

Town of Perry  
Minutes of Public Hearing  
Tuesday, June 8, 2021  
Perry Town Hall

Class B Liquor License application or Class A Liquor License renewal.

1. Call to order: Supervisor Ken Hefty called the public hearing to order at 7:30 PM. Supervisor Mick Klein Kennedy, Treasurer – Deputy Clerk Stephanie Zwettler and Clerk Mary Price were present. Also in attendance: Road Patrolman Mark Eastman, James Gibson, Brad Tisch, Laura Tisch, Reynold Anderson, Alan Hutchins, Micca Hutchins, Stacey Martinelli, Dennis Jelle, John Brix, Bird Cupps, Amelia Fairchild, Linda Kosovac, Melinda Huitt, Leslie Parr, Roger Parr, Michele Kittleson, Brent Radke, Steve Ligler, Laura Morland; via teleconference: Jennifer Gottwald, 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 for a Class B liquor license, effective July 1, 2021.

Brad Tisch presented background information, current operations and Class A license use; reported no plans to change operations or to operate allowed uses with Class B license; applied for Class B license to facilitate Town's transfer of Reserve Class B license to adjoining municipality.

Comments from attendees were requested, limited to 5 minutes per speaker.

Linda Kosovac supports Tisches' concept and current operation; issuing this Class B license and transferring the Reserve license will exhaust liquor licenses in Town.

James Gibson questioned the value of the license and potential fee structure; advised the Class B licenses should be reserved for Town residents; a deed restriction to require voluntary return of the license if not used should be considered.

Amelia Fairchild requested clarification on Tisches' plan to sell liquor and Brad Tisch indicated there is no plan to sell liquor; advised restrictions should be in a written agreement; a Conditional Use permit is required.

Bird Cupps described Class B liquor license operations in other rural areas – increased traffic, drinking, crowds; and operational plans could change at any time.

Stacey Martinelli, owner of The Eloise wedding barn in the Town of Blue Mounds, reported their business challenges in 2020 due to the Covid pandemic, current Class A license limits, catering limitations; asked if the Town of Perry would not approve a wedding barn operation with a Class B liquor license.

Roger Parr requested information on liquor license transferring to future new owners.

Dennis Jelle, Town of Blue Mounds Chairman, explained the Town's liquor licenses renewal process; current operation of wedding barns in the Town; advised the license fee should not exceed \$10,000.00.

John Brixy, Town of Blue Mounds Supervisor, reported his experience with a Verona wine store; explained the liquor license transfer process; confirmed the Town's willingness to pay, but not to exceed, \$10,000.00 to transfer the reserve license.

Dennis Jelle reported the wedding barn could host other events and meetings.

Reynold Anderson supported the Tischs' license application.

Alan Ferguson does not support the license transfer.

Steve Ligler fully supports the Tischs' license application.

Micca Hutchins reviewed their business relationship in the Tischs' operation – imported wine sold under the current Class A license.

Brent Radke supports the Class B license application.

James Gibson requested clarification on a potential deed restriction. Brad Tisch indicated a deed restriction would not be acceptable but the Class B license could be returned for new applicant to consider.

Bird Cupps advised the Class B renewal could be denied in one year.

Supervisor Mick Klein Kennedy thanked Town residents and others who attended this hearing.

Supervisor Ken Hefty observed the fees could be used to support the Town's share of the costs to replace the Drammen Valley Road bridge.

Brad Tisch announced his plan to apply for a Dane Co. Zoning Conditional Use Permit for Town approval.

Linda Kosovac advised residents should trust the Town Board to deny renewal if operational problems are observed.

Roger Parr requested clarification of the transaction and Stacey Martinelli reported their business is sponsoring the Tisch Class B liquor license fee.

Dennis Jelle opined the Town Board is responsible and there is no need to add conditions.

Supervisor Mick Klein Kennedy prefers some conditions for renewal and does not support transfer, should be reserved for Town residents.

3. Adjourn. James Gibson moved and Laura Morland seconded a motion to adjourn the hearing. Motion carried. The hearing adjourned at 8:35 PM.

Mary L. Price, Clerk