



PARK, RECREATION, AND FORESTRY COMMISSION

DATE: WEDNESDAY, APRIL 15, 2026

TIME: 5:30 PM

LOCATION: VERONA COMMUNITY CENTER
130 N. FRANKLIN ST.
VERONA, WI 53593

1. Call to Order
2. Roll Call
3. Public Comment
4. Approve the minutes of the March 18, 2026 meeting of the Parks, Recreation and Forestry Commission.
5. Discussion and Possible Action Re: Verona Ice Arena Use of Festival Park for Parking
6. Discussion and Possible Action Re: US Cellular Community Park Tower Lease Amendment

The Park, Recreation, and Forestry Commission may convene in closed session as authorized by Wis. Stat. § 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. The Park, Recreation, and Forestry Commission may reconvene in open session and take action on the closed session item.

7. Discussion and Possible Action Re: Christkindlmarket at Century School Park
8. Discussion and Possible Action Re: Little League Facility Alcohol Sales Application
9. Discussion and Possible Action Re: 2026 Resolution Community Park Beer Sales
10. Arbor Day 2026
11. Updates from the departments
12. Adjourn

Tyler Powers - Chairperson

POSTED: April 13, 2026

POSTED: Verona City Hall
Verona Public Library
Miller's Market

All agendas are posted on the City website at: <https://www.veronawi.gov/AgendaCenter/Park-Recreation-Commission-14>

WRITTEN COMMENTS: You can send comments to the Park, Recreation, and Forestry Commission on any matter, either on or not on the agenda, by emailing mwegner@veronawi.gov or in writing to Park, Recreation, and Forestry Commission, 130 N. Franklin, Verona, WI, 53593.

Notice: If you need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at (608) 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

Notice is hereby given that a majority of the City Council may be present at the meeting of the Park, Recreation, and Forestry Commission to gather information about a subject over which they have decision-making responsibility.



PARK, RECREATION, AND FORESTRY COMMISSION MINUTES

DATE: WEDNESDAY, MARCH 18, 2026 TIME: 5:30PM

LOCATION: VERONA COMMUNITY CENTER
130 N. FRANKLIN STREET
VERONA, WI 53593

1. Call to Order: Meeting called to order at 5:30pm by T. Powers.
2. Roll Call
Tyler Powers, Phil Hoechst, Beth Tucker Long (at 5:33), Angela Guthrie, Geoff Guist. Absent: None
3. Public Comment: None.
4. Approve the minutes of the February 18, 2026 meeting of the Park, Recreation and Forestry Commission.

Motion to approve by G. Guist, seconded by A. Guthrie. Motion carried 4-0.

5. Discussion and Possible Action Re: Charge Up Station Location
Updated location of proposed charging station was discussed.

Motion by B. Tucker Long, seconded by G. Guist to approve of the new location as shown. Motion carried 5-0.

6. Discussion and Possible Action Re: Spring Tree Planting Purchases
Commission members were informed of where trees will be purchased, in what quantities, and overall costs for trees.

No action taken.

7. Discussion and Possible Action Re: Spring Tree Planting – Award for Contractual Services
Commission members were informed of the results of the RFQ for tree planting labor. Three submissions were returned with Boley, TLC being the lowest cost.

No action taken.

8. Discussion and Possible Action Re: Color Run
Event route and application were reviewed by Commission members. Color station locations were not noted on the route map however.

Motion by T. Powers, seconded by P. Hoechst to approve the event as presented. Motion carried 5-0.

9. Discussion and Possible Action Re: Cottontail Classic/Egg-stravaganza

Event route and application were reviewed by Commission members. There are no issues with the event and route as presented, however there is an issue regarding the application fee.

Motion by T. Powers, seconded by P. Hoechst to approve the event as presented with the need to amend the application fee. Motion carried 5-0.

10. Discussion and Possible Action Re: Tuff Nutterz

Event route and application were reviewed by Commission members. Possible conflicts with scheduled little league tournaments on the requested dates.

Motion by B. Tucker Long, seconded by A. Guthrie to approve the event as presented pending staff verification of dates with both Little League and Tuff Nutterz to avoid conflicts related to parking needs. Motion carried 5-0.

11. Updates from the departments

12. Adjourn

Moved by P. Hoechst and Seconded by B. Tucker Long to adjourn. Motion Carried 5-0. Time 6:35 p.m.

GROUND LEASE

This Ground Lease (“Lease”) is made and entered into by and between the City of Verona, a Municipality, having an address at 111 Lincoln Street, Verona, Wisconsin 53593, hereinafter referred to as “Landlord,” and Madison Cellular Telephone Company, a Wisconsin general partnership, having an address at Attention: Real Estate, 8410 West Bryn Mawr Avenue, Suite 700, Chicago, Illinois 60631, hereinafter referred to as “Tenant.”

WHEREAS, Landlord is the fee owner of property with an address of 101 Lincoln Street located in the City of Verona, County of Dane, State of Wisconsin legally described in Exhibit A attached hereto and incorporated by reference (the "Landlord's Parcel").

WHEREAS, Tenant desires to occupy, and Landlord is willing to provide Tenant such Premises (as hereinafter defined) on the Landlord’s Parcel for Tenant’s use, as set forth in this Lease.

NOW THEREFORE, in consideration of the mutual promises, conditions, and other good and valuable consideration of the parties hereto, it is covenanted and agreed as follows:

1. Option to Lease.

- a. Landlord hereby grants to Tenant an option (the “Option”) to lease from Landlord the following described parcel (the “Leasehold Parcel”):

Approximate dimensions: 45’ X 25’

Approximate square footage: 1,125 square feet

Legal descriptions of the Landlord’s Parcel and the Tenant’s Premises are attached hereto as Exhibit A and a Site Plan of the Leasehold Parcel is attached to the lease as Exhibit B.

- b. During the Initial Option Term (as hereinafter defined) and any Extended Option Term (as hereinafter defined), and during the Initial Term (as hereinafter defined) and any Renewal Term (as hereinafter defined) of this Lease, Tenant and its agents, engineers, surveyors and other representatives will have the right to enter upon the Leasehold Parcel to inspect, examine, conduct soil borings, drainage testing, material sampling, and other geological or engineering tests or studies of the Leasehold Parcel (collectively the “Tests”), to apply for and obtain licenses, permits, approvals, or other relief required of or deemed necessary or appropriate at Tenant’s sole discretion for its use of the Premises (as hereinafter defined) and include without limitation applications for zoning variances, zoning ordinances, amendments, special use permits, and construction permits (collectively referred to as “Governmental Approvals”), and otherwise to do those things on or off the Leasehold Parcel that, in the opinion of Tenant, are necessary in Tenant’s sole discretion to determine the physical condition of the Leasehold Parcel, the environmental history of the Leasehold Parcel, Landlord’s title to the Leasehold Parcel, and the feasibility or suitability of the Leasehold Parcel for Tenant’s Permitted Use (as hereinafter defined), all at Tenant’s expense. Tenant will not be liable to Landlord or any third party on account of any pre-existing defect

or condition on or with respect to the Leasehold Parcel, whether or not such defect or condition is disclosed by Tenant's inspection.

- c. In consideration of Landlord granting Tenant the Option, Tenant hereby agrees to pay Landlord the non-refundable sum of one thousand five hundred (\$1,500) within fifteen (15) days of full execution of this Lease by Landlord and Tenant. The Option will be for an initial term of twelve (12) months (the "Initial Option Term") and may be renewed by Tenant, at the election of Tenant, for an additional six (6) months ("Extended Option Term") upon written notification to Landlord and the non-refundable payment of an additional one thousand five hundred (\$1,500.00) no later than fifteen (15) days prior to the expiration date of the Initial Option Term. Landlord shall provide a complete and accurate IRS form W9 to Tenant for the Payee of the Option sum prior to payment thereof. Any option payments made to Landlord by Tenant shall not be applicable to Rent.
 - d. During the Initial Option Term and during the Extended Option Term, if any, as the case may be, Tenant may exercise the Option by notifying Landlord in writing at any time prior to the expiration of the Initial Option Term and the Extended Option Term, if any, as the case may be. If Tenant exercises the Option, then Landlord shall lease the Leasehold Parcel to the Tenant on, and subject to, the terms and conditions of this Lease.
2. Grant of Easements. Landlord hereby grants to Tenant the right to utilize the existing access road connecting the Leasehold Parcel to the public right-of-way (the "Access Easement") and a utility easement ten (10) feet in width to the nearest suitable utility company-approved service connection points (the "Utility Easement"); the Access Easement and the Utility Easement are collectively referred to herein as the "Easements"; the lands underlying the Access Easement and the Utility Easement are collectively referred to herein as the "Easement Parcels," which Easement Parcels are further described in Exhibits "A" & "B" attached hereto and incorporated herein). The Easements granted herein shall include, but not be limited to,
- a. The right to clear vegetation, cut timber, and move earthen materials upon the Easement Parcels,
 - b. The right to utilize the existing access road ,
 - c. The right to place use, repair, replace, modify and upgrade utility lines and related infrastructure and equipment within the Utility Easement Parcel,
 - d. The right to enter and temporarily rest upon Landlord's adjacent lands for the purposes of
 - (i) Installing, repairing, replacing and removing the Improvements (as defined below) and any other personal property of Tenant from the Leasehold Parcel and
 - (ii) Improving the Easement Parcels, including the right to bring in and use all necessary tools and machinery, and

- e. The right of pedestrian and vehicular ingress and egress to and from the Leasehold Parcel at any time over and upon the Access Easement Parcel. The Leasehold Parcel and the Easement Parcels are collectively referred to herein as the "Premises."
3. Use of the Premises. Tenant shall be entitled to use the Premises to construct, operate, modify as necessary, and maintain thereon a communications antenna tower (including aviation hazard lights when required), , one or more equipment buildings, back-up power devices and a security fence, together with all necessary lines, anchors, connections, devices, legally required signage and equipment for the transmission, reception, encryption, and translation of voice and data signals by means of radio frequency energy and landline carriage (collectively, the "Improvements"); Tenant's use described in this Section 3 is hereinafter referred to as the ("Permitted Use"). Tenant shall have unlimited access to the Premises 24 hours per day, 7 days a week. This lease is not a franchise nor is it a permit to use the rights-of-way. Any such franchise or permit must be obtained separately from the Landlord.
4. Term of Lease. In the event Tenant, in Tenant's sole discretion, exercises the Option, the initial Lease term will be five (5) years (the "Initial Term"), commencing upon the Commencement Date (as hereinafter defined) and terminating at midnight on the day in which the fifth (5th) anniversary of the Commencement Date falls.
5. Option to Renew. The Initial Term of this Lease shall automatically extend for up to five (5) additional terms of five (5) years each (each, a "Renewal Term"), upon a continuation of all the same provisions hereof, unless Tenant gives Landlord written notice of Tenant's intention to terminate the Lease at least sixty (60) days before the expiration of the Initial Term or any Renewal Term.
6. Option to Terminate. Tenant shall have the unilateral right to terminate this Lease at any time by giving Landlord written notice of the date of such termination ("Termination Date"). The Indemnification obligations of each party contained in Section 13 and Tenant's requirement to remove improvements as provided in Section 21 shall survive termination of the Lease.
7. Base Rent. Commencing on the date that Tenant commences construction (the "Commencement Date"), Tenant shall pay Base Rent to Landlord in the amount of one thousand five hundred (\$1,500.00) dollars per month, the first payment of which shall be due within thirty (30) days of the Commencement Date, and installments thereafter on the first day of each calendar month, provided that Landlord shall submit to Tenant a complete and accurate IRS form W9 prior to Tenant's first payment of Rent. Landlord shall specify the name, address, and taxpayer identification number of a sole payee (or maximum two joint payees) who shall receive Rent on behalf of the Landlord. Rent will be prorated for any partial month. Any change to the Payee must be requested in accordance with the Notice provision herein, and a new IRS form W9 must be supplied prior to payment by Tenant to the new Payee. Tenant shall pay Landlord a late payment charge equal to five percent (5%) of the late payment for any payment not paid when due. Any amounts not paid when due shall bear interest until paid at the lesser of the rate of two percent (2%) per month or the highest rate permitted by law.

8. Adjusted Rent. On every anniversary of the Commencement Date, throughout the duration of the Lease as renewed and extended, the Rent shall be increased by three percent (3%) over the previous year's Rent.
9. City Costs. Tenant shall reimburse the City, up to a cap of Three Thousand Dollars (\$3,000.00), for all reasonable costs and fees incurred by the City for attorneys, engineers, and consultants to review this Lease and any other plans or documents associated with Tenant's proposed use or use of the Premises and Tower. The City shall provide an itemized invoice(s) to the Tenant for such costs and fees as they are incurred. Tenant shall remit payment of such fees to the City within thirty (30) days of receipt of an itemized invoice(s).
10. Utilities. Tenant shall solely and independently be responsible for all costs of providing utilities to the Premises, including the separate metering, billing, and payment of utility services consumed by Tenant's operations. The word "utilities" shall mean any service that is necessary for the Tenant to conduct its operations on the Premises and "utility services" shall mean any provider who provides utility services or utility related infrastructure so that the Tenant can conduct its Permitted Use on the Premises.
11. Property Taxes. Landlord shall pay prior to delinquency any real estate taxes attributable to Landlord's Parcel. Tenant shall pay prior to delinquency any personal property taxes levied against Tenant's Improvements. Tenant shall pay to Landlord upon Landlord's demand, any increase in real property taxes levied against Landlord's Parcel which is attributable to Tenant's use or Improvements, provided that Landlord agrees to furnish reasonable documentation of such increase to Tenant. Furthermore, Landlord agrees to give timely notice to Tenant in the event it is notified of an assessment valuation change, or a change in property status. Landlord agrees that Tenant shall have the right to appeal any such change in status or any increase in real estate assessment for the Leasehold Parcel or Tenant's Improvements, and Landlord will reasonably cooperate, but at no cost to Landlord, with any such appeal by Tenant. Tenant shall only be responsible for property tax reimbursements requested by Landlord within one (1) year of payment of such property taxes by Landlord. Landlord's requests to Tenant for reimbursement of such property taxes should be addressed to:

U. S. Cellular
P.O. Box 31369
Chicago, IL 60631-0369

In order to ensure that Tenant's leasehold interest is not extinguished in the event that the real property taxes related to Landlord's Parcel become delinquent, Tenant shall have the right, but not the obligation, to pay delinquent real property taxes related to Landlord's Parcel. Tenant shall be entitled to take a credit against the Rent under this lease for any such taxes paid by Tenant that exceed Tenant's proportionate share thereof.

12. Repairs and Maintenance. Tenant shall be responsible for all repairs and maintenance of the Improvements (except the existing access road) and may at its own expense alter or modify the Improvements (except the existing access road) to suit its needs consistent with the intended use of the Premises. Landlord will maintain the areas surrounding Tenant's

Premises. Landlord's maintenance shall include, but is not limited to, snow removal of the existing access road.

13. Mutual Indemnification.

- a. Indemnification. Landlord shall indemnify Tenant and hold Tenant and all associated, affiliated, allied and subsidiary entities of Tenant, now existing or hereafter created, and their respective officers, boards, employees, agents, and attorneys, ("Tenant Indemnitees") harmless from any and all costs (including reasonable attorney fees) and claims of liability or loss which arise out of the use, maintenance, and/or occupancy of the Premises by Landlord, except to the extent caused by the negligence or intentional misconduct of Tenant or any Tenant Indemnitees or a third party. Tenant shall, at its sole cost and expense, indemnify and hold harmless Landlord and all associated, affiliated, allied and subsidiary entities of Landlord, now existing or hereafter created, and their respective officers, boards, commissions, employees, agents, and attorneys (collectively referred to as "Landlord Indemnitees"), except to the extent caused by the negligence or intentional misconduct of Landlord or any Landlord Indemnitees or a third party from and against:

(1) Any and all liability, obligation, damages, penalties, claims, liens, cost, charges, losses and expenses (including, without limitation, reasonable fees and expenses of attorneys, expert witnesses and consultants), which may be imposed upon, incurred by or be asserted against the Landlord Indemnitees by reason of any act or omission of Tenant (or its personnel, employees, agents, contractors or subcontractors) except to the extent caused by the negligence or intentional misconduct of the Landlord Indemnitees, resulting or allegedly resulting in personal injury, bodily injury, or death to any person or damage to, loss of or destruction of tangible or intangible property, , which may arise out of the occupancy, construction, installation, operation, maintenance, use or condition of the Premises, or the Improvements, or Tenant's failure to comply with this Lease or any federal, state or local statute, ordinance or regulation.

(2) Any and all liability, obligations, damages, penalties, claims, liens, costs, charges, losses and expenses (including, without limitation, reasonable fees and expenses of attorneys, expert witnesses and other consultants), which are imposed upon, incurred by or asserted against the Landlord Indemnitees by reason of any claim or lien arising out of work, labor, materials or supplies provided or supplied to Tenant, its contractors or subcontractors, for the installation, construction, operation, maintenance or use of the Premises or the Improvements.

(3) Any and all liability, obligation, damages, penalties, claims, liens, costs, charges, losses and expenses (including, without limitation, reasonable fees and expenses of attorneys, expert witnesses and consultants), which may be imposed upon, incurred by or be asserted against the Landlord Indemnitees by reason of any financing or securities offering by Tenant or its affiliates for violations of the common law or any laws, statutes, or regulations of the State of Wisconsin or the United States, including those of the FCC, whether by Tenant or otherwise. Upon the written

request of Landlord, Tenant shall cause such claim or lien covering Landlord's property to be discharged or bonded within thirty days following, such request.

- b. Defense of Landlord or Tenant Indemnitees ("Indemnitees"). In the event any action or proceeding shall be brought against either the Landlord or Tenant Indemnitees by reason of any matter for which the Indemnitees are indemnified, the indemnifying party shall, upon notice from any of the Indemnitees, at the indemnifying party's sole cost and expense, resist and defend the action or proceeding with legal counsel selected by the indemnifying party; provided however, that the indemnifying party shall not admit liability in any such matter on behalf of the Indemnitees without the written consent of the Indemnitees and provided further that Indemnitees shall not admit liability for, nor enter into any compromise or settlement of, any claim for which they are indemnified, without the prior written consent of the indemnifying party.

14. Insurance.

- a. Tenant shall maintain commercial general liability insurance insuring against liability for bodily injury, death or damage to personal property with combined single limits of Five Million and No/100 Dollars (\$5,000,000). In addition, Tenant shall maintain worker's compensation in statutory amounts, employer's liability insurance with combined single limits of Five Million and No/100 Dollars (\$5,000,000); automobile liability insurance insuring against claims for bodily injury or property damage with combined single limits of Five Million and No/100 Dollars (\$5,000,000); and all risk property insurance covering all personal property of Tenant for full replacement value. Tenant shall provide Landlord with evidence of such insurance in the form of a certificate of insurance prior to obtaining occupancy of the Premises and throughout the term of this Lease or any Renewal Term.
- b. Landlord shall maintain general liability insurance insuring against liability for bodily injury, death or damage to personal property with combined single limits of Five Million and No/100 Dollars (\$5,000,000). In addition, to the extent required by law, Landlord shall maintain worker's compensation in statutory amounts and employer's liability insurance with combined single limits of Five Million and No/100 Dollars (\$5,000,000). Landlord shall provide Tenant with evidence of such insurance in the form of a certificate of insurance prior to Tenant obtaining occupancy and throughout the term of this Lease or any Renewal Term.

15. Default. Tenant shall be in default of this Lease if Tenant fails to make a payment of rent when due and such failure continues for fifteen (15) days after Landlord notifies Tenant in writing of such failure. If Landlord or Tenant fails to comply with any non-monetary provision of this Lease, the other party shall serve written notice of such failure upon the defaulting party, whereupon a grace period of thirty (30) days shall commence to run during which the defaulting party shall undertake and diligently pursue a cure of such failure at its sole cost and expense. Such grace period shall automatically be extended for an additional thirty (30) days, provided the defaulting party makes a good faith showing that efforts toward a cure are continuing. In the event of any default of this Lease by

either party, the non-defaulting party may at any time, after notice, cure the default for the account of and at the expense of the defaulting party.

16. Compliance with Laws. Tenant shall, at its expense, comply with all present and future federal, state, and local laws, ordinances, and regulations (including laws and ordinances related to health, radio frequency emissions, other radiation and safety) in connection with the use, operation, maintenance, construction, and/or installation of Improvements and/or the Premises. Landlord agrees to reasonably cooperate with Tenant in obtaining, at Tenant's expense and federal licenses and permits required for or substantially required by Tenant's use of the Premises.
17. Assignment of Lease by Tenant. This Lease may be sold, assigned or transferred by the Tenant without any approval or consent of the Landlord to the Tenant's principal, affiliates, subsidiaries of its principal, or to any entity which acquires all or substantially all of Tenant's assets in the market defined by the Federal Communications Commission in which the Leasehold Parcel is located by reason of a merger, acquisition or other business reorganization. As to other parties, this Lease may not be sold, assigned or transferred without the written consent of Landlord, which such consent will not be unreasonably withheld, delayed or conditioned. No change of stock ownership, partnership interest or control of Tenant or transfer upon partnership or corporate dissolution of Tenant shall constitute an assignment hereunder.
18. Subleasing. Tenant shall have the unreserved and unqualified right to sublet or license space to subtenants on the communication antenna tower without the necessity of obtaining Landlord's consent. The subtenant must obtain ground space from the Landlord. For avoidance of doubt, a subtenant may not locate equipment on the communication antenna tower until a lease or license for the ground space is executed with the Landlord.
19. Right of First Refusal. Intentionally Deleted.
20. Execution of Other Instruments. Landlord agrees to execute, acknowledge, and deliver to Tenant such other instruments respecting the Premises as Tenant or Tenant's lender may reasonably request from time to time. Such instruments may include, but are not limited to, a memorandum of lease that may be recorded in the appropriate local land records. Landlord also agrees to cooperate with Tenant's efforts to obtain all private and public consents related to Tenant's use of the Premises.
21. Removal of Improvements. The Improvements are agreed to be Tenant's personal property and shall never be considered fixtures to the Premises. Tenant shall at all times be authorized to remove the Improvements from the Premises. Upon the expiration or earlier termination of this Lease, Tenant shall remove the above ground improvements from the Premises within ninety (90) days of the termination of the Lease. Tenant shall continue to pay rent at the current rate at the date of termination until all above ground improvements are removed from the Premises. Tenant shall be entitled to abandon, in place, all footings, foundations and other below ground improvements.
22. Quiet Enjoyment. Landlord covenants that Tenant shall have quiet and peaceable possession of the Premises throughout the Initial Lease Term and any Renewal Term, if

any, as the case may be, and that Landlord will not intentionally disturb Tenant's enjoyment thereof as long as Tenant is not in default under this Lease.

23. Subordination and Non-Disturbance. Tenant agrees to subordinate this Lease to any mortgage or trust deed which may hereafter be placed on the Premises, provided the mortgagee or trustee thereunder shall ensure to Tenant the right to possession of the Premises and other rights granted to Tenant herein so long as Tenant is not in default beyond any applicable grace or cure period, such assurance to be in writing and otherwise in form and substance reasonably satisfactory to Tenant. If requested by Tenant, Landlord agrees to use Landlord's best efforts to assist Tenant in obtaining from any holder of a security interest in Landlord's Parcel a non-disturbance agreement in form and substance reasonably satisfactory to Tenant.
24. Environmental Warranty. Landlord hereby represents and warrants to Tenant that Landlord has never generated, stored, handled, or disposed of any hazardous waste or hazardous substance upon the Premises, and that Landlord has no knowledge of such uses historically having been made of the Premises or such substances historically having been introduced thereon. Tenant hereby represents and warrants to Landlord that Tenant will not generate, store, or dispose of any hazardous waste or hazardous substance upon the Premises. "Hazardous substance" shall be interpreted to mean any substance or material defined or designated as hazardous or toxic waste, hazardous or toxic material, hazardous or toxic or radioactive substance, or other similar term by any federal, state, or local environmental law, regulation, or rule presently in effect or promulgated in the future, as such laws, regulations, or rules may be amended from time to time.
25. Notices. Any notice, request or demand required or permitted to be given pursuant to this Lease shall be in writing and shall be deemed sufficiently given if delivered by messenger at the address of the intended recipient, sent prepaid by Federal Express (or a comparable guaranteed overnight deliver service), or deposited in the United States first class mail (registered or certified, postage prepaid, with return receipt requested), addressed to the intended recipient at the address set forth below or at such other address as the intended recipient may have specified by written notice to the sender in accordance with the requirements of this paragraph. Any such notice, request, or demand so given shall be deemed given on the day it is delivered by messenger at the specified address, on the day after deposit with Federal Express (or a comparable overnight delivery service), or on the day that is five (5) days after deposit in the United States mail, as the case may be.

TENANT: Madison Cellular Telephone Company
Attention: Real Estate Department
8410 West Bryn Mawr Avenue
Chicago, Illinois 60631
Phone: 1-866-573-4544

LANDLORD: City of Verona
Attention: City Clerk
111 Lincoln Street
Verona, Wisconsin 53593
Phone: 608-845-6495

26. Contingencies. Tenant shall have the right to terminate this Lease upon written notice to Landlord, relieving both parties of all further obligations hereunder, if Tenant, acting reasonably and in good faith, shall be unable to obtain any or all licenses or permits required to construct its intended improvements upon the Premises or conduct Tenant's business at the Premises at any time during the Term; if Tenant's technical reports fails to establish to Tenant's satisfaction that the Premises are capable of being suitably engineered to accomplish Tenant's intended use of the Premises; if the Premises are taken by eminent domain by a governmental entity or a title commitment or report obtained by Tenant with respect to the Premises shows as exceptions any encumbrances or restrictions which would, in Tenant's opinion, interfere with Tenant's intended use of the Premises.
27. Attorneys' Fees. In any action on this Lease at law or in equity, the prevailing party shall be entitled to recover from the other party the reasonable costs incurred by such party in such action, including reasonable attorneys' fees and costs of appeal.
28. Governing Law. This Lease will be governed by and construed in accordance with the laws of the State in which the Premises is located.
29. Binding Effect. All of the covenants, conditions, and provisions of this Lease shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns. Also, that Landlord is duly authorized and empowered to enter into this Lease; and that the person executing this Lease on behalf of the Landlord warrants himself to be duly authorized to bind the Landlord hereto.
30. Entire Agreement; Waiver. This Lease constitutes the entire agreement of the parties, and may not be modified except in writing signed by the party against whom such modification is sought to be enforced. No waiver at any time of any of the provisions of the Lease will be effective unless in writing. A waiver on one occasion will not be deemed to be a waiver at any subsequent time.
31. Modifications. This Lease may not be modified, except in writing signed by both parties.
32. Recording. Each party, on request of the other, agrees to execute a short form lease in recordable form and complying with applicable laws and reasonably satisfactory to both parties, which will be recorded in the appropriate public records.
33. Headings. The section headings throughout this instrument are for convenience and reference only, and are not to be used to explain, modify, amplify or aid in the interpretation, construction or meaning of the provisions of this Lease.
34. Invalidity of Particular Provision. If any term or provision of this Lease, or the application of such term or provision to any person or circumstance, to any extent, is invalid or unenforceable, the remainder of this Lease, or the application of such term or

provision to persons or circumstances other than those as to which it is invalid or unenforceable, will not be affected and each term and provision of this Lease will be valid and be enforced to the fullest extent permitted by law.

35. Remedies. The parties shall be entitled to the application of all appropriate remedies available to them under state and federal law in the enforcement of this Lease.
36. Errors and Omissions. Landlord and Tenant agree as part of the basis of their bargain for this Ground Lease to cooperate fully in executing any and all documents (including amendments to this Ground Lease) necessary to correct any factual or legal errors, omissions, or mistakes, and to take any and all additional action, that may be necessary or appropriate to give full force and effect to the terms and intent of this Ground Lease.
37. Non-Binding Until Full Execution. Both parties agree that this Lease is not binding on both parties until both parties execute the Lease.
38. Electronic Reproductions. The Parties agree that a scanned or electronically reproduced copy of image of this Lease, as executed, shall be deemed an original and may be introduced or submitted in any action or proceeding as competent evidence of such agreement, notwithstanding the failure or inability of either party to produce or tender an original executed counterpart.

[END OF LEASE - SIGNATURE PAGE FOLLOWS]

SIGNATURE PAGE

IN WITNESS WHEREOF, the parties hereto bind themselves to this Ground Lease as of the date of full execution of this Ground Lease.

LANDLORD: City of Verona

TENANT: Madison Cellular Telephone Company

By: United States Cellular Operating Company LLC, being one of its General Partners

By: _____

By: _____

Printed: John Hochkammer

Printed: _____

Title: Mayor

Title: Vice President

Attest: _____

Date: _____

Printed: Kami Lynch

Title: City Clerk

Date: _____

STATE OF WISCONSIN)
)
COUNTY OF DANE)

I, the undersigned, a notary public in and for the State and County aforesaid, do hereby certify that Jon Hochkammer, known to me to be the same person whose name is subscribed to the foregoing Ground Lease, appeared before me this day in person and (severally) acknowledged that he signed the said Lease as his free and voluntary act for the uses and purposes therein stated.

Given under my hand and seal this ____ day of _____, 20__.

Notary Public

My commission expires _____

STATE OF ILLINOIS)
)
COUNTY OF COOK)

I, the undersigned, a notary public in and for the State and County aforesaid, do hereby certify that _____, Vice President for United States Cellular Operating Company LLC, known to me to be the same person whose name is subscribed to the foregoing Ground Lease, appeared before me this day in person and acknowledged that, pursuant to his authority, he signed the said Lease as his free and voluntary act on behalf of the named Tenant, for the uses and purposes therein stated.

Given under my hand and seal this ____ day of _____, 20__.

Notary Public

My commission expires _____

Exhibit A

Legal Descriptions

Exhibit B

Site Plan

Site Name: 782560

Site Number: Verona Ballpark

FIRST AMENDMENT TO GROUND LEASE

THIS FIRST AMENDMENT TO GROUND LEASE (“First Amendment”), entered into on _____, (“First Amendment Effective Date”) modifies that certain Ground Lease dated April 9, 2014, by and between the City of Verona, a Municipality, having an address at 111 Lincoln Street, Verona, Wisconsin 53593, hereinafter referred to as “Landlord”, and Madison Cellular Telephone Company, a Wisconsin general partnership, having an address at Attention: Real Estate Lease Administration, 500 W. Madison, Suite 810, Chicago, Illinois 60661, hereinafter referred to as “Tenant”.

WHEREAS, Landlord and Tenant entered into that certain Ground Lease dated April 9, 2014 (the “Lease”) to allow Tenant to locate a telecommunications base station located at 101 Lincoln Street located in the City of Verona, County of Dane, State of Wisconsin, and;

WHEREAS, both parties have determined that the Lease needs to be amended to add additional terms to the Lease;

WHEREAS, both parties desire to modify, as set forth herein, certain terms of the Lease.

NOW THEREFORE, in consideration of these presents, the parties hereby agree that the Lease is now modified as follows:

- I. Effective the first day of the month following the First Amendment Effective Date, the Rent will be modified to Nine Hundred and No/100 Dollars (\$900.00) per month, any partial month to be prorated.
- II. Tenant shall have the unreserved and unqualified right to sublet and/or license all or any portion of the Premises to subtenants without the necessity of obtaining Landlord’s consent. Tenant shall pay a co-location fee (the “Co-location Fee”) equal to Two Hundred Fifty and No/100 Dollars (\$250.00) per month for each future subtenant that is an FCC licensed provider of wireless voice services. The Co-location Fee will be due and payable to the Landlord upon the first full month after the commencement of a sublease between Tenant and subtenant and payable each month thereafter until the sublease expires or is terminated. Such additional Co-location Fee shall not apply to (i) any governmental or public safety entity, wireless internet providers, paging companies, or (ii) any affiliate of Tenant or third party which acquires Tenant’s wireless communications operations located at the Premises, including, in each case, their respective successors and assigns. Such Co-location Fee will be a separate payment not subject to any rent increase provided for in Section 8 of this Lease.

Site Name: 782560

Site Number: Verona Ballpark

- III. Effective September 8, 2026, Section 8. Adjusted Rent, is hereby amended such that throughout the remainder of the duration of the Lease as renewed and extended, the Rent shall be increased by two percent (2%) over the previous year's Rent.
- IV. The Premises, as defined in the Lease shall also include, that portion of the Property upon which any Improvements are located, or access is utilized by Tenant on the First Amendment Effective Date.
- V. Each party represents and warrants that it has full power and authority to enter into this First Amendment and that the person(s) executing this First Amendment on its behalf are duly authorized to do so.
- VI. In all other respects the Lease is hereby ratified and affirmed without change.

[END OF AMENDMENT SIGNATURE PAGE FOLLOWS]

Site Name: 782560

Site Number: Verona Ballpark

Signature Page

IN WITNESS WHEREOF, the parties hereto bind themselves to this First Amendment as of the date of full execution.

LANDLORD:
City of Verona

TENANT:
Madison Cellular Telephone Company

By: ADI Operating Company LLC,
being one of its General Partners

By: _____

By: _____

Printed: Jamie J. Aulik

Printed: _____

Title: _____

Title: _____

Date: _____

Date: _____

By: _____

Printed: _____

Title: _____

Date: _____

In Process

CITY OF VERONA

Date: _____

CR#: _____

Account #: 100-44910

APPLICATION FOR A SPECIAL EVENT/NEIGHBORHOOD EVENT PERMIT

For Parades, Runs, Walks, Bicycle Events, Triathlons, Festivals, Neighborhood Events, etc.

All required application materials must be submitted at least **45 days prior to the event. Failure to meet this requirement may result in the denial of the application pursuant to Section 7-7-1(h) of the City of Verona Code of Ordinances**

Application Fee:

\$150.00 + any additional fees

Non-Profit Organization: \$50.00 + any additional fees

REQUIRED INFORMATION

Please include the following information/materials regarding the event with your application:

- A copy of the applicant's Driver's License
- Route map and description and/or map of event layout
-
- Certificate of Insurance – at least 30 days prior to event
↳ can send

APPLICANT INFORMATION

Name: Sarah A Sarbacher Phone: [REDACTED]
First M.I. Last

Address: 1485 Ranger Trail, Verona, WI 53593

Driver License #: _____ DO [REDACTED]

Email: [REDACTED]

AGENCY/ORGANIZATION INFORMATION

Name: Cherry Blossom Events, LLC Phone: [REDACTED]

Address: PO Box 930541, Verona, WI 53593

If this is a non-profit organization, please provide your EIN number for verification: _____

→ not a non-profit but have EIN # for business

EVENT INFORMATION

Name of Event: The Christkindlmarket Type of event: holiday market

Event date(s): Dec 11-13, 2026 Event time(s): Fri 3-7, Sat 10-7, Sun 10-6

Set up Start Time: Dec 10th Mon Tear Down End Time: Mon Dec 14th

(Application Continues on Reverse)

Last updated
Date: _____
Initials: _____

Informational Questions		No	Yes	Notes
1	Was a Special Event Permit previously approved in times past for this event?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	☒
2	Will there be outdoor amplified sound?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Additional application required.
3	Will alcohol be sold, served or consumed? <i>*working w/ Chamber to run beer sales</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Additional licenses may be required.
4	Are you requesting any City streets to be closed to traffic?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	See Below*
5	Will your event use County, State or US Highways?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If yes, please provide a map clearly marking the highways that will be used. Additional permission from the County is required.
6	Will park, conservancy land, or trails be used? If so, have you reserved a park, pavilion, or any other city facilities for the event? <i>*Century Park Met w/ Mark</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contact Parks Department: 845-6695 If using park facilities, the application will not go before the Public Safety Committee without Parks Department approval.
7	Will items or services be sold or given away at this event? <i>*makers sell their own goods, food trucks, pretzels/nuts/hot cocoa</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	If yes, please attach a list of types of items or services.
8	Does this event involve a plan for tents, stages, inflatable bounce houses or temporary structures?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Include on event layout map.
9	Does your event include the use of fireworks, rockets, lasers, other pyrotechnics, or open flame?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Must receive written approval from Fire Chief or his designee. 608-845-9401
10	Do you plan to provide portable toilets at your event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
11	Will your event have dedicated coverage by an Emergency Medical Provider?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12	Is this a race or timed event where participants need the right of way on City streets?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If traffic control is desired, a police officer is required, per WI Law.
13	Will there be a clear path of travel (min. 18' wide) for emergency vehicles throughout your event?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	☒
14	Does your event include running or biking that will need a dedicated lane of travel on City streets?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Posting of No Parking signs by PD will be needed and billed to event.

***If you answered YES to street closures, please attach a map/diagram of the portion(s) of street you wish to have closed for your event. Please include street names and as much information as possible.**

If you are NOT intending to close any City Streets, or request the right of way, but intend to use City Streets, you will share the street with vehicular traffic and agree to abide by all traffic laws. Failure to comply with traffic laws will result in the immediate termination of all event activities.

***Applicant Initial Here:** SS



- | | | | | | |
|---|----------------|---|---------------------|---|----------------|
|  | TICKET CHECKER |  | TENT DOORS |  | CHALETs |
|  | HANNS TREE |  | SNOW GLOBE PHOTO OP |  | CITY TALL TREE |
|  | EVENT GATE | | | | |

Additional Notes from Site Map:

- We have large parking cones that block off the Trolley loading zone and have done this for the past 3 years with Verona guests loading the trolley at Century Park in this location and riding the bus down to Paoli where it was previously hosted. This worked well and the line of guests just waited on the sidewalk as needed.
- We have used white metal event gate in the past for ticket entrance but are considering more of a snow fence type material for exterior fencing for this new location and using the white metal event gates closer to ticket check entrances.
- The past 3 years we have shuttled guests from Verona parking lots to the market to drop off guests and alleviate parking - our plan is to utilize our 2 coach buses that will bring guests from either Verona High School, Badger Ridge, or Centi Park parking lots to Century Park for the Christkindlmarket.
- Emergency Access has always been street level at ticket entrance.
- We have hired PerMar type event security the last 3 years from Frank Productions company who work at Sylvee, Orpheum, etc. to station up at ticket check points where guests have access to ensure they purchased a ticket and had their hand stamped.
- Generators are refilled Fri, Sat, Sun morning and we will coordinate with Parks department as to best location for these so the truck (which has 100ft hose) can have access to. This has worked well in the past and they refill at about 6am before any guests are onsite.
- The past 3 years we have notified Verona Police Department and Belleville Police Department of the Christkindlmarket weekend in Paoli happening to ensure they were aware of an influx of people and that went well.

Items to be Sold at Event:

- Makers in Chalets and the Heated Makers Tent sell their own goods and have their own licensing and insurance from vending at other markets. Examples of items sold – handmade pottery, clothing, art, jewelry, pet treats and clothes, home goods, candles, etc.
- Cherry Blossom Events LLC/Christkindlmarket sells Bavarian pretzels, candied nuts, and hot cocoa which they have food licensing for from Dane County.
- Beer to be sold by a non-profit with a temporary liquor license coordinated with Verona Chamber/Visit Verona/Verona Parks.
- The event does require a ticket to get in which Cherry Blossom Events LLC/Christkindlmarket sells onsite as well as pre-sells online.

Description of Event:

Christkindlmarket is a three-day outdoor holiday market produced by Cherry Blossom Events, designed to create a festive, European-inspired seasonal experience for the community and visitors to the region.

The event will take place at Century Park in Verona and will feature a curated collection of artisan vendor chalets, seasonal food and beverage offerings, and family-friendly holiday activations.

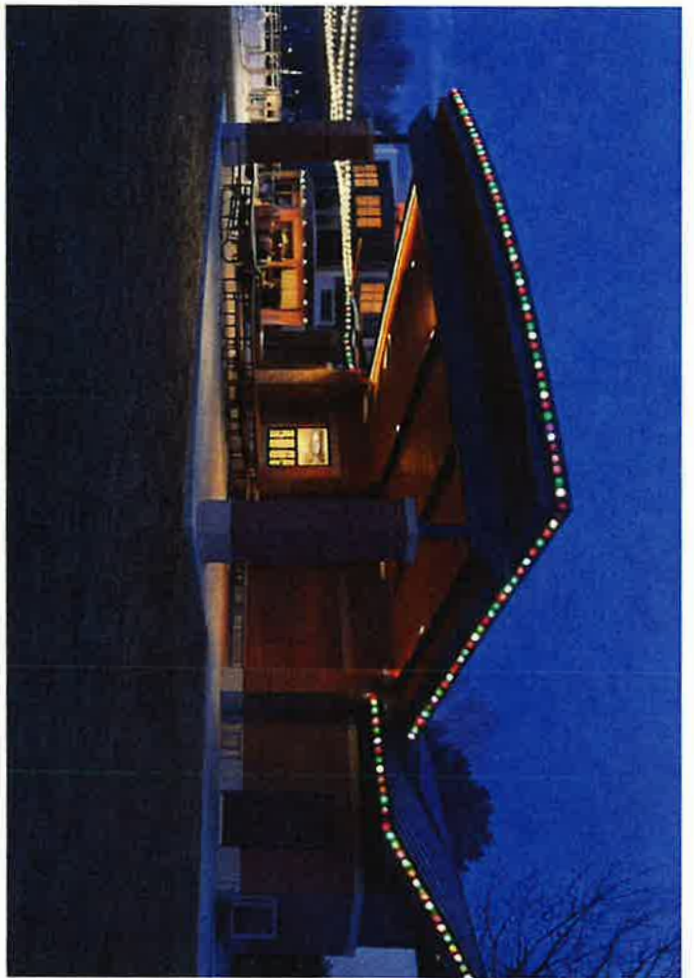
The market layout will incorporate the existing park infrastructure, including the outdoor ice rink, and will be designed to encourage pedestrian flow throughout the space. Temporary structures will include vendor chalets, a heated tent for makers, food service chalets, and designated entry points for guest access. Additional event elements include holiday lighting and decorative photo ops, live reindeer, designated ticket entry area, and on-site restrooms.

The event is anticipated to draw regional attendance over the three-day period, with guests arriving throughout the day and evening hours (Friday Dec 11th 3-7pm, Sat Dec 12th 10am-7pm, Sun Dec 13th 10am-6pm). Parking and transportation planning will include designated parking areas (Verona High School and Badger Ridge Middle School or Centi Park) with 2 Guest Coach Bus Shuttles and traffic coordination in partnership with the City of Verona.

Cherry Blossom Events will coordinate all event logistics including vendor management, site layout, safety planning, and collaboration with city departments to ensure a safe and well-organized event.

Past years attendance has been about 2-3K on Friday, 5K people on Saturday, 3-4K people on Sunday and can vary up or down based on weather. A portion of ticket sales donated to Porchlight to support Homelessness in Dane County.

www.christkindlmarketpaoli.com *new url coming soon



Save

Print

Clear

Form
AB-105

Producer Full-Service Retail Sales Application

Date
03/13/26

Part A: Producer Information			
1. Business Legal Name (individual name if sole proprietor) Hop Haus Brewing Company, LLC.			
2. Business Name or DBA		3. Agent Name Philipp S. Hoechst	
4. FEIN 47-1889590		5. Wisconsin Seller's Permit Number 456-1028526614-02	
6. Wisconsin Producer Permit Number 309-1028526614-16		7. Producer Type <input checked="" type="checkbox"/> Brewery <input type="checkbox"/> Winery <input type="checkbox"/> Liquor Manufacturer/Rectifier	
8. Contact Person's First Name Philipp		9. Last Name Hoechst	10. M.I. S
11. Contact Person's Phone [REDACTED]		12. Contact Person's Email [REDACTED]	

Part B: Production Quantity		
<p>Note: Check appropriate quantity for permit held (see instructions). If you hold more than one producer permit, check the total aggregate quantity produced for each type of permit. Enter the highest quantity produced in any of the last three calendar years.</p>		
Brewery	Manufacturer/Rectifier	Winery
<input type="checkbox"/> Less than 250 barrels <input checked="" type="checkbox"/> 250 - 2,499 barrels <input type="checkbox"/> 2,500 - 7,499 barrels <input type="checkbox"/> 7,500 or more barrels	<input type="checkbox"/> Less than 1,500 liters <input type="checkbox"/> 1,500 - 4,999 liters <input type="checkbox"/> 5,000 - 34,999 liters <input type="checkbox"/> 35,000 or more liters	<input type="checkbox"/> Less than 1,000 gallons <input type="checkbox"/> 1,000 - 4,999 gallons <input type="checkbox"/> 5,000 - 24,999 gallons <input type="checkbox"/> 25,000 or more gallons
Calendar year: 2025	Calendar year:	Calendar year:
Quantity: 1,360 bbl	Quantity:	Quantity:

Complete only ONE of Part C, D or E.

Part C: Request for Full-Service Retail Sales at the Production Premises			
1. Start Date		2. Production Premises Address	
3. City		4. State	5. Zip Code
6. County		7. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	

Part D: Request for Fixed Full-Service Retail Outlet			
1. Are you transferring one fixed full-service retail outlet to a new location? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, complete boxes 2 through 9.			
2. Current Outlet Name			
3. Current Outlet Premises Address			
4. City		5. State	6. Zip Code
7. County	8. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		9. Premises Phone Number

Continued →

Part D: Request for Fixed Full-Service Retail Outlet (Cont.)

New Fixed Retail Outlet Information (complete boxes 10 through 23)			
10. Start Date	11. New Outlet Name		
12. New Outlet Premises Address			
13. City	14. State	15. Zip Code	
16. County	17. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____		18. Premises Phone Number
19. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.			
20. Will you operate a restaurant on the premises? <input type="checkbox"/> Yes <input type="checkbox"/> No			
21. What alcohol beverages will be offered for sale? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
22. What alcohol beverages does the permittee produce? (check all that apply) <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)			
23. How will customers be served? (check all that apply) ... <input type="checkbox"/> Samples <input type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption			

Part E: Request for Unlimited Transfer Full-Service Retail Outlet

1. Name of Event (if applicable) Verona Little League Tournament Series 2026		
2. Dates of Operation (attach a schedule, if necessary) See premise description for dates	3. Hours of Operation Sat. 11am-7pm and Sun 11am-5pm	
4. Premises Address Hometown USA Community Park, 531 East Verona Ave		
5. City Verona	6. State WI	7. Zip Code 53593
8. County Dane	9. Governing Municipality <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: Verona	
10. Organizer of Event (if not the named applicant)	11. Email and/or Phone Number for Organizer of Event [REDACTED]	
12. Organizer Website	13. Event Website	
14. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Upper deck of the Little League facility at Hometown Park. Alcohol would be sold and consumed upstairs only. Dates are May 9,16,17,30,31. June 6,7,13,14,27,28. July 11,12,18,19 of 2026. Beer and Hard Seltzers in cans would be sold. Saturdays 11am-7pm and Sundays 11am-5pm		
15. On-Site Contact (Last Name, First Name)	16. On-Site Contact Phone [REDACTED]	17. On-Site Contact Email [REDACTED]
18. Will you operate a restaurant on the premises? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
19. What alcohol beverages will be offered for sale? (check all that apply) <input checked="" type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
20. What alcohol beverages does the permittee produce? (check all that apply) <input checked="" type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Intoxicating Liquor (other than wine)		
21. How will customers be served? (check all that apply) ... <input type="checkbox"/> Samples <input checked="" type="checkbox"/> On-premises consumption <input type="checkbox"/> Off-premises consumption		

Part F: Attestation

Who must sign this application?

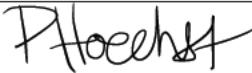
- sole proprietor
- general partner of a partnership
- corporate officer
- member of an LLC

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

- I will not operate this location outside of the dates and times approved by the municipality and Division of Alcohol Beverages.
- I will operate this location according to municipal ordinance and restrictions imposed as a condition of receiving this authorization.
- I will purchase alcohol beverages I do not produce from an authorized source, such as a Wisconsin-permitted wholesaler.
- I will operate this location according to Wisconsin law and administrative regulation including but not limited to: underage restrictions, closing hours, licensed operators, and record keeping requirements.

Further, under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the authorization. Further, I agree that the rights and responsibilities conferred by the authorization, if granted, will not be assigned to another individual or entity. I understand that lack of access to any portion of a premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this authorization. I understand that any authorization issued contrary to Wis. Stats. Chapter 125 shall be void under penalty of Wisconsin law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature		Date	03/13/26
Last Name Hoechst		First Name Philipp	M.I. S
Title member	Email	Phone	
	[REDACTED]	[REDACTED]	

Part G: For Municipal Use Only (Complete if Requesting Authorization in Part D or E)

1. Will the municipality limit the scope of alcohol beverages offered for sale? <input type="checkbox"/> Yes <input type="checkbox"/> No		
2. Will the municipality impose any requirements or restrictions for the full-service retail outlet? <input type="checkbox"/> Yes <input type="checkbox"/> No		
3. Describe municipal restrictions indicated in questions 1 or 2 above.		
4. Last Name of Municipal Official	5. First Name	6. M.I.
7. Signature of Municipal Official		8. Date
9. Date Application was Filed with Clerk	10. Date Full-Service Retail Outlet Approved by Governing Body	

Form AB-105 Instructions

Producer Full-Service Retail Sales Application

Who may apply for full-service retail sales?

Producer permittees may apply for full-service retail sales on or off the production premises. Producer permittees include brewers, rectifiers, manufacturers, and wineries.

Who qualifies for full-service retail sales?

- A brewery that manufactures a minimum of 250 barrels of fermented malt beverages.
- A manufacturer/rectifier that produces a minimum of 1,500 liters of intoxicating liquor.
- A winery that produces a minimum of 1,000 gallons of wine.

What are full-service retail sales?

Permittees that are granted full-service retail sales privileges may:

- Sell fermented malt beverages and intoxicating liquor at retail for on- or off-premises consumption at their production premises and at one or more off-site full-service retail outlets.
- Provide taste samples of fermented malt beverages and intoxicating liquor.

What are full-service retail outlets?

Full-service retail outlets are authorized locations for full-service retail sales at places other than the permittee's production premises.

What is the difference between a fixed and unlimited transfer full-service retail outlet?

Fixed full-service retail outlets may be transferred from one location to another once per year. Unlimited transfer full-service retail outlets may be transferred an unlimited number of times in a year. Only one of a producer's full-service retail outlets may be transferred without limitation on frequency.

How many full-service retail outlets may I have?

The number of full-service retail outlets a producer qualifies for is determined by alcohol beverage production volume. Producers may have a maximum of three full-service outlets, regardless of the number or type of producer permits they hold.

Who approves full-service retail sales?

Full-service retail sales on the production premises need only be approved by the Division of Alcohol Beverages. Municipalities do not issue licenses for full-service retail sales outlets; however, municipalities must approve of the outlets. The applicant must forward the municipal approval to the Division of Alcohol Beverages for final granting of the authority for sales to commence on the premises.

Can a municipality limit authorized sales at a full-service retail outlet?

Yes, a municipality can limit authorized sales at a full-service retail outlet. Municipalities may limit the scope of alcohol beverages offered for sale by the permittee. Municipal approval of a full-service retail outlet must be based on the same standards and criteria, established by ordinance, for the evaluation and approval of retail licenses. A municipality may not impose any requirement or restriction in connection with the approval that the municipality does not impose on retail licensees.

How do I fill out Form AB-105 and begin the application process?

Authorizations requested on Form AB-105 must be applied for only one premises in one municipality at a time. To request multiple authorizations, submit a separate Form AB-105 for each location/premises.

Parts A, B, and F: Applicants must complete Parts A, B, and F.

Parts C, D, and E: Complete only one Part. Form AB-105 must be used to request only one authorization at a time.

Example: A producer applicant requesting full-service retail sales authorization on the production premises should complete Parts A, B, C, and F.

Example: A producer applicant requesting a fixed full-service retail outlet should complete Parts A, B, D, and F.

Example: A producer applicant requesting an unlimited transfer full-service retail outlet should complete Parts A, B, E, and F. Producer applicants requesting authorization in Part E must complete one Form AB-105 for each premises. Applicants may use the same Form AB-105 to request authorization for multiple dates and times occurring on the same premises.

Municipal approval is required for authorizations requested in Parts D and E. If a producer is applying for authorization in either of these sections, the completed application must first be submitted to the governing municipality.

After the municipality has granted approval by completing Part G, the applicant should submit AB-105 to the Division of Alcohol Beverages for final approval. If the applicant is only requesting authorization in Part C, the application does not require municipal approval and may be submitted directly to the Division of Alcohol Beverages.

Specific Instructions:

Part A: Producer Information

- Box 1: Enter the legal business name.
- Box 2: Enter the trade name or “doing business as” name, if different than the name in box 1.
- Box 3: Enter the name of the approved agent appointed for your producer permit.
- Box 4: Enter Federal Employer Identification Number (FEIN).
- Box 5: Enter Wisconsin seller’s permit number.
- Box 6: Enter the 15-digit Wisconsin Tax Account Number of the permit that these authorizations should be associated with.
- Box 7: Check the corresponding producer permit type.
- Box 8-10: Enter contact person’s name.
- Box 11: Enter contact person’s phone number.
- Box 12: Enter contact person’s email address.

Part B: Production Quantity

- Check the highest cumulative total of alcohol beverages produced in any one of the three preceding calendar years for each specific permit type held.
 - Do not include alcohol beverages produced under a contract production agreement.
- Enter the calendar year in which the highest cumulative total of alcohol beverages produced was met.
- Enter the exact quantity of alcohol beverages produced.
- If an applicant holds more than one type of permit or multiple permits of the same type, the aggregate number of full-service retail outlets that may be established is the maximum number authorized under their permit type, but not exceeding three full-service retail outlets.
 - Under these circumstances, each authorized full-service retail outlet shall serve as the full-service retail outlet associated with each applicable permit, regardless of whether permittee would otherwise be entitled to fewer full-service retail outlets when calculated under their other permit(s).

Part C: Request for Full-Service Retail Sales at the Production Premises

- Authorization under this portion does not require municipal approval. If the applicant is not seeking other retail authorizations on this form, it can be submitted directly to the Division of Alcohol Beverages.
- Box 1: Enter the date that you would like to begin full-service retail sales.
- Box 2-5: List the premises address for the permit identified in Part A, boxes 5 and 6.
- Box 6: Name the county where the production premises is located.
- Box 7: Name the governing municipality where the production premises is located.

Part D: Request for Fixed Full-Service Retail Outlet

- Authorization under this section must be approved by the municipality in which the retail outlet is located prior to submitting to the Division of Alcohol Beverages for final approval.
- Box 1: Check yes if you are applying to transfer a fixed full-service outlet from one location to another. Fixed Full-Service Retail Outlets may be transferred from place-to-place once per year with approval of the municipality that governs the new location.
- Boxes 2-9: Complete these boxes if you checked yes in box 1 to describe the current premises you are applying to transfer.

- Box 10: Enter the date that you would like to open the full-service retail outlet for business.
- Boxes 11-18: Complete these boxes to describe the location of your new premises.
- Box 19: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI 12345 and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000-square-foot building.

- Box 20: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and division approval.
- Box 21: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer or producer group.
- Box 22: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 23: Check all types of service that apply to this full-service retail outlet.
 - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
 - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 18.
 - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume away from the premises identified in Box 18.

Part E: Request for Unlimited Transfer Full-Service Retail Outlet

- Authorizations under Part E must be for dates of operation where the unlimited transfer location will be located at the same premises in the same municipality. You must use a new Form AB-105 to request authorization for each separate premises, regardless of whether the separate premises are in the same municipality.
- Box 1: If you are requesting authorization to initiate or move your unlimited transfer outlet to a specific event like a farmer's market, festival, or other community event, name it here.
- Box 2: List the requested dates of operation. Attach a schedule or calendar of events, if necessary.
- Box 3: List the requested hours of operation. If no hours are listed, the approving municipality and the Division will assume you are seeking authorization to operate during all hours allowed under Chapter 125, Wis. Stats.
- Box 4-9: Identify the premises address.
- Box 10-13: If you are requesting authorization to move your unlimited transfer outlet to a specific event, provide contact information for the event organizer, if not the named applicant.
- Box 14: Describe the premises in detail. Include outdoor spaces if the municipality allows it. Attach a floor plan if possible.

Example: The premises is located at 1234 Main St., Realtown, WI, 12345, and includes only the first-floor bar room, dining room, kitchen, north storage room, and south office of the 5,000 square foot building.

Example: The premises is the 1,000-square-foot tent within the southwest corner of the parking lot located at XYZ Church at 3456 Main St., Realtown, WI, 12345. All sales and storage of alcohol beverages and records will occur within the 1,000-square-foot tent in the southwest corner of the parking lot.

Example: The premises is located at PDQ Park (7890 Main St., Realtown, WI, 12345). A 5,000-square-foot tent will be constructed in the northeast corner of the park bordering the tree line and northern fence. All alcohol beverage sales and consumption will occur at this tent. Premises includes the adjacent north park office and the space between the tent and the office. Alcohol beverages and records will be securely stored in the north park office for the duration of the event.

- Box 15-17: Provide the name and contact information for a person who will be in control of the premises for the duration of the requested time.
- Box 18: Producers may operate a restaurant on the premises of a full-service retail outlet with municipal and Division of Alcohol Beverages approval.
- Box 19: Check all types of alcohol beverages that will be offered for sale at the full-service retail outlet, including beverages made by the producer under all their permits.
- Box 20: Check all the alcohol beverages that are made by the producer under all their permits.
- Box 21: Check all the types of service that apply to this full-service retail outlet.
 - Samples mean 3 oz. of beer, 3 oz. of wine, or 0.5 oz. of liquor provided free of charge to an individual.
 - On-premises consumption means alcohol beverages served by the glass to be consumed by the customer at the premises identified in Box 14.
 - Off-premises consumption means alcohol beverages sold in original, unopened containers for customers to consume

away from the premises identified in Box 14.

Part F: Attestation

- Read the attestation carefully, then sign and date.

Part G: For Municipal Use Only

- Box 1: Check yes or no to indicate if the municipality will limit the scope of alcohol beverages offered for sale at this full-service retail outlet.
- Box 2: Check yes or no to indicate if the municipality will impose other requirements or restrictions on the full-service retail outlet.
- Box 3: Describe any limitations the municipality has placed on the full-service retail outlet as indicated in questions 1 or 2. Some limitations may be: parking, zoning, or noise ordinance restrictions; not allowing sales of alcohol beverages for off-premises consumption.
- Box 4-10: The municipal official completing this part should fill in the information requested.

Completion and Submission of Form AB-105

- The producer applicant should complete Parts A, B, and F completely, and either Part C, D, or E, depending on the type of authorization requested.
- If requesting only a Part C authorization, the application can be submitted directly to the Division of Alcohol Beverages. No municipal approval is required for Part C authorizations.
- If requesting a Part D or E authorization, provide the application to the municipality where the proposed full-service retail outlet will be located.
 - The municipality should complete Part G and return it to the producer applicant.
 - The producer applicant should provide the completed AB-105 to the Division of Alcohol Beverages for final approval.
- Sales of alcohol beverages at full-service retail outlets may not commence until the Division of Alcohol Beverages has provided final approval by way of issuing a printed authorization to the applicant to be posted at the retail premises identified in this application.

After Form AB-105 is completed by the producer and approved by the municipality in Part G, submit the form to the Division of Alcohol Beverages for final approval in one of two ways:

- Email: DORAlcoholPermits@wisconsin.gov
- Mail the form to the following address:

Wisconsin Department of Revenue
Division of Alcohol Beverages
P.O. Box 8934
Madison, WI 53708-8934

Assistance

This form is designed by the Department of Revenue. If you require assistance with this form, consider reaching out to the Division of Alcohol Beverages for assistance with submission of this application and associated forms.

If you have questions about alcohol beverage laws and regulations, you may contact the Division of Alcohol Beverages using the contact information below.

Website: [DOR Alcohol Beverage \(wi.gov\)](http://DORAlcoholBeverage.wi.gov)

Write: DORAlcohol@wisconsin.gov

Call: (608) 264-4573

CITY OF VERONA

RESOLUTION NO. R-24-xxx

BEER SALES BY PARKS & RECREATION STAFF DURING SPECIAL EVENTS

WHEREAS, Community Park Softball leagues are drawing many teams and fans throughout Spring, Summer and Fall, and

WHEREAS, there's an opportunity to provide a service to patrons, and generate revenue for the Parks & Recreation Department, and

WHEREAS, the city cannot issue a license for the sale of fermented malt beverages to itself; and

WHEREAS, Parks, Recreation, and Forestry Commission made a unanimous recommendation at the April 15, 2026 meeting to allow beers sales for no more than 75 events during the calendar year from the Parks & Recreation Department; and

NOW, THEREFORE, BE IT RESOLVED, by the City of Verona that the Parks & Recreation Department, may sell fermented malt beverages at Community Park for no more than 75 events for the 2026 season as approved by the Recreation Director with an annual report to City Council. Pursuant to Sec. 125.06(6) Wis. Statutes, no license shall be required of said sales. **Any sales made under the provisions of this Resolution shall be made only by officers and/or employees of the City of Verona.** Additionally, the city would be exempt from fencing requirements.

CITY OF VERONA

SEAL

Luke Diaz, Mayor

Kayla Truman, Deputy City Clerk

Passed, signed and dated this ____ day of April 2026.



*** OFFICIAL PROCLAMATION ***

WHEREAS in 1872, the Nebraska Board of Agriculture established a special day to be set aside for the planting of trees, **and**

WHEREAS this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, **and**

WHEREAS Arbor Day is now observed throughout the nation and the world, **and**

WHEREAS trees can be a solution to combating climate change by cutting heating and cooling costs, moderating the temperature, cleaning the air, producing life-giving oxygen, and providing habitat for wildlife, **and**

WHEREAS trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, **and**

WHEREAS trees — wherever they are planted — are a source of joy and spiritual renewal.

NOW, THEREFORE, I, Luke Diaz, Mayor of the City of Verona, do hereby proclaim April 24, 2026 as

ARBOR DAY

In the City of Verona, and I urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, **and**

FURTHER, I urge all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

DATED THIS 13th day of April 2026,

Mayor Luke Diaz