VILLAGE OF ELLSWORTH

HEALTH, LICENSE, WELFARE COMMITTEE MEETING

May 26, 2026 5:30pm

130 N. Chestnut St. Lower-Level Boardroom (East Rear Entrance)

View Zoom Meeting
https://us06web.zoom.us/j/89447322659?pwd=bzaJmaMFf9UQzLdf2Kgqf9kCCtTGgY.1
Meeting ID: 894 4732 2659
Passcode: 413111

AGENDA:

1. Call to order
2. Discuss/Possible Action of Temporary "Class B" Retailer's License and Fireworks License for the Friends of the Fair
3. Discuss/Possible Action of Annual Alcohol License Renewals for Licensing Period of 07-01-2026 through 06-30-2027
4. Discuss/Possible Action of Annual Dance License Applications for Licensing Period 07-01-2026 through 06-30-2027
5. Discuss/Possible Action of Annual Cigarette and Tobacco Product license Renewal Applications for Licensing Period of 07-01-2026 through 06-30-2027
6. Discuss/Possible Action on amendments to Chapter 12 related to the Alcohol Premise Extension fencing requirements
7. Adjourn.

Dick Hines – Chairperson

Please note that members of the Village Board may be in attendance at the meeting for information only, no official action of the Village Board will occur at the Meeting.

Posted at the Village Hall, Village Website & Library
Sent to P.C. Journal (Information Only)

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

Health, License, Welfare Committee Meeting, May 26, 2026

Agenda #2 – Discuss/Possible Action Temporary Class B Retailer's License and Fireworks License for the Friends of the Fair

The permit application is for the Summer Hoopla event on July 11th from 2pm to 11:59pm. The premise description is the fairgrounds picnic shelter, food stands area, grandstand area, and the Kenny Hines Building.

There will also be fireworks as part of the event at dusk. Village Ordinance states,

> Nothing herein contained shall prohibit the use of fireworks other than those prohibited by Sub. (6) for pyrotechnic displays given by public authorities, fair associations, amusement parks, park boards, civic organizations or groups of individuals, or for the protection of crops from predatory birds of animals by agricultural producers that been granted a permit for such display or protective use by the president of the village wherein the display is to be given or the protective use is to occur, and permits issued for crop protection shall state the type of fireworks to be used for such purpose, and the owner or lessee of said land on which sad fireworks are installed shall erect appropriate warning signs disclosing the use of fireworks for crop protection.

Recommendation:
Staff recommends the Committee approve the Temporary Retail License and Fireworks permit.

Form **AB-220**

Temporary Alcohol Beverage License

Municipality: VOE

License(s) Requested	Fees	
☐ Temporary "Class B" Wine ☒ Temporary Class "B" Beer	License Fees	$ 10.00
	Background Check	$
	Total Fees	$

Part A: Organization Information

1. Organization Name: Pierce County Friends of the fair

2. Organization Permanent Address: P.O. Box 406

3. City: Ellsworth | 4. State: WI | 5. Zip Code: 54011

6. Mailing Address (if different from permanent address)

7. FEIN: 47-5470527 | 8. Date of Organization/Incorporation: 11/02/2015 | 9. State of Organization/Incorporation: WI

10. Phone | 11. Email: piercecountyfriendsofthefair@gmail.com

12. Organization type *(check one)*

☒ Bona Fide Club ☐ Church ☐ Fair Association/Agricultural Society ☐ Veteran's Organization

☐ Lodge/Society ☐ Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.

13. Is this organization required to hold a Wisconsin Seller's permit? ..... ☐ Yes ☒ No

14. Wisconsin Seller's Permit Number (if applicable)

Part B: Individual Information

List the name, title, and phone number for all officers, directors, and agent of the organization. Include an Individual Questionnaire (Form AB-100) for each person listed below. Attach additional sheets if necessary.

Corporations must also include Alcohol Beverage Appointment of Agent (Form AB-101).

Last Name	First Name	Title	Phone
Peloquin	Heather	Treasurer	715-279-6549
Owen	Tim	Vice President	715 338-4592
Hines	DeAnna	Secretary	612-987-9584
Hines	Brian	President	612-987-9583

Continued →

$20.00

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

FIREWORKS PERMIT

This permit is issued for the lighting of fireworks within the Village of Ellsworth. The permit is valid for the date, time and location listed below ONLY. The permit holder must be physically onsite for the duration of the event. All firework debris shall be contained on the specified property location. No fireworks shall be lit that impair traffic or nearby roadways. Any resulting fires, damages or fees are the responsibility of the permit holder.

I have read and agree to the rules and regulations outlined above.

Applicant Signature Brian M. Hines **Date** 04/20/2026

PERMIT INFORMATION

(Event details)

Date: July 11, 2023

Time: Dusk

Name of group or organization: Pierce County Friends of the Fair, Inc.

Address: P.O. Box 406 | 364 N. Maple St. Ellsworth WI 54003

Phone: 612.987-9583

Email: piercecountyfriendsofthefair@gmail.com

The permit holder is requested to notify his immediate neighbors of the event and is required to call the Pierce County Non-Emergency Communications Center at (715) 273-5051 24 hours prior to the permitted time.

OFFICE USE ONLY

Permit Issued By

Signed: _____ Date: _____

Position: _____

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

Health, License, Welfare Committee Meeting, May 26, 2026

Agenda #3 – Discuss/Possible Action of Annual Alcohol License Renewals for Licensing Period of 07-01-2026 through 06-30-2027.

The Village has received Liquor license applications from all vendors, except for Serranos. The application for Barazul Grill (formerly Fiesta Rosita) does not accurately describe the alcohol premises, any approval of the license should note that alcohol can be served in the dining, bar, and patio areas (with appropriate fencing). No application was received from Serranos Mercadito

The list of applicants and premise descriptions are included for review.

Recommendation:
Staff recommends the Committee approve the licenses for 07-01-2026 to 06-30-2027, with the noted description for Barazul Grill.

Annual Alcohol License

Establishment	Type	Previous Premise Description	2026-2027 Updates or Changes
Village Discount Liquor	Class "A" Beer & Liquor	Single story building, 2 sales rooms, 3 coolers, 3 closets. Sell liquor, wine, beer.	Stand alone building operating as liquor store. The front area is selling space for liquor, wine, tobacco, and the rest of the area is used for storage.
Ellsworth Coopeartive Creamery	Class "A" Beer & Liquor	All alcoholic beverages will be sold through the Ellsworth Cooperative Creamery Retail Store. The retail store has an attached, locking, storeroom where overstock alcoholic beverages will be stored. Additionally, within the retail store, 1 cooler door will be dedicated to cold beer/wine.	No change.
DS Liquor	Class "A" Beer & Liquor	Steel frame building- back room, bathroom, walk-in cooler, outside pop machines and ice machine. Used in the sale of beer, liquor, wine, cigarettes, tobacco, frozen pizza, meat and snack products.	No change.
Consumer's Cooperative/Ellsworth Cenex	Class "A" Beer & Liquor	Convenience Store - Gas Station. Beer and alcohol sold and stored in cold vault in store. Also stored in backroom.	Convenience store/gas station. All alcohol beverages are stored in the backroom and on sales floor. All sales are by cashier at the checkout counter.
Nilssen's Foods	Class "A" Beer & Liquor	Main Floor Area/backroom storage/coolers	No change.
Express Lane #2321	Class "A" Beer & Liquor	Entire conveniece store premises.	No change.
Family Dollar	Class "A" Beer & Liquor	The Retail grocery store provides a secure back stock location and is to provide designated beer and win sales area which will be managed, stocked, and sold in accordance with all government ordinance expections.	No change.
Circle K (formerly Holiday Station Store)	Class "A" Beer & Liquor	Block building, sales area, beer cave coolers, back room storage. Beer Cave, beer coolers, beer platform, 8' liquor display, displays around POS.	No change.
Danny Dunns	Class "B" Beer & Liquor	259-265 Broadway, Ellsworth, WI 54011	Single-story building with main bar and serving area. Adjacent building used for alcohol overstock and snacks.
American Lgion Post 204	Class "B" Beer & Liquor	2 Story wood and block building - upstairs meeting room, small kitchen, 2 sets of bathrooms and storage closet. Downstairs kitchen, 2 bathrooms bar and 3 storage rooms.	No change.
Thirsty Badger	Class "B" Beer & Liquor	Bar with attached outdoor patio.	No change.
Common Man Tap & Table	Class "B" Beer & Liquor	Commercial Unit at 193 E Main Street Ellsworth, WI, 54011 containing full service restaurant, walk-in cooler, liquor storage room, & kitchen space. With adjacent patio space upto 5000 sq. ft.	No change.
Bullwinkles Pub/Final Final LLC	Class "B" Beer & Liquor	Building on corner of Main and Grant St. with apartment above and in back.	The building sits on the corner of Grant and Main St. There is an appartment above the ar and one behind the bar. There is a small kitchen with ice maker, 2 microwaves, stainless steel tables for prepping food/pizza. We have 2 pizza ovens along with 2 commercial air fryers. There is a stand up freezer to hold frozen pizza and pasta ingredients, there is also a box freezer for over flow items. A stand up cooler holds extra beer, food and condiments that we use on a daily basis. Behind the bar is a large 3 sliding door cooler to hold beer and liquor. There is a basement that holds our soda lines for fountain drinks. There is a back room for storage.
Just Ka's	Class "B" Beer & Liquor	Bar area, walk-in cooler, walk-in freezer, pool room and basement storage, dry storage area in back of bar… 10'x44' deck with hinged access door to parking lot. Parking lot used for events only.	No change.
Snowballs	Class "B" Beer & Liquor	Back deck, side parking lot (if/when we have entertainment), front of building under awning including front of apts. Interior of entire bar, side "enclosed" entrance.	Wood frame building. Main floor, walk in cooler, rear and side deck areas, front porch, side parking lot, back parking lot.

BW's Tavern (former Shotguns)	Class "B" Beer & Liquor	A wood framed building to include both basements walk in cooler. Also into include both basement walk-in coolers. Also to include when fenced off - the grass behind the building and gravel parking lot to east of building, also to include front patio where tables are present.	The licensed premises consist of the main level bar area. An upper-level apartment is located within the building, but is use solely as living quarters and is not part of the licensed premises or bar business. Rooms within the licensed premises include the main bar area, small kitchen, two restrooms, back room, and two basement areas. one basement is used for general storage and the other contains a walk in cooler and ice machine. Alcohol beverages are stored on the shelves behind the bar, in coolers behind the bar, and in the employee only storage room behind a locked door. Alcohol related business records are kept behind the bar in a file box.
Broz Bar	Class "B" Beer & Liquor	Wood frame, walk-in, patio, basement	No change.
VFW Post 9060	Class "B" Beer	Old church, beer sold on upper level.	No change.
Ellsworth Hubbers	Class "B" Beer	Consession Stand in Summit Park by ball field.	No change.
Barazul Grill (former Fiesta Rosita)	Class "B" Beer and Class "C" Wine	Dining area, bar seating area, with outside front patio. Alcohol beverages stored in refrigerators behind bar and in kitchen. **PERMANENT PREMISE EXTENSION FOR FRONT PATIO AREA.	The building has a booth area, bar area, kitchen, 2 restrooms, parking spots and storage area in the back of the building.
The Poor Farm Event Center	Class "B" Beer and Class "C" Wine		There are 3 levels in the barn where alcohol is being consumed. The lower level is where the bar is located. The main level is where food is served. The upper level is used for seating guests. Areas around the barn with picnic tables. Storage of alcohol is behind the bar in the lower level. Records are kept at the bar in the lower level.
Serranos Mercadito	Class "B" Beer and Class "C" Wine	Storage- A secure, temperature-controlled room located at the back of the building, solely used for storing alcohol inventory. Staff office- Used for record keeping, sales logs, inventory, and customer information.	Did not receive renewal.

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

Health, License, Welfare Committee Meeting, May 26, 2026

Agenda #4 – Discuss/Possible Action of Annual Dance License Applications for Licensing Period of 07-01-2026 through 06-30-2027.

The Village has received Dance license applications for 07-01-2026 to 06-30-2027.

Application have been received by the following operations:

- Thirsty Badger
- Common Man Tap & Table
- Bullwinkle's Pub
- Just Ka's
- Niki's Eastender
- BW's Tavern
- Broz Bar

Relevant definitions:

(a) "Public Dance" means any dance to which admission may be had by the public, generally although not exclusively, upon payment of an admission fee, including all dances held in a street or upon Village property. [Ord. 247]

(b) "Public Dance Hall" means any room, place, or space where public dances are regularly and customarily held and sponsored by the same owner, tenant or affiliated owners or tenants. [Ord. 254]

Recommendation:
Staff recommends the Committee approve the licenses for 07-01-2026 to 06-30-2027.

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

Health, License, Welfare Committee Meeting, May 26, 2026

Agenda #5 – Discuss/Possible Action of Annual Tobacco License Applications for Licensing Period of 07-01-2026 through 06-30-2027.

The Village has received Tobacco license applications for 07-01-2026 to 06-30-2027. There are no significant changes to the premises described from the previous year.

The application list and premise descriptions are included for review.

Recommendation:
Staff recommends the Committee approve the licenses for 07-01-2026 to 06-30-2027.

Renewal Tobacco License Application

Establishment	Previous Premise Description	2026-2027 Proposed Premise Description
Circle K	Sold at POS. Block building, sales area, Displays and storage behind and around POS. Storage in prep area.	No change
Express Lane #2321	Entire conveniece store premises.	No change
Village Discount Liquor	Single story building, 2 sales rooms, 3 coolers, 3 closets. THC Products, tobacco.	Stand alone building operating as a liquor store. Front area is selling space for cigarrettes, tobacco, and e-cigs. Rest of the other space is used for storage.
DS Liquor	Steel framed building \with back room and Walk-in Cooler. Used in the sale of cigarettes and tobacco.	Steel framed building with back room, bathroom, walk in cooler, outside pop machines and ice machine. Used in the sale of beer, liquor, wine, cigarettes, tobacco, frozen pizza, meats, and snacks.
Consumer's Cooperative/Ellsworth Cenex	Convenience Store - Gas Station. All cigarettes, tobacco, and electronic vaping products are sold and stored behind the checkout counter.	No change
Nilssen's Foods	Front end service counter.	No change
Tobacco Outlet and Vape Outlet Plus	The building has a front office space which will serve as a counter and display cases along with slat wall panels for customer showroom- which is for product viewing. A storage room is where records are kept.	All cigarettes are stored behind the counter. Overstock are behind the showcase. E cigs and vape are sold in showcases that are kept closed. We also have a tobacco humidor. Records are kept in front office.
Broz Bar	Wood frame building, patio, basement	Front end/service counter
Family Dollar	All tobacco will be sold, stored, and kept on the sales floor. Sold at the registers at the front of the building.	No change

VILLAGE OF
ELLSWORTH

130 N CHESTNUT STREET, ELLSWORTH, WI 54011 | PHONE 715-273-4742 | FAX 715-273-6460

Health, License, Welfare Committee Meeting, May 26, 2026

Agenda #6 – Discuss/Possible Action of amendments to Chapter 12 related to the Alcohol Premise Extension fencing requirements

Premise Extension permits are for open, unroofed area where beer and other alcohol beverages are served and consumed, and provided such area is connected to a premises to which a "Class B" fermented malt beverage and intoxicating liquor retail license has been issued. The current ordinance require fencing around the extension area to be 6-feet in height or for double fencing 4-feet in height with 6-feet in between the fences. This requirement is more restrictive compared to other communities and some operations have found this to be a burden. Last year the Village Board approved a request from Fiesta Rosita for the extension area fence to be 3 feet in height.

The proposed amendment removes the specific height requirement and rather puts the onus on the operator to construct a barrier to control ingress and egress and prevent the removal of alcohol from the area. If the Committee wants to incorporate a minimum height, staff recommends 3-feet be incorporated into the requirement.

(b) Outdoor extension areas where alcohol is possessed, sold, served, or consumed shall be enclosed by a continuous fence or barrier of sufficient height and construction to control ingress and egress and prevent removal of alcohol from the licensed area. Access to the extension area must be limited to designed entry/exit points. ~~If any part of the premise extension is not blocked by a building, there shall be maintained or constructed a fence not less than 6 feet high with maximum spacing in openings of two inches or double fencing of not less than four (4) feet high with six (6) feet between the fencing, surrounding the premise extension area. The fencing shall contain the required fire exit or exits. Each gate or exit shall be not less than four (4) feet high for double fencing and six (6) feet high for single fencing, shall swing free to egress, shall be equipped with proper hardware and shall swing free and clear of public sidewalks.~~ The premise extension fence shall comply with all Village ordinances regarding vision clearance and distances from corners.

Recommendation:
Staff recommends the Committee approve the changes. If so, staff will draft a formal ordinance amendment for Village Board approval.