



CITY OF WAUWATOSA

LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE

MINUTES • SEPTEMBER 24, 2013

Regular Meeting

Committee Room #2

7:00 PM

7725 West North Avenue, Wauwatosa, WI 53213

LLC COMMITTEE ITEMS

Attendee Name	Title	Status	Arrived
Peter Donegan	Alderman	Present	
John Dubinski	Alderman	Present	
Gregory Walz-Chojnacki	Alderman	Present	
Joel Tilleson	Alderman	Present	
Brian Ewerdt	Alderman	Present	
Donald Birschel	Alderman	Present	
Alan Kesner	City Attorney	Present	
Barry Weber	Police Chief	Present	
Kathleen Ehley	Mayor	Present	

1. Operator License application by Beth Ann Selky, 8504 W. Beacon Hill Drive, Franklin, Wisconsin, for the period ending June 30, 2014

This item was held from the previous meeting in order to give the applicant the opportunity to appear before the LLC committee. Ms. Selky did not appear and did not contact the City Clerk's office to reschedule.

The committee kept the item opened until the close of the meeting.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Birschel to recommend denial of the operator license -6 Ayes

RESULT:	RECOMMENDED FOR DENIAL [UNANIMOUS]	Next: 10/1/2013 7:30 PM
MOVER:	Gregory Walz-Chojnacki, Donald Birschel	
AYES:	Donegan, Dubinski, Walz-Chojnacki, Tilleson, Ewerdt, Birschel	

2. Class "A" Beer / "Class A" Liquor license transfer of premises request by ASG Wine Merchants Inc., d/b/a Tosa Wine & Spirits at 11747 W. North Avenue, Harneet Kaur, agent, to the location of Open Pantry Food Mart #604, 11500 W. North Avenue, James Schutz, agent

Mr. Sam Gill, co-owner of Tosa Wine & Spirits and Mr. James Schutz, agent for Open Pantry were both present.

Mr. Schutz explained that this Open Pantry is not a gasoline site and therefore does not fit their model. Open Pantry has made multiple attempts to sell this location and after negotiations with Tosa Wine & Spirits, came to an agreement.

Mr. Gill briefed the committee on their desire to continue to be a high end retail store as they expand to this larger location.

Ald. Donegan asked Mr. Gill about the past requests to have a tasting area in his store. Mr. Gill explained that he was looking into that about two years ago and has since then put that idea to rest. His desire is to create a clean, spacious atmosphere for customers looking for high end quality liquor.

Moved by Ald. Birschel, seconded by Ald. Ewerdt to recommend approval of the premise to premise transfer of Tosa Wine & Spirits Class A Liquor license -6 Ayes

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS] Next: 10/1/2013 7:30 PM
TO:	Common Council
MOVER:	Donald Birschel, Alderman
SECONDER:	Brian Ewerdt, Alderman
AYES:	Donegan, Dubinski, Walz-Chojnacki, Tilleson, Ewerdt, Birschel

3. Ordinance amending portions of Chapter 6.08 of the Wauwatosa Municipal Code to delegate authority to the Legislation, Licensing and Communications Committee to issue operator licenses

Mr. Kesner reviewed the proposal to amend portions of Chapter 6.08 of the Wauwatosa Municipal Code to delegate authority to the Legislation, Licensing and Communications Committee to issue operator licenses without the need to forward a recommendation to the Common Council for approval.

Ald. Walz-Chojnacki stated that his only question was in regard to a general procedure if there is a tie vote among the committee.

Mr. Kesner told the committee that the general procedure has been that if there is a tie vote, the motion does not pass. The applicant could then appeal that decision and it would go to council.

Mr. Kesner said that the ordinance can be written to state whatever the committee would like it to state with regard to tie votes, appeals, and council involvement.

Police Chief Weber suggested that the committee limit only the operator licenses that result in a tie vote be appealed, and not every license application that may be denied due to various reasons or findings.

The committee agreed that a tie vote is a negative vote and the applicant can appeal to council if he/she chooses.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Ewerdt to recommend adoption of the amended portions of Chapter 6.08 of the Wauwatosa Municipal Code - 6 Ayes

RESULT:	RECOMMENDED FOR ADOPTION [UNANIMOUS] Next: 10/1/2013 7:30 PM
TO:	Common Council
MOVER:	Gregory Walz-Chojnacki, Alderman
SECONDER:	Brian Ewerdt, Alderman
AYES:	Donegan, Dubinski, Walz-Chojnacki, Tilleson, Ewerdt, Birschel

4. Update from the Ad Hoc Marketing and Communications Committee

Ald. Donegan asked Mayor Ehley to brief the committee on the purpose and plans of the Ad Hoc Marketing and Communications Committee. She made reference to the proposal and the council resolution from September

2011 that created the committee. The Legislation, Licensing and Communications Committee spent many meetings discussing the purpose and description of an Ad Hoc Marketing, Communications and Imaging Committee. Mayor Ehley stated that if we want to be a first class community and have first class development, we need a first class image.

It was determined in the 2011 resolution that the city needs to improve its communications effort, its image, assess what is currently being done and create a plan to process moving forward. The committee is made up of ten members to include one member from the BID and one member from the Wauwatosa Chamber of Commerce. The members have a variety of backgrounds and their goal is to create a strong story for Wauwatosa and a fresh image. The members are residents of Wauwatosa and they have agreed to volunteer their time and efforts. They have each made a one year commitment to being an active member of this Ad Hoc committee.

The main objective is to assess the city's current image, to review, audit, and make recommendations for future marketing, staffing and options.

Mayor Ehley noted that our city's brand was designed in the 1950's. Wauwatosa is much different than it was in the 1950's and the Ad Hoc Committee wants to develop an image to show our purpose, our accomplishments and our needs going forward.

Beth Frederickson, a marketing specialist and volunteer for the Wauwatosa School Board Marketing Committee, shared the Ad Hoc Committee's excitement for the future marketing and fresh imaging of Wauwatosa.

Jim Plaisted, the Village BID director and also the BID director for Shorewood, gave a brief overview of the branding efforts and marketing plans that worked in other communities such as Shorewood.

Ald. Wilson thanked the Mayor and the Ad Hoc Marketing and Communications Committee for their strong involvement. He also thanked the LLC Committee for their interest and commitment to working with the Ad Hoc committee as a liaison to the Budget Committee.

Ald. Donegan thanked everyone for their contributions to the discussion and confirmed that the LLC Committee would be proactive in the progress of the Ad Hoc Committee.

5. Review of the 2013 Fall newsletter

Karen Jaeckels, assistant to the Mayor, presented the 2013 Fall newsletter.

The committee reviewed the newsletter and forwarded their comments and suggestions to Ms. Jaeckels for editing.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Tilleson to recommend approval of the Fall newsletter -6 Ayes

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Gregory Walz-Chojnacki, Alderman
SECONDER:	Joel Tilleson, Alderman
AYES:	Donegan, Dubinski, Walz-Chojnacki, Tilleson, Ewerdt, Birschel

Carla A. Ledesma, CMC, City Clerk