



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**LICENSE COMMITTEE MEETING
IN PERSON
TUESDAY, SEPTEMBER 15, 2026 – 6:15 PM
CITY HALL – SECOND FLOOR, CONFERENCE ROOM**

If you have special needs or circumstances which may make communication or accessibility difficult at the meeting, please call (920) 397-9901. Accommodations will, to the fullest extent possible, be made available on request by a person with a disability.

AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. New Business**
 - a. Review and possible recommendation to the City Council relating to **Alcohol Beverage License Agent Change** DLM Group LLC, dba Jennies Entertainment Center, 1245 Whitewater Avenue (Ebbert, Clerk/Treasurer/Finance Director)
 - b. Review and possible recommendation to the City Council relating to **Alcohol Beverage License Name Change** ("DBA" Change) for Creamery 201, LLC dba Vallarta Bar and Grill, LLC at 201 N. Main Street (Ebbert, Clerk/Treasurer/Finance Director)
- 4. Adjournment**

Date Posted: September 11, 2026

CC: City Council; City Staff; City Attorney; Fort Atkinson Chamber of Commerce; Fort Atkinson School District; News Media

Notice is hereby given that a majority of the Fort Atkinson City Council may be present at this meeting at the location and time indicated above to gather information about any subject matters on this agenda over which they have decision-making responsibility. This may constitute a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553, 494 N.W.2d 408 (1993), and must be noticed as such although the City Council will not take any formal action at this meeting.

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MEMORANDUM

DATE: September 15, 2026

TO: Committee/Commission/Board

FROM: Michelle Ebbert, Clerk/Treasurer/Finance Director

RE: Review and possible recommendation to the City Council relating to Alcohol Beverage License Agent Change DLM Group LLC, dba Jennies Entertainment Center, 1245 Whitewater Avenue (Ebbert, Clerk/Treasurer/Finance Director)

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. Alcohol Licenses issued to Limited Liability Companies must appoint an agent to operate the business. Agent responsibilities per Statute are listed below:

(6) Licenses to corporations and limited liability companies; appointment of agents.

125.04(6)(a)(a) Agent. No corporation or limited liability company organized under the laws of this state or of any other state or foreign country may be issued any alcohol beverage license or permit unless:

125.04(6)(a)1. 1. The entity first appoints an agent in the manner prescribed by the authority issuing the license or permit. In addition to the qualifications under sub. (5), the agent must, with respect to character, record and reputation, be satisfactory to the issuing authority.

125.04(6)(a)2. 2. The entity vests in the agent, by properly authorized and executed written delegation, full authority and control of the premises described in the license or permit of the entity, and of the conduct of all business on the premises relative to alcohol beverages, that the licensee or permittee could have and exercise if it were a natural person.

125.04(6)(b) (b) Successor agent. A corporation or limited liability company may cancel the appointment of an agent and appoint a successor agent to act in the agent's place, for the remainder of the license year or until another agent is appointed, as follows:

125.04(6)(b)1. 1. The successor agent shall meet the same qualifications required of the first appointed agent.

125.04(6)(b)2. 2. The entity shall immediately notify the issuing authority, in writing, of the appointment of the successor agent and the reason for the cancellation and new appointment.

125.04(6)(c) (c) Authority of successor. A successor agent shall have all the authority, perform all the functions and be charged with all the duties of the previous agent of the corporation or limited liability company until the next regular or special meeting of the issuing authority if a license is held. However, the license of the corporation or limited liability company shall cease to be in force if, prior to the next regular or special meeting of the issuing authority, the clerk of the licensing authority receives notice of disapproval of the successor agent by a peace officer of the

municipality issuing the license.

DISCUSSION

DLM Group, LLC dba Jennie's Entertainment Center, located at 1245 Whitewater Avenue, has submitted a request for an agent change. Agents for licensed establishments manage many aspects of a business including scheduling, hiring, ordering of product, and managing finances. A background check was performed on the applicant without concerns.

Per State Statute, 125.04(5)(a)(2) Individuals, all natural persons in a partnership and the agents of corporations and limited liability companies are subject to 90 day continuous residency in this state prior to the date of application. The prior agent had since moved out of Wisconsin, therefore requiring the assignment of a new agent.

FINANCIAL ANALYSIS

There is a \$10 fee associated with an agent change.

RECOMMENDATION

Staff recommends that the License Committee recommends to the City Council approval of the agent change for DLM Group, LLC dba Jennie's Entertainment Center at 1425 Whitewater Avenue for the licensing period of October 7, 2026 through June 30, 2027.

ATTACHMENTS

1. DLM Group Agent Appointment Romie Johnson_Redacted

Alcohol Beverage
Appointment of AgentDate
07/15/2026

Agent Type (check one)

- ☐
- Original (no fee)
- ☒
- Successor (\$10 fee for municipal licensees only)

Part A: Business Information

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

DLM Group LLC

2. Business Trade Name or DBA

Jennies Entertainment Center

3. Entity Type (check one)

- ☒
- Limited Liability Company
- ☐
- Corporation
- ☐
- Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- ☒
- Municipal Retail License
- ☐
- 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.

Original Agent no longer Wisconsin Resident

Part B: Agent Information

1. Last Name

Johnson

2. First Name

Romie

3. M.I.

J

4. Email

5. Phone

6. H

7. City

8. State

WI

9. Zip Code

10. Date of Birth

11. License/State ID Number

0

12. Driver's License/State ID State

WI

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.
2. Have you completed Form AB-100, *Alcohol Beverage Individual Questionnaire* (licensee) or
Form AB-300, *Alcohol Beverage Personal Questionnaire* (permittee)? ☒ Yes ☐ No
3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See instructions for exceptions.

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 Johnson		First Name Jakob	M.I. R
Title Operating Partner	Email [REDACTED]	Phone [REDACTED]	
Signature <i>Jake Johnson</i>		Date 8/11/26	

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 Johnson		First Name Romie	M.I. J
Signature <i>Romie Johnson</i>		Date 08/11/26	

Alcohol Beverage
Individual Questionnaire

Date

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

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

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

Part A: Business Information

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

DLM Group LLC

2. Business Trade Name or DBA

Jennie's Entertainment and Events

3. Entity Type (check one)

☐ Sole Proprietor☐ Partnership☒ Limited Liability Company☐ Corporation☐ Nonprofit Organization**Part B: Individual Information**

1. Last Name

Johnson

2. First Name

Romie

3. M.I.

4. Relationship to Business (Title)

Majority Owner

6. Phone

7. Home Address

8. City

9. State

WI

10. Zip Code

11. Date of Birth

12. Driver's License/State ID Number

13. Driver's License/State ID State of Issuance

WI

Part C: Address History1. Do you currently live in Wisconsin? ☒ Yes ☐ No

If yes, provide the month and year when you permanently moved to Wisconsin

(MM/YYYY)

06/2024

2. List in chronological order all of your addresses **within the last 5 years**. Attach additional sheets if necessary.

Previous Address 1	City	State	Zip Code
██████	██████	IL	██████
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

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

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

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

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

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

Part E: Attestation

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

Signature <i>Romie Johnson</i>	Date 8/11/26
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MEMORANDUM

DATE: September 15, 2026

TO: Committee/Commission/Board

FROM: Michelle Ebbert, Clerk/Treasurer/Finance Director

RE: Review and possible recommendation to the City Council relating to Alcohol Beverage License Name Change ("DBA" Change) for Creamery 201, LLC dba Vallarta Bar and Grill, LLC at 201 N. Main Street (Ebbert, Clerk/Treasurer/Finance Director)

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. Local governments are given the authority to issue licenses where alcohol is consumed in a public place in accordance with requirements set forth by Statute. There are three classes of Licenses: Class A, Class B, and Class C. "Class C" pertains strictly to wine with consumption on-site in a restaurant. The difference between Class A and B is where alcohol is authorized for sale and for consumption. Class A generally offers sale of alcohol on-site with consumption off-site (e.g. grocery or liquor store, gas station or convenience store). Class B allows for on-site sale and on-site consumption (e.g. Restaurant, Bar, Bowling Alley, Tavern). Class A can easily be remembered as you consume alcohol *Away* from the premises. Likewise, Class B you consume on-site, for example *Bar*.

DISCUSSION

Creamery, 201 LLC has submitted a request to change the DBA (doing business as) for their location at 201 N. Main Street Ste. 220. Creamery 201 has a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license. The request is to operate as Vallarta Bar and Grill at said location. There is no change to the premises description and is as provided: *Second floor of 201 N Main Street, hallways and outdoor enclosed area, Suite 220 and outdoor seating area*. The premise includes the event venue and the attached restaurant with outdoor patio.

FINANCIAL ANALYSIS

There are no fees associated with a DBA change.

RECOMMENDATION

Staff recommends that the License Committee recommend to City Council to approve the dba change for Creamery 201, LLC to dba Vallarta Bar and Grill, LLC for use at 201 N. Main Street for

the licensing period of October 7, 2026 through June 30, 2027.

ATTACHMENTS

1. Creamery 201 - Vallarta Bar and Grill 09042026

August 25, 2026

To: City of Fort Atkinson
License Committee
City Council

Statement of Business Plan:

License to be listed to: Creamery 201, LLC / Suite 201
DBA: Vallarta Bar and Grill, LLC / Suite 220

Premise Description:

Second floor of 201 N Main Street, hallways and outdoor enclosed area, Suite 220 and outdoor seating area.

Katie Stahl, Agent
Creamery 202, LLC