

Town of Perry  
Minutes of Public Hearing  
Tuesday, May 11, 2021  
Perry Town Hall

Class B Liquor License

1. Call to order. Supervisor Ken Hefty called the public hearing to order at 7:44 PM, following Open Space Plan amendment public hearing. Supervisor Mick Klein Kennedy, Treasurer – Deputy Clerk Stephanie Zwettler and Clerk Mary Price were present. Chairman Roger Kittleson was present via teleconference. Also in attendance: Road Patrolman Mark Eastman, Ron Josephson, Ben Martinelli, Stacey Martinelli, Mike Jenquin, Dennis Jelle, John Brixy, Bird Cupps, Amelia Fairchild, Virgil Haag, Dawn Haag, Brad Tisch, Lynnette Gebben, Michael Gebben; via teleconference: Doug King, Alan Ferguson.
2. Class B Liquor License Application – Supervisor Ken Hefty reported Laura and Brad Tisch, owners and operators of Munchkey Apples, 175 Drammen Valley Road, Mt. Horeb, WI, have applied to the Town of Perry for a Class B liquor license, effective July 1, 2021.

This license application will be considered by the Town Board at the meeting to be held at the Town Hall on Tuesday, May 11, 2021.

Brad Tisch explained Munchkey Apples annual operations – five days per week, 9:00AM – 5:00PM Thursday through Sunday during September and October; current Class A license allows cider and wine sales. A Class B license will allow liquor serving and sales.

Lynnette Gebben requested additional information for the Town's Class B liquor license status.

John Brixy explained options in WI § 125 – issuing and transferring Class B liquor licenses.

Lynnette Gebben questioned the Town's plan for liquor license income.

Bird Cupps requested the Town's criteria for liquor license approval or disapproval.

John Brixy explained the transfer process.

Amelia Fairchild commented the proposed location on a rural road could be unsafe; issuing a Class B liquor license allows bar operations with no limits on liquor sales.

Mike Gebben confirmed that the Town has one license to issue and one license to transfer.

Lynette Gebben commented that if the Town issued one license and transferred the second license, the Town would limit the ability to issue the 2<sup>nd</sup> license to a Town resident.

Bird Cupps asked the Town to research zoning requirements for a licensed operation – could be Ag. Entertainment and limited to 10 days per year; and commented that issuing a Class B license to this location could increase traffic, loud music might be added, could affect property values.

Bird Cupps advised the Town to hold another public hearing to inform residents.

Brad Tisch reported, landowner since 1996, has been operating Munchkey Apples since 2012.

3. Adjourn the hearing – Supervisor Mick Klein Kennedy moved and Chairman Roger Kittleson seconded a motion to close the hearing. Motion carried. The hearing adjourned at 7:59 PM.

Mary L. Price, Clerk