

LEGISLATIVE/LICENSING COMMITTEE MEETING

CALEDONIA VILLAGE HALL

5043 CHESTER LANE, RACINE, WI 53402

Tuesday, June 5, 2023

1. Call to Order

Trustee Martin called the meeting to order at 4:15 p.m. In attendance were:

Committee Members: Trustee Martin, Trustee Pierce, and Trustee Hammes.

Absent: None.

Staff/Others Present: Also present were Village Administrator Kathy Kasper, and Development Director Peter Wagner.

2. Approval of minutes

Trustee Pierce motioned to approve the minutes as printed from May 16, 2023.
Seconded by Trustee Hammes. Motion carried unanimously.

3. Resolution 2023-XX – Resolution Of The Village Board Of The Village Of Caledonia Requesting Legislative Action To Change The Allocation Of Reserve "Class B" Liquor Licenses Within The State Of Wisconsin

This Resolution is in support of the proposed amendment. Clerk Hoeffert explained the proposed amendment to the allocation of Reserve "Class B" liquor licenses in Wisconsin. Currently, municipalities in our state are limited to a two-mile radius for license transfers, which can impede economic growth and hinder the establishment of multiple businesses.

The proposed change seeks to expand the transfer radius, allowing municipalities to request transfers throughout the county. This amendment would provide greater flexibility and potentially attract more businesses to our area, promoting entrepreneurship and stimulating economic development.

Trustee Pierce motioned to forward Approval of Resolution 2023-XX – Resolution Of The Village Board Of The Village Of Caledonia Requesting Legislative Action To Change The Allocation Of Reserve "Class B" Liquor Licenses Within The State Of Wisconsin to the Village Board. Seconded by Trustee Hammes. Motion carried unanimously.

4. Discussion and Potential Action of Revision of Sec. 16-11-6 – Temporary Sign Regulations

Doug Wheaton, representing the Lakes Area Realtors Association Board of Directors, attended the meeting to express his interest in the topic and its potential impact on the

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industry. He mentioned his previous collaboration with Wagner on the zoning code overhaul, indicating his familiarity with the subject.

The primary issue under discussion was related to temporary signs. The committee deliberated on transitioning from the existing requirement of applying for a temporary permit and discussed potential changes to simplify the procedure and reduce administrative burden.

During the meeting, there was a discussion regarding the objections the Community Business Association (CBA) raised. Wagner explained how the temporary sign application process currently operates and the underlying rationale behind it.

Trustee Pierce shared their perspective that larger businesses may have better resources to handle fees, unlike smaller businesses. This point sparked consideration for fairness and equity in the fee structure.

The committee thoroughly examined how the proposed change would affect local businesses and how best to support them. Various options for structuring the annual application process were proposed, with Kasper suggesting a simplified approach of a \$30 fee for 30 days, defined by a calendar month.

Additionally, the committee explored the possibility of staggering the fee structure based on the number of signs. They also discussed considerations regarding the frequency and conditions for removing or pulling signs.

Trustee Martin motioned to direct staff to propose an amendment to 16-11-6(2) to provide that the 15 days be changed to 30 days and the fee schedule be changed to 30 days for a calendar month for one sign and direct staff to bring forth a fee structure and bring forward to the board directly once drafted. Seconded by Trustee Pierce. Motion carried unanimously.

5. Adjournment

There being no further business, Motion by Trustee Pierce to adjourn the meeting at 5:18 p.m. Seconded by Trustee Hammes. Motion carried unanimously.

Respectfully submitted,
Joslyn Hoeffert
Village Clerk