



Village Clerk/Treasurer

Jennifer Bass

5043 Chester Lane

Caledonia, WI 53402

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Fee: \$50.00

Receipt # _____

Reg/License # _____

DIRECT SELLERS - APPLICATION FORM

* Indicates required information

1. Business Information: *

Business Name:	Business Address (Street Address, City, State, Zip Code):	Business Phone Number:
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2. Management/Supervisor Information: *

First Name:	Last Name:
Phone Number (Best to contact):	Email Address:

3. Personal Information: *

First Name:	Middle Name:	Last Name:	
Driver License Number:	DL State:	Date of Birth (mm/dd/yyyy):	Phone Number (Best to contact):
Street Address:	City	State	Zip Code

4. Temporary address & telephone number from which business will be conducted (if applicable if not write N/A): *

5. Nature of business to be conducted and a brief description of the merchandise, and any services offered: *

6. Proposed methods of delivery of merchandise (if applicable, if not write N/A): *

7. Make, model, & license number of any vehicle to be used by applicant in the conduct of his/her business (if applicable, if not write N/A): *

8. Most recent cities, villages, or municipalities where applicant conducted his/her business (not to exceed 3): *

9. Place where applicant can be contacted for at least seven days after leaving the Village: *

10. Has applicant been convicted of any crime or ordinance violation related to applicant's Direct Seller business within the last five years? -- if yes, the nature of offense and the place of the conviction: *

***Where the applicant's business involves the handling of food or clothing and is required to be certified under state law; such certificate to state that applicant is apparently free from any contagious or infectious disease, dated not more than 90 days prior to the date the application license is made.

The applicant agrees to comply with and be bound by all the laws, ordinances, rules, regulations and penalties governing the business for which this license is applied for.

Copy of documents required:

1. Driver's License or proof of identity.
2. A State Health Officer's Certificate (if needed)***
3. A state certificate of examination & approval from the sealer of weights & measures (if needed) where applicant's business requires use of weighing & measuring devices approved by state authorities.

I affirm that all the information on this document is true and complete to the best of my knowledge, and I understand that any falsification or omission of information will disqualify me for this position. I further acknowledge my full understanding of the Do Not Solicit Registry. I authorize the Village of Caledonia to conduct a background check.

Applicant Signature:

Date Signed:

OFFICE USE ONLY

- All questions are answered
- All personal & business information is filled out completely

Documents attached:

- Copy of Driver's License or other proof of ID
- A state certificate of examination and approval of weights and measures (if needed)
- A State Health Officer's Certificate (if needed)

Notes:

Processed By:

Date Processed:

Do Not Solicit Instructions for Direct Sellers

Acknowledgment of "Do Not Solicit" Registry:

All applicants must acknowledge that they have been informed of the existence of the Village's "Do Not Solicit Registry", which contains addresses of properties where the residents have opted out of solicitation. The registry is updated weekly and can be accessed on the Village website <https://caledonia-wi.gov/donotsolicit>

Prohibited Areas:

Direct sellers are prohibited from soliciting at any residence or business listed on the "Do Not Solicit" registry. Soliciting at these locations will result in immediate revocation of the seller's registration.

Verification of Compliance:

Before engaging in direct sales activities, sellers must verify the addresses they intend to visit against the "Do Not Solicit" registry. This can be done by consulting the updated list on the Village website.

Signage Compliance:

Sellers must respect any property displaying a sign reading "No Peddlers," "No Solicitors," or any similar message. Solicitation at these locations is prohibited.

Failure to Comply:

Any seller found soliciting on a property listed on the "Do Not Solicit" registry or at a location with appropriate signage will be subject to penalties, including revocation of their registration and possible fines.

Penalties for Non-Compliance:

Any direct seller violating the provisions of the "Do Not Solicit" registry, including soliciting at prohibited locations, may face penalties including fines, suspension, or revocation of their registration. Violators will be reported to the Village Clerk for further action.

Clear Identification:

Sellers are required to clearly identify themselves and the organization they represent before attempting any solicitation. This includes providing the name of the business or organization, the nature of the goods or services being offered, and other relevant details to ensure transparency.

Record Keeping:

Sellers must keep a record of all addresses they plan to solicit and confirm whether they are listed on the "Do Not Solicit" registry. These records must be made available for inspection by the Village upon request.