

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Legislative Chambers
160 S Macy Street

September 10, 2025
6:00 PM

1. CALL TO ORDER

- a. Roll Call
- b. Declaration a Quorum Is Present
- c. Pledge of Allegiance
- d. Silent Reflection

2. PUBLIC HEARINGS

3. CONSENT AGENDA

- a. August 27, 2025 Minutes
- b. List Of Claims Dated September 3, 2025
- c. Denial Of Claim
Claimant: Karliesha Lederer

4. AUDIENCE COMMENTS (Agenda and Non-agenda items)

5. ACTION ITEMS

- a. Class "B" Fermented Malt & "Class C" Wine License
Limited Liability Co: NoriFondduLac LLC
Agent Name: Wenkai Wang
d/b/a: Nori Sushi and Grill
Business Address: 836 W Johnson Street
Introduction: City Clerk
- b. Resolution No. 9202
A Resolution Of The City Of Fond du Lac Finding That A Property Is
Blighted, As Defined In Section 32.03(6)(a) Of The Wisconsin
Statutes, And Finding Necessity For Eminent Domain Proceedings
Introduction: City Attorney

6. PRESENTATION OF INPUT ITEMS

- a. Department Of Public Works Construction Update
Presented By: Director of Public Works

7. ADJOURN

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: August 27, 2025 Minutes

Subject: August 27, 2025 Minutes

Initiator:

Recommendation:

ATTACHMENTS:

File Name

Minutes_2025_8_27_Meeting(1246).pdf

**CITY COUNCIL MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN**

Legislative Chambers
160 S Macy Street

August 27, 2025
6:00 PM

CALL TO ORDER

Roll Call

Present

Tiffany Brault
Antonio Godfrey
Keith Heisler
Angela C Luehring
Patrick Mullen
Thomas Schuessler
Brett Zimmermann

Administrative Staff

Joseph Moore, City Manager
Dyann Benson, Community Development Director
Tricia Davi, Director of Administration
Tessa Schmidt, Senior Accountant
Deb Hoffmann, City Attorney
Paul De Vries, Director of Public Works
Chris Johnson, City Engineer
Lori Burgess, Interim Library Director
Aaron Goldstein, Chief of Police
Erick Gerritson, Fire Chief
Kathryn Duveneck, IT Services Director

Declaration a Quorum Is Present

President Brault declared a quorum present.

Pledge of Allegiance

Pledge of Allegiance was recited.

Silent Reflection

A moment of silent reflection was observed.

Introduction Of Lakeside Municipal Court Judge Troy Damsteegt

Lakeside Municipal Court Judge, Troy Damsteegt was introduced by
City Attorney, Deb Hoffmann.

CONSENT AGENDA

August 13, 2025 Minutes

List Of Claims Dated August 20, 2025

A Motion was made by Antonio Godfrey, Sr. to approve the consent agenda and seconded by Keith Heisler, and the motion was **Passed**.
Ayes: Brault, Godfrey, Sr., Heisler, Luehring, Mullen, Schuessler, Zimmermann

AUDIENCE COMMENTS (Agenda and Non-agenda items)

Spoke Otherwise On Non-Agenda Item: Wandering Motorhome:
Joan Schabel, 524 Washington Street, Fond du Lac

Spoke In Support Of Non-Agenda Item: Fond du Lac Loop:
Dwayne Clark, 52 Fawn Court, Fond du Lac

ACTION ITEMS

Resolution No. 9200

File No. 2025-85

A Motion was made by Keith Heisler to approve Resolution No. 9200 Resolution Authorizing The Issuance And Establishing Parameters For The Sale Of Not To Exceed \$16,470,000 General Obligation Promissory Notes, Series 2025 and seconded by Patrick Mullen, and the motion was **Passed**.

Ayes: Brault, Godfrey, Sr., Heisler, Luehring, Mullen, Schuessler, Zimmermann

Resolution No. 9201

File No. 2025-86

A Motion was made by Thomas Schuessler to approve Resolution No. 9201 (Plat) A Resolution Approving The Final Plat Of South Park Avenue and seconded by Antonio Godfrey, Sr., and the motion was **Passed**.

Ayes: Brault, Godfrey, Sr., Heisler, Luehring, Mullen, Schuessler, Zimmermann

PRESENTATION OF INPUT ITEMS

Downtown Fond du Lac Partnership Annual Plan

The Downtown Fond du Lac Partnership Annual Plan was presented by the DFP Executive Director, Amy Krupp.

2026 Library Budget Presentation

The 2026 Library Budget was presented by the Interim Library Director, Lori Burgess.

2026 Budget Presentation

The 2026 Budget was presented by the City Manager, Joseph Moore and the Director of Administration, Tricia Davi.

Discussion On If The City Should Prohibit Persons From Directing Or
Draining Surface Water Onto Another Person's Land

A discussion ensued on if the City should prohibit persons from
directing or draining surface water onto another person's land.

Discussion On Requiring Garbage And Recycling Containers To Be Stored
Within A Garage Or Accessory Structure Or In A Location Screened From
Street View

A discussion ensued on requiring garbage and recycling containers
to be stored within a garage or accessory structure or in a
location screened from street view.

ADJOURN

A Motion was made by Brett Zimmermann to adjourn at 7:51 p.m. and
seconded by Keith Heisler, and the motion was **Passed.**

Ayes: Brault, Godfrey, Sr., Heisler, Luehring, Mullen, Schuessler,
Zimmermann

Margaret Hefter
City Clerk

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: List Of Claims Dated September 3, 2025

Subject: List Of Claims Dated September 3, 2025

Initiator:

Recommendation:

ATTACHMENTS:

File Name

List_of_Claims_Memo_09-03-25.pdf

CITY OF FOND DU LAC - Memorandum

Department of Administration

Date: September 03, 2025

To: City Council

From: Tricia Davi, Director of Administration

Re: List of Claims

The list of claims for goods and services for the payment periods August 16, 2025 through August 29, 2025 for all funds total \$2,699,090.14. Wisconsin statute 66.0609 (2) requires the comptroller to file, at least monthly with the City Council, a list of approved claims paid.

Suggested Motion: Receive and File

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: Denial Of Claim
Subject: Denial Of Claim
Claimant: Karliesha Lederer

Initiator:

Recommendation:

ATTACHMENTS:

File Name

Claim_Memo_Lederer.pdf

CITY OF FOND DU LAC - Memorandum

Date: September 3, 2025
To: City Manager, City Council
From: Deborah S.R. Hoffmann, City Attorney/Director of HR
Subject: Karliesha Lederer Claim –

Date of Incident: 07-29-2025

This claim was submitted to the City's Insurance for review. Our adjustor has reviewed the claim and recommends denial. The City and its employees, including Police officers have broad immunity for discretionary acts, pursuant to Section 898.80(4), Wis. Stats. The acts that claimant alleges that the Fond du Lac Police Officers should have performed were discretionary, and therefore, immunity applies.

As this matter may become litigation, it is not appropriate to discuss the merits of this claim in open session.

Recommendations.

Considering all of the above information, The City Attorney's office recommends:

That Lederer's claim be denied.

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: Class "B" Fermented Malt & "Class C" Wine License

Subject: Limited Liability Co: NoriFondduLac LLC
Agent Name: Wenkai Wang
d/b/a: Nori Sushi and Grill
Business Address: 836 W Johnson Street
Introduction: City Clerk

Initiator:

Recommendation:

ATTACHMENTS:

File Name

Nori_Sushi_applications.pdf

Nori_Sushi_business_plan.pdf

ALC_8-25-2025_Excerpt_NoriFondduLac_LLC.pdf

rpt. # 8803

Form
AB-200Alcohol Beverage License
Application

For Municipal Use Only	
Municipality	City of Fond du Lac
License Period	9/1/2025 - 6/30/2026

License(s) Requested: (up to two boxes may be checked)

☒ Class "A" Beer \$ ☒ Class "B" Beer \$
☐ "Class A" Liquor \$ ☐ "Class B" Liquor \$
☐ "Class A" Liquor (cider only) \$ ☐ Reserve "Class B" Liquor \$
☒ "Class C" Liquor (wine only) \$

Fees	
License Fees	\$ 200
Background Check Fee	\$
Publication Fee	\$ 65
Total Fees	\$ 265

Part A: Premises/Business Information

1. Legal Business Name (Individual name if sole proprietorship)

NoriFonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. FEIN

332484930

4. Wisconsin Seller's Permit Number

456-1032003584-04

5. Entity Type (check one)

☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

6. State of Organization

WI

7. Date of Organization

01/14/2025

8. Wisconsin DFI Registration Number

2025

9. Premises Address

836 w Johnson st

10. City

Fond Du lac

11. State

IL

12. Zip Code

13. County

Fond du Lac

14. Governing Municipality: ☒ City ☐ Town ☐ Village

of:

15. Aldermanic District

16. Premises Phone

(608) 718-0999

17. Premises Email

norifonddulac@gmail.com

18. Website

norisushieats.com

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

The alcohol will be consumed inside of restaurant dining room. It will be ordered at the dining tables and stored in the alcohol shelving at the waitress station.

20. Mailing Address (if different from premises address)

12560 s poplar crossing

21. City

Plainfield

22. State

IL

23. Zip Code

60585

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol .. ☐ Yes ☐ No
If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? .. ☐ Yes ☒ No
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? .. ☐ Yes ☒ No
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity	4b. Business Entity FEIN
-----------------------------	--------------------------

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☐ No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

Last Name	First Name	Title	Phone
Chen	Huifang	Owner	
Wang	Wenkai	Agent	

Part D: Attestation

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	First Name	M.I.
Chen	Huifang	
Title	Email	Phone
Owner	norifonddulac@gmail.com	(920) 397-8616
Signature	Date	
Huifang Chen	07/02/20	

Part E: For Clerk Use Only

Date Application Was Filed with Clerk	License Number	Date License Granted	Date License Issued
JUL 14 2025	C-2025-0118/C-2025-0119		
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date
07/02/2025

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Norifonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. Entity Type (check one)

☐ Sole Proprietor

☐ Partnership

☒ Limited Liability Company

☐ Corporation

☐ Nonprofit Organization

Part B: Individual Information

1. Last Name

Chen

2. First Name

Huifang

3. M.I.

4. Relationship to Business (Title)

Owner

5. Email

norifonddulac@gmail.com

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Driver's License/State ID Number

13. Driver's License/State ID State of Issuance

Part C: Address History

1. Do you currently live in Wisconsin? ☐ Yes ☒ No

If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address	City	State	Zip Code
1107 n ringold st	Janesville	WI	53545
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
WI	Rock	IL	Cook	IL	Dupage		
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature

Hui-fang Chen

Date

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Norifonddulac LLC	
2. Business Trade Name or DBA Nori Sushi and Grill	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name Wang		2. First Name Wenkai	
3. M.I.			
4. Relationship to Business (Title) Agent		5. Email capitalpangu@gmail.com	
6. Phone			
7. Home Address			
8. City			
9. State		10. Zip Code	
11. Date of Birth			
12. Driver's License/State ID Number			

Part C: Address History			
1. Do you currently live in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY) 02/2015			
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.			
Previous Address 1		City	State Zip Code
Previous Address 2		City	State Zip Code
Previous Address 3		City	State Zip Code
Previous Address 4		City	State Zip Code
Previous Address 5		City	State Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.			
State	County	State	County
WI	Rock		
State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature <i>Wenkai Wang</i>	Date 07/02/2025
---------------------------------	--------------------

Alcohol Beverage Appointment of Agent

Date

Agent Type (check one)

- ☒ Original (no fee) ☐ Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Norifonddulac LLC

2. Business Trade Name or DBA

Nori Sushi and Grill

3. Entity Type (check one)

- ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- ☒ Municipal Retail License ☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

6. Describe the reason for appointing a successor agent, if successor is checked above.

Part B: Agent Information

1. Last Name

Wang

2. First Name

Wenkai

3. M.I.

4. Email

capitalpangu@gmail.com

5. Phone

6. Home Address

7. City

8. State

9. Zip Code

10. Date of Birth

11. Driver's License/State ID Number

12. Driver's License/State ID State of Issuance

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.
2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or
Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? ☒ Yes ☐ No
3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See Instructions for exceptions.

Continued -->

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Chen		First Name Huifang		M.I.
Title Owner	Email norifonddulac@gmail.com		Phone (608) 718-0999	
Signature Huifang Chen			Date 07/02/20	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Wang		First Name Wenkai		M.I.
Signature wenkai wang			Date 07/02/20	

CITY OF FOND DU LAC

Memorandum

Date:

To: Chief of Police Attn: Records Division

From: City Clerk

Subject: Appointment of Agent Application

The application copied on the reverse side was filed with this office within the preceding forty-eight hours.

It is respectfully requested that your recommendation on the granting and issuance of a license be provided to this office.

CITY OF FOND DU LAC

Memorandum

Date:

To: City Clerk

From: Chief of Police

Subject: Appointment of Agent Application

I hereby recommend that the application be:

 X Granted a license

 Denied a license

Comments _____

CPT R.D. #121 02-29-25

Nori Sushi and Grill

Business Plan

Management Team:

Huifang Chen

Wengkai Wang

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Executive Summary

Product

Nori offers a variety of contemporary Japanese cuisine in hopes to spread the taste of modern Japanese cuisine in a fast and simple environment. Our Menu selection includes a wide variety of sushi rolls, Nigiri, Sashimi, Hibachi, Teriyaki, Yakisoba, Ramen, Salads, dessert and more. Customers will enjoy our product in house or in forms of carryout and delivery. To accompany our product, our friendly customer service will be a great add on to the overall experience at Nori Sushi and grill.

Customers

The target audiences for our products are sushi and hibachi lovers who want to experience a casual dining experience on a biweekly basis. Specifically, business professionals, and health-conscious consumers, modern families and groups that are foodies and adventurous eaters, and sushi lovers tend to be a key demographic of Japanese food enthusiasts. Nori's rush time consists of the labor force of business professionals during lunch break, and casual diners in the evening.

Future of the Company

The future of Nori Sushi and Grill is to spread our product and service through more establishments around the Midwest. We want to promote ethnic Japanese cuisine as part of the American lifestyle through a more modern representation of Japanese culture.

Company Description

Mission Statement

To provide quality Japanese eatery to our customers through dining, carryout, and delivery.

Principal Members

Huifang Chen

Legal Structure

Nori Fond Du Lac is a Wisconsin Limited Liability Corporation.

Market Research

Competitions Analysis

Sakamoto Japanese

Shu's Sushi

Product	<ul style="list-style-type: none"> Specialties: Hibachi, Sushi, Udon, starters, liquors, wine/beer Service: Dine-in and carry-out options available Noteworthy: Known for exceptional plating and presentation 	<ul style="list-style-type: none"> Specialties: Tempura, Hibachi, sushi, udon, yakisoba, Ramen, wide variety of fish (e.g., octopus, lobster), alcohol, starters Service: Offers both dine-in and carry-out services Noteworthy: Positive reviews highlight appealing product presentation
Price	<ul style="list-style-type: none"> Positioned as the most upscale option among competitors 	<ul style="list-style-type: none"> Positioned slightly below Sakamoto Japanese, maintaining competitive pricing
Promotion	<ul style="list-style-type: none"> Online Ordering system established: sakamotofun.com Strong presence on Facebook 	<ul style="list-style-type: none"> places.singleplatform.com Website: Outdated with minimal promotion or media advertisement
Place	<ul style="list-style-type: none"> Situated in a modern interior space with tasteful Japandi design elements Located outside of Home Depot, benefiting from significant foot traffic in front, not visible from the main street 	<ul style="list-style-type: none"> Projects a traditional/conservative sushi restaurant ambiance, with a taste of mom-and-pop restaurant Downtown Fond Du Lac strip mall, with visibility from main street Middle of shopping center, with ACE hardware as cotenant.
Overall	<ul style="list-style-type: none"> Direct and strong Competitors of Nori, targeting the similar audiences Strong Community presences Strong dining experiences Great service and strong reviews 	<ul style="list-style-type: none"> No website ordering or third platform ordering system Lacks website ordering or third-party platform integration Lacks of Brand Personality

Location Analysis

Demographic

- Population - 44,300 with a 0.31% of population decrease
- Race
 - White: 85.5%
 - Two or more : 6%
 - Asian 2.9%
 - Black or african american: 2.8%
 - Other 2.3%
- Income
 - Average Earnings: 45392
 - Families Average Earnings: 61620
 - Poverty rate: 12.48%
- Education
 - High school or greater: 91.1%
 - Bachelor's degree or greater: 21.7%

Psychographic

- Family-Centric Lifestyle:
 - Fond Du Lac boasts a family-friendly atmosphere, where residents prioritize quality time together and involvement in community activities. This reflects a strong emphasis on family values and support for youth education and extracurricular pursuits.
- Community Engagement:
 - Residents of Fond Du Lac are actively engaged in local organizations, volunteering, and supporting small businesses, showcasing a deep sense of belonging and civic pride. This involvement contributes to the community's social and economic vitality.
- Suburban Comfort:
 - Fond Du Lac offers suburban amenities, including well-maintained neighborhoods, top-notch schools, and convenient access to retail, dining, and entertainment options. This appeals to residents seeking a comfortable, safe, and convenient lifestyle with modern conveniences.
- Outdoor Recreation Enthusiasts:
 - Proximity to parks, trails, and waterways attracts outdoor enthusiasts who enjoy activities like hiking, biking, fishing, and boating. These individuals value an active lifestyle, nature connection, and leisure pursuits promoting physical and mental well-being.
- Diverse Interests and Tastes:
 - Fond Du Lac diverse population embodies a wide range of interests, hobbies, and cultural backgrounds, from art and culture to sports and entertainment.

Businesses can cater to these varied preferences through targeted marketing and product offerings.

Behaviors

- **Shopping Habits:**
 - Residents of Fond Du Lac exhibit diverse shopping behaviors, from supporting local businesses to utilizing online platforms. Their decisions are influenced by factors like convenience, affordability, and product quality.
- **Dining Preferences:**
 - Fond Du Lac residents enjoy dining out and cooking at home, with a taste for both local eateries and international flavors. Their culinary preferences reflect the community's cultural diversity.
- **Recreational Activities:**
 - Fond Du Lac residents engage in various recreational pursuits, including park visits, sports leagues, community events, and outdoor exploration.
- **Community Engagement:**
 - Active participation in community events, volunteer initiatives, and local organizations showcases Fond Du Lac residents' civic pride and commitment to community improvement.
- **Family-Centric Lifestyle:**
 - Prioritizing family activities, Fond Du Lac residents spend leisure time with loved ones, participating in family-oriented events and educational activities.
- **Work and Commuting Patterns:**
 - Commuting to work or school varies among Fond Du Lac residents, with some working locally and others commuting to neighboring cities. Factors like job location and transportation options influence commuting behaviors.
- **Social Media Usage:**
 - Fond Du Lac residents utilize social media to connect with peers and businesses, sharing updates, recommendations, and community news online.
- **Health and Wellness Practices:**
 - Prioritizing health and wellness, Fond Du Lac residents engage in activities like regular exercise, balanced nutrition, and stress management, often participating in community wellness programs.
- **Educational Involvement:**
 - Families with school-aged children actively support their education through involvement in school events, parent-teacher conferences, and extracurricular activities, as well as fundraising efforts within local schools

Target Market

Demographic

- Age:
 - Sushi is popular across a wide range of age groups, but it tends to be especially popular among young adults and professionals in their 20s and 30s. However, sushi is also enjoyed by older adults and even children who have developed a taste for it.
- Income Level:
 - Sushi tends to be perceived as a relatively upscale dining option, so it often attracts consumers with higher disposable incomes. Nori Target customers tend to have an income level of 120-150K annual per household, with individual income levels at 65K-120K.
- Education:
 - There isn't a specific educational demographic for sushi lovers, but Nori target white collars and business professionals with a greater than associate degree. The majority of Nori customers tend to have bachelor's degree.
- Urban vs. Rural:
 - Nori focuses in suburban areas with access to sushi restaurants and diverse culinary options as these population demographics tends to have more adventurous and diverse culinary taste.
- Cultural Background:
 - While sushi originates from Japan Nori doesn't target customers that comes from an Asian ethnicity. In contrast, Nori targets customers primarily Caucasian with the concept and awareness of diverse cultural backgrounds. We especially favor consumers that have some different cultural influences that shape their preferences for sushi and other types of cuisine.
- Health Consciousness:
 - Sushi is often perceived as a healthier dining option compared to many other types of cuisine, which can attract health-conscious consumers. As a result, Nori lovers prioritize fresh, nutritious ingredients and lighter meal options.
- Gender:
 - Sushi is enjoyed by both men and women, with no significant gender disparity among sushi enthusiasts. However, Nori lovers and loyalist tends to be females around 25 -35 years olds that have a stable income.
- Social Groups:
 - Sushi is often enjoyed in social settings, such as dining with friends, family gatherings, or special occasions like birthdays or celebrations. Nori does it focuses in dining experiences, and are popular destinations for group dining.
- Tech-Savvy Consumers:
 - Nori lovers, particularly younger generations, are tech-savvy and utilize digital platforms for various purposes, including discovering new sushi restaurants, reading reviews, making reservations online, or ordering sushi delivery through mobile apps.
- Travelers and Tourists:

- While we do not focus promotion tours Travelers and tourists, they do weight in a portion to Nori's sales dues to reviews, nearby hotels, and local websites that suggest our restaurant.
- Lifestyle Choices:
 - Nori lovers may align with certain lifestyle choices or dietary preferences, such as vegetarianism, veganism, pescatarianism, or gluten-free diets. We often offer options to accommodate these dietary restrictions, making sushi accessible to individuals with diverse lifestyle choices.

Psychographic

- Adventurous and Open-Minded:
 - Nori Lovers adventurous eaters who enjoy trying new foods and flavors. They have a curiosity for different cuisines and culinary experiences, and they're open to exploring the diverse range of sushi offerings, from traditional to creative fusion rolls.
- Sophisticated Palates:
 - Sushi enthusiasts often have refined taste preferences and appreciate the subtle nuances of flavor, texture, and presentation in sushi. They may value high-quality ingredients, skilled craftsmanship, and attention to detail in sushi preparation.
- Cultural Appreciation:
 - Nori lovers have an appreciation for Japanese culture and gastronomy. They may enjoy learning about the history, traditions, and artistry behind sushi, as well as the cultural significance of different types of sushi and dining rituals.
- Environmental Consciousness
 - many Nori lovers may have a concern for environmental sustainability and responsible sourcing practices in the seafood industry. They may seek out and prefer sushi restaurants that prioritize sustainable seafood sourcing and eco-friendly practices in their operations.
- Social Consciousness:
 - Many Nori lovers prioritize social responsibility and ethical considerations in their dining choices. They may seek out sushi restaurants that support community initiatives, charitable causes, or sustainability efforts, aligning with their values and principles. In fact, Nori promotes its sustainability marketing and community charities are promoted

Behaviors

- Regular Dining Out:
 - Sushi lovers often dine out at sushi restaurants regularly, enjoying the experience of selecting from a menu of sushi rolls, sashimi, nigiri, and other Japanese dishes. They may have favorite sushi spots they frequent or enjoy exploring new sushi restaurants to discover unique offerings. Nori enthusiasts tend to visit once a week but majority of our customer comes at a biweekly basis.
- Mealtime:

- Nori Rush time tends to be around 11am -pm which is where most of our labor market head in for lunch breaks, and from 5;30-8:00 tends to be the dinner rush for afterwork dinner dates, family gatherings, special occasion dinners. Pickup and delivery are a common option for our commuters to grab and go on their way home.
- Exploring Variety:
 - Nori Enthusiasts tend to explore many different types of cuisines and their dining out options vary in their dietary. Their dietary option for dine out may include Mexican, Italian Garden, Indiana, Chinese and other.
- Savoring the Experience:
 - Sushi enthusiasts savor the sensory experience of eating sushi, enjoying the combination of flavors, textures, freshness, and presentation of each bite. They take their time to savor and appreciate the taste of different sushi rolls, paying attention to nuances in flavor and quality. The table turn around time is around 30 minutes on non-rush time and 45 minutes on during rush time.
- Learning and Education:
 - Some Nori lovers are passionate about learning about varieties of culture, history, and their traditions. They tend to be very education about many cultures and histories to their cultures including Japanese culture, European culture, Mexican culture and more. They may seek out information about different cultures, and constantly educate themselves on new culture information.
- Special Occasions:
 - Sushi enthusiasts may enjoy indulging in sushi for special occasions and celebrations, such as birthdays, anniversaries, or holidays. During this special occasion, Nori provides special deals and combinations, such as our birthday and anniversaries desserts and special candles and shout outs.
- Health Consciousness:
 - Many of our sushi lovers appreciate sushi as a healthy dining option, featuring fresh seafood, vegetables, and rice with minimal cooking oils and fats. They may choose sushi as a nutritious meal choice, incorporating it into their balanced diet and healthy lifestyle. Low sodium soy sauces, and gullet free opt outs are some of the very commonly requested in hibachi and sushi preparation.
- Sharing and Socializing:
 - Sushi dining is often a social experience for enthusiasts, who enjoy sharing sushi rolls and dishes with friends, family, or colleagues. During lunch period colleagues gathering tends to be common and friends and family comes during more at night. It's more common for friends and family to order a variety of sushi rolls to share or even order a big party platter, creating a communal dining experience and fostering social interaction.

Company Advantages

Through careful consideration of our experience, understanding of our target demographic, and comprehensive analysis of the competitive landscape, we have established the following positioning and selling points for Nori Sushi and Grill at our Fond Du Lac location.

Price

- **Cost Analysis:**
 - Our cost analysis and vendor analysis are done by our management team every month to keep our expenses low while maintaining the same or better quality and freshness of our product. Keeping the low expense and margin high will keep us at competitive pricing compared to the other competitions.
- **Competitive Analysis:**
 - After researching the pricing of similar sushi restaurants in your area to understand the market norms and pricing expectations. Our prices should be competitive enough to attract customers but also reflect the quality and uniqueness of our offerings. We will use competition price as a benchmark and price 10% below their average pricing in our first year to point our self as casual dining experiences with affordable price.
- **Value Perception:**
 - Our Price is perceived to be on the economic friendly special with the portion size that are given. A good example of competitor's be our steak hibachi as only \$19.75, while our competitor's price is around \$40. Another example is our fried crab appetizer is priced at 11.99 while in both competitors they are price at \$16 per order.
- **Bundle Deals and Special Offers:**
 - We offer bundle deals, lunch specials, or happy hour discounts to attract customers during off-peak hours or encourage them to try a variety of menu items. While lunch special is common in the industry, bundle deals and happy hours is going to be our unique selling point in the Fond Du Lac market. This can help increase sales volume and customer loyalty.
- **Monitor and Adapt:**
 - Continuously monitor the effectiveness of your pricing strategy and be prepared to adapt to changes in the market, customer preferences, or economic conditions. Flexibility and responsiveness are key to maintaining a competitive edge in the restaurant industry.
- **Customer Loyalty Program:**

- Our customer loyalty program earn points or rewards for every purchase they make, this incentivizes repeat business and encourages customers to spend more to unlock additional benefits or discounts.

Product

- **Varies of Offers:**

- In our current menu items, we have more grill products and dessert product compared to our competitors. In their offerings they focus on hibachi as main grill entries and their main grill, for nori, we have full menu of hibachi, teriyaki, fried rice, yakisoba, and ramen. In addition to that, we have a full dessert menu as well.

- **Takeout and Delivery:**

- With our demographic being young adults, sushi becomes a excellent option for takeout and delivery services, particularly in high disposable income urban areas with busy lifestyles.

- **Event Catering:**

- Nori sushi and grills provide a separate catering menu when customers request their events. In fact, they are priced very well for large party, Major of the time we provide these items at 30 percents discount compared to our original menu price and then charge a service fee if we need to deliver the items and serve to the events.

- **Upselling and Add-Ons:**

- Implement strategies to encourage upselling, such as offering premium add-ons like extra toppings or specialty sauces such as our home-made chili sauces for an additional charge. We train our staff to make recommendations and highlight special menu items to increase the average check size.

Promotion

- **Online Presence:**

- Nori maintains a robust online presence distinguished from our competitors by our proactive engagement on social media platforms, a user-friendly website, and seamless online ordering capabilities. Our dedicated marketing team ensures continuous upkeep of our social media channels and website, while meticulously monitoring the performance of our ads and campaigns.

- **Corporate Partnerships:**

- Nori cultivates strategic partnerships with local businesses, hotels, and event venues to expand our visibility and revenue streams. For instance, we offer

exclusive discounts to hotel staff for their corporate events in exchange for featuring our menu items at their establishments.

- Delivery Platform Partnerships:
 - We have established partnerships with leading delivery platforms such as DoorDash, UberEats, Grubhub, and EatStreet to broaden our customer reach. Collaborating closely with our marketing team, we tailor promotions, sponsor listings, and execute targeted campaigns to appeal to diverse customer segments.
- Local Influencers or Food Bloggers:
 - Nori collaborates with influential figures, including radio hosts and food bloggers on prominent social media platforms like Instagram, Twitter, and Facebook, to amplify our brand presence and garner positive reviews and endorsements.
- Email and Text Marketing:
 - Our cost-effective email and text marketing initiatives leverage our loyalty reward program to directly engage with our fan base. These campaigns frequently feature exclusive discounts and promotions, driving immediate sales and revenue.
- Seasonal Promotions:
 - Nori capitalizes on seasonal trends and holidays by offering enticing promotions, seasonal menu items, and themed events. Examples include Christmas raffles, Thanksgiving promotions, and Valentine's Day couple bundles, fostering a sense of community and driving sales during festive occasions.

Place

- Trendy Appeal:
 - Nori Sushi and Grill at Fond Du Lac will have a modern and Scandinavian design to the restaurant and the dining area attracting younger demographics and those interested in culinary trends.
- Cultural Appeal:
 - Plating and carefully selected Dec of the restaurant will also hint at the current modern Japanese culture, attracting those interested in exploring diverse cuisines and contemporary Japan.
- Seasonal Decor and Themes:
 - Nori changes decor and adds on themes based on seasons, holidays, or cultural events can create a dynamic atmosphere and entice customers to share a memorable dining experience on these special occasions.
- Location:
 - Our location is strategically placed to have target our customer base. We expect our target customers to frequently visit another establishment that is round us. Store such as Star bucks and target will bring more visibility and brand recognition for Nori. We have a location advantage compared to our competitors.

By leveraging these advantages effectively, a sushi restaurant can position itself as a culinary destination that offers not only exceptional food but also memorable experiences and a sense of connection to its patrons and the community.

Product Line

Product/Service

Services Include:

- Dining in house
- Carry Out
- Delivery through Door dash, Uber eat, and Grubhub

Menu

Pricing Structure

Overall, Nori Sushi and Grill will offer its product and services 10% below a fantasy dining establishment but above an ordinary carry out sushi restaurant in the first year of its operation.

- **Menu Structure:**

- Within our offering, we have a range of menu options to cater to different budget levels and different occasions. This can include a mix of affordable options like lunch specials and bento boxes, as well as premium items like sashimi platters or omakase experiences for those willing to spend more.

- **Dynamic Pricing:**

- We implement dynamic pricing strategies, where prices may vary based on factors such as demand, time of day, or day of the week. For instance, we offer lower prices lunch special and bento box only during Monday-Friday 11am-3pm during slower periods to attract more customers.

Research and Development

The company is actively engaged in strategic research and development endeavors, encompassing the following initiatives:

- **Custom Sustainable and Eco-friendly Packaging:**

- The creation of brand packaging solutions that prioritize sustainability and ecological responsibility, aligning with our commitment to environmental stewardship.

- Culinary Innovation:
 - In-house recipes tailored specifically for Nori's brand identity, with a focus on enhancing flavor profiles and elevating the culinary experience for our discerning patrons.
- Market Trend Analysis:
 - Rigorously examining trends within our target demographic and their impact on our marketing strategies, location selections, and product offerings. This comprehensive analysis aims to inform strategic decisions that will facilitate the continued expansion and success of Nori's future establishments.

Marketing & Sales

Marketing Strategy

To advance the growth objectives of the company, Nori will undertake the following strategic initiatives:

- Define Target Audience:

- Precisely identify the primary target demographic for Nori at Fond Du Lac location, focusing on local residents, professionals, families, sushi connoisseurs, and tourists. Thoroughly understand their demographic profiles, preferences, and dining habits to customize marketing endeavors effectively.
- Unique Selling Proposition (USP):
 - Determine the unique aspects of the sushi restaurant that set it apart from competitors and then market them and include them to our products and services. For Nori Fond Du Lac that would include our dessert menu, unique inhouse spicy mayo, hot Chile, and other sauces, pricing, hibachi varieties, happy hours, and more.
- Brand Identity and Storytelling:
 - Craft a compelling narrative around Nori's identity, rooted in the unique background of its founding members. Amplify these narratives through various media channels, including journals, interviews, communal events, and social platforms, to communicate the brand's values, heritage, and passion.
- Online Presence and Website:
 - Cultivate a robust online presence through a professionally curated website that showcases the restaurant's menu, ambiance, location, and contact details. Maintain and optimize the website with the support of both in-house and third-party marketing teams to enhance visibility and attract organic traffic.
- Social Media Marketing:
 - Harness the power of popular social media platforms such as Instagram, Facebook, Yelp, Google, and Apple to present visually captivating imagery and videos of sushi offerings, promotions, and behind-the-scenes content. Actively engage with followers, respond to inquiries, and orchestrate targeted advertising endeavors to expand the customer base
- Email/Text Marketing:
 - Develop an extensive email and texter subscriber list through loyalty programs and social media engagement to disseminate regular newsletters, promotions, and updates regarding the restaurant's offerings and events.
- Local Partnerships and Collaborations:
 - Forge partnerships with local businesses, hotels, event venues, and schools, media organizations to cross-promote the sushi restaurant and reach a broader

audience. Offer exclusive discounts or packages for collaborative events and initiatives.

- EDDM:

- Leveraging Every Door Direct Mailing (EDDM), we strategically distribute menus, marketing materials, coupons, and campaigns via USPS, targeting specific neighborhoods to yield optimal results lasting two to four weeks. By meticulously tracking EDDM routes, we ensure precise targeting of our desired customer base. Additionally, we supplement our EDDM efforts with a variety of print marketing strategies, including magazines, flyers, and local newspaper ads. Furthermore, our marketing endeavors often involve collaborations with reputable marketing agencies to maximize outreach and impact.

- Online Reviews and Reputation Management:

- Encourage satisfied customers to leave positive reviews and testimonials on review sites such as Yelp, Google My Business, and TripAdvisor. Management monitors online reviews 24/7, respond promptly to feedback (both positive and negative), and take proactive steps to address any concerns raised by customers.

- Customer Loyalty Program:

- Implement a customer loyalty program to reward repeat customers and encourage repeat visits. Offer incentives such as discounts, free appetizers, or birthday rewards for members of the loyalty program.

- Mobile App and Online Ordering:

- Our mobile app make it easier to use our loyalty program in saving orders and exchange point for cash value. We partner with food delivery platforms such as Doordash, Ubereats, Grubhub, and Eatstreet to offer convenient online ordering and delivery services for customers who prefer dining at home. Create campaign for our target audience within the delivery platforms, allows us to reach more and near by customers.

- Special Offers and Promotions:

- We communicate special offers, promotions, and discounts through multiple channels, including in-restaurant signage, social media posts, email newsletters, and text message alerts. We encourage customers to enroll in our loyalty rewards program, allowing them to stay updated on promotions and earn rewards for their continued patronage.

- Community Engagement:

- We actively engage with the local community through event participation, sponsorships, and charitable initiatives. Our commitment to community causes is demonstrated through initiatives such as gifting community event attendees with our branded gift cards. Humanitarian and children-focused school events are among our preferred community engagements.

- **Online Presence:**

- We maintain a vibrant online presence through our website and social media profiles, providing customers with easy access to information about our restaurant, menus, reservations, and brand interactions. Our dedicated marketing team develops and disseminates campaigns across all social media platforms to reinforce our online presence, showcase our company's personality, and underscore our integral role within the community.

Product Strategy

To facilitate the expansion of the company, Nori will undertake the following initiatives:

- **Menu Development:**

- Curate a diverse and enticing menu featuring a wide arrange of maki rolls, sashimi, nigiri, appetizers, hibachi, Yakisobo, teriyaki, ramen, and other specialty dishes.

- Offer a range of options to accommodate various dietary preferences, including vegetarian, vegan, gluten-free, and low-carb choices.

- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.

- **Quality and Freshness:**

- Source high-quality ingredients, including fresh seafood, premium rice, and authentic Japanese seasonings, to ensure the highest standards of taste and freshness.

- Partner with reputable suppliers and vendors who specialize in providing sushi-grade fish and other essential ingredients. Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.

- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Implement strict quality control measures to maintain food safety standards and ensure consistent freshness and taste in every dish.
- Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Signature Dishes and Specialties:
 - Develop signature sushi rolls and specialty dishes that showcase the restaurant's unique style, creativity, and culinary expertise.
 - Regularly assess and refresh the menu by introducing seasonal specials, limited-time offers, and innovative creations to demonstrate culinary ingenuity and versatility.
- Presentation and Plating:
 - Pay attention to the visual presentation and plating of sushi dishes to enhance their aesthetic appeal and create a memorable dining experience.
 - Source plating supplies directly from Japan and other Asian regions to ensure authenticity and elevate presentation standards.
 - Enhance our takeout presentation with bespoke packaging designed in-house to reinforce brand memorability.
 - Train kitchen staff and sushi chefs in the art of sushi presentation, including garnishing techniques, plate arrangement, and decorative elements.
 - Use high-quality silverware, tableware, and presentation props to elevate the visual presentation of sushi dishes and showcase their beauty and craftsmanship.
- Sustainability and Responsibility:
 - Consider sustainability and environmental responsibility in sourcing ingredients and packaging materials for sushi dishes.
 - Choose sustainable seafood options certified by reputable organizations
 - Minimize food waste and promote eco-friendly practices in restaurant operations, such as using biodegradable packaging for takeout orders.

Management

Our company places utmost importance on fostering strong customer relations as a pivotal factor in driving repeat sales. We uphold a set of principles and standards that guide all team members in their interactions with our valued patrons:

- **Welcoming Atmosphere:** We prioritize creating a warm and inviting ambiance that ensures customers feel welcomed from the moment they step into our restaurant. Our staff is trained to greet guests with a friendly smile and provide attentive service throughout their dining experience.
- **Knowledgeable Staff:** Our team members are equipped with comprehensive knowledge of our menu, including sushi ingredients, preparation methods, and dietary considerations. From servers and cashiers to hosts and chefs, we ensure they are capable of addressing customer inquiries and making recommendations based on individual preferences. For any queries beyond their scope, direct access to our management team is available 24/7 for prompt resolution.
- **Personalized Service:** We strive to offer personalized service by attentively noting customer preferences and dietary restrictions. Through our point-of-sale terminal and loyalty programs, we track and accommodate individual needs across current, previous, and future orders.
- **Feedback Mechanism:** In addition to providing avenues for customers to leave reviews on social media platforms, we actively seek feedback and suggestions for improvement through comment cards, online surveys, and feedback forms. This allows customers to share their thoughts about the food, service, and overall dining experience.
- **Responsive Communication:** We prioritize prompt responses to customer inquiries, feedback, and complaints. Our staff is trained to handle customer concerns courteously and professionally, with empowerment to resolve issues swiftly to ensure customer satisfaction. Additionally, our management team receives real-time notifications for all feedback, reviews, and messages, ensuring timely responses and implementation of customer suggestions.

Trends

Market Trends

Sales trends exhibit variability across different locations; however, consistent patterns emerge throughout the year. Historically, we have observed a seasonal fluctuation in sales, characterized by a dip during the months of April and September through the middle of November, followed by an upswing from December through the beginning of March. This surge coincides with the holiday season, including Christmas, New Year, and Valentine's Day, which are typically peak periods for our industry. Additionally, May often experiences an increase in sales, driven by events such as Mother's Day. Notably, Valentine's Day and Mother's Day are among the busiest days of the year, followed closely by Christmas Eve and New Year's. These trends are supported by sales data from Fitchburg's 2023 sales trends chart. Furthermore, we have observed a correlation between in-store orders for carryout/dine-in and orders placed through third-party delivery platforms. Across the majority of Nori locations, such as the Fitchburg location, approximately 60% of orders are placed in-store, with the remaining 40% coming from third-party platforms. With this Market Trends, we expect a similar analysis in Nori sushi and grill located in Fond Du Lac.

Forecasting Sales

The sales forecast provided herein is grounded in thorough analysis of historical data from previous Nori locations, with a robust assumption that it will closely mirror the performance of Nori Sushi and Grill establishments in Aurora. Given the analogous business model, square footage, floor plan, menu offerings, and geographical location, we anticipate a strong alignment in sales trends. Furthermore, we have confidence that the Profit and Loss statement will exhibit similar patterns to those observed in Aurora, owing to shared vendors and comparable expenditures in payroll, rent, and other operational costs. Notably, the Fond Du Lac location enjoys superior visibility compared to Aurora, situated nearer to a high-traffic thoroughfare with convenient access to parking facilities. As such, we anticipate heightened sales performance attributable to enhanced visibility and accessibility.

ALCOHOL LICENSING COMMITTEE
MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN

Meeting Room A
160 S Macy Street

August 25, 2025
4:00 PM

ROLL CALL

Attendance

Present

Scott Gilgenbach
Mason Gravelle
Andrew Hayes
Melissa Kolstad
Kathryn Strong Langolf

Absent

Brandon Hiller (excused)
Thomas Schuessler (excused)

Administration

Ali Panagopoulos, Deputy City Attorney
Anthony Hahn, Police Captain

Declaration Quorum Present

Chairperson Kolstad declared a quorum present.

***** Other Business *****

ACTION

Class "B" Fermented Malt & "Class C" Wine License

Limited Liability: NoriFondduLac LLC
Agent Name: Wenkai Wang
d/b/a: Nori Sushi and Grill
Business Address: 836 W Johnson Street

A Motion was made by Mason Gravelle to recommend for
approval of Class "B" Fermented Malt & "Class C" Wine

License for NoriFondduLac LLC at 836 W Johnson Street and
seconded by Andrew Hayes, and the motion was **Passed.**

Ayes: Gilgenbach, Gravelle, Hayes, Kolstad, Strong Langolf
Absent: Hiller, Schuessler

***** Other Business *****

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: Resolution No. 9202

Subject: A Resolution Of The City Of Fond du Lac Finding That A
Property Is Blighted, As Defined In Section 32.03(6) (a)
Of The Wisconsin Statutes, And Finding Necessity For
Eminent Domain Proceedings
Introduction: City Attorney

Initiator:

Recommendation:

ATTACHMENTS:

File Name

Resolution_9202_(002).pdf

RESOLUTION NO. 9202

A RESOLUTION OF THE CITY OF FOND DU LAC FINDING THAT A PROPERTY IS BLIGHTED, AS DEFINED IN SECTION 32.03(6)(a) OF THE WISCONSIN STATUTES, AND FINDING NECESSITY FOR EMINENT DOMAIN PROCEEDINGS

WHEREAS, the City of Fond du Lac is a political subdivision of the State of Wisconsin authorized under Section 32.02 of the Wisconsin Statutes to acquire interests in privately owned lands which are necessary for any lawful purpose;

WHEREAS, 1033 North Seventh St. Associates, Corp. ("Owner") is a California corporation of which the registered agent is George Panoussis, whose listed address is 7855 Vantage Ave., North Hollywood, CA 91605, according to the California Secretary of State;

WHEREAS, Owner owns certain real property ("Property") in the City of Fond du Lac described as follows:

Parcel ID	FDL-15-17-10-44-783-00
Mailing Address	830 N. Vanness Ave, Apt. 1, Los Angeles, CA 90038
Legal Description	MCWILLIAMS ADD W 40 FT OF LOT 27 ALL OF LOTS 28 29 & 33 W 10FT OF LOTS 34 & 37 ALL OF LOT 38 S 14FT OF LOT 41 N 46FT OF E 30FT OF LOT 41 S 14FT OF W 10FT OF LOT 42 N 46FT OF W 30FT OF LOT 42 W 30FT OF LOT 45 & E30FT OF LOT 46 E 20FT OF W 30FT OF N 20FT OF LOT 37 E 20FT OF W 30FT OF S 14FT OF LOT 42
Site Address	101 East Division St.
Municipality Code	20226
Municipality	CITY OF FOND DU LAC
PLSS Location	_____
Acres	1.095

WHEREAS, the City of Fond du Lac has determined that Property is blighted property as defined under Section 32.03(6)(a) of the Wisconsin Statutes;

WHEREAS, the reasons for the finding that the Property is blighted are as follows;

- The former Convent of the Sisters of the Holy Nativity building has been dilapidated and out of repair due to a fire and consequently is dangerous, unsafe, unsanitary, or otherwise unfit for human habitation;
- The Property has been generally abandoned, dilapidated, deteriorated;
- The Property has become an attractive nuisance, with squatters living in the property and other people breaking into the property. The police department has had multiple calls to the property to deal with the trespassers. Due to the fire and the dilapidation of the property, it is unsafe for people to be walking around inside the property.
- The remains of the slate tile roof has been falling off in pieces and landing in the neighbors' property. These tile pieces are heavy and could hurt someone or damage property depending on where they land.

WHEREAS, the combination of all the factors described herein have created conditions detrimental to the public health, safety, and welfare;

WHEREAS, the City of Fond du Lac is thus authorized to condemn the Property under Sections 32.02 and 32.03(6) of the Wisconsin Statutes for any lawful purpose after providing the Owner with a copy of findings pursuant to Section 32.03(6)(c) of the Wisconsin Statutes;

WHEREAS, the City of Fond du Lac has determined that it is necessary to acquire the Property to further lawful purposes;

WHEREAS, the Owners of the Property have been or may be unwilling or unable to sell the Property;

WHEREAS, the purpose of a condemnation of the Property is to further the lawful purposes of the City.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL of Fond du Lac will provide a copy of this resolution to the Owner, pursuant to Section 32.03(6)(c) of the Wisconsin Statutes.

BE IT FURTHER RESOLVED BY THE CITY COUNCIL of Fond du Lac, after having considered the public good and public purpose, does now find and determine that the acquisition of fee simple absolute is necessary as to the Property under Sections 32.06(1) and 32.07(2) of the Wisconsin Statutes.

BE IT FURTHER RESOLVED BY THE CITY COUNCIL of Fond du Lac that the City Attorney, or retained counsel assigned by the City Attorney, is authorized to commence and to prosecute eminent domain proceedings to acquire the necessary interests in the Property.

ADOPTED:

Tiffany Brault, President
Fond du Lac City Council

Attest:

City Attorney:

Margaret Hefter, City Clerk

Reviewed DSM

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: Department Of Public Works Construction Update

Subject: Presented By: Director of Public Works

Initiator:

Recommendation:

ATTACHMENTS:

File Name

DPW_Construction_Update_9-10-25.pdf

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