



CITY OF VERONA
111 Lincoln Street
Verona, WI 53593
(608) 845-6495
veronawi.gov

**PUBLIC SAFETY & WELFARE COMMITTEE
AGENDA**

DATE: MONDAY, APRIL 27, 2026 **TIME:** 6:30 PM

LOCATION: COUNCIL CHAMBERS
111 LINCOLN ST
VERONA, WI 53593

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of the minutes from the April 13, 2026 Public Safety and Welfare Committee meeting
5. Discussion and Possible Action Re: Special Event Permit application from Kelly Flackey for the Verona Downtown Farmers Market on Wednesdays May 13-October 14, 2026
6. Discussion and Possible Action Re: Special Event Permit application from Le Jordan, Verona Area Chamber of Commerce, for the Summer Concert Series on Thursdays June 11-August 20, 2026
7. Discussion and Possible Action Re: Special Event Permit application from Sarah Sarbacker, Cherry Blossum Events, LLC, for The Christkindl Market on Friday, December 11, 2026-Sunday, December 13, 2026
8. Adjournment

Phil Hoechst, Chairperson

POSTED: April 24, 2026

Verona City Hall

Verona Public Library

Miller's Market

All agendas are posted on the City's website at: veronawi.gov

Notice is hereby given that a quorum of the members of the City Council or other standing committees of the City Council may be present at the meeting of the Public Safety and Welfare Committee to gather information about a subject over which they have decision-making responsibility. The City Council and any other standing committees will not take formal action at this meeting.

IF YOU NEED AN INTERPRETER, MATERIALS IN ALTERNATIVE FORMATS OR OTHER ACCOMODATION 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.

CITY OF VERONA
PUBLIC SAFETY & WELFARE COMMITTEE
MINUTES

April 13, 2026
Council Chambers

1. Call to Order: Phil Hoechst called the meeting to order at 6:30 p.m.
2. Roll Call: Phil Hoechst, Lachlann Swanson, and Spencer Harrison were present. Also present: City Clerk Holly Licht, Police Chief Dave Dresser, Sergeant Matt Lovell, and Lieutenant Scott Moen.
3. Public Comment: None
4. Approval of the minutes from the March 9, 2026 Public Safety and Welfare Committee meeting

Motion by Hoechst, seconded by Harrison to approve the minutes from the March 9, 2026 Public Safety and Welfare Committee meeting. Motion carried 3-0.

5. Discussion and Possible Action Re: Application for a Class "B" Fermented Malt Beverage and Reserve "Class B" Intoxicating Liquor License from Tapatios, LLC d/b/a Tapatios Verona, located at 100 Cross Country Rd., Marleny Quintana, Agent

Motion by Hoechst, seconded by Swanson to recommend that the Common Council approve an Application for a Class "B" Fermented Malt Beverage and Reserve "Class B" Intoxicating Liquor License from Tapatios, LLC d/b/a Tapatios Verona, located at 100 Cross Country Rd., Marleny Quintana, Agent contingent upon final inspections. Motion carried 3-0.

6. Discussion and Possible Action Re: Full-Service Retail Outlet for Hop Haus to Operate at the 2026 Verona Little League Tournament Series

Motion by Swanson, seconded by Harrison to recommend that the Common Council approve the Full-Service Retail Outlet for Hop Haus to Operate at the 2026 Verona Little League Tournament Series contingent upon Parks, Recreation & Forestry Commission approval. Motion carried 2-0 with Hoechst abstaining.

7. Discussion and Possible Action Re: Special Event Permit application and Temporary Class "B" Fermented Malt Beverage and "Class B" Wine license from Le Jordan, Verona Area Chamber of Commerce, for Hometown Days on Friday, May 29, 2026 - Sunday, May 31, 2026

Lovell noted there were no changes from last year. There were no problems with extending the area in which alcohol could be consumed last year. The event is in May this year to avoid graduation weekend.

Motion by Hoechst, seconded by Swanson to recommend that the Common Council approve a Special Event Permit application and Temporary Class "B" Fermented Malt Beverage and "Class B" Wine license from Le Jordan, Verona Area Chamber of Commerce, for Hometown Days on Friday, May 29, 2026 - Sunday, May 31, 2026 contingent upon final background check. Motion carried 3-0.

8. Discussion and Possible Action Re: Special Event Permit application from Christine Benedict, Girls on the Run of South-Central Wisconsin, for the Girls on the Run Spring 5K on Saturday, May 30, 2026

Motion by Hoechst, seconded by Swanson to approve a Special Event Permit application from Christine Benedict, Girls on the Run of South-Central Wisconsin, for the Girls on the Run Spring 5K on Saturday, May 30, 2026 contingent upon final background checks. Motion carried 3-0.

9. Discussion Re: Special Event Permit application from Sarah Sarbacker, Cherry Blossom Events, LLC, for The Christkindl Market on Friday, December 11, 2026- Sunday, December 13, 2026

Lt. Moen stated that the City had some concerns about parking, traffic and the size of the crowds. Sarah Sarbacker stated that in the past, they've had 5,000 visitors on Saturday, which is the busiest day.

Swanson suggested that the applicant should shuttle people to the park. Sarbacker stated that they are working with the school district to use their parking lots to shuffle people from the High School, Badger Ridge Middle School, and are hoping to also use parking at Ceniti/Community Park.

Hoechst asked about the generators and noise levels with the apartments adjacent to the event. Sarbacker stated that there would be 2-3 generators, but they do not make a lot of noise.

The committee was supportive of the event and will bring it back to the next meeting.

Adjournment: Motion by Hoechst, seconded by Swanson to adjourn at 6:46 p.m. Motion carried 3-0.

Respectfully submitted,
Holly Licht, City Clerk

5. **Discussion and Possible Action Re: Special Event Permit application from Kelly Flackey for the Verona Downtown Farmers Market on Wednesdays May 13-October 14, 2026**

This event has been running for many years without issue, but this is the first year they have applied for a permit to be compliant with City ordinances. The event has several vendors with pop-up tents. Additionally, they have acoustic or single-speaker performances. Staff recommend approval.

Motion: Approve a Special Event Permit application from Kelly Flackey for the Verona Downtown Farmers Market on Wednesdays May 13-October 14, 2026.

6. **Discussion and Possible Action Re: Special Event Permit application from Le Jordan, Verona Area Chamber of Commerce, for the Summer Concert Series on Thursdays June 11-August 20, 2026**

This event has been running for several years as well. Again, they are applying for a permit this year to be in compliance with City ordinances. Concerts are on Thursdays from 6:00-8:00 p.m. Staff recommend approval.

Motion: Approve a Special Event Permit application from Le Jordan, Verona Area Chamber of Commerce, for the Summer Concert Series on Thursdays June 11-August 20, 2026

7. **Discussion and Possible Action Re: Special Event Permit application from Sarah Sarbacher, Cherry Blossum Events, LLC, for The Christkindl Market on Friday, December 11, 2026-Sunday, December 13, 2026**

The applicant is expecting 2,000-3,000 people on Friday, 5,000 people on Saturday, and 3,000-4,000 people on Sunday. Visitors tend to stay for 1-2 hours. The applicant is planning on using 3 generators for the event. The Fire Department will need to inspect the chalets before the event opens to the public. Two police officers will work the event—1 traffic control and 1 on the grounds. The applicant is working to secure off-site parking and a shuttle service.

Note: this application does not permit the sales of alcohol. The applicant does not qualify for a Temporary Class B license. Any sale of alcohol will need to be approved later, and the applicant needs to be an entity that qualifies for such license.

Motion: Approve a Special Event Permit application from Sarah Sarbacker, Cherry Blossum Events, LLC, for The Christkindl Market on Friday, December 11, 2026- Sunday, December 13, 2026.

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

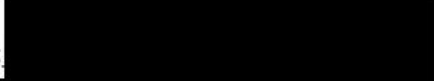
REQUIRED INFORMATION

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

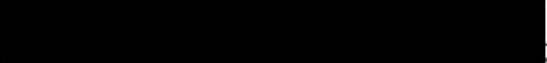
- Certificate of Insurance – at least 30 days prior to event

APPLICANT INFORMATION

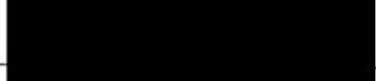
Name: Kelly C Flackey Phone: 

Address: 

Driver Lic: 

Email: 

AGENCY/ORGANIZATION INFORMATION

Name: Verona Downtown Farmers Market Phone: 

Address: 101 West Railroad Street

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

EVENT INFORMATION

Name of Event: Verona Downtown Farmers Market Type of event: Farmers Market

Event date(s): May 13th - October 14th Event time(s): Wednesdays 3-6:30

Set up Start Time: 2pm Tear Down End Time: 7pm

(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"/>	<i>Not needed</i>
2	Will there be outdoor amplified sound?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Additional application required.
3	Will alcohol be sold, served or consumed?	<input checked="" type="checkbox"/>	<input 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?	<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?	<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 checked="" 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: _____**

EVENT CONTACTS

PLEASE LIST NAMES, LOCATIONS AND CELL PHONE NUMBERS OF ON-SITE EVENT CONTACT PERSONS

NAME as shown on ID	DOB	LOCATION AT EVENT (Ex: Race Start, Supply Tent etc.)	TIME ON-SITE (Ex: 10 a.m. to 2 p.m.)	CELL PHONE
Kelly Flaherty	[REDACTED]	Under Pavilion	2pm-7pm	[REDACTED]

APPLICATION PROCEDURES

1. Application and all required materials shall be submitted to the City Clerk a minimum of **45 days prior to the event.** *(Section 7-7-1(h) of the City of Verona Code of Ordinances)*
2. Upon verification of the application the City Clerk shall submit the application to the Police Chief for further review.
3. The applicant will be contacted by the Police Department Staff to review event route and the need for on- site police officers or City staff at the event.
4. The applicant is subject to a background check.
5. All police traffic control/city staff time incurred shall be billed to the applicant upon the completion of the event.
6. The applicant may be required to attend a Public Safety and Welfare Committee meeting and/or a Common Council meeting at which the event application will be reviewed for approval.
7. Once the application is approved by the appropriate official(s) the permit will be issued.

APPLICANT SIGNATURE

PLEASE READ CAREFULLY BEFORE SIGNING

I understand the application and event requirements and agree to adhere to all applicable federal, state, and municipal laws in addition to the requirements on the application. I agree to pay any invoices received from the City of Verona for staff time at the event within 30 days of the invoice date. I understand that failure to adhere to any application requirements or any federal, state or municipal laws involving the event will result in the denial of the application or immediate termination of the event. The violation of federal, state or municipal laws will be subject to applicable fines and penalties.

Applicant Signature Kelly Flaherty

Date 3/8/26

*Once application is approved, the permit will be issued to applicant via email.
A copy of the permit must be available at event for conformation.*

CITY OF VERONA

AMPLIFICATION DEVICE PERMIT APPLICATION

- ❖ *Please attach a sketch of the outdoor area indicating where music or other amplification will be located/played.*

Please answer the following questions.

- Name of Host/Business/Event:

Verona Downtown Farmers Market

- Address of where the event will take place:

101 West Railroad Street

- Email Address:

[REDACTED]

- Phone Number:

[REDACTED]

- Hours during which amplification will be used:

From 15 : 00 a.m./p.m. to 18 : 30 a.m./p.m.

- Requested duration or date of the permit (e.g. May-Oct)

May-October

- What type of music will be playing?

Live Band

Recorded Music

Acoustic

Other: _____

- Type of amplification:

Most musicians will either be playing acoustically or with

a single speaker

- Applicant Signature


Signature

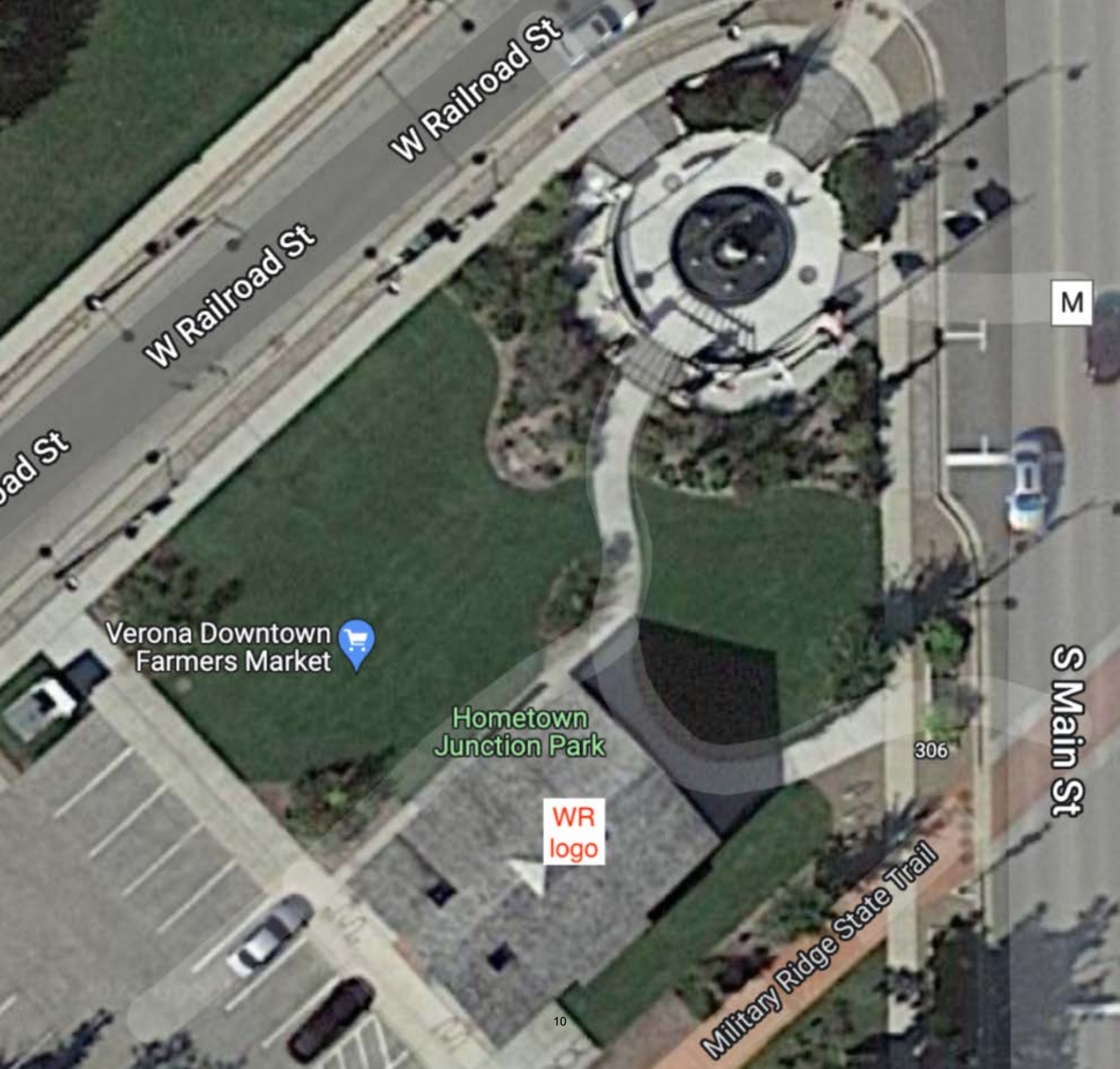
3/20/2026

Date

Approval:

Police Chief Signature

Date




oad St

W Railroad St

W Railroad St

M

Verona Downtown Farmers Market 

Hometown Junction Park

WR logo

306

S Main St

Military Ridge State Trail



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/22/2026

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Jordan Holthaus 305 E Business Hwy 151, Suite C Platteville WI 538183767	CONTACT NAME: Jordan Holthaus PHONE (A/C, No, Ext): 608-348-9580 E-MAIL ADDRESS: jordan.holthaus.yf4e@statefarm.com	FAX (A/C, No):
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: State Farm Fire and Casualty Company	NAIC # 25143
INSURED VERONA FARMERS MARKET LLC 1178 COUNTY ROAD K WISC DELLS WI 539658975	INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD INSD	SUB WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:	Y	N	99-C8-G654-3	05/21/2025	05/21/2026	EACH OCCURRENCE \$ 1,000,000
	DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000						
	MED EXP (Any one person) \$ 5,000						
	PERSONAL & ADV INJURY \$ 1,000,000						
	GENERAL AGGREGATE \$ 2,000,000						
	PRODUCTS - COMP/OP AGG \$ 2,000,000						
	\$						
AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY							COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$							EACH OCCURRENCE \$ AGGREGATE \$ \$
WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> \$ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

Verona City Parks Department 111 Lincoln St Verona WI 53593	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE This form was system-generated on 04/22/2026
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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

APPLICANT INFORMATION

Name: Le H. Jordan Phone: (608) 845-5777
First M.I. Last
Address: 120 W. Verona Avenue, Verona, WI 53593
Driver License # [REDACTED] DOB [REDACTED]
Email: ljordan@veronawi.com

AGENCY/ORGANIZATION INFORMATION

Name: Verona Area Chamber of Commerce Phone: (608) 845-5777
Address: 120 W. Verona Avenue, Verona, WI 53593
If this is a non-profit organization, please provide your EIN number for verification: 39-1505610

EVENT INFORMATION

Name of Event: Summer Concert Series Type of event: Community Event
Event date(s): Every Thursday June 11 - Aug 20 Event time(s): 6 pm to 8 pm
Set up Start Time: 4 pm Tear Down End Time: 8 pm

(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 type="checkbox"/>	<input checked="" type="checkbox"/>	
2	Will there be outdoor amplified sound?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Additional application required.
3	Will alcohol be sold, served or consumed?	<input checked="" type="checkbox"/>	<input 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?	<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?	<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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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: LJ**

EVENT CONTACTS

PLEASE LIST NAMES, LOCATIONS AND CELL PHONE NUMBERS OF ON-SITE EVENT CONTACT PERSONS

NAME as shown on ID	DOB	LOCATION AT EVENT (Ex: Race Start, Supply Tent etc.)	TIME ON-SITE (Ex: 10 a.m. to 2 p.m.)	CELL PHONE
Le Jordan	[REDACTED]	General	Entire Time	[REDACTED]

APPLICATION PROCEDURES

1. Application and all required materials shall be submitted to the City Clerk a minimum of **45 days prior to the event.** (*Section 7-7-1(h) of the City of Verona Code of Ordinances*)
2. Upon verification of the application the City Clerk shall submit the application to the Police Chief for further review.
3. The applicant will be contacted by the Police Department Staff to review event route and the need for on- site police officers or City staff at the event.
4. The applicant is subject to a background check.
5. All police traffic control/city staff time incurred shall be billed to the applicant upon the completion of the event.
6. The applicant may be required to attend a Public Safety and Welfare Committee meeting and/or a Common Council meeting at which the event application will be reviewed for approval.
7. Once the application is approved by the appropriate official(s) the permit will be issued.

APPLICANT SIGNATURE

PLEASE READ CAREFULLY BEFORE SIGNING

I understand the application and event requirements and agree to adhere to all applicable federal, state, and municipal laws in addition to the requirements on the application. I agree to pay any invoices received from the City of Verona for staff time at the event within 30 days of the invoice date. I understand that failure to adhere to any application requirements or any federal, state or municipal laws involving the event will result in the denial of the application or immediate termination of the event. The violation of federal, state or municipal laws will be subject to applicable fines and penalties.

Le Jordan

Applicant Signature

March 26, 2026

Date

***Once application is approved, the permit will be issued to applicant via email.
A copy of the permit must be available at event for conformation.***

Verona Area Chamber of Commerce

Summer Concert Series 2026 Special Events Permit Application

Question 7 – Will items or services be sold or given away at this event:

We hand out free bags of popcorn. Occasionally a sponsor will put up a 10x10 tent or have a table and hand out swag.

CITY OF VERONA

AMPLIFICATION DEVICE PERMIT APPLICATION

- ❖ *Please attach a sketch of the outdoor area indicating where music or other amplification will be located/played.*

Please answer the following questions.

- Name of Host/Business/Event:

Verona Area Chamber of Commerce

- Address of where the event will take place:

Century School Park - 309 W Verona Ave, Verona, WI 53593

- Email Address:

ljordan@veronawi.com

Phone Number:

(608) 845-5777

- Hours during which amplification will be used:

From 6 : 00 a.m./p.m. to 8 : 00 a.m./p.m.

- Requested duration or date of the permit (e.g. May-Oct)

Every Thursday June 11 - August 20

- What type of music will be playing?

Live Band

Recorded Music

Acoustic

Other: _____

- Type of amplification:

Speakers

- Applicant Signature

L Jordan

Signature

3/26/26

Date

Approval:

Police Chief Signature

Date

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.

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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 MI Last

Address: [REDACTED]

Driver License #: _____ DOB: [REDACTED]

Email: [REDACTED]

AGENCY/ORGANIZATION INFORMATION

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

Address: [REDACTED]

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 ChristKindMarket 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: Mon Dec 10th 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

EVENT CONTACTS

PLEASE LIST NAMES, LOCATIONS AND CELL PHONE NUMBERS OF ON-SITE EVENT CONTACT PERSONS

NAME as shown on ID	DOB	LOCATION AT EVENT (Ex: Race Start, Supply Tent etc.)	TIME ON-SITE (Ex: 10 a.m. to 2 p.m.)	CELL PHONE
Sarah Sarbacher	[REDACTED]	all over ☺	entire wknd	[REDACTED]
Joseph Sarbacher	[REDACTED]	"	"	[REDACTED]

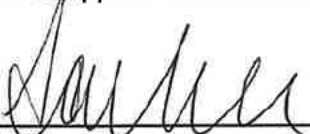
APPLICATION PROCEDURES

1. Application and all required materials shall be submitted to the City Clerk a minimum of **45 days prior to the event.** (*Section 7-7-1(h) of the City of Verona Code of Ordinances*)
2. Upon verification of the application the City Clerk shall submit the application to the Police Chief for further review.
3. The applicant will be contacted by the Police Department Staff to review event route and the need for on- site police officers or City staff at the event.
4. The applicant is subject to a background check.
5. All police traffic control/city staff time incurred shall be billed to the applicant upon the completion of the event.
6. The applicant may be required to attend a Public Safety and Welfare Committee meeting and/or a Common Council meeting at which the event application will be reviewed for approval.
7. Once the application is approved by the appropriate official(s) the permit will be issued.

APPLICANT SIGNATURE

PLEASE READ CAREFULLY BEFORE SIGNING

I understand the application and event requirements and agree to adhere to all applicable federal, state, and municipal laws in addition to the requirements on the application. I agree to pay any invoices received from the City of Verona for staff time at the event within 30 days of the invoice date. I understand that failure to adhere to any application requirements or any federal, state or municipal laws involving the event will result in the denial of the application or immediate termination of the event. The violation of federal, state or municipal laws will be subject to applicable fines and penalties.








 Applicant Signature

3/17/26

 Date

**Once application is approved, the permit will be issued to applicant via email.
 A copy of the permit must be available at event for conformation.**



- | | | | | | |
|---|----------------|--|---------------------|---|----------------|
|  | TICKET CHECKER |  | TENT DOORS |  | CHALETs |
|  | HANNs TREE | 21  | 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

