

**City of Oconomowoc**  
**Protection & Welfare Committee**  
Aldermen: Kowieski, Chairman / Spiegelberg, Secy /  
Jungwirth



**Tuesday, June 02, 2026 - 7:15 PM**  
**City Hall - Conference Room 3**  
**174 E. Wisconsin Ave. Oconomowoc, WI 53066**  
**(Or immediately following Finance Committee)**

**Notice:** If a person with a disability requires that the meeting be accessible or that materials at the meeting be in accessible format, call the City Clerk at least 48 hours prior to the meeting to request adequate accommodations. Tel: (262) 569-2186.

1. Call to order and confirmation of appropriate meeting notification
2. Committee Business
  - a. Consider/recommend Resolution 26-R3376 Granting Renewal of 2026 - 2027 Alcohol Beverage Licenses
  - b. Consider/recommend Resolution 26-R3377 Granting New 2026 - 2027 Reserve "Class B" Intoxicating Liquor License to First Watch Restaurants, Inc. (First Watch #1163)
3. Adjourn

Gina Kozlik, City Clerk  
City of Oconomowoc

Notice is hereby given that a majority of the Common Council will be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Common Council pursuant to State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the Common Council will not take any formal action at this meeting.



# MEMORANDUM

## CLERKS

Date: June 2, 2026

To: Mayor Rosek, Common Council and Protection and Welfare Committee

From: Gina Kozlik, City Clerk

Re: Consider/act on Resolution 26-R3376 Granting Renewal of 2026 - 2027 Alcohol Beverage Licenses

## RELATES TO THE STRATEGIC PLAN

Strategic Goal – N/A

## BACKGROUND

The Resolution includes the renewal applications that were received by the deadline requesting Class A, B and/or C alcohol beverage license(s) for the licensing period July 1, 2026 to June 30, 2027. All licensees/premises are current with all obligations to the City and meet with all Chapter 12 Municipal Code and State statutory requirements. There are no issues or concerns with renewals for any of these licensed premises.

## ADDITIONAL ANALYSIS

Fees and types of alcohol licenses the City issues and number remaining available are as follows:

**These licenses are restricted by quota and alcohol must be consumed on premise.**

- "Class B" Intoxicating Liquor/Fermented Malt Beverage Licenses – 0 Regular \$600 ea.
- "Class B" Intoxicating Liquor/Fermented Malt Beverage Licenses – 10 Reserve \$10,000 (+\$600 ea.)

**These licenses are not restricted by quota and alcohol must be consumed on premise.**

- Class "B" Fermented Malt Beverage License – \$100 each
- "Class C" Wine License – \$100 each

**These licenses are not restricted by quota, they are a retail purchase, and consumption is away from the premise.**

- "Class A" Intoxicating Liquor/Fermented Malt Beverage License – \$600 each
- Class "A" Fermented Malt Beverage License – \$100 each

## FINANCIAL IMPACT

Licensing revenues per list.

## SUGGESTED COMMITTEE RECOMMENDATION

Motion to recommend to the Common Council adoption of Resolution 26-R3376 granting renewal of 2026 - 2027 Alcohol Beverage Licenses.

## SUGGESTED COUNCIL MOTION

Motion to adopt Resolution 26-R3376.

**RESOLUTION NO. 26-R3376**

**RESOLUTION GRANTING RENEWAL OF 2026-2027 ALCOHOL BEVERAGE LICENSES**

**WHEREAS**, applications for the following renewal licenses have been made, necessary fees deposited and all legal procedures have been taken, as per ordinance of the City of Oconomowoc.

**NOW THEREFORE, BE IT RESOLVED** by the Common Council of the City of Oconomowoc that the following licenses be granted (all will expire on June 30, 2027):

**"Class A" Intoxicating Liquor/Fermented Malt Beverage Licenses:**  
(sell packaged intoxicating liquor/fermented malt beverages)

**Aldi, Inc (#27)**  
1521 Unity Drive  
Bradley D. Anderson, agent

**Liquid Libations Inc (Flannery's II)**  
1071 Summit Avenue  
Todd D. Pedersen, agent

**City Spirits LLC**  
1290 Summit Avenue, #101  
Michael T. Ramstack, agent

**Ultra Mart Foods, LLC (Metro Market #388)**  
1300 Pabst Farms Circle  
Anthony M. Kuchinsky, agent

**Fleet Farm Group LLC**  
1555 Town Centre Way  
Brent Way, agent

**Datag, Inc (Oconomowoc BP)**  
744 E. Wisconsin Avenue  
Sukhwinder Pal, agent

**Fox Bros. Piggly Wiggly**  
1300 Brown Street  
Michael S Olwig, agent

**Sendik's Olympia, LLC (Sendik's Food Market)**  
1450 Olympia Fields Drive  
Eric Bendixen, agent

**Herr's Service Inc.**  
402 E Wisconsin Ave  
Peter Herr, agent

**Class "A" Fermented Malt Beverage**  
(sell packaged fermented malt beverages only)

**Fleet Farm Group LLC**  
1500 Town Centre Way  
Brent Way, agent

**Class "A" Fermented Malt Beverage / "Class A" Liquor (Cider only) Licenses:**  
(sell packaged fermented malt beverages & cider only)

**Kwik Trip, Inc (#417)**  
1220 Brown Street  
Marie Schneider, agent

**Kwik Trip, Inc (#858)**  
1301 Oconomowoc Parkway  
Brandon S. Buri

**Kwik Trip, Inc (#446)**  
1292 Oconomowoc Parkway  
Hannah M. Konruff, agent

**Class "B" Fermented Malt Beverage Licenses:**  
(sell fermented malt beverages only)

**Bar Stars Bartending Service (Comm Ctr)**  
220 W. Wisconsin Avenue  
Janine Rajchel, agent

**Class "B" Fermented Malt Beverage Licenses (cont'd):**

**Oconomowoc Softball Association**  
Champion Field-W. Jefferson Street  
Shane Martin, agent

**TRH Restaurants II, Inc (Rocky Rococo's)**  
1075 Summit Avenue  
Kurt Kimball, agent

**Class "B" Fermented Malt Beverage / "Class C" Wine Licenses:**  
(serve fermented malt beverages and wine only)

**Gus & JS Inc. (Lake House Café)**  
162 E. Wisconsin Avenue  
Gutierrez Gastavo, agent

**Corporate Center Drive Hotel Assoc**  
(TownePlace Suites by Marriott)  
1242 Corporate Center Drive  
Nathan J. Schreck, agent

**OM Manthra, Inc (Mantra Indian Bistro)**  
511 E Wisconsin Avenue  
Govindarajan Navaneetham, agent

**First Watch LLC**  
1295 Olympia Fields Drive  
Bryce Kingsbury, agent

**"Class B" Intoxicating Liquor/Fermented Malt Beverage Licenses:**  
(serve intoxicating liquor/fermented malt beverages)

**Themandon, LLC (Amalia's Family Restaurant)**  
183 E. Wisconsin Avenue  
Theresa Ann Perez, agent

**Hey, LLC (Maxim's at the Ocon Depot)**  
115 E. Collins  
Dimitri Glavas, agent

**Hugs & Vino LLC (Bella Gusto)**  
29 S. Main Street  
Ellen M. Huggins, agent

**Oconomowoc Columbian Bldg. Corp.**  
117 W. Second Street  
Jon M. Kopps, agent

**Bootleggers, LLC**  
137 E. Wisconsin Avenue  
Holly K. Semrad, agent

**Par Inc (Paganica Golf Course)**  
1335 S. Silver Lake Street  
Todd Faherty, agent

**R & S Hospitality LLC (CornerStone Sports Pub)**  
24 S. Main Street  
John R. Suttner, agent

**Shotzy's LLC**  
105 S. Main Street  
Sarah D. Kerr, agent

**Crafty Cow LLC**  
153 E. Wisconsin Avenue  
David Eichler, agent

**Sobie's Restaurant LLC**  
123 E. Wisconsin Avenue  
Lydia Sobol, agent

**The Etc Bar & Grill LLC (The Etcetera)**  
118 E. Wisconsin Avenue  
Jason Schultz, agent

**TWS LLC (Thirsty Bird Saloon)**  
119 S. Main Street  
Todd W. Schaeffgen, agent

**TKH LLC (Grill 164)**  
164 E. Wisconsin Avenue  
Todd K. Heppe, agent

**VIP Sushi & Hibachi LLC**  
1288 Summit Avenue, Suite 118  
Zhou Chen, agent

**Bertrands, LLC (Lago Su Bella)**  
126 W. Wisconsin Avenue  
Michael Bertrand, Agent

**Winger's Tap, Inc**  
126 Silver Lake Plaza  
Richard Winger, agent

**Lutheran Homes of Oconomowoc Inc \*Exception\***  
1340 W. Wisconsin Ave  
Bryan J. Polinske, agent

**Reserve "Class B" Intoxicating Liquor/Fermented Malt Beverage Licenses:**  
(serve intoxicating liquor/fermented malt beverages)

**Brinker Restaurant Corp (Chili's Grill & Bar)**  
1229 Corporate Center Drive  
Elizabeth L. Draves, agent

**Kavos LLC**  
20 S. Main St  
Llazar Konda, agent

**Mon Bijou Inn LLC**  
351 E. Lisbon Rd  
Kathryn Brisk, agent

**Newport 1875 LLC**  
151 S. Paul Street  
Michael Bertrand, agent

**North 48 Lake Country Inc**  
102 N. Main Street  
Jordan Z. Cole, agent

**Olympia Hospitality LLC**  
Olympia Fields Project  
Matthew Moroney, agent

**Splash Martini Bar, LLC**  
134 N. Main Street  
Richard Reinert, agent

**SLM LLC (Twisted Fire)**  
515 E. Wisconsin Avenue  
Dimitri Glavas, agent

**"Class B" Intoxicating Liquor/Fermented Malt Beverage Licenses**  
**(8 Licenses granted to Capital Improvement Area-Former TID 3)**  
(serve intoxicating liquor/fermented malt beverages)

**Blue Ribbon Baseball LLC**  
1011 Blue Ribbon Circle, N  
Tricia Raspberry, Agent

**El Jimador LLC**  
1320 Pabst Farms Cir Ste 130-132  
Juan A Fuentes, agent

**Brilliance Entertainment LLC (The Valerie)**  
1281 Blue Ribbon Dr, Ste 200  
Jennifer A. Miller, agent

**(4) Licenses issued to:**  
**Pabst Farms Development Inc**  
William C. Niemann, agent

DATE: June 2, 2026

CITY OF OCONOMOWOC

ATTEST:

BY: \_\_\_\_\_  
Matt Rosek, Mayor

\_\_\_\_\_  
Gina Kozlik, City Clerk



# MEMORANDUM

## CLERKS

Date: May 28, 2026

To: Mayor, Common Council and Protection and Welfare Committee

From: Gina Kozlik, Clerk

Re: Consider/act on Resolution 26-R3377 Granting New 2026 - 2027 Reserve "Class B" Intoxicating Liquor License to First Watch Restaurants, Inc.

## RELATES TO THE STRATEGIC PLAN

Strategic Goal- Focus on Economic Development

## BACKGROUND

An application for a Reserve "Class B" Intoxicating Liquor license has been received from First Watch Restaurants, Inc., Bryce Kingsbury, Agent, for the restaurant premises located at 1295 Olympia Fields Drive. There are currently 9 Reserve licenses available.

The application includes a Business Plan, Highest and Best Use Criteria sheet, meets all State Statute and Chapter 12 requirements and will be receiving an occupancy permit prior to the issuance of this license if granted.

First Watch was previously granted a Class "B" beer and Class "C" wine license on March 17, 2026.

## ADDITIONAL ANALYSIS

This is a Reserve "Class B" Liquor License for the new licensing period effective July 1<sup>st</sup>, expiring on June 30, 2027.

## FINANCIAL IMPACT

The Reserve License has an initial fee of \$10,000.00 plus the license fee of \$600.00.

## SUGGESTED COMMITTEE RECOMMENDATION

Motion to recommend Resolution 26-R3377 granting a new 2026-2027 Reserve "Class B" Intoxicating Liquor license to First Watch Restaurants, Inc.

## SUGGESTED COUNCIL MOTION

Motion to adopt Resolution 26-R3377.

**Resolution No. 26-R3377**

**Resolution Granting New 2026 – 2027 Reserve “Class B” Intoxicating Liquor License to First Watch Restaurants, Inc. (First Watch #1162)**

**WHEREAS**, an application for the following new license has been made, necessary fees deposited and all legal procedures have been taken, as per ordinance of the City of Oconomowoc.

**NOW THEREFORE, BE IT RESOLVED** by the Common Council of the City of Oconomowoc that the following license be granted (will expire on June 30, 2027):

**RESERVE “Class B” License**  
(serve intoxicating liquor)

First Watch Restaurants, Inc. (First Watch #1163)  
1295 Olympia Fields Dr  
Bryce Kingsbury, Agent  
540 Yosemite Ave

DATED: June 2, 2026

CITY OF OCONOMOWOC

By: \_\_\_\_\_  
Matt Rosek, Mayor

ATTEST:

\_\_\_\_\_  
Gina Kozlik, Clerk

First Watch #1163  
1295 Olympia Fields Drive  
Oconomowoc, WI 53066

First Watch is a full-service restaurant focused on breakfast, brunch and lunch, and has been named the top restaurant in Yelp's inaugural list of the top 50 most loved brands in the U.S. In 2019, First Watch began a national roll out of a limited brunch cocktail menu and has added alcoholic beverage to its brunch selection at restaurants around the country.

First Watch currently has six locations operating in Wisconsin with plans on opening 1-2 restaurants per year.

**"CLASS B" INTOXICATING LIQUOR/FERMENTED MALT BEVERAGE ESTABLISHMENTS  
BEST AND HIGHEST LICENSE USE CRITERIA**

Name of Establishment: First Watch #1163

Please circle all that apply to the type of business you plan to provide:

The Committee shall consider the following:

1. Establishment with a Full-Service Bar

- Full-Service Restaurant
- Taverns / Pubs
- Hotel
- Diner
- Club
- Café / Coffee Shop
- Other: \_\_\_\_\_

2. Establishment w/o a Full-Service Bar

**Seating Capacity Interior and Exterior:**

1. 200 – 299
2. 100 – 199
3. 1 – 99

**Food Served:**

1. Full Meals
2. Appetizers
3. Catered Events
4. Prepackaged Foods
5. Snacks (Pretzels, Peanuts, etc.)

**Premise:**

1. Previously Licensed
2. Redevelopment Area
3. New Structure

**Code Compliance:**

1. No Outstanding Claims
2. No Inspections Issues
3. Annual Utility Reports Completed

**Number of Employees:**

1. More than 50
2. Less than 50