



136 North Monroe Street, Waterloo, Wisconsin 53594-1198
Phone (920) 478-3025
Fax (920) 478-2021

RESOLUTION #2014-30

**AWARDING A CONTRACT FOR MUNICIPAL WEBSITE UPDATE SERVICES TO
GREENLEAF MEDIA OF MADISON, WISCONSIN**

WHEREAS, the CATV Regulatory Board at a June 16, 2014 meeting concluded a process of interviewing and vetting prospective vendors by recommending GreenLeaf Media of Madison to provide website update services, and;

WHEREAS, this firm was selected from eight firms that submitted service proposals as part of a public process;

THEREFORE, BE IT RESOLVED, that the City of Waterloo Common Council accepts the recommendation of the CATV Regulatory Board and directs the Clerk/Treasurer to finalize and execute contract documents in consultation with the CATV Regulatory Board.

PASSED AND ADOPTED this 19th day of June 2014.

CITY OF WATERLOO

Signed: _____
Robert H. Thompson, Mayor

Attest:

Morton J. Hansen, Clerk/Treasurer

SPONSOR(S) – CATV Regulatory Board

FISCAL NOTE – Contract amount to be determined and paid for from segregated Fund 200 revenues (CATV/WLOO revenues)



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June 5, 2014

Manuel Ayala Lira
Gregorio Ayala
Ayala's Market
112 East Madison Street
Waterloo, WI 53594

RE: (1) Notice Of License Application Denial By June 5, 2014 City Council Action Denying Your Class "B" Beer Retail License Application For The Period Ending June 30, 2014 And (2) Notice That Your Class "B" Beer Retail License Application For The Period July 1, 2014 To June 30, 2015 Has Been Tabled

Gentlemen:

This letter is to inform you that the City Council has denied Manuel Ayala Lira's application for a Class "B" Beer Retail License for the period ending June 30, 2014.

As specified in section 125.12(3m) of the Wisconsin State Statutes, the City of Waterloo is required to notify the applicant as the reason for the denial. The reason stated in the meeting discussion was the issuance of another license for a premise on this block would create too great a density of establishments serving beer for consumption in this part of the community. An applicant denied a license may:

- Reapply for the license.
- Appeal the denial to the circuit court. §125.12(2)(d)

The matter of approval of Manuel Ayala Lira's application for a Class "B" Beer Retail License for the period beginning July 1, 2014 and ending June 30, 2015 was tabled by the Council at its June 5, 2014 meeting.

This second application was tabled and not denied. It will again be on the City Council agenda on June 19, 2014 at 7:00 p.m. in the Council Chambers, 136 North Monroe Street. The applicant should consider consulting with the Chief of Police in advance of the meeting regarding the application. Members of the City Council have stated that in this case it would be beneficial for the applicant to attend the June 19, 2014 City Council meeting beginning at 7:00 p.m. to be available to address questions.

Sincerely,

Mo Hansen
Clerk/Treasurer

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning May 16 20 14 ;
ending June 30 20 14

TO THE GOVERNING BODY of the: Town of
 Village of } Waterloo
 City of

County of Jefferson Aldermanic Dist. No. X (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-102645456703</u>	
Federal Employer Identification Number (FEIN): <u>454186532</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>12.50</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>10.00</u>
TOTAL FEE	\$ <u>22.50</u>

78
4/21/2015
+22.50
Receipt
#20373
de

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Manuel Ayala Lira G.A.V.

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 name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>MANUEL AYALA LIRA</u>	<u>111 FIRST ST. S.W. PRINCE WT</u>	<u>53590</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

3. Trade Name AYALA'S MARKET Business Phone Number 920-478-8068
4. Address of Premises 112 E. Madison ST. Post Office & Zip Code 53594

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state WISCONSIN and date 4-21-14 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? 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
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. 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, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) FIRST FLOOR

10. Legal description (omit if street address is given above):
11. (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?
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
14. 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 signers. Signers agree 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 and each member of a partnership applicant must sign; corporate officer(s), members/managers 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.

SUBSCRIBED AND SWORN TO BEFORE ME
this 21 day of April, 20 14
Abis A. M. Bawel
(Clerk/Notary Public)
My commission expires 2/22/2015

Manuel Ayala Lira
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>4/21/2014</u>			
Date license granted	Date license issued	License number issued	



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May 16, 2014

Manuel Ayala Lira
Gregorio Ayala
Ayala's Market
112 East Madison Street
Waterloo, WI 53594

RE: Notice Of May 15, 2014 Council Action Tabling Consideration Of Your Class "B" Beer Retail License Application

Gentlemen:

Last night the Common Council voted to table consideration of Manuel Ayala Lira's application before the City until June 1, 2014 at 7:00 p.m. The author of the motion requested that further communication occur with the applicant.

I spoke with Gregorio this morning. I will ask Chief Sorensen to follow up with you regarding this application. Additionally the Mayor and all Alderpersons are available via email and phone. Their contact information can be found on the municipal website under the City Council section. The direct URL is:
http://www.waterloowi.us/municipal/municipal_council.php?page=members

In my conversation with Gregorio today profitability, seasonal revenue fluctuations and other factors were mentioned as reasons for seeking the permit change.

The matter will again be before the City Council on June 1, 2014 at 7:00 p.m. in the Council Chambers, 136 North Monroe Street.

Sincerely,

Mo Hansen
Clerk/Treasurer

From Municipal Code:

Section 223-4 Review of application

Treasurer shall notify the Chief of Police of each new license and permit application and these officials shall review and inspect, or cause to be inspected, the premises to determine whether the applicant and the premises comply with the regulations, ordinances and laws applicable thereto. The Chief shall furnish to the Treasurer information derived from such investigation. No license shall be renewed without a report from the Chief