoking may be permitted in accordance with applicable State and local regulations.
- The outdoor area shall be accessible to the disabled, and the license holder shall at all times comply with all applicable federal, state, and village laws, ordinances, and regulation concerning accessibility.
- Containers for refuse disposal and regular cleanup shall be placed inside of the outdoor area.



**Variance(s) Requested**

**Hours Variance:**

The hours during which consumption may be permitted are Sunday through Thursday, 11 a.m. to 10 p.m. and Friday and Saturday, 11 a.m. to 11 p.m.

**The applicant requests a variance from the minimum standards.**

**Proposed hours of outdoor consumption area**

Our business is a coffee shop so the outdoor area might be used starting at the time we open our location which will be at 7 am. The location habitual hours run until 5 pm but there are exceptions for special events that run until 9 pm

**Explain why the variance is needed/requested and why it will not cause a nuisance or concern for public health, safety, and welfare.**

The sales of alcohol for similar locations only represent about 1% of total sales and the public don't necessarily come here to get more than a couple of drinks. Because it is a coffee shop, the ambiance is laid back and not loud.

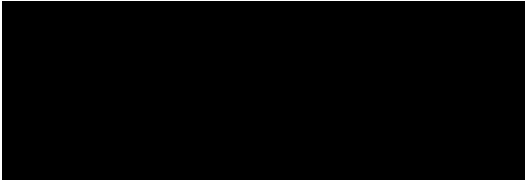


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By signing this application, I certify that the information contained in this application is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Village Code of Ordinances and State Law.

---

**Signature**



**Date**

04/10/2024

---

# VILLAGE OF McFarland

*Police Department*

6001 Broadhead St, McFarland, WI 53558 | 608.838.3151 | [www.mcfarland.wi.us/police](http://www.mcfarland.wi.us/police)

Aaron P. Chapin | Chief of Police

**DATE:** May 29, 2024

**TO:** McFarland Public Safety Committee

**FROM:** Aaron P Chapin, Chief of Police

**REFERENCE:** Recommendation of Approval

I have reviewed the Alcohol License application for Grace Coffee which is a coffee shop located at 4719 Farwell St Unit 106.

I recommend approval of this application to add additional beverage options for patrons of the business. This application is similar to and consistent with other businesses in the Village and should be handled in the same way. The serving of alcohol in this establishment is not likely to be a main source of revenue for the business but adds another option for patrons who frequent the establishment.

Because this establishment will likely have persons under the age of 21 on premise, the business should utilize carding at the point of sale to prevent underage sales/consumption of alcohol.

I wish the business owners well in this endeavor.

**Respectfully,**



Aaron P. Chapin  
Chief of Police

# MCFARLAND FIRE & RESCUE

## INSPECTION REPORT

2-730 GRACE COFFEE, 4719 FARWELL ST, BLDG 2-727 ATWATER PHASE II - STE 106,  
MCFARLAND WI 53558



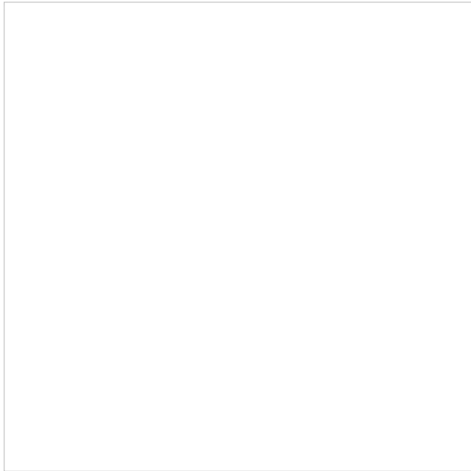
### DETAILS

Inspection Date: 05/29/2024 | Inspection Type: MFR - General Inspection | Inspection Number: 18718 | Shift: N/A |  
Station: McFarland Fire & Rescue | Unit: N/A | Lead Inspector: Scott Allain | Other Inspectors: N/A

### VIOLATIONS AND COMPLIANCES

Showing only violations and images for this inspection. Please reach out to the lead inspector for more details.  
Resolved Violations: 0 | Passed Codes: 25 | Violations: 1 | N/A Codes: 7

STATUS	CODE	DESCRIPTION
FAIL	Note - General Note	Additional items found not identified in the checklists provided.  Location: Kitchen  Original Comment: See attachment. Reference NFPA 96 section 12.1.2.5



### REINSPECTION DATE

06/05/2024

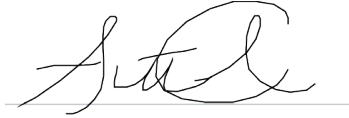
**CONTACT SIGNATURE**

David Carrillo  
Signed on: 05/29/2024 @ 13:08

A handwritten signature in black ink, appearing to read "D. Carrillo", written over a horizontal line.

**INSPECTOR SIGNATURE**

Scott Allain  
Signed on: 05/29/2024 @ 13:07

A handwritten signature in black ink, appearing to read "S. Allain", written over a horizontal line.

**QUESTIONS ABOUT YOUR INSPECTION?**

Scott Allain  
scott.allain@mcfarland.wi.gov  
No phone number available

## MEMORANDUM

To: Public Safety Committee and Village Board

From: Cassandra Suettinger, Deputy Administrator/Clerk, Andrew Bremer, Community Development Director, Aaron Chapin, Police Chief, and Chris Dennis Fire & Rescue Chief.

Date: May 30, 2024

RE: Expansion of Premise – Grace’s Coffee

**Background:** Grace’s Coffee opened in late 2023 in the new Atwater Development at 4719 Farwell Street.

**Proposal:** To license a premise that includes dining area, bar/counter area, kitchen, and storage area and an approximately 400 sq. ft. patio at 4719 Farwell St, Unit 106, McFarland, WI

**Review:** Village Ordinance 11-64n outlines the conditions and requirements for outdoor consumption areas within the Village. Below is a review of the proposal and its compliance with the required conditions.

*Any application for a new license, the renewal of an existing license or a change in the description of licensed premises which seeks to include an outdoor area within the licensed premises' description shall require notice to each person owning property within 500 feet of the proposed licensed premises. The applicant shall prepay the cost of sending such notice before the notices are sent. The notice shall include a copy of the application and the date, time and location of any public hearings or other public meetings at which the application is scheduled to be considered.*

On April 23, 2024, a notice was sent to all property owners within 500 feet of the proposed licensed premise expansion notifying them of the dates and times of the Public Safety and Village Board meetings along with a copy of the proposed site plan.

*2) The application shall be accompanied by detailed plans or drawings demonstrating the size, location, surface and building materials, and use of the outdoor area, including fencing and signage, and any other information necessary to determine compliance with this Subsection. The outdoor consumption application, along with associated plans and drawings, shall be reviewed for a recommendation by the Public Safety Committee and a final decision made by the Village Board.*

Attached are the detailed plans outlining all the required items for the review and recommendation of the Public Safety Committee.

*3) The Village Board may impose conditions specific to any outdoor areas of the licensed premises as deemed necessary to prevent undue adverse impacts on neighboring property, the*

*character of the surrounding neighborhood, traffic conditions, parking or any other matter to protect the public health, safety, welfare or convenience, including, but not limited to:*

*a. Restricting the hours during which alcohol consumption may be permitted within the outdoor area;*

Staff Comments: No restrictions recommended.

*b. Requiring additional parking beyond the minimum required by the Zoning Code;*

Staff Comments: No restrictions recommended.

*c. Regulation of lighting and screening;*

Staff Comments: No restrictions recommended.

*d. Any conditions recommended by the Public Safety Committee;*  
To be determined by the Committee as applicable.

*In addition to any specific conditions imposed under Subsections (2) and (3), the following shall be minimum conditions of all licenses with respect to outdoor areas unless the Village Board makes a specific finding that the condition is not necessary to protect the public health, safety or welfare:*

*a. Outdoor areas are prohibited within 50 feet of the lot line of a parcel zoned, or lawfully used for residential purposes. This prohibition shall not apply to prohibit an outdoor area where an accessory apartment exists on the same parcel as the licensed premises.*

- Staff Comments: Outdoor area is not within 50 feet of the lot line of a parcel zoned or lawfully used for residential purposes.

*b. The hours during which alcohol consumption may be permitted within the outdoor area is restricted to 11:00 a.m. to 10:00 p.m. Sunday through Thursday; and 11:00 a.m. to 11:00 p.m. on Friday and Saturday.*

- **Variance Requested** – The applicant noted the business is a coffee shop so they would like the ability for alcohol to begin being consumed at 7 a.m. Additionally the applicant provided the sales of alcohol for similar locations only represent about 1% of total sales and they do not expect alcohol consumption to be more than a couple of drinks. Additionally, they noted the business is a coffee shop with a laid back ambiance that is not noisy.

- Staff Comments: The Police Department does not have a significant concern with approving this variance. The sale of alcohol at this location is ancillary to the sale of coffee and food and the PD does not anticipate issues with alcohol sales during the timeframe requested by the applicant.

*c. The perimeter of any outdoor portion of a licensed premises shall be enclosed by a permanent, secure fence not less than four feet in height. Such fence shall be constructed of wood, plastic, or metal and erected and maintained in accordance with all applicable Village ordinances. If the outdoor portion of a licensed premises is an outdoor sports area, the enclosure may instead be made by temporary netting not less than ten feet high during the applicable sports season. Such netting shall not be installed sooner than 14 days prior to, and shall be removed no later than 14 days after, the season or the period established under Section 11-69(f)(6)c., whichever is shorter. The outdoor area shall comply with all applicable building code requirements including the provision of readily distinguishable means of egress for fire and emergency purposes.*

- **Compliant.**
- Staff Comments: A fence permit was obtained for the current fence constructed in 2023. Proposed fence meets requirements of the ordinance.

*d. Amplified music, speakers, microphones, televisions or other audio or video devices shall be subject to Chapter 20, Article III of the Village Code of Ordinances regarding Noise and Section 11-69(f) if applicable.*

- Applicant Response: Grace's Coffee intends to have amplified noise; however, the applicant is aware of the noise restrictions outlined in the ordinance.
- Staff Comments: No concerns.

*e. The outdoor area shall not have an undue adverse impact upon nearby property, the character of the neighborhood, traffic conditions, parking or other matter affecting the public health, safety, welfare, or convenience.*

- Staff Comments: Grace's Coffee is in a predominantly commercial area with other neighboring outdoor consumption areas. Staff do not have any concerns with the proposed area having an adverse impact on neighborhood. The Plan Commission has previously approved a Planned Development Detailed Implementation Plan that includes the proposed outdoor area.

*f. The size of the outdoor area may not be larger than 50 percent of the gross floor area of the licensed premises within a permanent building. Interior building capacity shall not be increased*

*as a result of the addition of the outdoor area. The playing area of any outdoor sports area permitted under Section 11-69 shall not be included for purposes of determining compliance with this subparagraph so long as the playing area is not permitted to be occupied by persons not participating in the sporting activity for which the playing area is designed.*

- Staff Comments: The gross floor area of the licensed premises within a permanent building is calculated at approximately 3,600 square feet. Based on this calculation, Grace's Coffee could have up to 1,800 square feet for outdoor consumption before a variance would need to be requested. The proposed 400 sq. ft outdoor consumption area is well within what is allowed by ordinance.

*g. A conspicuous notice shall be posted at each fire exit stating: "No Beer, Liquor or Wine May Be Carried in an Open Container Beyond this Point."*

- Applicant Comments: Applicant is aware of the requirement and will adhere to the requirement.

*h. No bar/counter service shall be permitted in outdoor areas, however, wait staff may serve in the outdoor area.*

- Applicant Comments: Applicant is aware of the requirement and will adhere to the requirement.

*i Except for outdoor sports activities permitted under Section 11-69, the outdoor area shall not be used for any activities other than service and consumption of food and/or drink. Smoking may be permitted in accordance with applicable State and local regulations.*

Compliant. Applicant is aware of requirement.

- Staff Comments: Not applicable, no outdoor sports planned.

*j. The outdoor area shall be accessible to the disabled, and the license holder shall at all times comply with all applicable federal, state and village laws, ordinances and regulation concerning accessibility.*

- Applicant Comments: Applicant is aware of the requirement and will adhere to the requirement.

*k. Containers for refuse disposal and regular cleanup shall be placed inside of the outdoor area.*

- Applicant Comments: Applicant is aware of the requirement and will adhere to the requirement.

*I. If the outdoor area is used for outdoor sports activities as permitted under Section 11-69 and persons under the age of 21 are allowed to be present on the licensed premises, all persons 21 years of age or older who intend to consume alcohol beverages in the outdoor area, shall be issued a wristband that is bright in color which shall be issued only upon showing valid identification proving the person is 21 years of age or older.*

- Applicant Comments: Applicant is aware of the requirement and will adhere to the requirement.

**Recommendation:** Staff recommends approval of a the Class "B" Beer and Class "C" Wine License for Grace's Coffee McFarland LLC, D/B/A, Grace's Coffee for the property located at 4719 Farwell St unit B including an approximately 400 square foot outdoor consumption area with the following conditions to be satisfied before the license can be issued:

1. The maximum occupant load of the area will be required to be posted per International Building Code 2015 edition 1004.3 (IBC). Staff will assist in determining permissible load and posting location with the applicant.
2. Any latches for the egress gates shall swing with the path of travel and be operable in accordance with ADA and IBC requirements.

  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Monday, June 3, 2024

**SECTION:** Business

**DEPARTMENT:** Police

**CONTACT:** Cassandra Suettinger, Deputy Administrator/Clerk, Aaron Chapin, Police Chief, Chris Dennis, Fire/Rescue Chief

**AGENDA ITEM:** Discussion and recommendation on an application from the Mekong LLC, D/B/A, the Mekong for a Class "B" Beer and "Class B" reserve liquor license for the property located at 5100 Erling Avenue for the period beginning July 1, 2024 and ending June 30, 2025.

**PREVIOUS ACTION:**

Previously, 5100 Erling Avenue was the 5100 bar which went out of business approximately 5 years ago. The location has remained vacant since that time.

**ISSUE SUMMARY:**

The Mekong LLC has applied for a Class "B" Beer and "Class B" liquor license for the property located at 5100 Erling Avenue. The proposal before the Public Safety Committee is specifically related to the liquor license. The property is zoned C-G General Commercial and the proposed use is a permitted use that would not require additional approval from the Plan Commission.

Aside from Brant Park, 5100 Erling Avenue is predominately situated in a residential area surrounded by residential dwellings. It is also of considerable note that there was a problematic nightclub that operated out of the location several years ago that resulted in problems and nuisances for the neighborhood. Because of the location and past issues, it is important that the operations of any prospective businesses balance the composition of the neighborhood and lessons learned previously. The Village has met with the applicant to discuss the business plan and operations to ensure transparency of the challenges of the adjacency of the residences and problems with the location that occurred in the past. Additionally the Police Chief has provided additional recommendations on conditions for the license on the attached.

It is of note, the proposal to hold events of up to 350 people would require 105 park stalls. Currently, the location contains approximately 119 parking stalls which meet standards contained in the Village Code of Ordinances.

**FINANCIAL/BUDGET IMPACT:**

Permitting Revenues as follows:

"Class B" Reserve Liquor License - \$10,000 initial issuance fee, and \$500 annually thereafter

Class "B" Beer License - \$100

**VILLAGE PLAN REFERENCE:**

N/A



**ORDINANCE REFERENCE:**

[Chapter 11 - Alcohol Beverages](#)

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Recommended for discussion and possible action.

*Motion to recommend approval of an application from the Mekong LLC, D/B/A, the Mekong for a Class "B" Beer and "Class B" reserve liquor license for the property located at 5100 Erling Avenue for the period beginning July 1, 2024 and ending June 30, 2025 with the following conditions:*

- 1. During times where there are events in the banquet hall where persons under the age of 21 are present, they utilize additional measures to prevent against underage consumption of alcohol including but not limited to carding everyone at the point of sale or requiring wristbands or other markings to identify people over 21;*
- 2. Installation of video surveillance system to monitor any areas where a licensed operator will not be present to provide supervision;*
- 3. Private security is required to be hired for any events in the venue which 150 or more attendees are anticipated;*
- 4. Issuance of occupancy permits from both Building Inspection and Fire Inspection.*

*(Any additional conditions could be added to the motion depending on discussion and feedback received on the proposal)*

**ATTACHMENTS:**

1. Application\_Redacted
2. Appointment of Agent\_Redacted
3. Overview of Business Plan
4. Approval Letter - The Mekong
5. Mekong Feedback - D Faust - 05.30.2024

Form  
AB-200

# Alcohol Beverage License Application

For Municipal Use Only
Municipality
License Period

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

- |   |   |
|---|---|
| <input type="checkbox"/> Class "A" Beer ..... \$ _____          | <input checked="" type="checkbox"/> Class "B" Beer ..... \$ _____     |
| <input type="checkbox"/> "Class A" Liquor ..... \$ _____        | <input checked="" type="checkbox"/> "Class B" Liquor ..... \$ _____   |
| <input type="checkbox"/> "Class A" Liquor (cider only) \$ _____ | <input checked="" type="checkbox"/> Reserve "Class B" Liquor \$ _____ |
| <input type="checkbox"/> "Class C" Liquor (wine only) \$ _____  |   |

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$
<b>Total Fees</b>	<b>\$</b>

Part A: Premises/Business Information			
1. Legal Business Name (individual name if sole proprietorship) The Mekong, LLC			
2. Business Trade Name or DBA The Mekong			
3. FEIN [REDACTED]	4. Wisconsin Seller's Permit Number [REDACTED]		
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization WI	7. Date of Organization 05/21/2024	8. Wisconsin DFI Registration Number [REDACTED]	
9. Premises Address 5100 Erling Ave			
10. City McFarland	11. State WI	12. Zip Code 53558	
13. County Dane	14. Governing Municipality: <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> Village of: <u>McFarland</u>		15. Aldermanic District
16. Premises Phone	17. Premises Email [REDACTED]	18. Website Not yet established	
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.  The building contains two banquet halls, three bar service stations, one kitchen, an office, stage, extra room (previously used as a smoking room).			
20. Mailing Address (if different from premises address) [REDACTED]			
21. City [REDACTED]	22. State [REDACTED]	23. Zip Code [REDACTED]	

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. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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

**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 Vang	First Name Nengher	M.I. N
Title Owner/Member	Email [REDACTED]	Phone [REDACTED]
Signature [REDACTED]	Date 05/21/24	

**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 Appointment of Agent

<b>Agent Type (check one)</b>	
<input checked="" type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

<b>Part A: Business Information</b>	
1. Legal Business Name (individual name if sole proprietor) The Mekong, LLC	
2. Business Trade Name or DBA The Mekong	
3. Entity Type (check one) <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization (check one) <input type="checkbox"/> Municipal Retail License <input checked="" type="checkbox"/> State Permit	5. If successor agent, provide State Permit or Municipal Retail License Number
6. Describe the reason for appointing a successor agent, if successor is checked above.	

<b>Part B: Agent Information</b>			
1. Last Name Vang	2. First Name Nengher	3. M.I. N	
4. Email [REDACTED]		5. Phone [REDACTED]	
6. Home Address [REDACTED]			
7. City [REDACTED]	8. State [REDACTED]	9. Zip Code [REDACTED]	10. Age [REDACTED]
11. Drivers License/State ID Number [REDACTED]		12. Drivers License/State ID State of Issuance [REDACTED]	

<b>Part C: Agent Questions</b>	
1. Have you satisfied the responsible beverage server training requirement? ..... Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> ? ..... Submit a completed Form AB-100 with this form.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? ..... See instructions for exceptions.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

*Continued* →

**Part D: Business Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named 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.

Last Name Vang		First Name Nengher	M.I. N
Title Member/Owner	Email [REDACTED]	Phone [REDACTED]	
Signature [REDACTED]		Date 05/21/24	

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities 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 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 Vang		First Name Nengher	M.I. N
Signature [REDACTED]		Date 05/21/24	

# The Mekong

Restaurant, Bar, and Banquet Hall

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May 23, 2024

Cassandra Suettinger, WCMC  
Deputy Administrator/Clerk  
Village of McFarlan  
5915 Milwaukee Street  
McFarland, WI 53558

Dear Ms. Suettinger:

Thank you for reaching out to us regarding our application for the Reserve Class “B” Liquor License with the Village of McFarland.

Below is information about our company, The Mekong, what we intend to use the facility at 5100 Erling Ave for, and our intended hours of business operation. Also included is information on maximum occupancy and parking.

***Business Description:***

The Mekong, located at 5100 Erling Ave, McFarland, WI, is an event venue, restaurant, catering, and bar business serving the Southeast Asian communities in Dane and Rock Counties, including customers of Cambodian, Laotian, Thai, Vietnamese, and Karen but primarily Hmong ethnic backgrounds. Named after the longest and most famous river in Southeast Asia, a river that originates in the Tibetan Plateau and runs through Southwest China, Myanmar, Laos, Thailand, Cambodia, and southern Vietnam, The Mekong is established as a Limited Liability Company and owned by husband and wife, Nengher N. Vang and Choua Her, respectively, in 2024. As the only Hmong-owned event venue, restaurant, catering, and bar company in south central Wisconsin, The Mekong will be used as a facility for the Southeast Asian communities in south central Wisconsin to use for their cultural celebrations as well as celebrations of the special moments in their lives, such as New Year, weddings, graduation, and retirement parties.

The Mekong will serve parties of up to 350 people with high quality and culturally appropriate foods and drinks that are unavailable in any of the other event venues in south central Wisconsin. The Mekong will offer considerable menu repertoire of traditional Hmong, Lao, Vietnamese, and Thai dishes and drinks in addition to the selection of wines, teas, and liquors typically consumed by persons of Hmong, Lao, Thai, Cambodian, and Vietnamese ethnic backgrounds.

We will rent The Mekong’s banquet halls for private family events and cultural celebrations on Fridays and Saturdays and cater culturally appropriate foods to customers for these special events and celebrations. We will have live music, foods, and drinks on Thursdays and Sundays. Depending on needs, we may also occasionally rent the small banquet hall for small private events, such as bridal showers, baby showers, birthdate parties, or for meetings on Tuesdays and Wednesdays. All the foods and drinks, apart from wines, teas, and liquors, will be prepared and served by staff of The Mekong out of The Mekong’s kitchen. On special occasions, such as Valentine’s Day, Labor Day, Memorial Day, Independence Day, and

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5100 Erling Ave  
McFarland, WI 53558  
Email: [nenghervang@gmail.com](mailto:nenghervang@gmail.com)

Phone: 651-343-3768  
Phone: 651-269-4278  
Email: [chouahawj@gmail.com](mailto:chouahawj@gmail.com)

# The Mekong

Restaurant, Bar, and Banquet Hall

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Thanksgiving, we may partner with promoters in the Southeast Asian communities to bring celebrity singers and performers in for live music and entertainment.

## *Products and Services*

The Mekong offers several types of services and products to its customers:

- **Event venue:** This is the primary service of the Mekong. The Mekong exists to serve the growing Southeast Asian populations in south central Wisconsin who do not have a culturally appropriate venue for them to hold private family events, such as weddings, graduation, and retirement parties, cultural celebrations, such as the New Year, or other public events, such as Valentine's Day, Labor Day, and Independence Day. The Mekong has two banquet halls for rent to customers for private family events and special cultural celebrations. The smaller hall can serve parties of up to 100 persons and is reserved for smaller events such as bridal shower, baby shower, and children's birthday parties. When customers rent the larger hall, they are given both banquet halls, which can comfortably serve parties of up to 350 persons.
- **Live Band/Special Promotion:** This is the other main service that The Mekong provides. The Mekong hosts a live band and music every Thursdays and Sundays unless these days are booked in advance for private family events and other celebrations. Line dancing and other forms of social entertainment are growing in popularity in the Southeast Asian communities throughout the United States, including those, especially Hmong Americans, in south central Wisconsin. So is the promotion of special appearances, singing, and other performances by celebrities from the Hmong and other Southeast Asian communities. Yet, there is no space for these persons of Hmong, Lao, Cambodia, Thai, and Vietnamese ethnic backgrounds in Dane and Rock Counties to gather for live music, line dancing, special celebrity appearance, concerts, and other forms of entertainment. The Mekong is created to fill this critical need and the market opportunity that this need provides.
- **Catering:** This service is available in two forms. (1) *In-house:* When customers rent the large banquet hall, they are required to pre-order at minimum \$4,000 of food and drinks combined before they can bring in outside food. The only beverage that customers are allowed to bring in from outside is water. Thus, except for water, all pre-ordered food and drinks, including liquors, for customers' events are prepared and served by staff of The Mekong only. (2) *Out-house:* When customers host private family events at their private residence, The Mekong is also available for catering for such events if the order is placed at least one week in advance and if the customers will pick up the food and drinks themselves. A minimum of \$1500 of pre-ordered food is required for The Mekong's outside catering service.
- **Foods:** The Mekong serves a wide variety of delicious dishes from Thai, Lao, Cambodia, Vietnamese, and Hmong cultures. While there are several restaurants providing foods from these cultures in south central Wisconsin, there is no other event venue in the area that also caters these culturally specific foods for customers from these cultures. The Mekong is the only company that provides both the venue and the culturally specific foods and drinks for customers of Hmong, Thai, Lao, Cambodia, and Vietnamese ethnic backgrounds. Some of the menu offerings include papaya salad, pad thai, pho noodles, deep fried shrimp, fish with curry sauce, and deep fried Lao sausage. Prices range from \$5 to \$20 per dish to \$75-\$100 per small tray and \$150-\$200 per large tray.

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# The Mekong

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- **Bar:** The bar is available for customers to purchase additional beverages, both alcoholic and non-alcoholic, during private family events, cultural celebrations, live band, and special promotional events taking place at The Mekong. The selection of wines and liquors available at The Mekong will be tailored specifically for the target customers; they will be only those typically consumed by persons in the Southeast Asian communities.
- **Tea House:** Originated from China, teas have long become a staple drink in many cultures, both in Asia and outside of Asia. Tea has grown in popularity and become the alternative for social drinking in the Southeast Asian communities for those who do not or cannot take alcoholic beverages. Teas will be available for tasting and purchase during private family events, cultural celebrations, and live band/special promotional events. A wide selection of teas at varying prices will be available for purchase. Customers will be able to purchase and take home with them the teas that they purchase from the Mekong.

## *Hours of Operation*

Our main hours of operation are from Thursdays to Sundays. Tuesdays and Wednesdays are only open if there are bookings or reservations in advance for small private family events and/or meetings. When there is no booking for such event or meeting, The Mekong will be closed on Tuesdays and Wednesday. The Mekong is closed for business on Monday for clean-up, set-up, and other preparations.

Days	Hours
Monday	Closed
Tuesday	Closed unless booked in advanced for private events/meeting
Wednesday	Closed unless booked in advanced for private events/meeting
Thursday	4pm-midnight*
Friday	4pm-midnight*
Saturday	4pm-midnight*
Sunday	4pm-11pm*

\*When the building is booked for private events, it may be open as early as 11am for customers to set up. When the building is not booked, the restaurant will be open from 4pm to midnight. Live band/music will run from 8pm to midnight.

## *Capacity & Parking*

We were initially concerned about maximum occupancy capacity and parking from a business standpoint. However, after further consultation with clan leaders, we no longer have concerns for maximum capacity. We realize that, throughout the year, most of the private family events will have no more than 350 people. Only when we have multi-clan New Year celebrations that we might need a building with a capacity greater than 350 people. That said, the Hmong community, our primary target customers, had been holding their clan New Years at the Veterans of Foreign War (VFW) building on Cottage Grove Road for

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# The Mekong

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many years, and they were fine with VFW's capacity, which only seats between 300 to 350 people. Thus, we feel that we will have no more than 350 people even at these inter-clan New Year celebrations. If any group or party expects that they will have more than 350 people at their event, we would refer them to other places like Doubledays.

We were also initially concerned that we might not be an attractive choice for our prospective customer's private event due to our limited parking spaces. We were mindful that frequent parking on the street would disturb the neighbors or create nuisance or inconvenience for them. After further investigation, however, we no longer have such anxieties or reservations. On Tuesday, May 21, 2024, we drove to the property and counted at least 120 parking stalls on the lot of The Mekong alone rather than the 67 stalls we were initially led to believe. This is without the need for any additional parking on the street. VFW has 99 parking stalls (89 regular, 10 handicapped) while Doubledays only has 65 paved parking stalls, but the Hmong community had been fine holding their events at these two locations for many years. Thus, with a greater number of parking spaces on The Mekong's lot than those on VFW's and Doubledays', we feel confident that we can host private events at The Mekong without creating any or much parking nuisance or traffic congestion for the neighbors. The need for off-the-lot or street parking is minimal.

## *Neighborhood Relationship*

As business owners of The Mekong, my partner and I intend to introduce ourselves to the neighbors and to build relationships with them. We'll either write or personally go in person to introduce ourselves to them and invite them to come to the restaurant. Such relationships, we know, are critical to not only the daily operation of the business but also its success as well as long-term peace, law, and order in the vicinity.

Thank you again for reaching out to ask us to provide additional information about our business, its hours of operation, and its products and services. Please feel free to let me know if you need anything else from us.

Best Regards,



Nengher N. Vang  
Principal/Owner, The Mekong, LLC.

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# VILLAGE OF McFarland

*Police Department*

6001 Broadhead St, McFarland, WI 53558 | 608.838.3151 | [www.mcfarland.wi.us/police](http://www.mcfarland.wi.us/police)

Aaron P. Chapin | Chief of Police

**DATE:** May 29, 2024

**TO:** McFarland Public Safety Committee

**FROM:** Aaron P Chapin, Chief of Police

**REFERENCE:** Recommendation of Approval

I have reviewed the Alcohol License application for The Mekong which is an event space and catering service to be established at 5100 Earling Ave.

I recommend approval of this application based on the plan set forth by the owners of the business. They plan to host events at the space which has been vacant for several years and have a solid plan for keeping the space safe and having an appropriate venue for serving alcohol to persons who are of age.

I do recommend that during times where there are events in the banquet hall where persons under the age of 21 are present, that they utilize additional measures to prevent against underage consumption of alcohol. This could include carding everyone at the point of sale or requiring wristbands or other markings to identify people over 21.

I also recommend a robust video surveillance system for two main reasons. The first is to provide protection for the business and to assist with investigations if necessary. Almost all new businesses have this as a part of their premises, and it is helpful for law enforcement investigations. Secondly, with the large event space, a licensed operator or bartender will not be able to monitor the space for appropriate consumption of alcohol consistent with responsible serving best practices.

On days where there will be larger events (those of more than 150 anticipated attendees) the venue will need to hire private security to be on site to discourage and address any behavioral issues at the event. The security personnel need to be readily identifiable as security and need to work in concert with local law enforcement.

I wish the business owners well in this endeavor.

**Respectfully,**

A handwritten signature in black ink, appearing to read 'APCh' with a horizontal flourish extending to the right.

Aaron P. Chapin  
Chief of Police

## Cassandra Suettinger

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**From:** Denise Faust <denise\_horn@yahoo.com>  
**Sent:** Thursday, May 30, 2024 7:43 AM  
**To:** Village Clerk  
**Subject:** Public Safety Info for 6/3 meeting

To the members of the Public Safety Coommittee,

I am writing you today regarding the upcoming application for an alcohol license for The Mekong to be located at the former 5100.

First of all, I am very supportive of a business going in that space and the business plan that the owner put together is very well done. I also have lived in the area for 20 years and have experienced the Mexican dance hall / night club that was there before the 5100 and would like to make sure that we don't have the same experience and we learn from the past.

The former business had issues with noise at many hours of the night. Initially, our police department did not have a noise meter, but I believe they do now. I would ask that the noise ordinance be enforced. I would also ask that police department continue to have the area on their normal surveillance (for lack of a better word) to ensure people are following the traffic laws as there are many kids and young drivers in the area.

I appreciate The Mekong having business hours that close at midnight as that may also help some of the prior issues. I believe they can have a successful business if they control noise, help to ensure their customers are obeying the traffic laws and not loitering in the area after midnight. If all of that occurs, I am confident the community will be very supportive of them.

Thank you,  
Denise Faust  
4504 Field Ave

Sent from my iPad