

ALCOHOL LICENSE COMMITTEE AGENDA

August 30, 2021

4:00 PM

Meeting Room A

City-County Government Center

160 S Macy Street

Fond du Lac, Wisconsin

I. ROLL CALL

A. Attendance

B. Declaration Quorum Present

II. CONSENT AGENDA

A. July 26, 2021 Minutes

III. INPUT

A. Audience Comments and Virtual Instructions

The presiding officer shall limit comments to items on the agenda.

IV. ACTIONS

- A.** Class "B" Fermented Malt and "Class B" Intoxicating Liquor License
Limited Liability Company: Casa del Tequila Bar & Grill, LLC
Agent Name: Pedro Silva
Agent Address: 871 S Main Street, TRLR 178, Fond du Lac
d/b/a: Casa del Tequila Bar & Grill
Location of Premise: 525 N Peters Ave STE 100

- B.** Class "B" Fermented Malt and "Class B" Intoxicating Liquor License
Limited Liability Company: JSK Investments III, LLC
Agent Name: Jeffrey Korneli
Agent Address: 923 Country Club Ln
d/b/a: Spectrum Roller Rink
Location of Premise: 605 Fond du Lac Ave

V. ADJOURN

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: July 26, 2021 Minutes

Subject:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
▣	SKM_22721082608440.pdf	Minutes

ALCOHOL LICENSE COMMITTEE
MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN
Meeting Room A
160 S Macy Street

July 26, 2021
4:00 PM

ROLL CALL

Attendance

Present

Shawn Anhalt
Peter Doll
Matthew Straveler

Absent

Scott Gilgenbach
Keith Heisler
Trista Holz
John Piper III

Administrative Staff

Steve Klein

Declaration Quorum Present

Chairperson Shawn Anhalt declared a quorum present.

CONSENT AGENDA

June 28, 2021 Minutes

A Motion was made by Peter Doll to approve the June 28, 2021 minutes and seconded by Matthew Straveler, and the motion was **Passed.**

Ayes: Anhalt, Doll, Straveler

Absent: Gilgenbach, Heisler, Holz, Piper III

INPUT

Audience Comments

The presiding officer shall limit comments to items on the agenda.

No audience comments were made at this meeting.

ACTIONS

Class "B" Fermented Malt and "Class B" Intoxicating Liquor License
Limited Liability Company: SB2021, LLC
Agent Name: Sarah Palas
Agent Address: N6787 Streblow Drive, Apt 11, Fond du Lac
d/b/a: The Cellar District
Location of Premise: 40 E Division Street

A Motion was made by Matthew Straveler to approve Class "B"
Fermented Malt & "Class B" Intoxicating Liquor License for SB2021,
LLC d/b/a The Cellar District located at 40 E Division Street and
seconded by Peter Doll, and the motion was **Passed**.

Ayes: Anhalt, Doll, Straveler

Absent: Gilgenbach, Heisler, Holz, Piper III

ADJOURN

A Motion was made by Peter Doll to adjourn at 4:05 p.m. and
seconded by Matthew Straveler, and the motion was **Passed**.

Ayes: Anhalt, Doll, Straveler

Absent: Gilgenbach, Heisler, Holz, Piper III

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: Class "B" Fermented Malt and "Class B" Intoxicating
Liquor License

Subject: Limited Liability Company: Casa del Tequila Bar &
Grill, LLC
Agent Name: Pedro Silva
Agent Address: 871 S Main Street, TRLR 178, Fond du
Lac
d/b/a: Casa del Tequila Bar & Grill
Location of Premise: 525 N Peters Ave STE 100

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
📎	Memo_and_Application_Redacted.pdf	Memo and Application

Fond du Lac Police Department

MEMO



To: City Manager Joe Moore
From: AC Klein
RE: Class B Intoxicating Liquor and Fermented Malt Beverage Casa Del Tequila Bar and Grill, 525 N. Peters Avenue
Date: 08-19-21

On August 19, 2021, Assistant Chief Klein and Division Chief of Fire Prevention Garth Schumacher met with the applicants, Pedro and Natasha Silva to discuss thier application for a Class B combination license for Casa del Tequila located at 525 N Peters Ave.

The applicants are in the process of purchasing the restaurant operations from the current owner. The applicants advised that this will be a turn-key sale and that they plan on some minor cosmetic changes to the interior of the business, such as adding additional booths. They will also be licensing the outdoor patio area which will allow for outside customer dining and beverage service. Mr. Silva has almost 17-years in the restaurant business and was previously the chef at Casa del Tequila and Ms. Silva has over 5-years in the restaurant business.

The planned hours of operation for the business are Monday thru Thursday 11am to 9pm, Friday and Saturday from 11am to 11pm and Sunday 8am to 8pm.

Assistant Chief Klein discussed with the applicants the City's expectations of being a license holder and the importance of being a "good neighbor."

Background checks conducted on the applicants, both in-house and NCIC/CIB, indicate no criminal history that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

For the license period beginning: 9-9-2021 ending: 06/30/2022
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: ☐ Town of ☐ Village of ☒ City of Fond du Lac

County of Fond du Lac

Aldermanic Dist. No. _____
(if required by ordinance)

Check one: ☐ Individual ☒ Limited Liability Company
☐ Partnership ☐ Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number <u>456-1030782514-04</u>	
FEIN Number <u>87-1604146</u>	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>91.00</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input checked="" type="checkbox"/> Class B liquor	\$ <u>458.00</u>
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>55.00</u>
TOTAL FEE	\$ <u>604.00</u>

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)

Silva Natasha, Casa Del Tequila Bar & Grill, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>Silva</u>	(First) <u>Natasha</u>	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code) <u>871 S. Main St TR 178 Fond du Lac WI 54935</u>
Vice President / Member Last Name <u>Castillo Alfaro</u>	(First) <u>Thalia</u>	(Middle Name) <u>Gisela</u>	Home Address (Street, City or Post Office, & Zip Code) <u>550 Van Dyne Rd TR 45 Fond du Lac WI 54935</u>
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name <u>Silva</u>	(First) <u>Pedro</u>	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code) <u>871 S Main St TR 178 FOL 54935</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name Casa Del Tequila Bar & Grill Business Phone Number (920) 933-3797
2. Address of Premises 525 N. Peters Ave STE 100 Post Office & Zip Code Fond du Lac WI, 54935

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

Stand alone restaurant with ability to lock up.
outdoor patio

4. Legal description (omit if street address is given above): _____

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No

(b) If yes, under what name was license issued? Angelica Quintana

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? If yes, explain ☒ Yes ☐ No
One partner will be licesend with the course.
7. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
 If yes, explain.
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? If yes, explain ☐ Yes ☒ No
9. (a) Corporate/limited liability company applicants only: Insert state WI and date 7/9/2021
 of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? If yes, explain ☐ Yes ☒ No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? If yes, explain. ☐ Yes ☒ No
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] ☒ Yes ☐ No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] ☒ Yes ☐ No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) <u>Silva Natasha</u>	Title/Member <u>owner</u>	Date <u>7/22/21</u>
Signature <u>Natasha Silva</u>	Phone Number <u>[REDACTED]</u>	

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>7-27-21</u>	Date reported to council / board <u>9/8/2021</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>C-0388 C-0200</u>	

**SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT
ORGANIZATION OR LIMITED LIABILITY COMPANY**

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village ☒ City of Fond du Lac County of Fond du Lac

The undersigned duly authorized officer(s)/members/managers of Casa Del Tequila Bar & Grill
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

Casa Del Tequila Bar & Grill
(trade name)
located at 525 N Peters Ave, Ste 100, Fond du Lac WI 54935

appoints Pedro Silva
(name of appointed agent)
871 S. Main St TRIR 178 Fond du Lac WI 54935
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☐ Yes ☒ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? ☒ Yes ☐ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 17 years

Place of residence last year Wisconsin

For: Casa del Tequila Bar & Grill
(name of corporation/organization/limited liability company)

By: Pedro Silva, Natasha Silva
(signature of Officer/Member/Manager)

And: Pedro Silva
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, Pedro Silva
(print/type agent's name), hereby accept this appointment as agent for the

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Pedro Silva
(signature of agent) 7/22/21
(date)
871 S. Main St TRIR 178 Fond du Lac WI 54935
(home address of agent)

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 08/19/21 by Steven J. Klein Title ASST. POLICE CHIEF
(date) (signature of proper local official) (town chair, village president, police chief)



LEARN 2 SERVE

CERTIFICATE OF COMPLETION

This certifies that
pedro Silva
is awarded this certificate for

Wisconsin Responsible Beverage Server Training



Completion Date
07/28/2021



Expiration Date
07/28/2023



Certificate #
WI-00594588

A handwritten signature in black ink, appearing to read "Sarah M. Smith".
Official Signature

This certificate is non-transferable and represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)a)5., 125.17(6), and 134.66(2m), Wis. Stats.

6801 N Capital of Texas Hwy, Bldg 1, Suite 250 | Austin, TX 78731 | 877.881.2235 | www.360training.com

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print)		(last name)	(first name)	(middle name)
871 S. Main St		Silva	Pedro	
Home Address (street/route)	Post Office	City	State	Zip Code
		Fond du Lac	WI	54935

The above named individual provides the following information as a person who is (check one):

- ☐ Applying for an alcohol beverage license as an **individual**.
- ☐ A member of a **partnership** which is making application for an alcohol beverage license.
- ☒ **Agent/Manager** of **Casa Del Tequila Bar & Grill**
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
- which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 17 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)
- Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Casa del Tequila	525 N. Peters Ave FdL WI 54935	2012	2020
Employer's Name	Employer's Address	Employed From	To

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 27 day of July, 2021
[Signature]
(Clerk/Notary Public)

My commission expires _____

Pedro Silva
(Signature of Named Individual)



Printed on
Recycled Paper

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print)		(last name)	(first name)	(middle name)
Castillo Alfaro		Thalia	Gisela	
Home Address (street/route)	Post Office	City	State	Zip Code
550 Van Dyne Rd lot #45		Fond du Lac	WI	54635

☐ Applying for an alcohol beverage license as an individual.

☒ A member of a partnership which is making application for an alcohol beverage license.

☐ member of Cesa Del Tequila Bar & Grill

(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? _____
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
If yes, identify. _____
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
N/A			
Employer's Name	Employer's Address	Employed From	To
N/A			

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 23 day of July, 2021

[Signature]
(Clerk/Notary Public)

[Signature]
(Signature of Named Individual)

My commission expires _____



Printed on
Recycled Paper

Individual's Full Name (please print) (last name) <u>Silva</u> (first name) <u>Natasha</u> (middle name)	
Home Address (street/route) <u>871 S. Main St TRIR178</u>	Post Office <u>Fond du Lac</u> State <u>WI</u> Zip Code <u>54935</u>

The above named individual provides the following information as a person who is (check one):

- ☐ Applying for an alcohol beverage license as an **individual**.
- ☐ A member of a **partnership** which is making application for an alcohol beverage license.
- ☒ Member of Casa del Tequila Bar & Grill
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
 which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 27 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name <u>Alliance Laundry system</u>	Employer's Address <u>221 Shepherd St Ripon, WI</u>	Employed From <u>3/15/2020</u>	To <u>12/1/2020</u>
Employer's Name <u>Quad graphics</u>	Employer's Address <u>11896 WI-175, Lomira WI</u> <u>54935</u>	Employed From <u>06/23/2019</u>	To <u>03/12/2020</u>

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 27 day of July, 2021
[Signature]
(Clerk/Notary Public)

My commission expires _____

[Signature]
(Signature of Named Individual)



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Recycled Paper



MENU

525 N peters Ave UNIT 4 Fond du lac wi,54937

(920)933-3797



Casa del tequila

Bar and grill

PREPARED BY:

Pedro Silva-Bautista

871 S Main St., Fond du Lac, WI 54935

July 17, 2021

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1. Business Profile

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11. Products and Services Strategy
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1. Business Profile

With an infusion of (Gastronomia Oaxaquena) and Chicano culture **Casa del tequila Bar&Grill** restaurant purpose is to have a strong and delicious menu. From a variety of the house signature hot stone plates,

skillets, specialty pizza, parrilladas, appetizers and traditional cooking. With a full bar serving imported, domestic and tap beer. Also having tortas, burritos, antojitos, tlayudas, the perfect combination for new dishes in the Fond du Lac area that will make us popular.

A revolutionary concept and following the line. **Casa del tequila bar&grill** is going to be accessible through apps and an online menu so that everybody can have access to our menu, dine-in or at your door. Our delivery system with Doordash, eatstreet, will provide a fast and efficient delivery.

Casa del tequila is located in a perfect location between North fdl and Fond du Lac. Our concept will be fast food, deliveries, take-out, catering and dine-in, with quality products. Our plan will be to take the market of the consumers' necessity. Making catering contracts with weddings, car dealers, farms, quinceañeras, personal parties etc.

Casa del tequila will be the restaurant that the residents of Fond du Lac have been waiting for. It will be the place where customers will love to bring their families and friends.

With 15 years of experience in the restaurant business Pedro Silva Bautista, owner of **Casa del tequila** knows what it will take to give the restaurant the competitive edge that it needs to succeed. When our customers walk into the restaurant they will have a comfortable atmosphere of being in a beautiful Mexican restaurant, and that will be very truly memorable

Casa del tequila is located on 525 N peters ave UNIT 4 Fond du Lac WI, 54937. Our goal is to be the number one restaurant and providing the best entertainment, bar, food, service and friendly atmosphere. We will strive to be very competitive with pricing and superior in quality of food and service. We will also pursue the best flavors, the best service, and the best prices, and have our customers witness our passion for our food and culture.

2. Estimate of Startup Expenses

Remodeling Cost:

- Signs and logos \$3,000

Initial Inventory:

- Food \$7,000
- Beverage \$7,000
- Uniforms \$1,000
- Creation of Web Site \$2,000

Initial Working Capital:

- Initial Cash on Hand \$2,000
- First Month of Rent \$5,250.00

3. Communication:

Nowadays the technology has advanced therefore we would use tablets for door dash, eat street, uber eats, We will use our own POS printer, one with yellow paper for delivery and take out and another with white paper for dine-in. That way the kitchen will know which one is for each order and how fast each order has to come out.

We will have GPS in the cars for delivery. We will save the customers phone numbers to send them coupon and reward points that way we can keep the customers updated with our specials.

Communication Technology:

\$1,343-\$2,680 Square Stand Restaurant Station with Square Terminal.

We will need two systems one for dine-in another for delivery. This equipment will give us the fast capacity we need, and our phone system will be Vtech.



Vtech – DS6771-3 DECT 6.0 Expandable Cordless Phone System with Digital Answering System – Black; Silver

Telephone Line: \$19.99
Internet: \$49.99
Wi-fi: \$6.99
Installation Fees: \$99.99
\$76.97 Per/Month

Printer: \$50.00
Laptop HP: \$400



Professional Service Providers and Outside Advisors:

Attorney:

Kelsi Kottle
608 North 6th street,
Sheboygan Wisconsin, 53081
(920) 287-0472

Banker:

Marine Credit Union
80 West Rees St, Fond du lac, WI 54935
(920) 923-7280

Horicon bank
854 E Johnson St, fond du lac WI 54935
(920) 921-3070

Mentor:

Luis Reynoso
Hispanic Business Assistance Coordinator
1191 N. Casaloma Drive | Appleton, Wisconsin | 54913
Phone: (920) 944-2706 ext. 107

Brendan Stormo
Commercial building search
(920) 624-2273

Edgar Ramirez-Tellez
Ex-Owner of Casa del Tequila Fond du Lac WI, 54937
(414) 573-5717

Tuesday Polo-Klapperich
Former Manager/ Panera Bread

Gerardo Silva

Executive Chef of Casa del Tequila with 17 Years of Experience.

Tax Service and accounting:

Lesley Tax Service Inc.

Tax Preparation, Translations, Notary Public 1427 N 8th St
Sheboygan WI, 53081

4. The Vision and the People

Casa del tequila will be the only restaurant that has authentic Mexican signature dishes and a new style of making homemade Mexican pizzas, something very different that most people are not used to eating. We have a new way of cooking that will make people think that certain dishes will be perfectly made.

Our menu has a variety of different choices to choose from, burritos, tortas, pizzas, tacos, wings, tlayudas but made with such passion and difference that you see nowhere else in our city.

We are going to be very committed to making our service top notch by hiring waitresses, waiters, delivery drivers and managers that have experience in front and back of the house to have everything on point making sure everything comes out as smoothly as possible. Our kitchen will have an extremely strong team which is very important when it comes to taking over a restaurant which most restaurants lack.

When it comes to cook preparers, cooks, chefs we have personnel that cook from the heart and have years of experience in cooking, years of experience in restaurants. Our vision is to be the number one Mexican restaurant in Fond du Lac and our surroundings. Our first year is very important to us because we will be seen as the restaurant in Fond du Lac and have all eyes on us. That is why we want to be known as the restaurant that has a lot of potential and be able to provide jobs to the community.

Mexican restaurants are known to be great places to go out to eat. People expect to have a great time, and a successful restaurant is a place where you and your family or friends can relax and have fun. People are still going out to eat regardless of the economy.

The restaurant industry is still growing in the Fond du Lac area, and a lot of franchises are opening doors. However, one thing that is unique about residents of the City of Fond du Lac is the fact that they love their local restaurants.

5. Organization:

The management team of **Casa del tequila** will be led by the owner Pedro and Gerardo Silva who has worked in the restaurant industry for 16 years. Pedro Silva started as a dishwasher and worked his way up to management positions. He also has hands-on experience in different types of restaurants like, family steak house, Tex-Mex, Chinese buffet, Italian, Mexican.

In 2012 I had the honor to participate in the grand opening of Casa Del Tequila with my mentor Edgar Ramirez. I was the leader and manager of the kitchen in Casa de tequila for 9 years. From the experience of becoming a manager and leader in the kitchen I knew I had what it takes to open my own restaurant. From knowing how to do food cost, managing an excellent kitchen crew, managing how to control employee/customer problems both in the kitchen and in front of the house. I knew then it was my time to take over this restaurant.

Over the years Pedro has developed an in-depth understanding of Mexican foods, and flavors, and is very familiar with the country's culinary traditions. He will use that knowledge to ensure that **Casa del tequila** provides an authentic Mexican experience. In addition, customer service has been a large part of Pedro's prior employment and will use that knowledge to deal with customers and employees. That customer service focus along with his restaurant management skills and outgoing personality will give **Casa del tequila** the competitive edge it needs to succeed.

Casa del tequila management includes Pedro Silva operator. Head chef Gerardo Silva Bautista with 17 years in Mexican cuisine, with his skill he will be in charge to train our kitchen staff. Ana-Maria Bautista has 30 years of experience in restaurants. Working in 4-star restaurants/bars in

Tuxtepec Oaxaca, Mexico. She will be the one to provide the authentic flavor that will make us unique. Placido Jose will be in charge of inventory, preparation of the food, and dishwasher. Natasha Silva will be in charge of the administration, bills, invoice, permits and licenses. She will lead the propaganda and websites. Cintia Rico head waitress, Ana Murrillo head bartender. With a strong team we will provide excellent service.

2 Cooks: \$10-20 Depending on Experience

1 Dishwasher: \$8-12 Per Hour

5 Full Time Servers: \$3 Per Hour + Tips

4 Part-Time servers \$3 per hour + Tips

1 Bussers \$8 per hour

1 Hostess \$8

1 Expo \$12

1 bar tender \$15 per hour

Personnel will be recruited and hired locally using web site newspaper advertisements. The new staff will go through a rigorous interview process. Personnel with previous experience will be preferred, and employees will need to have a good sense of humor, love people and have a passion for our industry.

Finally, to operate a successful restaurant, **Casa del tequila** and or its employees will have to secure the following licenses and permits: food establishment license, alcohol beverage license, safe food handler certification, and Wisconsin seller/servers' certification.

6. Insurance

Commercial Auto Insurance:

Protect your business's vehicles. Its vital business insurance coverage as most personal auto policies will not cover vehicles that are being for a business.

General Liability Insurance:

Helps cover third party damages your business may be responsible for. This includes property damage and bodily injury.

Workers' Compensation:

Protects your employees should they get ill or injured while working. It is required by law in most states.

Business Owners Policy (BOP):

Combines general liability insurance with business property insurance, into one, easy-to-manage policy.

Professional Liability Insurance:

Protects your business from claims of negligence relating to a professional service. It's often carried by businesses that give advice.

Cyber Insurances:

Covers your business from the damages of a data breach and other electronic threats. Coverage can include both first-party and third-party coverages.

Note:

We will get the insurance that will work best with us and our top list is progressive insurance that we have had for the past 10 years.

Licenses and Regulations Permits:

- Health Department
- Alcohol
- Fire Department
- Bartender certification
- Food service certified

7. Location

525 N Peters Ave UNIT 4 Fond du lac Wi, 54937

Space Available: existing restaurant and bar

Term: 5 Years rental with option of to long term of rent

Casa del tequila will be an exciting place to be at. The decorations, pictures, drawings will be the attention getter for the customers. Being located in the busiest part of town.

Casa del tequila will be open to late night service. Making the difference combining flavor and tradition from our state Oaxaca. Adding campechanas, house signature micheladas, we will be the center of attention for all the hungry people. We will have late night music with food still serving late hours.

Promotional Strategy:

The focus of our promotional strategy is "Excellent food, excellent service, excellent price" and will involve both using paid advertising and word-of-mouth. Paid advertising will include social media, billboards,

radio and newspaper advertising along with direct mail coupons to get people into the restaurant and discover what a fun place it is.

Positioning Strategy

Our mission is to give our customers a fun and exciting dining experience where they can discover new flavors of great Mexican cuisine for a great cost.

8. Accounting and Cash Flow:

Casa del tequila will be proactive in procurement and managing cash flow. We are going to shop for the best prices and still have our high-quality food, this will be very important to its success. We will be willing to negotiate with suppliers and distributors, upon their cooperation with our restaurant to control or reduce cost.

We will use our PSO system to keep track of our sales and our payroll expenses and maintain our records for tax season. Which will make our records easier and smoother to keep track.

Suppliers:

Reinhart:

(920)-219-2873, Cheese, Sour Cream, Yogurt, Vanilla Extract, Seasoning, Leaves, To-go Containers, Oil, Flour, Vegetables.

Sysco:

(920)929-6120

Martin Produce:

(312)-617-3031 Tortillas, Mexican Sodas, Dried Chiles, Rice, Beans

Beer Capital:

(262)-932-2337, Ext 2409

Restaurant Depot:

(414)-328-1995

Other Company Providers:

- El Rey Store
- Roma
- Rinos
- Delmar
- Badger Liquor
- General Beverages
- Writz.

The company that can work with what we want and will be willing to negotiate prices without sacrificing our quality will be the one we will be ordering from.

9. Finance Management:**Personal Finance Statement****Assets:**

Business account 35,000

Checking account with Moraine Credit Union \$2,100

Liabilities:

Primary mobile home mortgage \$19,000

Car loan \$41,422.37

Financial Plan:

Buying the existing restaurant from Angelica Quintana Casa del tequila will have 5,000 as a staring cost and 5,250.00 as a first month of rent food and liquor will be working with credit .

10. Competitive Analysis:

There are 4 Mexican restaurants in Fond du lac. They all offer a sit-down dining with a very large menu. All of their dishes are all similar, just different names.

Riviera Maya Restaurant:

609 W Johnson St, Fond du Lac, WI 54935

Has a very great location on Johnson street. With their hard work and dedication, they have grown so much they are the number 1 Mexican restaurant in Fond du Lac as of right now. Having been there a couple times their service is ok, their food is good, but they lack on making a new and improved menu. Has the same concept as the other Mexican restaurants in Fond du Lac.

El Patron:

306 Fourth St way, Fond du Lac, WI 54935

Their location is out in the countryside where if you're not familiar with Fond du lac it will be hard to find. Their food has a lot of flavor good running kitchen good drinks and beautiful decorated restaurant

Los Mezcales:

156 Western Ave, Fond du Lac, WI 54935

They opened up about 10 months ago. They have a good location. They did not come on strong, I did not hear about them until a month after driving downtown and seeing a new sign saying Los Mezcales, where Oscars Fish Fry was before known for their amazing fish fry. I see no potential for them. Their food has ok taste and service is good . Their bar is decent but yet could be better. The owner opened his restaurant without knowing anything about restaurant business.

Sombreros:

445 North Pioneer Rd, Fond du Lac, WI 54935

This restaurant has been open for more than a decade. The restaurant looks dirty and run down. It looks like they have not taken care of it for years. The food is not the greatest and has no flavor at all. This restaurant has disappointed a lot of customers, but they keep on going back because they have no better place to go here in Fond du lac. The only positive thing I can say about this place is that it has a nice parking space.

This is why we know for a fact Casa del tequila will be an amazing change to Fond du Lac City, it will be something very different and fresh that will have everybody talking. We are not going to have the same concept of food as the other Mexican restaurants here in Fond du Lac. We are going to bring fresh new dishes like our authentic street tacos, our classic taco al pastor, Mexican pizzas with a twist, tlayudas, mexican chicken wings ext. We will not lose focus. Our food will be made with the best quality food and spices. With all of my years of experience we will be a very successful restaurant.

11. Products and Services Strategy:

Casa del tequila is going to offer something fresh, something new which will be our own signature pizzas, steak cuts, appetizers, drinks and traditional cooking. This will set us apart from the competition.

- **Karnalo especiality:**
Marinea, pastor meat, grilled onions, pineapple, cilantro, onions, red radish, drizzled with red and green salsa.
- **Pizza Carne Asada:**
Refried beans, tender steak, roasted jalapenos, chambray onions, rice, guacamole, green and red salsa, topped with Pico de Gallo.
- **Pizza Pollo Poblano:**
Queso Blanco sauce, grilled chicken, poblano, corn, mushrooms, and a side of Valentina sauce.
- **Pizza Cowboy Ranch:**
Barbeque sauce, ground beef, fried onion straws, queso fresco, chorizo, mozzarella.
- **Pizza Buffalo Chicken:**
Homemade creamy buffalo sauce, breaded chicken, red onions, mozzarella, and ranch.
- **Discada Supreme:**
Green & red peppers, onions, steak, pastor, chorizo, chicken, bacon, and ham.

Tacos:

- Asada
- Vapor de Cabeza
- Carnitas
- Tripa
- Canasta
- Pastor
- Tlayudas

Hot Stones Plates:

- Molcajetes
- Casuelas for seafood
- Iron Skillets
- Parilladas

Baskets and Grill:

- Hamburgers
- Appetizers
- Steak cuts

Bar:

We will have a big bar where we will serve our imported and domestic beer. Serving our traditional never seen in Wisconsin Tepache and imported Pulque. Serving our fresh flavorful waters, Jamaica, Pecan, Horchata, Strawberry, Tamarindo, Pina, limon. Also have our Mexican imported sodas Jarritos, Coca-Cola, Pepsi.

We will have a signature michelada that we will make our own homemade mix. As well as serving our mix drinks like margaritas made from our homemade mix. The flavors are tamarindo, raspberry, mango, lime, strawberry both will be served on the rocks and blended.

Our prices will be very competitive with the 5 other Mexican restaurants in town. Our goal is to give customers quality produce for a good price.

We want Casa del tequila to be known as a place where they have amazing service and delicious food for a fair price. We will be accepting cash, credit cards and coupons.

12. Initial Inventory Food and Related Products for Kitchen

-
- Corn/Flour Tortillas
- Dinner Napkins
- Beans
- Lettuce
- Rice
- Jalapeños Pepper
- Chicken
- Cheese
- Pork
- Eggs
- Ketchup
- Milk
- Mustard
- Mayonnaise
- Baking Flour for Pizza
- White Vinegar
- Milk
- Bleach to Clean
- Avocados
- Onions
- Romaine
- Poblano Peppers
- Guajillo Peppers
- Green Peppers
- Shrimp
- Steak
- Tortillas
- Fresh herbs
- Dairy produce
- Jucies
- Tequilas
- Tequilas
- Beers
- Ground beef
- Arbol Peppers
- Chipotle Peppers
- Cumin
- Garlic
- Mushrooms
- Oregano
- Pepperoni
- Pepper
- Sausage
- Salt
- Pineapple
- Epazote Leaves
- Ground beef
- Spinach
- Containers To-Go
- Canned tomato sauce
- Tomatillos
- Wipe down towels
- Tomatoes
- Aprons
- Lemon
- Lime
- Fresh Cilantro
- Salsa Valentina
- Sauce
- Fresh cactus

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: Class "B" Fermented Malt and "Class B" Intoxicating
Liquor License

Subject: Limited Liability Company: JSK Investments III, LLC
Agent Name: Jeffrey Korneli
Agent Address: 923 Country Club Ln
d/b/a: Spectrum Roller Rink
Location of Premise: 605 Fond du Lac Ave

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name	Description
 Memo_and_Application__Redacted.pdf	Memo and Application

Fond du Lac Police Department

MEMO



To: City Manager Joe Moore
From: AC Klein
RE: Class B Intoxicating Liquor and Fermented Malt Beverage Spectrum Roller Rink, 605 Fond du Lac Ave.
Date: 08-25-21

On August 25, 2021, Assistant Chief Klein spoke with the applicant, Jeff Korneli, regarding his request for a Class B combination license for the Spectrum Roller Rink located at 605 Fond du Lac Ave.

The applicants have purchased the Spectrum Roller Rink and plan to continue operations at this location. Mr. Korneli indicated that they are adding a new bar to the interior of the building and have installed a new skate floor and will be adding a new kid's game area at the back of the building. Mr. Korneli indicated that they will also be adding an outside patio/lounge area outside the front entrance of the building.

Mr. Korneli indicated that the facility will be used for Weddings, Reunions, Birthday Parties, Roller Skating and kids gaming area. He anticipates being open for special events and with eventual regular hours for skate Thursday thru Sunday with a 10pm closing time.

Mr. Korneli owns and operates a number of licensed establishments within the City and has done so for a number of years with no concerns noted by law enforcement. He will serve as the licensed agent for this location. Assistant Chief Klein discussed with the applicants' the City's expectations of being a license holder.

Background checks conducted on the applicants, both in-house and NCIC/CIB, indicate no criminal history that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

For the license period beginning: 8-12-21 ending: 6-30-2022
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: ☐ Town of } Fond du Lac
☐ Village of }
☒ City of }

County of Fond du Lac Aldermanic Dist. No. _____
(if required by ordinance)

Check one: ☐ Individual ☒ Limited Liability Company
☐ Partnership ☐ Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number <u>456-102784786-02</u>	
FEIN Number	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input checked="" type="checkbox"/> Class B liquor	\$ <u>500</u>
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>55</u>
TOTAL FEE	\$ <u>655</u>

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)

SSK INVESTMENTS III, LLC DBA SPECTRUM ROLLER RINK

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>KORNELI</u>	(First) <u>JEFFREY</u>	(Middle Name) <u>RICHARD</u>	Home Address (Street, City or Post Office, & Zip Code) <u>923 COUNTRY CLUB LANE, F.D.L. WI 54933</u>
Vice President / Member Last Name <u>KORNELI</u>	(First) <u>STEVEN</u>	(Middle Name) <u>KENNETH</u>	Home Address (Street, City or Post Office, & Zip Code) <u>3063 CROSSWIND TRAIL, SACKS, WI 5337</u>
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name <u>Korneli</u>	(First) <u>Jeffrey</u>	(Middle Name) <u>Richard</u>	Home Address (Street, City or Post Office, & Zip Code) <u>923 Country Club Ln FDL</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name SPECTRUM ROLLER RINK Business Phone Number 920-923-5190
2. Address of Premises WIS F.D.L. AVE Post Office & Zip Code FOND DU LAC, WI 54935

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

ALCOHOL SERVED AND STORED INSIDE OF RINK
AND PARKING LOT AREAS - SPECIAL EVENTS

4. Legal description (omit if street address is given above): N/A

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No

(b) If yes, under what name was license issued? SPECTRUM LLC

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? If yes, explain ☐ Yes ☒ No

OWN THE CORPORATION

7. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
If yes, explain.

8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? If yes, explain ☐ Yes ☒ No

9. (a) Corporate/limited liability company applicants only: Insert state WISCONSIN and date 2010 of registration.

- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? If yes, explain ☐ Yes ☒ No

- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☐ No
If yes, explain.

YES - JSK INVESTMENTS II - DBA KORNELI'S
SBSK INVESTMENTS DBA TAYLOR TREADER, JSK INVEST
DBA - BOBS ON THE AVENUE

10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] ☒ Yes ☐ No

11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] ☒ Yes ☐ No

12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) <u>KORNELI JEFFREY RICHARD</u>	Title/Member <u>President</u>	Date <u>6-07-2021</u>
Signature <u>[Signature]</u>	Phone Number <u>[Redacted]</u>	Email Address <u>[Redacted]</u>

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8-23-21</u>	Date reported to council / board <u>9-8-21</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>C-0361 & C-0202</u>	

**SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT
ORGANIZATION OR LIMITED LIABILITY COMPANY**

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village ☒ City of FOND DU LAC County of FOND DU LAC

The undersigned duly authorized officer(s)/members/managers of JSL INVESTMENTS III
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

SPECTRUM BROWN RUM
(trade name)

located at 4477 STONEFIELD DRIVE, F.D.L. WI 54935

appoints JEFFREY R KOWELT
(name of appointed agent)
923 COUNTRY CLUB LANE, F.D.L. WI 54935
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☒ Yes ☐ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

JSL INVESTMENTS, JSL INVESTMENTS III, JKW INVESTMENTS

Is applicant agent subject to completion of the responsible beverage server training course? ☐ Yes ☒ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 57 YEARS

Place of residence last year 923 COUNTRY CLUB LANE, F.D.L. WI 54935

For: JSL INVESTMENTS III
(name of corporation/organization/limited liability company)

By: [Signature]
(signature of Officer/Member/Manager)

And: _____
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, JEFFREY R KOWELT
(print/type agent's name), hereby accept this appointment as agent for the

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 6-07-2021
(signature of agent) (date)
923 COUNTRY CLUB LANE, F.D.L. WI 54935
(home address of agent)

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 08/25/21 by [Signature] Title ASST. POLICE CHIEF
(date) (signature of proper local official) (town chair, village president, police chief)

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
KORNELT		STEVEN		K	
Home Address (street/route)		Post Office	City	State	Zip Code
3063 Crosswind Trail			JACKSON	WI	53057

The above named individual provides the following information as a person who is (check one):

☐ Applying for an alcohol beverage license as an individual.

☐ A member of a partnership which is making application for an alcohol beverage license.

☒ MEMBER of JSK Investments III
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 58 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)

- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending.

- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☒ Yes ☐ No
If yes, identify. JSK III-1
(Name, Location and Type of License/Permit)

- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☒ Yes ☐ No
If yes, identify. JSK III-1
(Name of Wholesale Licensee or Permittee) (Address By City and County)

- Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
JSK Investments III-1	P.O. Box 789 FOND DU LAC WI 54936-0789	2015	Present
JSK Investments III	P.O. Box 789 FOND DU LAC WI 54936-0789	2010	2015

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 8 day of June, 2021
Toni M. Posto
(Clerk/Notary Public)
My commission expires 01-27-2023
STATE OF WISCONSIN

SAK 21
(Signature of Named Individual)



Printed on
Recycled Paper

Wisconsin Department of Revenue

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
KORNELT		JEFFREY		RICHARD	
Home Address (street/route)		Post Office	City	State	Zip Code
983 COUNTRY CLUB LANE		F.D.L.	F.D.L.	WI	54935
[Redacted Address Line]					

The above named individual provides the following information as a person who is (check one):

☐ Applying for an alcohol beverage license as an **individual**.

☐ A member of a **partnership** which is making application for an alcohol beverage license.

☒ **PRESIDENT** of **JSIL INVESTMENTS, INC.**
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 57 YEARS
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? 400-1125-07(3) ALLOW UNPAID E.O. 12958 ☒ Yes ☐ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)

- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending.

- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☒ Yes ☐ No
If yes, identify. JSIL INVESTMENTS, INC. JSIL INVESTMENTS, INC. JKPW INC.
(Name, Location and Type of License/Permit)

- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
If yes, identify.

(Name of Wholesale Licensee or Permittee)

(Address By City and County)

- Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
SELF-EMPLOYED			
Employer's Name	Employer's Address	Employed From	To

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 7 day of June, 2021
John W. [Signature]
(Clerk/Notary Public)

My commission expires 04-14-2024

[Signature]
(Signature of Named Individual)



Printed on
Recycled Paper

City of Fond Du Lac Clerk
160 South Macy Street
Fond Du Lac, Wisconsin 54935

Attn: Margaret Heftner

Re:Korneli's Bar, Spectrum Roller Rink

Margaret,

We are in the process of remodeling the Spectrum Roller Rink Building Located
At 605 Fond Du Lac Avenue in Fond Du Lac ,Wisconsin 54935.The remodeled location
Will have a new bar area,New Roller Rink Floor, and a new kids gaming area located at
The back of the building .We will also have a outside seating area in the front of the building.
The new facility will be used for Weddings, Reunions ,Birthday Partys, roller skating, and kids
Gaming area.

Thanks ,Jeff Korneli

