



**LICENSE COMMITTEE MEETING  
IN PERSON AND VIA ZOOM  
WEDNESDAY, MARCH 25, 2026 – 4:00 PM  
CITY HALL – SECOND FLOOR**

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**MINUTES**

**1. Call meeting to order**

President Jaeckel called the meeting to order at 4:00 pm.

**2. Roll call**

Present: Cm. Lescohier, Schultz and President Jaeckel. Also present: City Manager, City Clerk/Treasurer and Deputy Clerk.

**3. New Business**

- a. *Review and possible recommendation to the City Council relating to **Renewal Alcohol Beverage License Application** for Fort Atkinson Generals Baseball Team, for use at Jones Park for a Class "B" Fermented Malt Beverage license (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert stated that the General Baseball Team submitted an alcohol license application for a fermented malt beverage license. The Team sells beverages during its home games and at Baseball Fest, which is held in June. As required, they have licensed operators (bartenders) and take measures to ensure those purchasing and consuming are of legal drinking age. Last year, the Generals were issued a six-month license, which supported their regular season. Should tournament games be scheduled and held at Jones Park, the dates may fall outside the six-month window. Therefore, it was recommended the Generals consider a regular, full-year license. With approval of this license by the Committee and Council, it would be issued from April 10th through June 30th. The Generals will apply for a one-year license with effective dates July 1, 2026, through June 30, 2027.

Lescohier moved, seconded by Schultz to recommend to the City Council approval of the Renewal Alcohol Beverage License for a Class "B" Fermented Malt Beverage for Fort Atkinson Generals Baseball Team Inc for use at Jones Park from April 10th through June 30th, contingent upon payment of license fees. Motion carried.

- b. *Review and possible recommendation to the City Council relating to **Alcohol Beverage License Application** for K&S Restaurants, LLC for use at 88, 90, 96 S Main Street for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license (Ebbert,*

*Clerk/Treasurer/Finance Director)*

Clerk Ebbert discussed the location of 88, 90, 96 S. Main Street that has been operated by Bridge @ River & Main, LLC dba Bridge with adjacent businesses Proof and Good to Go. A "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license was used at Bridge and Proof as the properties were contiguous internally and owned/operated by the same LLC and Agent. Good-to-Go is also contiguous however did not sell or allow consumption of alcohol. K&S Restaurants, LLC has an offer to purchase and operate at 88, 90 and 96 S. Main Street and submitted an Alcohol Beverage License Application for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License. Documentation was properly completed and submitted for review.

Lescohier moved, seconded by Schultz to recommend the City Council approval of the Alcohol License Application for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License for K&S Restaurants, LLC dba Proof Speakeasy & The Bridge @ River and Main for use at 88, 90 & 96 S. Main Street for the licensing period of April 10, 2026 to June 30, 2026 contingent upon payment of licensing fees. Motion carried.

- c. *Review and possible recommendation to the City Council relating to **Alcohol Beverage License Application** for Chroma Art Studio, LLC for use at 112 N. Main Street for a "Class C" Wine License (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert shared that Jessica Turner, owner of Chroma Art Studio, LLC provided an Alcohol Beverage License Application for a "Class C" wine license for use at 112 N. Main Street. A "Class C" wine license allows for consumption by the glass on site or in one unopened original container for consumption on premise where it is sold. The open container may be taken for consumption off the premises only in compliance with Wis. Stat. 125.51(3r) (i.e., "recorked" bottle). The premise includes the east end of the first floor of the building, two event spaces and a small office space. The wine can be stored, sold and consumed in the areas described in the premise. Note that effective May 1, 2024, Act 73 eliminated previous limitations on eligibility for "Class C" wine licenses (i.e., no longer has to be a restaurant).

Lescohier moved, seconded by Schultz to recommend to the City Council approval of the Alcohol Beverage License for a "Class C" Wine License for Chroma Art Studio, LLC for use at 112 N. Main Street from April 10th through June 30th, 2026 contingent upon payment of license fees. Motion carried.

- d. *Review and possible recommendation to the City Council relating to **Alcohol Beverage License Application** for a "Class A" Intoxicating Liquor license (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert discussed the number of "Class A" Intoxicating Liquor licenses available was established by City Council Ordinance #799 on May 18, 2021. At that time, the Council echoed the quota for Class "A" Fermented Malt Beverages allowing 1 license per 750 residents, last updated 2004. The Department of Administration estimated population of 2026 is 12,455. An additional 295 of residential growth would be needed to increase the quota by 1 for the "Class A" Intoxicating Liquor License under the current ordinance. In

September 2025, Stop-N-Go / Kwik Trip #1502 operating at 313 Madison Avenue closed their business. Upon closure, a "Class A" Intoxicating Liquor and Class "A" Fermented Malt Beverage license was surrendered to the City. At that time, there were no interested parties in the license. In February 2026, two inquires were made within the same week for the "Class A" Intoxicating Liquor license. Both parties were provided required applications and the City of Fort Atkinson Alcohol License Questionnaire.

Schultz mentioned the Quota is established by City Council via Ordinance and can consider amending the ordinance in the future.

Honey Be A Flower, in business for 4 years in the Town of Koshkonong and just opened a location in the City of Fort Atkinson. She would like to offer wine with purchase of flowers. She does hold a "Class A" Intoxicating Liquor license in the Town of Koshkonong location.

Tipsy Trail Liquors has been in the liquor business in 15 years. Taking a risk buying a vacant property and opening a business. Interior and exterior improvements will be done in order to open on May 1, 2026.

Lescohier moved, seconded by Schultz to recommend the City Council approval of "Class A" Intoxicating Liquor to Tipsy Trail Liquors for use at 313 Madison Avenue for the licensing period of April 10, 2026 through June 30, 2026. Motion carried.

- e. *Review and possible recommendation to the City Council relating to **Alcohol Beverage License Application** for Tipsy Trail Liquors, for use at 313 Madison Avenue for a Class "A" Fermented Malt Beverage license (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert presented the application submitted by Tipsy Trail Liquors, Inc who has an offer to purchase property located at 313 Madison Avenue to operate a retail store. This location was the former Stop-N-Go / Kwik Trip #1502 that closed in September 2025. The applicant has requested a "Class A" Intoxicating Liquor and a Class "A" Fermented Malt Beverage license for use at 313 Madison Avenue. A Class A license allows for purchase of alcohol with consumption off of the premise where purchased.

Lescohier moved, seconded by Schultz to recommend to the City Council approval of the Alcohol Beverage License for a Class "A" Fermented Malt Beverage for Tipsy Trail Liquors Inc for use at 313 Madison Avenue from April 10th through June 30th contingent upon payment of license fees. Motion carried.

- f. *Review and possible recommendation to the City Council relating to **Cigarette, Tobacco and Electronic Vaping Device Retail License Applications** for Tipsy Trail Liquors, for use at 313 Madison Avenue (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert stated that Tipsy Trail Liquors, Inc has an offer to purchase property located at 313 Madison Avenue to operate a retail store. They are seeking a license to sell cigarettes, tobacco and electronic vaping devices at this location. A successful background

check was performed.

Schultz moved, seconded by Lescohier to recommend the City Council approve the Cigarette and Tobacco Products Retail License Application for Topsy Trail Liquors Inc for use at 313 Madison Avenue for the licensing period of April 10, 2026 to June 30, 2026 contingent upon payment of license fees. Motion carried.

#### **4. Adjournment**

Schultz moved, seconded by Lescohier to adjourn. Meeting adjourned at 4:42 pm.

Respectfully submitted,  
Michelle Ebbert  
City Clerk/Treasurer/Finance Director