



**Office of the Clerk/Treasurer**

W240N3065 Pewaukee Road  
Pewaukee, WI 53072  
(262) 691-0770 Fax 691-1798

**COMMON COUNCIL  
MEETING NOTICE AND AGENDA**

**Monday, February 5, 2024**

**6:30 PM**

Common Council Chambers ~ Pewaukee City Hall  
W240 N3065 Pewaukee Road ~ Pewaukee Wisconsin

- 
1. Call to Order and Pledge of Allegiance
  2. Public Comment - Please limit your comments to two (2) minutes, if further time for discussion is needed please contact your District Alderperson prior to the meeting.
  3. Consent Agenda
    - 3.1. Approve Common Council Meeting Minutes Dated December 4, 2023
    - 3.2. Approve Common Council Meeting Minutes Dated December 18, 2024
    - 3.3. Approve Accounts Payable Listing Dated February 5, 2024
  4. **PUBLIC HEARING**, Discussion and Possible Action Regarding a Conditional Use Permit for AP Tattoo for Property Located at N20 W22951 Watertown Road Suite 113 (PWC 0958-982-004) for the Purpose of Operating a Professional Tattoo Parlor[Fuchs]
  5. **PUBLIC HEARING**, Discussion and Possible Action Regarding a Conditional Use Permit for M&M 2020 / Muhanned Musaitif for Property Located at N20 W22951 Watertown Road Suite 105 (PWC 0958-982-004) for the Purpose of Operating a Multi-Cultural Convenience Store with Tobacco Products [Fuchs]
  6. Discussion and Possible Action Regarding **Resolution 24-02-05** to Amend the 2024 Fee Schedule Pertaining to Impact Fees [Fuchs]
  7. Public Comment - Please limit your comments to two (2) minutes, if further time for discussion is needed please contact your district Alderperson prior to the meeting.
  8. Closed Session – You are hereby notified that the Common Council and staff of the City of Pewaukee will convene into closed session after all regular scheduled business has been concluded and upon motion duly made and seconded and acted upon by roll-call vote as required under §19.85(1)(a), Stats. The purpose of the closed session is for the following:
    - §19.85(1)(e): 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 for the Busse Road Bridge Replacement.

You are further notified that at the conclusion of the Closed Session, the Common Council may

convene into open session pursuant to 19.85(2), Stats., for possible additional discussion and action concerning any matters discussed in closed session and for adjournment.

9. Adjournment

Kelly Tarczewski  
Clerk/Treasurer

February 2, 2024

**NOTICE**

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Clerk/Treasurer, Kelly Tarczewski, at (262) 691-0770 three business days prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 3.1.**

**DATE:** February 5, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Approve Common Council Meeting Minutes Dated December 4, 2023

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

CC Minutes 12/4/2023

**In Attendance:**

Mayor S. Bierce, Aldermen C. Brown, I. Clark, B. Dziwulski, R. Reinbold, P. Vetterkind and J. Wamser.

**Also in Attendance:**

Attorney S. Riffle, DPW Director M. Wagner, Utility Manager J. Mueller, City Planner & Community Development Director N. Fuchs, and Clerk/Treasurer K. Tarczewski. Administrator S. Klein was absent and excused.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 6:30 p.m. and asked everyone to stand for the Pledge of Allegiance.

2. Public Comment - None.

3. Consent Agenda

3.1 Approve Common Council Meeting Minutes Dated September 18, 2023

3.2 Approve the Accounts Payable Dated December 4, 2023

**A motion was made and seconded (J. Wamser, R Reinbold) to approve the consent agenda.** Motion Passed: 6-For, 0-Against (Mr. Vetterkind noted he was abstaining from Item #3.1)

4. Discussion and Possible Action Regarding the Conditional Use Permit for the Property Located at N18 W22670 Watertown Road (PWC 0958-990-005 & PWC 0958-990-006) for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums as Requested by Lawrence Marincic / Carity Land Corporation / Ancient Oaks

5. Discussion and Possible Action Regarding **Ordinance 23-10** Rezoning the Lawrence Marincic / Carity Land Corporation / Ancient Oaks Property Located at N18 W22670 Watertown Road (PWC 0958-990-005 & PWC 0958-990-006) from A-2 Agricultural and LC Lowland Conservancy to Rm-1 Multiple-Family Residential Planned Unit Development, LC Lowland Conservancy, and UC Upland Conservancy for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums

6. Discussion and Possible Action Regarding a Preliminary Certified Survey Map for Lawrence Marincic / Carity Land Corporation / Ancient Oaks for Property Located at N18 W22670 Watertown Road (PWC 0958-990-005 & PWC 0958-990-006) for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums

Mr. Fuchs took Items #4, #5 and #6 together. He stated this is related to a 96-unit condominium development consisting of both 4-unit and 2-unit buildings. He stated there are two properties consisting of 32.66 acres. Mr. Fuchs stated there are significant natural resources that bisect the property; he said considering those and taking them out of the density, the calculation would allow for a density of 3.77 units per acre. He stated that fits in with the Rm-1 District which allows up to



six units per acre. He said the applicant is requesting to rezone of the property. He said the natural resources on the site would be rezoned to Upland / Lowland Conservancy based on delineations. The Certified Survey Map (CSM) dedicates the public right-of-way and ultimately will create three lots that will conform to the Rm-1 District standards. Mr. Fuchs stated the recommendations for the CSM; follow the Conditional Use Permit approval and the rezoning and Department of Natural Resources (DNR) approval will be needed for the public road that goes through the wetland. Following those approvals, the CSM would have to be updated to reflect those approvals and have the proper Rm-1 setbacks. It is also recommended that the CSM include all the easements of this development before it is recorded.

Mr. Fuchs stated the Conditional Use Permit request is to utilize the option to reduce the front and rear yard setbacks by thirty percent. The developer is requesting the full reduction and proposing 24.5 foot front and rear setbacks. He stated the applications went to the November Plan Commission meeting, and there was significant amount of neighbor comments related to their concerns around the traffic. Mr. Fuchs stated the Plan Commission did recommend approval with a few recommendations; 1) access to Elmwood Drive be designed to discourage lefthand turns going into the neighborhood and signed as such, 2) no plantings or structures within the City's right-of-way, and 3) an updated traffic analysis would be provided for Common Council review. He noted it was included in their packet this evening. Mr. Fuchs stated the applicant is agreeable to all the noted recommendations.

Mr. Fuchs stated within the packet is a letter from the neighbor to the north of the development, voicing his concerns related to what he will be seeing once the development is built. Mr. Fuchs stated the developer has talked to that neighbor and has offered landscaping.

Mr. Fuchs stated the developer was present, as well as a representative from Traffic Analysis and Design Incorporated (TADI) who did the traffic analysis, if there are further questions. He said staff is recommending approval.

Mayor Bierce stated there were a great deal of neighbors present at the Plan Commission meeting and 90 percent of them voiced concerns related to the traffic. He said the other concerns have been alleviated. He stated he hoped the Council members were able to review the new report. He said there is no doubt there will be some added traffic, but compared to what could potentially go there, it could be worse.

Mr. Dziwulski stated he goes through that area a lot. If he leaves at 7:50 a.m. there is no traffic, and he said today he left at 7:40 a.m. and there was no traffic. He said the traffic is a concern only when there is a train and that will happen at any train track. He stated he didn't think traffic was that big of a concern.

Mr. Dziwulski asked what the yellow lines meant on the traffic study map. He noted they were right up to the houses. John Bieberitz from TADI stated those were Waukesha County's conceptual improvement plans for that intersection. He said it would be completed if the County receives funding through HSIP safety program. The yellow lines are the right-of-way acquisition they would make.

Mr. Clark stated he reviewed the architecture summary and it shows a particular aesthetic and he wanted to ensure that they would not be editing the facade or restructuring the buildings. Mr. Fuchs stated the developer would have to substantially comply to that particular scale.

Ms. Brown stated she was encouraged by the traffic study. She said she was glad it was done and was surprised by the numbers. She said she was interested in the conversation with the neighbor and glad the developer reached out and is willing to work with him. Ms. Brown stated she was in favor of this when it came before the Plan Commission and continues to endorse it. The developer has listened to the City by discouraging the lefthand lane going into the subdivision.

Richard Machata (W224 N2295 Elmwood Drive) stated his property borders the entire north side of the development. He said one of the four-family condominiums that Mr. Carity is putting in lines up perfectly with his, except he will be looking at the garage door, parked cars and trash cans. He said the developer stated the structure would be 38 feet from the property line, but he believes it scales off to 24 feet. He said a four-foot-tall retaining wall will be going up on the property line and this was a cause for concern regarding drainage. Mr. Machata asked Mr. Carity if he is raising the development by four feet. Mr. Carity confirmed he was. He said he would be getting the worst view of the project and feels it will devalue his property. He asked the developer to change that building to a two-family instead. Mr. Machata stated the developer was willing to put in plants.

Mr. Vetterkind asked if the variance setback from 35 feet to 24 feet was only on the north side. Mr. Fuchs stated that setback applies to where the road goes and exterior boundaries. He said driveways have a lesser setback requirement than building setbacks.

Mr. Carity stated he listened to Mr. Machata's concerns and has offered to do additional landscaping along the entire boundary. He stated he did not submit a landscaping plan. He said he thinks they have 32 feet of asphalt next to the garage doors and an additional 4 feet. He stated they would be careful not to emit additional drainage onto Mr. Machata's property. He will submit the grading plan to the City for review.

Mayor Bierce stated he was not concerned about the runoff. He stated the Engineering Department reviews plans thoroughly and will make sure Mr. Machata is not adversely affected. Mayor Bierce proposed if this development is ready to move forward it be approved contingent upon staff approving the agreement between the developer and neighbor to make it the best it can be.

Mr. Reinbold asked if the condominium association prevents boat and motorhome storage in the open area of the property. Mr. Carity stated it would not be allowed. Mr. Reinbold asked if there would be rules against unlicensed vehicles. Mr. Carity stated there will be something about that but at this time was unsure about the details.

Mayor Bierce stated the condominiums will be marketed for over \$600,000. Mr. Carity stated they spared no expense on this development, and they are highly appointed.

Mr. Wamser stated this is a quality development, but doesn't see changes regarding the traffic on North Avenue and Hwy M. It is a County issue and railroad issue. He stated he'd feel more comfortable if he knew what "discouraged" meant as it pertains to no left turns onto Elmwood.

Mr. Fuchs stated there is an exhibit showing the road would be curved to force cars to go right with signage.

Mr. Reinbold asked if the island is elevated concrete. Mr. Carity confirmed it was.

**A motion was made and seconded (C. Brown, I. Clark) to approve the Conditional Use Permit, Rezoning ordinance and Preliminary Certified Survey Map with staff recommendations as well as being contingent upon staff approving the landscape plan.** Mr. Wamser asked them to add to their motion that a “no left turn” sign be added. They both agreed. After no further discussion the motion passed: 6-For, 0-Against.

7. Presentation, Discussion and Possible Action Regarding the Final Sanitary Sewer Master Plan

Consultants Ben Wood and Sam Hocevar from Strand Associates were present for this item. The full report is available at City Hall.

Mr. Hocevar stated the reason for doing sanitary sewer master planning is to ensure there is enough capacity in the sewer pipes buried underground and that they are in good condition. He stated the City has seventy-seven miles of gravity sewer, twelve pumping stations, and four miles of forced mains. He mentioned the City has conveyance and treatment partners such as the Lake Pewaukee Sanitary Sewer, Village of Pewaukee, Town of Brookfield, City of Waukesha and the Fox River Water Pollution Control Center.

Mr. Hocevar stated the high priority needs are building the Gun Club Lift Station, determining how to serve the Swan View and Broken Hill neighborhoods, and the potential development near the golf course.

He shared that the flow metering data during wet weather shows low inflow and infiltration of the City’s system, which is ideal.

Mr. Hocevar suggested immediate Phase I projects would be to calibrate all of the City’s permanent metering, especially at the pump stations. He also suggested installing flow meters at the unmetered lift stations. Mr. Hocevar stated the Gun Club pump station is important and recognized that it is moving forward. He said the Phase II projects that should be considered in the next five to ten years are a new lift station to replace Swan View and Broken Hill and monitor potential development on the golf course. He also suggested monitoring the flows in the critical local sewers and the infrastructure governed by intergovernmental agreements. He stated capacity was a major focus related to this study but also suggested condition assessment and asset management and potential integrative planning to replace pipes when they deteriorate.

Mr. Wood addressed the water distribution system. He said the master plan is to address the City’s needs proactively. He stated he evaluated the supply and storage capacity, distribution system performance and the condition of above ground assets.

He said the City’s assets are comprised of twelve supply wells, eight facilities, six ground storage tanks, two elevated storage tanks, and over 530,000 feet of pipe. He stated the replacement value of these assets would be \$170 to \$200 million.

Mr. Wood stated the City's capacity generally outpaces the demand when all wells are operational. He said additional water sources may be needed by 2035 and stated it typically takes two years to get a source online. He said storage of water can be used to offset hourly peaks and is important for emergency fire events. Mr. Wood stated that water storage also assists with having adequate water pressure. He noted probable areas of concern related to low water pressure would be the Carmelite Monastery where there is a standpipe. The second area is Stoneridge Drive.

Mr. Wood stated they evaluated fire flow availability. He said the Department of Natural Resources minimum is 500 gallons per minute, which he felt was low. He said the City meets those parameters but the Fire Chief wants to target 1,500 gallons per minute in low and medium density residential areas. He said in governmental or commercial areas they would like to see 2,500 gallons per minute and in high density residential areas they want 3,500 gallons per minute, and industrial with a target of 4,000 gallons per minute.

Mr. Wood stated they also evaluated pipeline practicality to simulate a water main break on every pipe in the system to determine which pipe is the most critical in serving the larger portion of customers. He said this is a strong indication of the importance of water main looping. He said the Overhill area is a critical area of concern.

He said they conducted a review of the above ground facilities utilizing several engineers. He said some deficiencies were noted. He said the Scada system and backup power projects will be vital to maintaining system capacity. He said a twenty-year plan, broken down into five-year increments, was created based on their findings.

Mr. Wood stated the most pressing need is to establish short-term capacity. He said that could be dependent on water quality. He stated they are aware of the PFAS issues with pumps #8 and #12 and if the treatment options are successful, capacity may not be a concern for the City. He suggested monitoring the growth of the community to determine the long-term capacity needs are met. He reiterated the Scada system and backup power projects are also important to address. He urged the Council to budget annually for water main relay projects since their life expectancy is approximately 80 plus years.

8. Discussion and Possible Action to approve the Fourth Reduction of Woodleaf Reserve Phase 5 Development Letter of Credit from \$610,525.21 to \$50,000 (A Reduction of \$560,525.21)

Ms. Wagner stated Phase V of the Woodleaf Reserve development is essentially within their one-year guarantee for their final surface, and all other improvements have been completed. She stated she recommends approval.

**A motion was made and seconded (L. Clark, P. Vetterkind) to approve the Woodleaf Reserve Phase 5 letter of credit reduction and establishing the amount at \$50,000.00.** Motion Passed: 6-For, 0-Against

9. Discussion and Possible Action Regarding Westwood Drive and Corporate Court Road Rehabilitation and Related Improvements
  - 9.1 Preliminary **Resolution 23-12-19** Declaring Intent to Exercise Special Assessment Powers

Authorizing the Construction of Westwood Drive and Corporate Court Road Rehabilitation and Related Facilities Under Section 66.703 Wisconsin Statutes.

9.2 Comfort **Resolution 23-12-20** Declaring Official Intent to Reimburse Expenditures.

Ms. Wagner stated this is a standard resolution that allows the City to assess costs back to the residents and directs staff to move forward with the project. Ms. Wagner stated there is also a comfort resolution in case funds are spent prior to any borrowing so that they can be paid back to the City.

**A motion was made and seconded (P. Vetterkind, R. Reinbold) to approve Resolutions 23-12-19 and 23-12-20.** Motion Passed: 6-For, 0-Against.

10. Discussion and Possible Action Regarding the Lindsay Road/Balmer Park Water Main Loop

10.1 Preliminary **Resolution 23-12-21** Declaring Intent to Exercise Special Assessment Powers Authorizing the Construction of the Lindsay Road/Balmer Park Water Main Loop and Related Facilities Under Section 66.0703 Wisconsin Statutes.

10.2 Comfort **Resolution 23-12-22** Declaring Official Intent to Reimburse Expenditures

Ms. Wagner stated this is the most vulnerable piece of infrastructure that the City owns. It is the long dead-end loop on Duplainville Road. She said this would create a loop from Farm Field Circle, which is Phase II of Swan View Farms that abuts Balmer Park. She said it would run through the park, over to the Sports Complex with a watermain extension to provide a looping main to alleviate some stress on the infrastructure. She said that would benefit Woodleaf Preserve and Victoria Station.

Mr. Vetterkind asked if his water pressure would go up once the project is completed. Ms. Wagner did not commit to an answer.

Ms. Brown asked if this was just a City project or if residents would be assessed for it when they join the system. Ms. Wagner stated only the residents along the portion of Lindsay Road would be assessed. The rest of the work would be paid for by the utility. Ms. Brown asked what would happen if the utility needed this project but the costs are real expensive for the few residents.

Mr. Vetterkind asked if they would be forced to hook up.

Ms. Wager stated the Council decided the people on Oak and Peninsula would be required to pay the assessment but didn't necessarily have to connect to water until the property sold. She said the discussion back then was to consider making this a policy moving forward but was not formalized. She said it was important for the utility to get paid back for the infrastructure.

Ms. Brown stated she wants this project to be out in the open. Ms. Wagner stated additional public information meetings could be considered. She stated when they start design work it typically goes on their web page, and it is noted in their bi-annual newsletter. She said they are trying to get the information out there, but the public needs to be engaged.

Mr. Clark asked Ms. Wagner when she thought she could bring back the assessment policy to the Council for discussion. Ms. Wagner stated the projected wouldn't go to bid until May or

June at the earliest. She said the Mayor requested the discussion related to the policy change to start sometime in February.

**A motion was made and seconded (P. Vetterkind, B. Dziwulski) to approve Resolutions 23-12-21 and 23-12-22.** Motion Passed: 6-For, 0-Against.

11. Public Comment - None.

12. Adjournment

**A motion was made and seconded (I. Clark, R. Reinbold) to adjourn the meeting at 7:58 p.m.**  
Motion Passed: 6-For, 0-Against.

Respectfully Submitted,

Kelly Tarczewski  
Clerk/Treasurer

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 3.2.**

**DATE:** February 5, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Approve Common Council Meeting Minutes Dated December 18, 2024

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

CC Minutes 12/18/2023

**In Attendance:**

Mayor S. Bierce, Aldermen C. Brown, B. Dziwulski, R. Reinbold, P. Vetterkind, and J. Wamser. Alderman I. Clark was absent and excused.

**Also in Attendance:**

Attorney S. Riffle, Administrator S. Klein, DPW Director M. Wagner, Utility Manager J. Mueller, Park & Recreation Director N. Phalin, City Planner & Community Development Director N. Fuchs, and Clerk/Treasurer K. Tarczewski.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 6:30 p.m. and asked everyone to stand for the Pledge of Allegiance.

2. Public Comment - None.

3. Consent Agenda

- 3.1 Approve **Ordinance 23-09** Related to Chapter 5 Traffic specifically Heavy Weight Limits on Green Road from Duplainville Road to Redford Boulevard (CTH F) Ramp (*Second Reading*)
- 3.2 Reappoint David Linsmeier to the Parks and Recreation Board for Another Three-Year Term
- 3.3 Approve **Resolution 23-12-23** Appointing Election Workers for 2024 and 2025 Per State Statute 7.30 (4)
- 3.4 Approve **Resolution 23-12-24** Establishing the 2024 Fee Schedule
- 3.5 Approve the Accounts Payable Listing Dated December 18, 2023
- 3.6 Waive Second Reading and Approve **Ordinance 23-11** Pertaining to the 2024 Salaries, Wages and Allowances Which Shall be Paid to the City's Non-Union Employees
- 3.7 Waive Second Reading and Approve **Ordinance 23-12** Pertaining to the 2024 Salaries, Wages and Allowances of the City's Union Employees

Mr. Reinbold asked that Item #3.1 be removed for discussion and Ms. Brown requested that Item #3.2 also be removed.

**A motion was made and seconded (J. Wamser, C. Brown) to approve the remaining items on the consent agenda.** Motion Passed: 5-For, 0-Against.

- 3.1 Approve Ordinance 23-09 Related to Chapter 5 Traffic specifically Heavy Weight Limits on Green Road from Duplainville Road to Redford Boulevard (CTH F) Ramp

Mr. Reinbold stated he was not satisfied with the improvements that were made by the developer to improve safety issues and trucking concerns. He said the signage is not very obvious and there are too many trucks on the road. He said he is hearing complaints from the people in his subdivision. He asked if there was more that could be done to force the trucking to Duplainville rather than having them travel to the west.

Ms. Wagner stated they do not have any control over the Redford ramp since it is controlled by the County. She said they have looked at it and don't believe improvements are warranted in that area. She said she could ask but most likely they would require the City to



pay for any improvements made. She stated to her knowledge there are no County projects for that area in the next five years. Ms. Wagner stated the signage is the normal size used throughout the community. She mentioned that she did speak to Lieutenant Moonen to step up enforcement in that area once this ordinance is adopted. She reminded the Aldermen that the best way to curb these issues is to call the Sheriff's Department while the activity is happening so it can be dealt with immediately and the trucks can be weighed so that a ticket can be issued.

**A motion was made and seconded (J. Wamser, C. Brown) to approve Ordinance 23-09.** Motion Passed: 3-For, 2- Against (P. Vetterkind and R. Reinbold)

3.2 Reappoint David Linsmeier to the Parks and Recreation Board for Another Three-Year Term

Ms. Brown asked if Mr. Linsmeier was an active member of the Parks and Recreation Board and if he attends meetings regularly and shares his opinions. She said other committees are struggling to find active members.

Mr. Phalin stated Mr. Linsmeier is an asset to the Board and attends most meetings.

Mr. Dziwulski concurred with Mr. Phalin's statements.

**A motion was made and seconded (C. Brown, B. Dziwulski) to reappoint David Linsmeier to the Parks and Recreation Board for another three-year term.** Motion Passed: 5-For, 0-Against.

4. Discussion and Possible Action to Award the 2024 Cleaning Contracts to the Lowest Qualified Bidder, Aqualis, in the Amount of \$105,763.47

Ms. Wagner stated this was for the City's annual cleaning of the sewer system. She stated a third of the community is done every year. She stated it includes storm water televising as well. She noted that Aqualis is formally Norther Pipe, which the City has worked with in the past. Ms. Wagner stated a total of four bids were received ranging from \$105,763.47 to \$310,202.15.

**A motion was made and seconded (P. Vetterkind, C. Brown) to approve the contract for sewer cleaning with Aqualis in the amount of \$105,763.47.** Motion Passed: 5-For, 0-Against.

5. Discussion and Possible Action to Approve the Bid in the Amount of \$1,336,783.44 from the Lowest Qualified Bidder H & H Construction, Inc. for the Synthetic Field Turf Project at the Pewaukee Sports Complex

Mr. Phalin stated this project was originally bid out last summer and the numbers came in higher than anticipated at approximately \$1.58 million. At that time, they rejected the bid and decided they would rebid it in late fall. He said a few items were removed so that they could be purchased directly at a cheaper cost. He said RA Smith has recommended approval and the Park and Recreation Board also recommended approval.

Mr. Phalin stated the initial funding would come from the Tourism Tax. He said \$400,000 was put aside next year. He said it was the understanding that the City would finance the project up front and the Tourism Tax would reimburse the City at \$200,000 annually until repaid.

Ms. Brown asked if there would be sponsoring options. Mr. Phalin stated this project came up after fundraising started for the all-inclusive splash pad and is an independent project and never presented this as a sponsorable option.

Ms. Brown stated she wished the City would put it in when the park was originally designed. She agreed with using the Tourism funds for this project.

**A motion was made and seconded (P. Vetterkind, B. Dziwulski) to approve the bid in the amount of \$1,336,783.44 from H & H Construction.** Motion Passed: 5-For, 0-Against.

6. Discussion and Possible Action to Approve the Sanitary Sewer and Water Utilities 2024 Operating and Maintenance and Capital Budget

Ms. Mueller presented the utility operations and capital budget for 2024. She stated she did use the projected rate increase to calculate the revenues. She said the budget also included wages for a new utility laborer for 2024.

She stated she did notice a typo in the Sewer budget under multi-family revenue. She said the correct number should be \$497,000.00 in revenue.

Mr. Vetterkind asked what would happen if the Council did not approve the next item on the agenda related to the new water rates. Attorney Riffle stated that would be an issue and these two items should be acted upon together. Ms. Mueller stated it was the Public Service Commission (PSC) who recommended the new rates.

Ms. Brown questioned why the utility was operating at a loss. Ms. Mueller stated the loss was due to depreciation. Ms. Mueller stated the PSC sets the depreciation rates and the department typically goes off what the Auditor says. Ms. Brown made sure the utility is not overspending and it is due to depreciation that they are operating at a loss. Ms. Mueller agreed.

Ms. Wagner stated the projects on the capital budget have been discussed previously with the Council. She said the larger one was the Bluemound Road watermain loop, which is projected to be \$4.5 million. She stated there are cracks in the foundation where the City Hall water tower sits. She said they would be discussing this with a consultant.

Ms. Brown asked if the Waukesha water users within the City could be metered. Ms. Wagner stated their water is metered but the sanitary sewer is not. She said the sewer rates are based off of a flat rate, and not off of water usage. She said Waukesha's sewer rates are based off of their customer's metered water rates and if they have a well it is a flat rate fee, which is high. Ms. Wagner stated the City would have to approach Waukesha to amend the agreement in order to make a change.

Attorney Riffle stated the City of Pewaukee residents could always detach from the City and annex into the City of Waukesha but then would be required to pay three times as much. Ms. Brown stated she didn't think they would want that.

Ms. Mueller stated the people in Cloverland Farms have water from Waukesha and their sewer rates are based off of their water usage. She said all the other sewer customers in that area are being charged the same amount as the rest of the City of Pewaukee. She said the rest of the sewer customers are making up that difference. Ms. Mueller stated we can only charge one rate across the board, even though we are being charged more for Waukesha's sewer service.

Ms. Mueller stated metering these people will be difficult. She asked who would be required to pay for the meter installation, the City or the property owner. She also stated it would cost more in staff time to read the meters and bill. She said there were a lot of levels of activity that go into installing meters.

Attorney Riffle stated action on this item cannot be taken until Item #7 is discussed because it pertains to the budget numbers.

7. Discussion and Possible Action Regarding the Adoption of a New Water Rate in Accordance with the Public Service Commission (PSC) Approval

Ms. Mueller stated the City received the final rendering from the PSC. She confirmed the usage rate is \$4.75 per 1,000 gallons. There is an increase in the meter charges, and there is a reduction in the fire protection charges.

Mr. Vetterkind questioned what would happen if the City rejected the rate increases. Ms. Wagner stated the utility will go into debt and we'd be operating at a loss. She said the PSC doesn't allow anyone to operate to make money, but to simply cover the costs. Ms. Wagner stated the lion's share of this is due to the large projects to provide clean water to the residents of the City and maintain the minimum required pressures in the system.

**A motion was made and seconded (B. Dziwulski, P. Vetterkind) to approve the new water rates in accordance to the PSC and the 2024 utility operating and capital budget.** Motion Passed: 5-For, 0-Against.

8. Discussion and Possible Action to Approve and Execute a New Yard Waste Contract with Johnson's Nursery, LLC

Ms. Wagner stated the City has had a contract with Waukesha County for the last ten years. She said there was a grant that offset collection costs that will expire at the end of the year. She stated Waukesha County put out Request for Proposals (RFP) for yard and wood waste removal and there was only one bidder, Johnson Nursery. The County drew up contracts and would begin January 1<sup>st</sup>, 2024 through December 31<sup>st</sup>, 2028. She said they would charge \$114 for less than 20 yards, and \$144 for anything greater than that. She said the City utilizes 40-yard dumpsters, so we would be charged \$144 per truck load. She said since the grant has expired, it would be completely funded by the City, which is recovered through the garbage and recycling fees. Ms. Wagner stated the City Attorney has reviewed the contract and had one comment. She also reviewed the contract and had no concerns.

**A motion was made and seconded (P. Vetterkind, J. Wamser) to approve and execute the new yard waste contract with Johnson's Nursery, LLC.** Motion Passed: 5-For, 0-Against.

9. Discussion and Possible Action Regarding Springdale Estates Drainage Easement Rehabilitation Project

Ms. Wagner stated this was previously discussed back in January of 2023 because it would have a large impact on the rear yards of the constituents living in that area. She said the rear yards in Springdale Estates are drainage easements. She stated flooding is getting worse and is surrounding utility boxes causing safety issues. She said she has been working with the Public Works Committee and they were focused on where the issues are and how to fix them. Ms. Wagner stated the plan is to fix the west end section of a pipe that has fallen off, fix the erosion and stabilize the area. Starting about mid-point where flooding is occurring to the east, the drainage area will be cleaned out. She said

they will be clearing out trees and reestablishing a drainage swale with pitch to stop the water from ponding. She said they will attempt to save the large trees and will work with an arborist to make sure the correct trees are being selected. Ms. Wagner stated the original survey of the trees was done two years ago. She said they would like to bid out this project and do the construction in early 2024.

Ms. Wagner stated they held a public information meeting which was well attended.

Mayor Bierce stated the neighbors did attend the Public Works Committee meeting in force. He said he was in favor of the project.

Ms. Brown asked what will prevent the residents from dumping debris back in that area again. She suggested possibly posting signs. She asked what was going to happen to the structures that were built within the right-of-way.

Mr. Vetterkind asked if the City was going to do annual inspections.

Mr. Dziwulski stated the City had never inspected the area previously.

Ms. Wagner stated the City is doing more maintenance within our drainage easements and plans to do periodic inspections. She stated she suspects that due to some of the impact this project will have on the residents, they probably will be keeping a more watchful eye on the situation and will lodge complaints if they feel there are issues.

Ms. Brown stated she remembers issues with structures going up within the rights-of-way or too close to the lot lines. Ms. Wagner stated there is a retaining wall on the lot line. She said mostly the items can be moved and the property owners will be notified ahead of time to move the items if they want them saved. The City will not be replacing these items. She said that was the same for any plantings that may be in the right-of-way. She said periodical inspections will take place to make sure the area is being maintained.

**A motion was made and seconded (B. Dziwulski, P. Vetterkind) to move forward with bidding out the Springdale Estates Drainage Easement Rehabilitation Project in 2024.** Motion Passed: 5-For, 0-Against.

10. Discussion and Possible Action to Approve **Resolution 23-12-25** to Reallocate Excess Borrowed Funds to the Gun Club Lift Station Replacement project

Ms. Wagner stated as part of the 2022 borrowing, the utility borrowed \$3 million for six sewer projects. She said some of the projects have been rejected by Common Council and some funds cannot be used because it was determined that funds were expended prior to the comfort resolution being passed. She said the Kopmeier sewer relay project has also been delayed because the Village of Pewaukee hasn't communicated with the City in over a year regarding the status. She clarified that is actually a Village lift station but the City has the majority flow in it. She reminded the Common Council that our borrowed funds need to be spent within three years so there aren't issues with the terms of our borrowing agreement. Ms. Wagner requested \$2.8 million of the original borrowing be reallocated to the Gun Club project. She said the Gun Club project is estimated to cost \$7.4 million. She said these reallocated funds would basically offset the need for additional future borrowing.

**A motion was made and seconded to approve Resolution 23-12-25 reallocating funds to the Gun Club lift station replacement project.** Motion Passed: 5-For, 0-Against.

11. Discussion and Possible Action Whether or Not to Hold the First Meeting in January 2024

After a brief discussion it was determined to not plan on holding the first meeting in January unless there were items that needed immediate attention. If needed, the Clerk would then determine a date based on everyone's availability.

12. Public Comment - None.

13. Adjournment

**A motion was made and seconded (P. Vetterkind, B. Dziwulski) to adjourn the meeting at 7:16 p.m.** Motion Passed: 5-For, 0-Against.

Respectfully Submitted,

Kelly Tarczewski  
Clerk/Treasurer

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 3.3.**

**DATE:** February 5, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Approve Accounts Payable Listing Dated February 5, 2024

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

A/P 2/5/2024

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND							
01/12/2024	100	1483 (E)	DIVERSIFIED BENEFIT SERVICES, INC.	FLEX SPEND	21590	00000	3,267.70
01/15/2024	100	1488 (E)	WI DEPT OF REVENUE/SALES TAX	SALES TAX DUE STATE	24213	00000	197.94
				SALES TAX DISCOUNT	41220	00000	(10.00)
				CHECK 100 1488(E) TOTAL FOR FUND 100:			187.94
01/17/2024	100	1487 (E)	DELTA DENTAL	DENTAL CLEARING	21903	00000	1,108.46
01/18/2024	100	140031	ASSOCIATED BAG COMPANY	PARKS - GROUNDS MAINTENANCE	52420	55200	827.12
01/18/2024	100	140033	BUELOW VETTER BUIKEMA OLSON &	EMPLOYEE SERVICES - ATTORNEY	52100	51430	852.50
01/18/2024	100	140034	DENNIS & RACHEL FOURNOGERAKIS	REAL ESTATE TAXES RECEIVABLE	12100	00000	619.56
01/18/2024	100	140035	DIVERSIFIED BENEFIT SERVICES, INC.	INSURANCE CONSULTANT	52150	51930	358.61
01/18/2024	100	140036	FEI BEHAVIORAL HEALTH	EMPLOYEE SERVICES - EAP EMPLOYEE ASSIST	51370	51430	596.70
01/18/2024	100	140037	FORWARD TS	FIRE ADMINISTRATION - OPERATING	53400	52210	29.92
01/18/2024	100	140038	GALLS	FIRE PROTECTIVE SERVICES - UNIFORMS	53410	52230	418.88
01/18/2024	100	140039	HEIN ELECTRIC SUPPLY	FIRE ADMINISTRATION - BUILDING REPAIRS	52410	52210	5.20
				FIRE ADMINISTRATION - BUILDING REPAIRS	52410	52210	21.49
				CHECK 100 140039 TOTAL FOR FUND 100:			26.69
01/18/2024	100	140043	MARC MOONEN	POLICE - COMMUNITY PROGRAM	52180	52100	47.22
01/18/2024	100	140044	MICHAEL& KATIE BRANNAN	REAL ESTATE TAXES RECEIVABLE	12100	00000	97.46
01/18/2024	100	140045	OCCUPATIONAL HEALTH CENTERS	EMPLOYEE SERVICES - EMPLOYMENT EXAMS	52150	51430	103.00
01/18/2024	100	140046	PROHEALTH CARE MEDICAL GROUP	FIRE ADMINISTRATION - EMPLOYMENT	52150	52210	2,069.00
01/18/2024	100	140047	RANDOLPH & JEAN DAUL	REAL ESTATE TAXES RECEIVABLE	12100	00000	185.16
01/18/2024	100	140050	Total Mechanical	New Comm Furnace/AC/RTUs	44303	00000	50.00
01/18/2024	100	140051	TOTAL TOOL	PARKS - GROUNDS MAINTENANCE	52420	55200	223.68
				PARKS - NEW EQUIPMENT	53950	55200	288.83
				CHECK 100 140051 TOTAL FOR FUND 100:			512.51
01/18/2024	100	140052	ULINE	PARKS - GROUNDS MAINTENANCE	52420	55200	3,092.25
01/18/2024	100	140053	VILLAGE OF PEWAUKEE	AMBULANCE RUNS	46230	00000	39,636.06
				SHARED PARK & RECREATION PROGRAMS	47370	00000	8,288.21
				CHECK 100 140053 TOTAL FOR FUND 100:			47,924.27

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND							
01/18/2024	100	140056	WILLIAM & ALEXANDRIA SLUIS	REAL ESTATE TAXES RECEIVABLE	12100	00000	122.74
01/19/2024	100	1486 (E)	ADP INC	CITY HALL - DATA PROCESSING	52160	51600	360.12
01/19/2024	100	1489 (E)	DIVERSIFIED BENEFIT SERVICES, INC.	FLEX SPEND	21590	00000	772.95
01/19/2024	100	1493 (E)	ADP INC	ACCOUNTS PAYABLE	21100	00000	1,471.50
01/24/2024	100	1490 (E)	DELTA DENTAL	DENTAL CLEARING	21903	00000	3,066.30
01/26/2024	100	140057*#	A&M CLEANING SOLUTIONS	HIGHWAY - CONTRACTED JANITORIAL	52400	53100	1,586.67
01/26/2024	100	140058	ANDREW & SARAH ZIEMER	REAL ESTATE TAXES RECEIVABLE	12100	00000	208.87
01/26/2024	100	140059*#	ARAMARK	HIGHWAY - CONTRACTED JANITORIAL	52400	53100	27.47
				HIGHWAY - CONTRACTED JANITORIAL	52400	53100	27.75
				HIGHWAY - CONTRACTED JANITORIAL	52400	53100	27.75
				HIGHWAY - UNIFORMS	53410	53100	94.56
				HIGHWAY - UNIFORMS	53410	53100	95.14
				HIGHWAY - UNIFORMS	53410	53100	94.56
				CHECK 100 140059 TOTAL FOR FUND 100:			367.23
01/26/2024	100	140060*#	ARC	ENGINEERING - OPERATING SUPPLIES	53400	53110	14.72
01/26/2024	100	140061	Aspen Homes, Inc.	BOB23-0021	23175	00000	500.00
01/26/2024	100	140062	Berghammer Construction	BOB23-0015	23175	00000	2,500.00
01/26/2024	100	140063	BIEBEL'S TRUE VALUE AND JUST ASK	PARKS - EQUIP REPAIR & MAINT	52430	55200	66.63
01/26/2024	100	140064*#	BREDAN MECHANICAL SYSTEMS INC	HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	1,544.00
01/26/2024	100	140065	BUMPER TO BUMPER HARTLAND	HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	223.04
				HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	38.31
				HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	271.33
				CHECK 100 140065 TOTAL FOR FUND 100:			532.68
01/26/2024	100	140067	BWC INVESTMENTS	CLEARING	21900	00000	315.71
01/26/2024	100	140068	CAMILO ALVAREZ & NATACHA VELEZ	REAL ESTATE TAXES RECEIVABLE	12100	00000	1,217.42
01/26/2024	100	140069	CINTAS	HIGHWAY - OPERATING SUPPLIES	53400	53100	91.59
01/26/2024	100	140071	CITY OF WAUKESHA TREASURER	FIRE ADMINISTRATION - WAUKESHA URBAN	52130	52210	3,294.00
				FIRE ADMINISTRATION - WAUKESHA URBAN	52130	52210	5,577.00



Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND				CHECK 100 140071 TOTAL FOR FUND 100:			8,871.00
01/26/2024	100	140072	COREY OIL	HIGHWAY - FUEL	53420	53100	4,663.76
				HIGHWAY - FUEL	53420	53100	1,230.60
				HIGHWAY - FUEL	53420	53100	5,667.61
				CHECK 100 140072 TOTAL FOR FUND 100:			11,561.97
01/26/2024	100	140073	CUMMINS SALES & SERVICE	HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	953.88
01/26/2024	100	140074	DARREN PUNKI	REAL ESTATE TAXES RECEIVABLE	12100	00000	67.65
01/26/2024	100	140075	DIVERSIFIED BENEFIT SERVICES, INC.	INSURANCE CONSULTANT	52150	51930	521.34
01/26/2024	100	140076	ELEVITY GORDON FLESCH CO INC	IT - SOFTWARE MAINTENANCE & UPDATES	52480	51450	136.00
				IT - SOFTWARE MAINTENANCE & UPDATES	52480	51450	4,568.30
				CHECK 100 140076 TOTAL FOR FUND 100:			4,704.30
01/26/2024	100	140077	ELLIOTTS ACE HARDWARE	HIGHWAY - OPERATING SUPPLIES	53400	53100	45.98
01/26/2024	100	140078	EPR SYSTEMS USA INC	FIRE ADMINISTRATION - OPERATING	53400	52210	15,278.00
01/26/2024	100	140079*#	FORWARD TS	ENGINEERING - OPERATING SUPPLIES	53400	53110	46.79
01/26/2024	100	140080	GIRISH VEERARAGHAVAN &	REAL ESTATE TAXES RECEIVABLE	12100	00000	158.85
01/26/2024	100	140082	HEARTLAND BUSINESS SYSTEMS	IT - SOFTWARE MAINTENANCE & UPDATES	52480	51450	23.00
01/26/2024	100	140083	IMEG CORP	ENGINEERING - OUTSIDE ENGINEERING	52190	53110	4,415.61
01/26/2024	100	140084	JACK RAUE	SALES TAX DUE STATE	24213	00000	13.56
				PARK RESERVATION FEES	46720	00000	271.19
				CHECK 100 140084 TOTAL FOR FUND 100:			284.75
01/26/2024	100	140085	JAMES SHEELY	DEFERRED REVENUES - ADVANCE TAX	26310	00000	229.60
01/26/2024	100	140086	JOHNS DISPOSAL SERVICE	RECYCLE - GARBAGE COLLECTION	52800	53620	56,297.72
				RECYCLE - GARBAGE COLLECTION	52800	53620	16,266.03
				CHECK 100 140086 TOTAL FOR FUND 100:			72,563.75
01/26/2024	100	140087	JUSTIN & ASHLEY HILGEMANN	REAL ESTATE TAXES RECEIVABLE	12100	00000	174.73
01/26/2024	100	140088	JX ENTERPRISES, INC.	HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	13.18
				HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	109.98
				HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	151.93

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND							
				HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	228.99
				HIGHWAY - OPERATING SUPPLIES	53400	53100	247.20
				CHECK 100 140088 TOTAL FOR FUND 100:			751.28
01/26/2024	100	140089	KENNETH & TIFFANY MAURER	REAL ESTATE TAXES RECEIVABLE	12100	00000	63.98
01/26/2024	100	140090	LANGE ENTERPRISES, INC	HIGHWAY - ROAD SIGNS & MARKINGS	53720	53100	29.90
				HIGHWAY - ROAD SIGNS & MARKINGS	53720	53100	1,634.75
				HIGHWAY - ROAD SIGNS & MARKINGS	53720	53100	448.05
				CHECK 100 140090 TOTAL FOR FUND 100:			2,112.70
01/26/2024	100	140091	LEONARD & LAUREN TRIBUANI	REAL ESTATE TAXES RECEIVABLE	12100	00000	238.31
01/26/2024	100	140093*#	MARIANNE HILTUNEN	ENGINEERING - MILEAGE	53300	53110	50.44
01/26/2024	100	140094*#	MENARDS	HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	893.51
				HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	811.87
				HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	136.78
				HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	105.60
				HIGHWAY - BLDG REPAIRS & MAINT	52410	53100	192.04
				HIGHWAY - OPERATING SUPPLIES	53400	53100	46.06
				HIGHWAY - OPERATING SUPPLIES	53400	53100	127.96
				HIGHWAY - OTHER ROADWAY SUPPLIES	53790	53100	349.30
				HIGHWAY - OTHER ROADWAY SUPPLIES	53790	53100	132.98
				CHECK 100 140094 TOTAL FOR FUND 100:			2,796.10
01/26/2024	100	140099	POMP'S TIRE SERVICE, INC.	HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	107.00
01/26/2024	100	140100	PRAVEEN KUMAR MANUEL	REAL ESTATE TAXES RECEIVABLE	12100	00000	197.43
01/26/2024	100	140101	PROJECT ENTERTAINMENT DBA FUN	PARKS - EQUIPMENT PURCHASED WITH	53900	55200	850.00
01/26/2024	100	140104	ROBERT & DONNA SIDERITS	REAL ESTATE TAXES RECEIVABLE	12100	00000	128.54
01/26/2024	100	140105*#	RUEKERT & MIELKE, INC.	ENGINEERING - OUTSIDE ENGINEERING	52190	53110	1,905.07
01/26/2024	100	140106	SAFELITE FULLFILLMENT, INC	HIGHWAY - EQUIP REPAIR & MAINT	52430	53100	417.01
01/26/2024	100	140108	SHAUN & MICHELLE DEMPSEY	REAL ESTATE TAXES RECEIVABLE	12100	00000	222.29
01/26/2024	100	140109	STEPHANIE CARSTEDT	REAL ESTATE TAXES RECEIVABLE	12100	00000	100.04
01/26/2024	100	140111	SWANK MOTION PICTURES	RECREATION PROGRAM - PROGRAM EXPENSES	53430	55300	500.00
01/26/2024	100	140112	THE SHERWIN WILLIAMS CO	PARKS - GROUNDS MAINTENANCE	52420	55200	755.70

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND							
01/26/2024	100	140113	TOTAL TOOL	PARKS - NEW EQUIPMENT	53950	55200	233.16
01/26/2024	100	140117	VILLAGE OF PEWAUKEE	PARKS - WATER	52230	55200	31.48
				PARKS - WATER	52230	55200	70.63
				PARKS - SEWER	52240	55200	17.34
				PARKS - SEWER	52240	55200	24.65
				PARKS - PUBLIC FIRE PROTECTION CHARGE	52950	55200	27.00
				PARKS - PUBLIC FIRE PROTECTION CHARGE	52950	55200	135.00
				CHECK 100 140117 TOTAL FOR FUND 100:			306.10
01/26/2024	100	140118	WASTE MANAGEMENT	SERVICE FEES	52900	53635	1,391.50
01/26/2024	100	140120*#	WAUKESHA CO PUBLIC WORKS ASSOC	ENGINEERING - DUES, MEMBERSHIPS &	53200	53110	80.00
				ENGINEERING - DUES, MEMBERSHIPS &	53200	53110	80.00
				CHECK 100 140120 TOTAL FOR FUND 100:			160.00
01/26/2024	100	140123	WISCONSIN ELECTRIC POWER	REAL ESTATE TAXES RECEIVABLE	12100	00000	3,317.65
01/26/2024	100	1491 (E)	DIVERSIFIED BENEFIT SERVICES, INC.	FLEX SPEND	21590	00000	5,381.65
01/26/2024	100	1494 (E)	AT&T	ACCOUNTS PAYABLE	21100	00000	178.99
01/29/2024	100	1500 (E)	DELTA DENTAL	DENTAL CLEARING	21903	00000	2,123.12
01/30/2024	100	1503 (E)	DIVERSIFIED BENEFIT SERVICES, INC.	FLEX SPEND	21590	00000	2,321.05
01/30/2024	100	1504 (E)	DIVERSIFIED BENEFIT SERVICES, INC.	FLEX SPEND	21590	00000	1,011.15
01/31/2024	100	1506 (E)	LEASING SERVICES	CLERK/TREASURER - EQUIP REPAIR & MAINT	52430	51420	324.00
01/31/2024	100	1507 (E)	LEASING SERVICES	FIRE ADMINISTRATION - OPERATING	53400	52210	134.00
01/31/2024	100	1508 (E)	LEASING SERVICES	ENGINEERING - OPERATING SUPPLIES	53400	53110	186.00
02/01/2024	100	140125	AB DATA	CITY HALL - DATA PROCESSING	52160	51600	4,600.12
02/01/2024	100	140126*#	AT&T MOBILITY	ADMINISTRATOR - TELEPHONE & CELL	52260	51410	33.49
				CLERK/TREASURER - TELEPHONE & CELL	52260	51420	33.49
				EMPLOYEE SERVICES - PHONE & CELL	52260	51430	43.48
				IT - PHONE & CELL	52260	51450	82.01
				IT - NEW EQUIPMENT	53950	51450	33.49
				FIRE ADMINISTRATION - PHONE & CELL	52260	52210	133.96
				BUILDING SERVICES - PHONE & CELL	52260	52400	153.94
				HIGHWAY - PHONE & CELL	52260	53100	38.48
				HIGHWAY - NEW EQUIPMENT	53950	53100	2,752.61
				ENGINEERING - PHONE & CELL	52260	53110	62.74
				PARKS - TELEPHONE & INTERNET	52260	55200	86.96

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 100 GENERAL FUND				RECREATION PROGRAM - PHONE & CELL	52260	55300	86.96
				CHECK 100 140126 TOTAL FOR FUND 100:			3,541.61
02/01/2024	100	140127	BREDAN MECHANICAL SYSTEMS INC	CITY HALL - BUILDING REPAIRS & MAINT	52410	51600	6,855.56
02/01/2024	100	140128	BS&A SOFTWARE	BUILDING SERVICES - OPERATING SUPPLIES	53400	52400	538.00
02/01/2024	100	140129	CARLIN SALES CORPORATION	PARKS - GROUNDS MAINTENANCE	52420	55200	492.45
02/01/2024	100	140130	CHERRIE LARSON	RECREATION PROGRAM - CONTRACTED	52190	55300	268.80
02/01/2024	100	140132*#	CINTAS CORP	EMPLOYEE SERVICES - SAFETY PERSONAL	53480	51430	73.18
02/01/2024	100	140133	DAN PLAUTZ CLEANING SERVICE	CITY HALL - JANITORIAL SUPPLIES	52400	51600	2,873.00
02/01/2024	100	140136	FIRE DETECTION GROUP	CITY HALL - BUILDING REPAIRS & MAINT	52410	51600	543.00
02/01/2024	100	140137	FIRE SERVICE INC	FIRE PROTECTIVE SERVICES - VEHICLE	52440	52230	1,202.59
				FIRE PROTECTIVE SERVICES - VEHICLE	52440	52230	2,430.55
				FIRE PROTECTIVE SERVICES - VEHICLE	52440	52230	1,200.00
				FIRE PROTECTIVE SERVICES - VEHICLE	52440	52230	1,782.48
				CHECK 100 140137 TOTAL FOR FUND 100:			6,615.62
02/01/2024	100	140138*#	FORWARD TS	ENGINEERING - OPERATING SUPPLIES	53400	53110	48.84
02/01/2024	100	140139	GIFTS GALORE	RECREATION PROGRAM - PROGRAM EXPENSES	53430	55300	290.00
02/01/2024	100	140143	JAMES & JEANNE IHN	REAL ESTATE TAXES RECEIVABLE	12100	00000	741.65
02/01/2024	100	140144	JAMES IMAGING SYSTEMS	IT - SOFTWARE MAINTENANCE & UPDATES	52480	51450	65.00
02/01/2024	100	140145	JEFFREY & MARGARET REDDICK	REAL ESTATE TAXES RECEIVABLE	12100	00000	270.07
02/01/2024	100	140146	JOHNS DISPOSAL SERVICE	RECYCLE - GARBAGE COLLECTION	52800	53620	69,623.40
02/01/2024	100	140147	KARMEN LEHMAN	RECREATION PROGRAM - CONTRACTED	52190	55300	201.60
02/01/2024	100	140148	Korndoerfer Homes	BOB23-0029	23175	00000	500.00
02/01/2024	100	140149	LEEJEAN WILLIAMS	REAL ESTATE TAXES RECEIVABLE	12100	00000	418.30
02/01/2024	100	140151*#	MENARDS	CITY HALL - BUILDING REPAIRS & MAINT	52410	51600	43.21
				CITY HALL - BUILDING REPAIRS & MAINT	52410	51600	62.68
				PARKS - BUILDING REPAIRS & MAINT	52410	55200	36.94
				PARKS - BUILDING REPAIRS & MAINT	52410	55200	70.67
				PARKS - EQUIP REPAIR & MAINT	52430	55200	160.05
				PARKS - EQUIP REPAIR & MAINT	52430	55200	144.47
				PARKS - VEHICLE REPAIR & MAINT	52440	55200	49.11

02/01/2024 04:13 PM  
User: FIORENTINO  
DB: City Of Pewaukee

CHECK DISBURSEMENT REPORT FOR PEWAUKEE  
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Fund: 100 GENERAL FUND							
				CHECK 100 140151 TOTAL FOR FUND 100:			567.13
02/01/2024	100	140153	MOTION CONNECTED	EMPLOYEE SERVICES - EMPLOYEE WELLNESS	52700	51430	405.00
02/01/2024	100	140154	NATHANIEL SCHWEITZER	REAL ESTATE TAXES RECEIVABLE	12100	00000	229.60
02/01/2024	100	140155	NICK PHALIN	RECREATION PROGRAM - MILEAGE	53300	55300	344.38
02/01/2024	100	140156	PARKSIDE MANAGEMENT	RESCINDED TAXES	57410	51910	8,890.21
02/01/2024	100	140157	PCP SOUTH LLC	REAL ESTATE TAXES RECEIVABLE	12100	00000	14.46
02/01/2024	100	140158	ROTROFF JEANSON & CO.	OTHER PROFESSIONAL SERVICES	52190	51510	1,411.00
02/01/2024	100	140159*#	RUEKERT & MIELKE, INC.	ENGINEERING - OUTSIDE ENGINEERING	52190	53110	5,739.29
				ENGINEERING - OUTSIDE ENGINEERING	52190	53110	5,323.18
				ENGINEERING - OUTSIDE ENGINEERING	52190	53110	1,035.19
				CHECK 100 140159 TOTAL FOR FUND 100:			12,097.66
02/01/2024	100	140160	SEAT OF THE PANTS PRODUCTIONS LLC	RECREATION PROGRAM - CONTRACTED	52190	55300	170.00
02/01/2024	100	140162	SUSAN KRANTZ	REAL ESTATE TAXES RECEIVABLE	12100	00000	97.39
02/01/2024	100	140163	TAD DICIAULA & SARAH FEINAUER	REAL ESTATE TAXES RECEIVABLE	12100	00000	8.96
02/01/2024	100	140164	TIA FIORENTINO	CLERK/TREASURER - MILEAGE	53300	51420	19.00
02/01/2024	100	140165	TRENT & GWEN TERHAAR	REAL ESTATE TAXES RECEIVABLE	12100	00000	52.21
02/01/2024	100	140167	WAUKESHA CO TREASURER	SERVICE FEES	52900	53635	7,088.42
02/01/2024	100	140168	WI RURAL WATER ASSOCIATION	EMPLOYEE SERVICES - SAFETY PERSONAL	53480	51430	328.26
02/01/2024	100	140169	YUJIAO TAO	REAL ESTATE TAXES RECEIVABLE	12100	00000	172.33
02/01/2024	100	1501 (E) #	WE ENERGIES	STREET LIGHT REIMBURSEMENT	46321	00000	160.06
				CITY HALL - ELECTRICITY	52210	51600	3,437.35
				GAS FOR HEAT (NATURAL GAS)	52220	51600	1,643.75
				FIRE ADMINISTRATION - ELECTRICITY	52210	52210	2,881.67
				GAS FOR HEAT (NATURAL GAS)	52220	52210	1,406.56
				HIGHWAY - ELECTRICITY	52210	53100	933.82
				PARKS - ELECTRICITY	52210	55200	3,694.47
				GAS FOR HEAT (NATURAL GAS)	52220	55200	917.92
				CHECK 100 1501 (E) TOTAL FOR FUND 100:			15,075.60
02/01/2024	100	1505 (E) *#	MUTUAL OF OMAHA	DISABILITY INSURANCE	21531	00000	1,987.21
				LTD - FIRE UNION	21533	00000	794.77
				VOLUNTARY LIFE	21534	00000	1,307.30

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Fund: 100 GENERAL FUND							
				COURT - LIFE INSURANCE	51340	51200	23.36
				COURT - DISABILITY INSURANCE	51350	51200	19.66
				ADMINISTRATOR - LIFE INSURANCE	51340	51410	9.86
				ADMINISTRATOR - DISABILITY INSURANCE	51350	51410	27.79
				CLERK/TREASURER - LIFE INSURANCE	51340	51420	64.80
				CLERK/TREASURER - DISABILITY INSURANCE	51350	51420	88.06
				EMPLOYEE SERVICES - LIFE INSURANCE	51340	51430	16.16
				EMPLOYEE SERVICES - DISABILITY	51350	51430	27.79
				IT - LIFE INSURANCE	51340	51450	19.20
				IT - DISABILITY INSURANCE	51350	51450	27.79
				ASSESSOR - LIFE INSURANCE	51340	51530	40.16
				ASSESSOR - DISABILITY INSURANCE	51350	51530	69.35
				POLICE - LIFE INSURANCE	51340	52100	10.24
				POLICE - DISABILITY INSURANCE	51350	52100	14.61
				FIRE ADMINISTRATION - LIFE INSURANCE	51340	52210	67.36
				FIRE ADMINISTRATION - DISABILITY	51350	52210	83.37
				FIRE PROTECTIVE SERVICES - LIFE	51340	52230	570.88
				FIRE PROTECTIVE SERVICES - DISABILITY	51350	52230	111.16
				BUILDING SERVICES - LIFE INSURANCE	51340	52400	63.68
				BUILDING SERVICES - DISABILITY	51350	52400	82.00
				HIGHWAY - LIFE INSURANCE	51340	53100	113.12
				HIGHWAY - DISABILITY INSURANCE	51350	53100	187.75
				ENGINEERING - LIFE INSURANCE	51340	53110	111.04
				ENGINEERING - DISABILITY INSURANCE	51350	53110	164.32
				PARKS - LIFE INSURANCE	51340	55200	52.48
				PARKS - DISABILITY INSURANCE	51350	55200	70.32
				RECREATION PROGRAM - LIFE INSURANCE	51340	55300	32.96
				RECREATION PROGRAM - DISABILITY	51350	55300	51.71
				PLANNER - LIFE INSURANCE	51340	56300	21.44
				PLANNER - DISABILITY INSURANCE	51350	56300	27.79
				CHECK 100 1505(E) TOTAL FOR FUND 100:			6,359.49
				Total for fund 100 GENERAL FUND			377,170.84

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Fund: 230 STORM WATER MANAGEMENT							
01/26/2024	100	140057*#	A&M CLEANING SOLUTIONS	CONTRACTED JANITORIAL	52400	53650	793.33
01/26/2024	100	140059*#	ARAMARK	CONTRACTED JANITORIAL	52400	53650	14.15
				CONTRACTED JANITORIAL	52400	53650	13.87
				CONTRACTED JANITORIAL	52400	53650	13.87
				CHECK 100 140059 TOTAL FOR FUND 230:			41.89
01/26/2024	100	140060*#	ARC	OPERATING SUPPLIES	53400	53650	14.73
01/26/2024	100	140064*#	BREDAN MECHANICAL SYSTEMS INC	BUILDING REPAIRS & MAINT	52410	53650	772.00
01/26/2024	100	140079*#	FORWARD TS	OPERATING SUPPLIES	53400	53650	46.80
01/26/2024	100	140092	LINCOLN CONTRACTORS	OPERATING SUPPLIES	53400	53650	28.99
01/26/2024	100	140093*#	MARIANNE HILTUNEN	PROJECTS - WAGNER PARK POND	58200	57367	15.72
01/26/2024	100	140094*#	MENARDS	OPERATING SUPPLIES	53400	53650	100.21
01/26/2024	100	140096	NORTH CENTRAL UTILITY	EQUIPMENT REPAIR & MAINT	52430	53650	300.32
01/26/2024	100	140098	PATS TIRE SALES & SERVICE INC	EQUIPMENT REPAIR & MAINT	52430	53650	4,080.00
01/26/2024	100	140105*#	RUEKERT & MIELKE, INC.	OUTSIDE ENGINEERING	52190	53650	154.73
				OUTSIDE ENGINEERING	52190	53650	184.98
				OUTSIDE ENGINEERING	52190	53650	124.48
				OUTSIDE ENGINEERING	52190	53650	124.48
				OUTSIDE ENGINEERING	52190	53650	339.01
				OUTSIDE ENGINEERING	52190	53650	635.25
				OUTSIDE ENGINEERING	52190	53650	713.15
				OUTSIDE ENGINEERING	52190	53650	264.25
				PROJECTS - HILL 'N DALE	58210	57301	2,128.44
				PROJECTS - VALLEY BROOK SUB. DITCH	58210	57354	2,696.46
				CHECK 100 140105 TOTAL FOR FUND 230:			7,365.23
01/26/2024	100	140107	SHARE CORPORATION	OPERATING SUPPLIES	53400	53650	241.78
01/26/2024	100	140119*#	WAUK CO REGISTER OF DEEDS	PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	12.50
				PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	15.00
				CHECK 100 140119 TOTAL FOR FUND 230:			27.50

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Fund: 230 STORM WATER MANAGEMENT							
01/26/2024	100	140120*#	WAUKESHA CO PUBLIC WORKS ASSOC	DUES, MEMBERSHIPS & SUBSCRIPTIONS	53200	53650	80.00
02/01/2024	100	140126*#	AT&T MOBILITY	TELEPHONE & CELL	52260	53650	144.72
				NEW EQUIPMENT	53950	53650	1,355.77
				CHECK 100 140126 TOTAL FOR FUND 230:			1,500.49
02/01/2024	100	140131*#	CHICAGO TITLE COMPANY	PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	262.50
				PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	262.50
				CHECK 100 140131 TOTAL FOR FUND 230:			525.00
02/01/2024	100	140134*#	FASTENAL	STORM SEWER MAINT - DIGGER'S HOTLINE	52201	53651	76.55
02/01/2024	100	140138*#	FORWARD TS	OPERATING SUPPLIES	53400	53650	48.84
02/01/2024	100	140141*#	IMEG CORP	PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	3,517.80
				PROJECTS - BUSSE RD BRIDGE CULVERT	58210	57348	3,553.82
				CHECK 100 140141 TOTAL FOR FUND 230:			7,071.62
02/01/2024	100	140159*#	RUEKERT & MIELKE, INC.	OUTSIDE ENGINEERING	52190	53650	123.43
				OUTSIDE ENGINEERING	52190	53650	30.25
				OUTSIDE ENGINEERING	52190	53650	121.00
				OUTSIDE ENGINEERING	52190	53650	121.00
				OUTSIDE ENGINEERING	52190	53650	123.43
				OUTSIDE ENGINEERING	52190	53650	527.12
				OUTSIDE ENGINEERING	52190	53650	278.16
				OUTSIDE ENGINEERING	52190	53650	557.37
				PROJECTS - HILL 'N DALE	58210	57301	798.87
				PROJECTS - VALLEY BROOK SUB. DITCH	58210	57354	1,652.09
				CHECK 100 140159 TOTAL FOR FUND 230:			4,332.72
				Total for fund 230 STORM WATER MANAGEMENT			27,463.72



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Fund: 250 TOURISM & CONVENTION							
01/26/2024	100	140103	R.A. SMITH & ASSOC., INC.	TOURISM - SPORTS COMPLEX TURF	58210	56700	744.33
				Total for fund 250 TOURISM & CONVENTION			744.33

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Fund: 420 CAPTIAL ROAD PROJECTS							
01/26/2024	100	140066	BUTEYN PETERSON CONSTRUCTION CO	DUPLAINVILLE TRACKS TO WEYER	58210	57420	416,824.40
01/26/2024	100	140095	MID AMERICAN COVERING SYSTEMS LLC	JOSEPH ROAD	58210	57553	425.00
01/26/2024	100	140105*#	RUEKERT & MIELKE, INC.	SHADY LANE	58210	57407	303.00
				ROUNDY'S INDUSTRIAL PARK #2	58210	57422	915.00
				SPICE CREEK/MEADOWBROOK FARMS #2	58210	57552	346.50
				JOSEPH ROAD	58210	57553	5,575.00
				SPICE CREEK/MEADOWBROOK FARMS #3	58210	57556	2,723.25
				SPICE CREEK/MEADOWBROOK FARMS PH 4	58210	57557	190.00
				APPLE TREE/PEAR TREE	58210	57561	713.15
				CHECK 100 140105 TOTAL FOR FUND 420:			10,765.90
01/26/2024	100	140119*#	WAUK CO REGISTER OF DEEDS	BUSSE RD BRIDGE	58210	57419	12.50
				BUSSE RD BRIDGE	58210	57419	15.00
				CHECK 100 140119 TOTAL FOR FUND 420:			27.50
02/01/2024	100	140131*#	CHICAGO TITLE COMPANY	BUSSE RD BRIDGE	58210	57419	262.50
				BUSSE RD BRIDGE	58210	57419	262.50
				CHECK 100 140131 TOTAL FOR FUND 420:			525.00
02/01/2024	100	140140#	GILES ENGINEERING ASSOCIATES, INC	ROLLING RIDGE	58210	57559	2,398.40
				SHERWOOD FOREST/BUSSE	58210	57560	1,736.15
				WESTWOOD/CORPORATE CT	58210	57562	572.76
				HICKORY GROVE ESTATES	58210	57564	1,116.19
				CHECK 100 140140 TOTAL FOR FUND 420:			5,823.50
02/01/2024	100	140141*#	IMEG CORP	BUSSE RD BRIDGE	58210	57419	3,517.80
				BUSSE RD BRIDGE	58210	57419	3,553.83
				CHECK 100 140141 TOTAL FOR FUND 420:			7,071.63
02/01/2024	100	140159*#	RUEKERT & MIELKE, INC.	SPICE CREEK/MEADOWBROOK FARMS #2	58210	57552	2,132.50
				JOSEPH ROAD	58210	57553	15,093.85
				SPICE CREEK/MEADOWBROOK FARMS #3	58210	57556	2,278.67
				APPLE TREE/PEAR TREE	58210	57561	496.87
				CHECK 100 140159 TOTAL FOR FUND 420:			20,001.89
02/01/2024	100	140161*#	STRAND ASSOCIATES	DUPLAINVILLE TRACKS TO WEYER	58210	57420	972.67

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Fund: 420 CAPTIAL ROAD PROJECTS				APPLE TREE/PEAR TREE	58210	57561	503.66
				CHECK 100 140161 TOTAL FOR FUND 420:			1,476.33
				Total for fund 420 CAPTIAL ROAD PROJECTS			462,941.15

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Fund: 440 BIKE & PEDESTRIAN							
01/26/2024	100	140105*#	RUEKERT & MIELKE, INC.	NORTHVIEW ROAD SIDEWALK	58230	53550	403.00
				Total for fund 440 BIKE & PEDESTRIAN			403.00

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Fund: 600 WATER UTILITY							
01/18/2024	100	140032	BADGER METER	CUSTOMER ACCTS OPS-METER READING EXPS	52401	10902	1,531.44
01/18/2024	100	140040*	HOPE WEST	CUSTOMER ACCOUNTS RECEIVABLE	13100	00142	103.20
01/18/2024	100	140042*	LITHO-CRAFT	BILLING	53300	00903	95.00
01/18/2024	100	140048*#	RUEKERT & MIELKE, INC.	BLUMD WATER MAIN-BUSSE TO FOSTER	12810	00107	20,832.86
				REGULATORY & COMMISSION EXPENSE	52381	00928	80.00
				CHECK 100 140048 TOTAL FOR FUND 600:			20,912.86
01/18/2024	100	140055*	WAYNE SNYDER	CUSTOMER ACCOUNTS RECEIVABLE	13100	00142	40.37
01/26/2024	100	140070*#	CINTAS CORP	TRANS & DIST OPS-UNIFORMS	53410	10665	51.25
01/26/2024	100	140081#	HAWKINS, INC.	CHEMICALS	53200	00631	3,971.29
				TREATMENT OPS-CHEMICALS	53410	10641	3,388.08
				CHECK 100 140081 TOTAL FOR FUND 600:			7,359.37
01/26/2024	100	140097*	ODP BUSINESS SOLUTIONS LLC	OFFICE SUPPLIES & EXPENSES	53100	00921	126.96
				OFFICE SUPPLIES & EXPENSES	53100	00921	14.99
				CHECK 100 140097 TOTAL FOR FUND 600:			141.95
01/26/2024	100	140102	PUBLIC SERVICE COMMISSION OF WI	OPER & MAINT EXP-REGULATORY & COMM EXP	52381	10928	339.22
01/26/2024	100	140110*#	STRAND ASSOCIATES, INC	PFAS TREATMET	12818	00107	4,360.00
				ADMIN & GEN OPS-OUTSIDE ENGINEERING	52170	10923	3,240.00
				CHECK 100 140110 TOTAL FOR FUND 600:			7,600.00
01/26/2024	100	140114*	TRUCK & AUTO ELEGANCE	ADMIN & GEN OPS-TRANSP EXPS REPAIRS	52400	10921	17.50
01/26/2024	100	140115*#	TY HOFFMANN	SOURCE OPS-SAFETY	52200	10603	93.37
01/26/2024	100	140116	VENKATA CHINTAPALLI	CUSTOMER ACCOUNTS RECEIVABLE	13100	00142	52.83
01/26/2024	100	140121	WI RURAL WATER ASSOCIATION	ADMIN & GEN OPS-UTILITY MEMB & CONT	53200	10930	55.00
01/26/2024	100	140124*	XEROX CORPORATION	BILLING	53300	00903	960.62

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Fund: 600 WATER UTILITY							
02/01/2024	100	140126*#	AT&T MOBILITY	OFFICE EQUIPMENT WATER	18572	00391	3,182.34
				TELEPHONE	52330	00921	191.20
				SCADA/TELEMETARY	52100	00950	24.63
				CHECK 100 140126 TOTAL FOR FUND 600:			3,398.17
02/01/2024	100	140132*#	CINTAS CORP	OFFICE SUPPLIES & EXPENSES	53100	00921	36.59
				TRANS & DIST OPS-UNIFORMS	53410	10665	51.25
				TRANS & DIST OPS-UNIFORMS	53410	10665	51.25
				CHECK 100 140132 TOTAL FOR FUND 600:			139.09
02/01/2024	100	140134*#	FASTENAL	TRANS & DIST OPS-DIGGERS HOTLINE WATER	52450	10665	153.89
02/01/2024	100	140135	FERGUSON WATERWORKS #1476	TRANS & DIST MAINT-TRANS& DISTR MAINS	52400	10673	146.34
02/01/2024	100	140142*#	INTERSTATE ROOF SYSTEMS	BUILDING AND GROUNDS	52310	00623	2,875.00
02/01/2024	100	140159*#	RUEKERT & MIELKE, INC.	APPLE TREE WELL 9&10 REHAB	12824	00107	(1,000.00)
				PSC WATER RCA STUDY	52382	00928	170.00
				CHECK 100 140159 TOTAL FOR FUND 600:			(830.00)
02/01/2024	100	140161*#	STRAND ASSOCIATES, INC	LINDSAY WATER - PARK TO SWAN	12814	00107	1,940.00
02/01/2024	100	140166*	TRI-COUNTY WATERWORKS ASSOC.	ADMIN & GEN OPS-UTILITY MEMB & CONT	53200	10930	30.00
02/01/2024	100	1498 (E) *#	WE ENERGIES	ACCOUNTS PAYABLE	21100	00000	791.94
02/01/2024	100	1505 (E) *#	MUTUAL OF OMAHA	BENEFITS - LIFE INSURANCE	51340	00926	86.22
				BENEFITS - DISABILITY INSURANCE	51350	00926	111.57
				CHECK 100 1505 (E) TOTAL FOR FUND 600:			197.79
				Total for fund 600 WATER UTILITY			48,196.20

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Fund: 650 SEWER UTILITY							
01/18/2024	100	140040*	HOPE WEST	CUSTOMER ACCOUNTS RECEIVABLE	13100	00142	282.00
01/18/2024	100	140041	LAKE PEWAUKEE SANITARY DISTRICT	SEWER SERVICE CHARGE - LAKE PEWAUKEE	52341	01827	151,301.00
01/18/2024	100	140042*	LITHO-CRAFT	BILLING	53300	00903	94.00
01/18/2024	100	140048*#	RUEKERT & MIELKE, INC.	BLUEMOND SOURTH OF HARKEN #2	12899	00107	9,889.32
				SAFETY	52200	00950	989.40
				CHECK 100 140048 TOTAL FOR FUND 650:			10,878.72
01/18/2024	100	140049	SANITARY DISTRICT NO. 4	SEWER SERVICE CHARGE - BROOKFIELD	52340	01827	1,568.12
01/18/2024	100	140054	WAUKESHA WATER UTILITY	SEWER SERVICE CHARGE - WCC	52344	01827	28,265.92
01/18/2024	100	140055*	WAYNE SNYDER	CUSTOMER ACCOUNTS RECEIVABLE	13100	00142	141.00
01/26/2024	100	140070*#	CINTAS CORP	Uniforms & Protective Equipment	53410	01827	51.25
01/26/2024	100	140093*#	MARIANNE HILTUNEN	MILEAGE	53300	00921	13.10
01/26/2024	100	140094*#	MENARDS	MAINTENANCE OF PUMPING EQUIPMENT	52400	01832	28.64
				MAINTENANCE OF PUMPING EQUIPMENT	52400	01832	6.52
				CHECK 100 140094 TOTAL FOR FUND 650:			35.16
01/26/2024	100	140097*	ODP BUSINESS SOLUTIONS LLC	OFFICE SUPPLIES & EXPENSES	53100	00921	126.97
				OFFICE SUPPLIES & EXPENSES	53100	00921	15.00
				CHECK 100 140097 TOTAL FOR FUND 650:			141.97
01/26/2024	100	140110*#	STRAND ASSOCIATES, INC	Gun Club Sewer Study	12831	00107	3,575.00
01/26/2024	100	140114*	TRUCK & AUTO ELEGANCE	ADMIN & GEN OPS-TRANSP EXPS & REPAIRS	52400	10921	17.50
01/26/2024	100	140115*#	TY HOFFMANN	SAFETY	52200	01827	93.37
01/26/2024	100	140119*#	WAUK CO REGISTER OF DEEDS	Gun Club Sewer Study	12831	00107	30.00
01/26/2024	100	140122	WILLIAM/REID	MAINTENANCE OF PUMPING EQUIPMENT	52400	01832	25.00

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Fund: 650 SEWER UTILITY							
01/26/2024	100	140124*	XEROX CORPORATION	BILLING	53300	00903	960.63
02/01/2024	100	140126*#	AT&T MOBILITY	TELEPHONE	52330	00921	191.21
				SCADA/TELEMETARY	52100	00950	24.63
				OFFICE EQUIP - SEWER	18572	01372	3,182.34
				CHECK 100 140126 TOTAL FOR FUND 650:			3,398.18
02/01/2024	100	140132*#	CINTAS CORP	OFFICE SUPPLIES & EXPENSES	53100	00921	36.59
				Uniforms & Protective Equipment	53410	01827	51.25
				Uniforms & Protective Equipment	53410	01827	51.25
				CHECK 100 140132 TOTAL FOR FUND 650:			139.09
02/01/2024	100	140134*#	FASTENAL	DIGGERS HOTLINE SEWER	52450	10665	76.55
02/01/2024	100	140142*#	INTERSTATE ROOF SYSTEMS	MAINTENANCE OF GENERAL PLANT STRUCTURE	52400	01834	2,875.00
02/01/2024	100	140151*#	MENARDS	MAINTENANCE/SCS - CONTROL PANEL	52430	01831	7.37
02/01/2024	100	140152	MID CITY CORPORATION	MAINTENANCE OF COLLECTION SYSTEM	52400	01831	27,509.59
02/01/2024	100	140166*	TRI-COUNTY WATERWORKS ASSOC.	ADMIN & GEN OPS- MEMBERSHIP & CONT EDU	53200	10930	30.00
02/01/2024	100	1498 (E) *#	WE ENERGIES	POWER/NATURAL GAS	52210	01821	175.23
02/01/2024	100	1505 (E) *#	MUTUAL OF OMAHA	BENEFITS - LIFE INSURANCE	51340	00926	46.42
				BENEFITS - DISABILITY INSURANCE	51350	00926	60.08
				CHECK 100 1505(E) TOTAL FOR FUND 650:			106.50
				Total for fund 650 SEWER UTILITY			231,791.25



Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 800 CEMETERY							
02/01/2024	100	140150	MATTHEWS INTERNATIONAL	CEMETERY - OPERATING SUPPLIES	53400	54910	385.82
02/01/2024	100	140161*#	STRAND ASSOCIATES, INC	CAPITAL - ROAD RECONSTRUCTION	58200	54910	112.97
				Total for fund 800 CEMETERY			498.79
TOTAL - ALL FUNDS							1,149,209.28

'\*'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE FUND  
'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 4.**

**DATE:** February 5, 2024

**DEPARTMENT:** Planning

**PROVIDED BY:** Nick Fuchs

***SUBJECT:***

**PUBLIC HEARING,** Discussion and Possible Action Regarding a Conditional Use Permit for AP Tattoo for Property Located at N20 W22951 Watertown Road Suite 113 (PWC 0958-982-004) for the Purpose of Operating a Professional Tattoo Parlor[Fuchs]

***BACKGROUND:***

At their January 18, 2024, meeting, the Plan Commission unanimously recommended approval of a Conditional Use Permit for AP Tattoo to operate a tattoo parlor business use at N20W22951 Watertown Road, Suite 113, subject to the staff recommended conditions within the attached staff report.

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

A motion to approve the Conditional Use Permit for AP Tattoo to operate a tattoo parlor business use at N20W22951 Watertown Road, Suite 113, subject to the staff recommended conditions of approval.

**ATTACHMENTS:**

Description

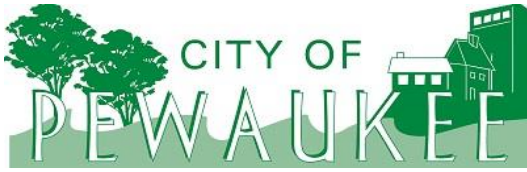
AP Tattoo staff report 1.18.24

AP Tattoo narrative

AP Tattoo floor plan

AP Tattoo lease brochure

AP Tattoo draft Conditional Use Permit



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## REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

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**Date:** January 11, 2023

**Project Name:** AP Tattoo Conditional Use Permit Application

**Project Address/Tax Key No.:** N20W22951 Watertown Road, Suite 113 / PWC 0958982004

**Applicant:** Kelsey and Alvaro Perez

**Property Owner:** PEWAUKEE RETAIL PARTNERS LLC

**Current Zoning:** B-6 Mixed Use Business District and LC Lowland Conservancy District

**2050 Land Use Map Designation:** Retail/Service Commercial

**Use of Surrounding Properties:** Kwik Trip and Accent On Dance Studios to the north, M-2 zoned property to the south, M-1 zoned property to the east, and County Highway F and vacant land to the west.

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### Project Description and Analysis

The applicant filed a Conditional Use Permit requesting approval of a tattoo parlor business use to occupy existing tenant space located at N20W22951 Watertown Road, Suite 113.

The tenant space has an area of 1,089 square feet. The proposed hours of operations are Monday through Saturday, 11:00 a.m. to 7:00 p.m. The business will be closed on Sundays.

According to the applicant, the business will initially consist of two full-time employees, but will look for a part-time tattoo artist that would be anticipated to become a full-time position. The applicant is not proposing any exterior site or building modifications other than signage. The site contains about 82 parking spaces, which are shared by all tenants.

The property is zoned B-6 Mixed Use Business District. Note there is also LC Lowland Conservancy District along the rear or south property line.

The B-6 District allows permitted and conditional uses as allowed within the B-4 and B-5 Districts as well as “Any retail, service or office use that is compatible with those uses listed above as determined by the Plan Commission.”

It can also be noted that the B-6 Mixed Use Business District “is intended to provide for the orderly and attractive grouping of buildings which encompass more than one type of nonindustrial business use which are compatible from a traffic, density and general use standpoint.”

The B-4 District generally permits office use. The district intent states:

“The B-4, Office District is intended to provide for Individual or limited office, professional, and special service uses where the office activity would be compatible with neighborhood residential uses and not necessarily exhibit the intense activity of other business districts.”

The B-5 District generally permits auto sales and services type uses as well as building supply stores, motels and hotels, restaurants, transit stations, and commercial kennels. The B-5 District intent is below for review.

“The B-5, Highway Business District is intended to provide for the orderly and attractive grouping at appropriate locations along principal highway routes of those businesses and customer service establishments which are logically related to and dependent upon highway traffic or which are specifically designed to serve the needs of such traffic.”

It can further be noted that 2017 Act 67 made changes regarding Conditional Use Permits (see requirements below). The applicant has provided detailed information related to the proposed business use and staff does not find that the proposed use would have any adverse impacts to the site, other existing uses or adjacent properties, assuming recommended conditions of approval may be met.

**(de) Conditional use permits.**

**1. In this paragraph:**

- a.** “Conditional use” means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.
- b.** “Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

**2.**

- a.** If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.
  - b.** The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.
- 3.** Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.
  - 4.** Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.
  - 5.** If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.

## Recommendation

Staff recommends approval of the proposed Conditional Use Permit for a tattoo parlor business use within tenant space located at N20W22951 Watertown Road, Suite 113, subject to the following conditions:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed tattoo parlor use, including but not limited to the State of Wisconsin Department of Safety and Professional Services.
2. All tattooists and body piercers shall hold a practitioner's license as issued by the State of Wisconsin Department of Safety and Professional Services.
3. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
4. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.



**Alvaro Perez**

Professional Tattoo Artist | alv\_119@hotmail.com | (331) 803-1315 | Oconomowoc, WI 53066

**Kelsey Perez**

Innovation Manager and Sr. Product Development Specialist | knjumper@gmail.com  
(331) 980-5894 | Oconomowoc, WI 53066

Dear Plan Commission Member or To Whom It May Concern,

Thank you for your time today. As husband and wife, proud parents, accomplished working professionals, and aspiring small business owners, we confidently stand before you requesting that our tattoo parlor and art studio, AP Tattoo, be approved to join the other small businesses in this wonderful city of Pewaukee. Our business will create jobs, inspire creativity, add diversity to the city, boost local economic growth, and promote community involvement. AP Tattoo meets all criteria as stated in the City of Pewaukee Municipal Code Chapter 17.0422 B-6, Mixed Use Business District, and Alvaro Perez has complied with Wisconsin Statutes and was granted a permit to operate as a Certified Tattooist in the State of Wisconsin as of December 6th, 2023.

At AP Tattoo, we believe that every tattoo has the potential to represent a significant and transformative experience in someone's life, and we are committed to creating beautiful, meaningful, tattoos for our clients. We believe that tattooing is not just an art form, but a tool for personal empowerment. This establishment will be proudly operated by Alvaro and Kelsey Perez, and we plan to expand our team overtime as we see fit. Alvaro has been tattooing professionally for almost 10 years and has a strong customer base that guarantees our business's success. Kelsey has been working in research and development for over 10 years and has earned two degrees - an Associates of Applied Science and a Bachelors in Project Management - qualifying her as a successful manager for this business. AP Tattoo's regular operating hours will be Monday through Saturday 11am - 7pm and closed on Sunday. We plan to close or close early on all major holidays.

Our goal is to bring creativity, individuality, friendship, and a place of belonging to the community. Tattooing is a spiritually healing art form where one artist does not fit everyone, and a single tattoo can change a person's life - that is why Alvaro Perez and our business, AP Tattoo, are a vital and unique addition to Pewaukee. Your acceptance and blessing of our tattoo shop will not only positively affect the city and community, but it will also provide for and support our beautiful family of four. Alvaro and Kelsey have put in countless hours to make AP Tattoo a reality, and we truly hope that you take part in welcoming our new business into the beautiful and growing city of Pewaukee.

Sincerely,

Alvaro and Kelsey Perez

## Problem & Solution

### Problem Worth Solving

AP Tattoos will provide a unique solution for tattoo enthusiasts in the Milwaukee suburb of Pewaukee by bringing recognized talent into an underserved market. Currently, those seeking quality tattoo work have limited options or need to travel 30+ minutes to Milwaukee, Madison, or even as far as Chicago.

Tattooing is an art form with roots dating back thousands of years. While the imagery has evolved, the core human desire for personal expression through body art has not. As tattoos become more culturally accepted, the popularity has grown exponentially. However, most artists work as contractors under the employ of tattoo shops that heavily control scheduling and limit creative freedom in exchange for space, equipment, and promotion.

Alvaro Perez recognized that by pairing his business acumen with the creative passions of a talented artist like himself, he could create an ideal situation fostering creativity and freedom while eliminating the typical burdens faced by new artists trying to establish themselves. With a built-in customer base and strong promotion as an extension of AP Tattoos trusted brand, a resident artist can focus purely on the artistry while benefiting from the shop's steady flow of patrons.

### Our Solution

As a society, we have collectively endured a significant amount of stress in recent years. Tattoos have proven to be an immensely cathartic medium, serving as powerful reminders of our resilience. They represent our ability to overcome challenging circumstances, showcasing our inner strength and perseverance. In fact, tattoos often become tributes, symbolic representations of an individual's unique journey. Many individuals have even sought tattoos as a way to honor those they have lost during the pandemic. The process of getting a tattoo elicits a physiological response, triggering the release of norepinephrine, serotonin, and endorphins, while simultaneously reducing cortisol levels. This reaction promotes a sense of tranquility and effectively alleviates stress. In light of this, people are yearning for meaningful connections and are seeking a tangible symbol of their resilience and triumph over adversity.

## Target Market

The Tattoo Artists industry in the US has experienced steady growth, with an average annual increase of 3.8% between 2017 and 2022. This is indicative of a thriving market with promising opportunities.

When it comes to tattoos, people have diverse motivations that drive them to get inked. Many view tattoos as a way to honor or remember someone or something dear to them, with an impressive 69% of tattooed adults considering this a significant reason behind their choice. Furthermore, 47% of individuals with tattoos use their body art as a means to express their beliefs and values, making a bold statement. Additionally, a considerable 32% of people choose to get tattoos to enhance their personal appearance, embracing body art as a form of self-expression and confidence.

It is fascinating to observe that there is a gender disparity in tattoo prevalence, with 38% of women having at least one tattoo, surpassing the 27% rate among men. This trend becomes even more pronounced within specific age groups, with 56% of women aged 18 to 29 and 53% of women aged 30 to 49 proudly sporting tattoos.

Moreover, it is worth noting the variation in tattoo rates among different racial and ethnic groups. Black Americans exhibit a higher tattoo rate, with 39% embracing tattoos as a form of self-expression. Among Hispanic individuals, the figures stand at 35%, while it is 32% for White individuals. Asian Americans, on the other hand, have a lower tattoo rate of 14%, showcasing the unique preferences and cultural differences that contribute to the vibrant tattoo industry.

## Competition

### Current Alternatives

AP Tattoo distinguishes itself from its competitors, such as Pewaukee Tattoo Parlour, Floaty Tattoo, and Custom Tattoo, by emphasizing a professional, hygienic, and inclusive tattoo experience for all individuals. Unlike Pewaukee Tattoo, which operates on an appointment-only basis, AP Tattoo welcomes walk-ins, ensuring that curious and enthusiastic potential clients have the opportunity to explore their first tattoo experience. At AP Tattoo, we recognize that one's affinity for tattoos often begins with a small piece, allowing individuals to gauge their pain tolerance and gradually work towards larger designs in the future.

What sets AP Tattoo apart from Floaty Tattoo is our commitment to providing personal and private work areas. We understand that getting a tattoo is a deeply personal experience that can leave individuals feeling vulnerable. It is our obligation to ensure that each client feels respected and comfortable, allowing them to



personalize their tattoo experience. Our work stations are thoughtfully separated from the storefront windows, ensuring that your tattoo session remains private and not on public display.

Lastly, AP Tattoo distinguishes itself from Custom Tattoo by offering a diverse selection of custom flash designs and the option for clients to choose smaller or "filler" pieces. We understand that some clients may need inspiration to determine their desired larger design or use a small flash piece as a starting point for a full sleeve. By offering flash designs, we provide clients with the convenience of walking in and selecting a design they love, possibly leading to an immediate tattoo session. This flexibility can greatly impact client retention, as individuals who initially visit the shop out of curiosity may be enticed by a flash design and choose to become walk-in clients.

In conclusion, AP Tattoo upholds stringent standards while presenting a wide array of tattoo design possibilities and experiences. At AP Tattoo, no individual or idea is turned away. We prioritize making this tattoo experience truly personal and tailored to each client's preferences and desires.

## **Our Advantages**

AP Tattoos aims to implement a compelling strategy that not only attracts new tattoo enthusiasts but also captivates seasoned tattoo collectors. Our goal is to create an enticing environment and offer products and services that are irresistible to both customer segments. By doing so, we plan to establish long-lasting relationships with local clients who may initially seek only one tattoo, transforming them into loyal, repeat customers. Our strategy includes:

- Providing competitively-priced introductory tattoos, specially designed to entice and engage "tattoo newbies" looking to venture into the world of body art.
- Maintaining a team of highly skilled and talented artists who are dedicated to delivering exceptional work, ensuring that tattoo collectors are consistently impressed and eager to return.
- Offering a diverse selection of custom designs in various styles, catering to a wide range of preferences. This approach allows us to cater to the individual tastes and desires of each customer, broadening our appeal and capturing a larger market share.
- Expanding our revenue streams by offering additional products featuring designs by our esteemed tattoo artists. This not only generates extra income for our business but also allows our customers to showcase their affinity for body art through various merchandise.

## Marketing & Sales

### Marketing Plan

The marketing strategy of the business entails targeting a diverse range of potential customers in the Pewaukee area. Prior to the launch, the following tactics will be implemented:

- Printing multiple flyers to advertise the grand opening of the business. These flyers will be distributed in the vicinity of the shop, at local establishments, and handed out at events and on the street during the week leading up to the launch.
- Developing a basic website that includes contact information, directions, pricing for services, artist galleries showcasing their artwork, and images of products available for purchase in the shop along with their respective prices.
- Listing the website on search engines, local business databases, tattoo shop databases, and the Yellow Pages.
- Running advertisements in local newspapers to promote the grand opening.
- The grand opening itself will span five days and feature a promotional offer of a 25% discount (\$45) on introductory tattoos.
- As part of ongoing marketing efforts:
  - Business cards will continue to be distributed.
  - Flyers will be periodically printed to promote discounts and new products, which will then be posted in the surrounding area.
  - The website will be regularly updated with new products and artwork.

### Sales Plan

Sales at AP Tattoos will be driven by a comprehensive strategy that maximizes word-of-mouth promotion. As part of this approach, we will provide clients with business cards to share with friends when they discuss their new tattoos. By distributing these cards and retaining client information, we can expand our customer base through personal referrals. In addition to leveraging word-of-mouth, our artists will actively promote their work in various settings. This includes wearing AP Tattoos shirts at parties, events, and during their daily interactions. By doing so, they will seize every opportunity to engage with potential clients and distribute business cards to interested individuals. Beyond these efforts, we will prioritize the health and satisfaction of our customers. Our receptionist will personally follow up with each client after a week to inquire about the healing process and express gratitude for their patronage. This personalized touch not only ensures customer satisfaction but also enhances our reputation as a caring and professional establishment. By combining these sales strategies, AP Tattoos will not only attract new clients but also foster loyalty among existing customers. We are

committed to providing an exceptional experience that extends beyond the tattoo itself, leaving a lasting impression on everyone we serve.

## **Operations**

### **Locations & Facilities**

We are seeking to establish our presence in a strategically chosen location, ideally spanning between 1,200 to 1,500 square feet. Our aim is to secure a spot that offers high visibility from the main road and experiences significant foot traffic. By situating our tattoo parlor and art studio within a thriving retail center, we can leverage the power of eye-catching signage to attract potential customers. This strategic positioning not only increases our chances of drawing in curious passersby but also enhances the credibility of our talented artists. Additionally, locating our business in close proximity to popular shopping destinations will entice individuals who may not have previously considered getting a tattoo, ultimately increasing footfall to our establishment. With a prime location, we can capture the attention of a wide range of clients and establish a successful presence in the Pewaukee community.

The proposed location for AP Tattoo is located in the Pewaukee Plaza located at N20W22951 Watertown Rd, Waukesha, WI 53186. This plaza is the perfect fit for our tattoo shop for the following reasons:

- 1. Ample Parking:** Over 50 parking spaces shared by all tenants in the plaza.
- 2. Great Traffic Counts:** Hwy F 34,700 VPD | Watertown Road 10,400 VPD
- 3. Advantageous Current Tenants:** Biggby Coffee, Jimmy Johns, Snack Depot, and The Crossings Restaurant offer food and beverages which is vital to a successful tattoo experience. Clients are required to eat and drink plenty of fluids prior to their appointment, and having these current tenants as our neighbors is beneficial for the health of our clients as well as the financial success of our business, and for the entire plaza.
- 4. Zoning Allows for Wide Range of Usages**

## **Technology**

The INKbusiness software platform is a robust tool specifically designed to efficiently manage tattoo studios. With its user-friendly interface, the platform offers a wide range of features, including appointment scheduling, customer relationship management, artist management, and financial reporting.

In addition to these features, INKbusiness provides a convenient mobile app that enables studio owners to manage their operations from anywhere.

To streamline our payment processes, we will be implementing the LightSpeed POS system. This system allows us to accept various payment methods, including cash, credit/debit cards, and online payments for shop merchandise and tattoo aftercare supplies. By integrating the payment system with the POS system, we can automate transaction amounts, resulting in faster and more efficient checkouts for our customers, providing them with a seamless experience.

## **Equipment & Tools**

Tattoo Machines - Coil or Rotary

Grommets

Rubber Bands

Disposable Nitrile Gloves - Medical Grade, Latex - Free, No Powder

Tattoo Needles / Cartridges - Turbo, shader, flat, round, and magnum. Special types like cartridge needles and textured needles also exist for those more advanced tattooists. Within each category, you find various sizes.

Grips, Tubes, and Tips - Grips will be required when tattooing in order to ensure a steady hand with every tattoo - it is up to the artist whether they would like to use disposable or metal reusable ones. Tips and tubes help you accurately insert the needle into your machine, ensure optimal ink flow, and aid in safe cleaning. You should always choose easy-to-clean tubes and tips, so you don't risk damaging your carefully selected needles.

Barrier Gel - This seals stencils to your client's skin, decreases heat, reduces needle burn, and vastly improves ink saturation.

Tattoo Ink and Ink Cups

Water Cups

Paper Towels

Petroleum Jelly/Ointment - Including numbing cream and ointment.

Rubbing Alcohol

Opti-cide Disinfectant/Surface Sterilizer

Sharps Disposal Containers

Medical Grade Waste Disposal

Surgical Drapes - Cover work areas/surfaces

Barrier Film - To hold surgical drapes in place

Arm Rests - To position clients comfortably while being tattooed

Adjustable Chair/ Tattoo Table - For clients to lay on while being tattooed

Work Station - Tool box to store supplies and materials for each artist. Top of the toolbox to be used for set up of inks, machines, and overall setup for a client tattoo.

Adjustable Lights/Light Headbands - For optimal precision and clarity

Stencil Paper and Stencil Printer

Editing Tools - iPad with applications such as Auto Desk, Procreate, and other drawing/editing software.

Markers - Skin-safe to draw stencils on clients prior to tattooing.

## Milestones & Metrics

**1. Average Tattoo Price** - Total sales divided by number of customers. By tracking the average revenue per customer, you can see how much each customer is spending at your shop, allowing you to identify the areas with high and low revenue streams.

*Average revenue per customer = Total revenue generated / Number of customers*

**2. Customer Satisfaction** - Tracking the customer satisfaction rating lets you know how well your business is performing in terms of customer service and quality of work. It is important to aim for high scores, as they will help to attract new customers.

**3. Number of Custom Designs Created** - Tracking the number of custom tattoo designs created is a crucial KPI metric for tattoo shops. It helps to measure the creativity and efficiency of the tattoo artists in producing unique and personalized designs for their clients.

*Number of custom designs created = Total number of custom designs / Total number of tattoo artists*

**4. New Customers** - The number of new customers acquired KPI is crucial for tattoo shops looking to expand their customer base. The metric helps managers identify the most effective marketing strategies for customer acquisition and evaluate the effectiveness of current marketing strategies. This KPI can also be used to evaluate the performance of sales staff or determine the need to deploy more resources to attract potential customers.

*(New Customers - Lost Customers) / Total Customers*

**5. Percent of Returning Customers** - Measuring the percentage of repeat customers will show how many people return to your business and how loyal they are to it. This will affect your revenue in the long run, so it's important to understand it.

*(Number of repeat customers ÷ Total customers) x 100 = Percentage of repeat customers.*

**6. Percentage of Revenue Generated from Ancillary Products** - Percentage of revenue generated from ancillary products refers to the portion of a tattoo shop's total revenue that comes from products or services other than tattooing. This KPI is useful for evaluating the effectiveness of a shop's merchandising strategy, as well as its ability to generate additional revenue from non-core products and services.

*(Revenue from ancillary products / Total Revenue) x 100*

**7. Average Time in Shop** - Tattoo shops can use this KPI to identify areas where the tattooing process can be improved, such as reducing the time it takes to complete a tattoo or identifying bottlenecks in the tattooing process. This can lead to improved customer satisfaction and increased revenue for the tattoo shop.

*Average Time for Tattoo Completion = Total Time Taken to Complete All Tattoos /  
Number of Tattoos Completed*

**8. Estimated Amount of Customers Per Day** - Depending on the size and details of the tattoo itself, we are expecting a minimum of 3-5 customers per day.

# Company Overview

## Ownership & Structure

The owners of AP Tattoos are Alvaro Perez and Kelsey Perez, who have been married for six years. Alvaro will serve as the primary tattoo artist and will be responsible for strategic planning, direct sales efforts, contracting, collaborating with the employed tattoo artists, and overseeing day-to-day operations. He will have the final decision-making authority when it comes to selecting designs for additional products. Kelsey will be in charge of managing the reception area, purchasing supplies and inventory management, handling phone and email inquiries, overseeing marketing efforts, managing bookkeeping and accounting tasks, managing payroll, handling insurance matters, and other administrative requirements. She will work in both the reception area and the office of the business as needed. The second tattoo artist to join AP Tattoos will initially work part-time and will quickly transition to full-time hours. Their compensation will be directly tied to the services they provide, with a 40% commission on tattoos performed and sales of designed products. Alvaro will supervise this artist and will seek an experienced professional with an established portfolio and customer base, who values the opportunity to focus solely on their craft without having to deal with the business operations and overhead concerns, which Alvaro and Kelsey will handle. AP Tattoos will operate as an LLC, as Alvaro and Kelsey are the sole owners of the business and will be personally liable for all debts and obligations of the business.

## Shop Hours

**Monday** 11am - 7pm

**Tuesday** 11am - 7pm

**Wednesday** 11am - 7pm

**Thursday** 11am - 7pm

**Friday** 11am - 7pm

**Saturday** 11am - 7pm

**Sunday** CLOSED

We will be closed or may close the shop early on all major holidays.



## Team

The management team at AP Tattoos brings a diverse set of skills and experience to successfully operate the tattoo parlor and art studio. With over seven years of tattoo experience, owner Alvaro Perez leads the talented team of tattoo artists. His dedication to his craft ensures customers receive high quality tattoo work.

Complementing Alvaro's artistic skills, his wife Kelsey Perez draws from her business education and project management experience to manage the business operations. Her organizational strengths and attention to detail are invaluable for running the financials, marketing, and general business management.

Together, Alvaro and Kelsey form a management team combining artistic talent and business acumen. Additional managers will be added to the team as the business grows and can benefit from more specialized roles. However, for a lean startup, Alvaro and Kelsey capably cover the diverse skills needed to manage AP Tattoos successfully.

# Financial Plan

## Forecast

We have made the following key assumptions in creating our financial forecasts for AP Tattoos:

- We expect steady growth in the tattoo industry nationwide as tattoos become more socially accepted.
- We anticipate being able to capture approximately 5% market share in our local area within the first year based on competitive research.
- Our average tattoo session price is forecasted to be \$150 plus tip, in line with current industry averages for custom work by reputable artists.
- We forecast total employee costs including payroll, benefits, and taxes to be approximately 30% of revenues - once our business grows and we gain additional artists/team members.
- Our rent and utilities are projected to account for 15% of revenues based on current commercial real estate rates.
- Cost of tattoo supplies is estimated at 5% of revenues.
- Marketing costs are budgeted at 10% of revenues to drive awareness and trial of our new studio.
- We aim to achieve a sustainable 30% profit margin once the studio matures after the first year of operations.

These assumptions draw upon thorough market research, financial analysis, and conservative growth estimates. We have high confidence in the accuracy of our projections, but will adjust key drivers as needed based on actual performance.

## Financing

### Use of Funds

The funds raised will be allocated towards several key areas in order to support the successful establishment and operation of AP Tattoos. These areas include the purchase of tattoo equipment and art supplies, marketing expenses to promote the opening, and working capital for daily operational expenses. To begin with, a portion of the funds will be dedicated to the purchase of high-quality tattoo equipment and art supplies. By investing in top-notch equipment from leading suppliers, such as tattoo machines, needles, and inks, as well as drawing materials, canvases, and paints, AP Tattoos will ensure that its artists have access to all the necessary tools to create exceptional tattoos and artwork. Furthermore, a significant portion of the funds will be allocated towards marketing expenses. These expenses will be utilized to build awareness and generate customer traffic

leading up to the grand opening. Specifically, funds will be invested in strategic social media advertising campaigns, local radio spots, newspaper ads, distribution of flyers, and the organization of engaging grand opening events. These marketing activities aim to not only attract a wide customer base but also establish AP Tattoos as a prominent and reputable tattoo parlor and art studio in the area. In addition, a portion of the funds will be dedicated to cover working capital and operating expenses. This includes essential costs such as rent, utilities, insurance, salaries, and other day-to-day expenses that are critical to the smooth operation of the business. By carefully managing the working capital, AP Tattoos will be able to ensure stability and effectively handle cash flow during the initial stages of the business. Lastly, a portion of the funds will be allocated towards decorating the retail space. This transformation will take a vacant storefront and turn it into a warm and inviting tattoo parlor. The funds will be utilized for installation of lighting, acquisition of furniture, and the finishing touches of the interior design. The end result will be a visually appealing and comfortable environment that will provide customers with a positive experience during their visit. Overall, the careful allocation of funds towards these various areas will provide AP Tattoos with the necessary resources to successfully open the tattoo parlor and art studio, hire talented staff members, acquire essential equipment and supplies, effectively promote the business, and support day-to-day operations. This strategic investment is integral to AP Tattoo's mission of becoming a premier establishment in Waukesha and beyond.

### **Sources of Funds**

The initial funding for AP Tattoo will come from a \$10,000 loan that has already been approved, as well as \$5,000 in personal funds from the owners' savings accounts. This provides the business with \$15,000 in startup capital to cover initial expenses and operating costs as we establish the business.

After the first 6 months of operations, we intend to secure an additional small business line of credit of up to \$20,000 from our bank to assist with any cash flow needs as the business continues to grow and take on more customers. This line of credit will only be accessed on an as-needed basis for operating expenses and inventory.

Within the first 3 years of operations, we plan to explore additional funding options as necessary including business credit cards or applying for small business grants in order to fund growth plans including expanding staff, additional equipment purchases, and marketing campaigns. Ongoing operations will be funded through cash flow generated by tattoo services and retail art sales. We will reinvest a portion of profits each month to build up capital reserves, pay down any outstanding debt, and fund future growth opportunities.

## Statements (Estimated)

### Projected Profit and Loss

	2024	2025	2026
<b>Revenue</b>	<b>\$52,200</b>	<b>\$64,200</b>	<b>\$77,400</b>
<b>Direct Costs</b>	<b>\$11,900</b>	<b>\$9,600</b>	<b>\$9,600</b>
Gross Margin	\$40,300	\$54,600	\$67,800
<b>Gross Margin %</b>	<b>77%</b>	<b>85%</b>	<b>88%</b>
<b>Operating Expenses</b>			
Salaries & Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362	\$1,416	\$1,472
Security Deposit	\$1,936		
<b>Total Operating Expenses</b>	<b>\$3,298</b>	<b>\$1,416</b>	<b>\$1,472</b>
<b>Operating Income</b>	<b>\$37,002</b>	<b>\$53,184</b>	<b>\$66,328</b>
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$5,661	\$8,137	\$10,149
<b>Total Expenses</b>	<b>\$20,859</b>	<b>\$19,153</b>	<b>\$21,221</b>
<b>Net Profit</b>	<b>\$31,341</b>	<b>\$45,047</b>	<b>\$56,179</b>
<b>Net Profit / Sales</b>	<b>60%</b>	<b>70%</b>	<b>73%</b>

## Projected Balance Sheet (Estimated)

	2024	2025	2026
Cash	\$32,113	\$77,453	\$133,785
Accounts Receivable	\$1,483	\$1,884	\$2,586
Inventory			
Other Current Assets			
<b>Total Current Assets</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>
Long-Term Assets			
Accumulated Depreciation			
<b>Total Long-Term Assets</b>			
<b>Total Assets</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>
Accounts Payable	\$198	\$176	\$203
Income Taxes Payable	\$1,392	\$1,943	\$2,537
Sales Taxes Payable	\$665	\$830	\$1,064
Short-Term Debt			
Prepaid Revenue			
<b>Total Current Liabilities</b>	<b>\$2,255</b>	<b>\$2,949</b>	<b>\$3,804</b>
Long-Term Debt			
<b>Long-Term Liabilities</b>			
<b>Total Liabilities</b>	<b>\$2,255</b>	<b>\$2,949</b>	<b>\$3,804</b>
Paid-In Capital			
Retained Earnings		\$31,341	\$76,388
Earnings	\$31,341	\$45,047	\$56,179
<b>Total Owner's Equity</b>	<b>\$31,341</b>	<b>\$76,388</b>	<b>\$132,567</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>

## Projected Cash Flow Statement (Estimated)

	2024	2025	2026
<b>Net Cash Flow from Operations</b>			
Net Profit	\$31,341	\$45,047	\$56,179
Depreciation & Amortization			
Change in Accounts Receivable	(\$1,483)	(\$401)	(\$702)
Change in Inventory			
Change in Accounts Payable	\$198	(\$22)	\$27
Change in Income Tax Payable	\$1,392	\$551	\$594
Change in Sales Tax Payable	\$665	\$165	\$234
Change in Prepaid Revenue			
<b>Net Cash Flow from Operations</b>	<b>\$32,113</b>	<b>\$45,340</b>	<b>\$56,332</b>
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold			
<b>Net Cash from Investing</b>			
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
<b>Net Cash from Financing</b>			
Cash at Beginning of Period	\$0	\$32,113	\$77,453
Net Change in Cash	\$32,113	\$45,340	\$56,332
<b>Cash at End of Period</b>	<b>\$32,113</b>	<b>\$77,453</b>	<b>\$133,785</b>

# Appendix (Estimated)

## Profit and Loss Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Total Revenue	\$3,700	\$4,200	\$4,300	\$4,400	\$4,500	\$4,600	\$4,700	\$4,800	\$4,900	\$4,700	\$3,700	\$3,700
Total Direct Costs	\$1,200	\$1,000	\$900	\$900	\$1,000	\$1,000	\$1,100	\$900	\$900	\$1,100	\$1,000	\$900
Gross Margin	\$2,500	\$3,200	\$3,400	\$3,500	\$3,500	\$3,600	\$3,600	\$3,900	\$4,000	\$3,600	\$2,700	\$2,800
Gross Margin %	68%	76%	79%	80%	78%	78%	77%	81%	82%	77%	73%	76%
Operating Expenses												
Salaries and Wages	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362											
Security Deposit	\$1,936											
Total Operating Expenses	\$3,298	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Income	(\$798)	\$3,200	\$3,400	\$3,500	\$3,500	\$3,600	\$3,600	\$3,900	\$4,000	\$3,600	\$2,700	\$2,800
Income Taxes	\$0	\$368	\$520	\$535	\$536	\$551	\$550	\$597	\$612	\$551	\$413	\$428
Total Expenses	\$4,498	\$1,368	\$1,420	\$1,435	\$1,536	\$1,551	\$1,650	\$1,497	\$1,512	\$1,651	\$1,413	\$1,328
Net Profit	(\$798)	\$2,832	\$2,880	\$2,965	\$2,964	\$3,049	\$3,050	\$3,303	\$3,388	\$3,049	\$2,287	\$2,372
Net Profit / Sales	(22%)	67%	67%	67%	66%	66%	65%	69%	69%	65%	62%	64%

## AP Tattoo

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
<b>Total Revenue</b>	<b>\$4,700</b>	<b>\$5,200</b>	<b>\$5,300</b>	<b>\$5,400</b>	<b>\$5,500</b>	<b>\$5,600</b>	<b>\$5,700</b>	<b>\$5,800</b>	<b>\$5,900</b>	<b>\$5,700</b>	<b>\$4,700</b>	<b>\$4,700</b>
<b>Total Direct Costs</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>	<b>\$800</b>
Gross Margin	\$3,900	\$4,400	\$4,500	\$4,600	\$4,700	\$4,800	\$4,900	\$5,000	\$5,100	\$4,900	\$3,900	\$3,900
<b>Gross Margin %</b>	<b>83%</b>	<b>85%</b>	<b>85%</b>	<b>85%</b>	<b>85%</b>	<b>86%</b>	<b>86%</b>	<b>86%</b>	<b>86%</b>	<b>86%</b>	<b>83%</b>	<b>83%</b>
<b>Operating Expenses</b>												
Salaries and Wages	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,416											
Security Deposit												
<b>Total Operating Expenses</b>	<b>\$1,416</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Operating Income</b>	<b>\$2,484</b>	<b>\$4,400</b>	<b>\$4,500</b>	<b>\$4,600</b>	<b>\$4,700</b>	<b>\$4,800</b>	<b>\$4,900</b>	<b>\$5,000</b>	<b>\$5,100</b>	<b>\$4,900</b>	<b>\$3,900</b>	<b>\$3,900</b>
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$380	\$674	\$688	\$704	\$719	\$734	\$750	\$765	\$780	\$750	\$597	\$596
<b>Total Expenses</b>	<b>\$2,596</b>	<b>\$1,474</b>	<b>\$1,488</b>	<b>\$1,504</b>	<b>\$1,519</b>	<b>\$1,534</b>	<b>\$1,550</b>	<b>\$1,565</b>	<b>\$1,580</b>	<b>\$1,550</b>	<b>\$1,397</b>	<b>\$1,396</b>
<b>Net Profit</b>	<b>\$2,104</b>	<b>\$3,726</b>	<b>\$3,812</b>	<b>\$3,896</b>	<b>\$3,981</b>	<b>\$4,066</b>	<b>\$4,150</b>	<b>\$4,235</b>	<b>\$4,320</b>	<b>\$4,150</b>	<b>\$3,303</b>	<b>\$3,304</b>
<b>Net Profit / Sales</b>	<b>45%</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>70%</b>	<b>70%</b>



	2024	2025	2026
<b>Total Revenue</b>	<b>\$52,200</b>	<b>\$64,200</b>	<b>\$77,400</b>
<b>Total Direct Costs</b>	<b>\$11,900</b>	<b>\$9,600</b>	<b>\$9,600</b>
Gross Margin	\$40,300	\$54,600	\$67,800
<b>Gross Margin %</b>	<b>77%</b>	<b>85%</b>	<b>88%</b>
<b>Operating Expenses</b>			
Salaries and Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362	\$1,416	\$1,472
Security Deposit	\$1,936		
<b>Total Operating Expenses</b>	<b>\$3,298</b>	<b>\$1,416</b>	<b>\$1,472</b>
<b>Operating Income</b>	<b>\$37,002</b>	<b>\$53,184</b>	<b>\$66,328</b>
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$5,661	\$8,137	\$10,149
<b>Total Expenses</b>	<b>\$20,859</b>	<b>\$19,153</b>	<b>\$21,221</b>
<b>Net Profit</b>	<b>\$31,341</b>	<b>\$45,047</b>	<b>\$56,179</b>
<b>Net Profit / Sales</b>	<b>60%</b>	<b>70%</b>	<b>73%</b>

## Balance Sheet (With Monthly Detail- Estimated)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash	(\$1,088)	\$1,373	\$4,947	\$7,090	\$10,820	\$14,633	\$16,108	\$20,188	\$24,417	\$25,849	\$29,131	\$32,113
Accounts Receivable	\$1,484	\$1,684	\$1,724	\$1,764	\$1,804	\$1,844	\$1,884	\$1,924	\$1,965	\$1,884	\$1,484	\$1,483
Inventory												
Other Current Assets												
<b>Total Current Assets</b>	<b>\$396</b>	<b>\$3,057</b>	<b>\$6,671</b>	<b>\$8,854</b>	<b>\$12,624</b>	<b>\$16,477</b>	<b>\$17,992</b>	<b>\$22,112</b>	<b>\$26,382</b>	<b>\$27,733</b>	<b>\$30,615</b>	<b>\$33,596</b>
<b>Total Assets</b>	<b>\$396</b>	<b>\$3,057</b>	<b>\$6,671</b>	<b>\$8,854</b>	<b>\$12,624</b>	<b>\$16,477</b>	<b>\$17,992</b>	<b>\$22,112</b>	<b>\$26,382</b>	<b>\$27,733</b>	<b>\$30,615</b>	<b>\$33,596</b>
Accounts Payable	\$990	\$220	\$198	\$198	\$220	\$220	\$242	\$198	\$198	\$242	\$220	\$198
Income Taxes Payable	\$0	\$368	\$888	\$535	\$1,071	\$1,622	\$550	\$1,147	\$1,759	\$551	\$964	\$1,392
Sales Taxes Payable	\$204	\$435	\$671	\$242	\$490	\$743	\$258	\$522	\$792	\$258	\$462	\$665
Short-Term Debt												
Prepaid Revenue												
<b>Total Current Liabilities</b>	<b>\$1,194</b>	<b>\$1,023</b>	<b>\$1,757</b>	<b>\$975</b>	<b>\$1,781</b>	<b>\$2,585</b>	<b>\$1,050</b>	<b>\$1,867</b>	<b>\$2,749</b>	<b>\$1,051</b>	<b>\$1,646</b>	<b>\$2,255</b>
<b>Total Liabilities</b>	<b>\$1,194</b>	<b>\$1,023</b>	<b>\$1,757</b>	<b>\$975</b>	<b>\$1,781</b>	<b>\$2,585</b>	<b>\$1,050</b>	<b>\$1,867</b>	<b>\$2,749</b>	<b>\$1,051</b>	<b>\$1,646</b>	<b>\$2,255</b>
Paid-In Capital												
Retained Earnings												
Earnings	(\$798)	\$2,034	\$4,914	\$7,879	\$10,843	\$13,892	\$16,942	\$20,245	\$23,633	\$26,682	\$28,969	\$31,341
<b>Total Owner's Equity</b>	<b>(\$798)</b>	<b>\$2,034</b>	<b>\$4,914</b>	<b>\$7,879</b>	<b>\$10,843</b>	<b>\$13,892</b>	<b>\$16,942</b>	<b>\$20,245</b>	<b>\$23,633</b>	<b>\$26,682</b>	<b>\$28,969</b>	<b>\$31,341</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$396</b>	<b>\$3,057</b>	<b>\$6,671</b>	<b>\$8,854</b>	<b>\$12,624</b>	<b>\$16,477</b>	<b>\$17,992</b>	<b>\$22,112</b>	<b>\$26,382</b>	<b>\$27,733</b>	<b>\$30,615</b>	<b>\$33,596</b>

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	\$34,079	\$38,253	\$41,612	\$43,891	\$48,854	\$53,922	\$56,030	\$61,309	\$66,694	\$68,735	\$73,295	\$77,453
Accounts Receivable	\$1,884	\$2,085	\$2,125	\$2,165	\$2,205	\$2,245	\$2,285	\$2,325	\$2,366	\$2,285	\$1,884	\$1,884
Inventory												
Other Current Assets												
<b>Total Current Assets</b>	<b>\$35,964</b>	<b>\$40,338</b>	<b>\$43,737</b>	<b>\$46,056</b>	<b>\$51,059</b>	<b>\$56,167</b>	<b>\$58,315</b>	<b>\$63,634</b>	<b>\$69,059</b>	<b>\$71,020</b>	<b>\$75,179</b>	<b>\$79,337</b>
<b>Total Assets</b>	<b>\$35,964</b>	<b>\$40,338</b>	<b>\$43,737</b>	<b>\$46,056</b>	<b>\$51,059</b>	<b>\$56,167</b>	<b>\$58,315</b>	<b>\$63,634</b>	<b>\$69,059</b>	<b>\$71,020</b>	<b>\$75,179</b>	<b>\$79,337</b>
Accounts Payable	\$488	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176
Income Taxes Payable	\$1,772	\$2,446	\$1,742	\$704	\$1,423	\$2,157	\$750	\$1,515	\$2,295	\$750	\$1,347	\$1,943
Sales Taxes Payable	\$259	\$545	\$836	\$297	\$600	\$908	\$313	\$632	\$957	\$313	\$572	\$830
Short-Term Debt												
Prepaid Revenue												
<b>Total Current Liabilities</b>	<b>\$2,519</b>	<b>\$3,167</b>	<b>\$2,754</b>	<b>\$1,177</b>	<b>\$2,199</b>	<b>\$3,241</b>	<b>\$1,239</b>	<b>\$2,323</b>	<b>\$3,428</b>	<b>\$1,239</b>	<b>\$2,095</b>	<b>\$2,949</b>
Long-Term Debt												
<b>Long-Term Liabilities</b>												
<b>Total Liabilities</b>	<b>\$2,519</b>	<b>\$3,167</b>	<b>\$2,754</b>	<b>\$1,177</b>	<b>\$2,199</b>	<b>\$3,241</b>	<b>\$1,239</b>	<b>\$2,323</b>	<b>\$3,428</b>	<b>\$1,239</b>	<b>\$2,095</b>	<b>\$2,949</b>
Paid-In Capital												
Retained Earnings	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341
Earnings	\$2,104	\$5,830	\$9,642	\$13,538	\$17,519	\$21,585	\$25,735	\$29,970	\$34,290	\$38,440	\$41,743	\$45,047
<b>Total Owner's Equity</b>	<b>\$33,445</b>	<b>\$37,171</b>	<b>\$40,983</b>	<b>\$44,879</b>	<b>\$48,860</b>	<b>\$52,926</b>	<b>\$57,076</b>	<b>\$61,311</b>	<b>\$65,631</b>	<b>\$69,781</b>	<b>\$73,084</b>	<b>\$76,388</b>

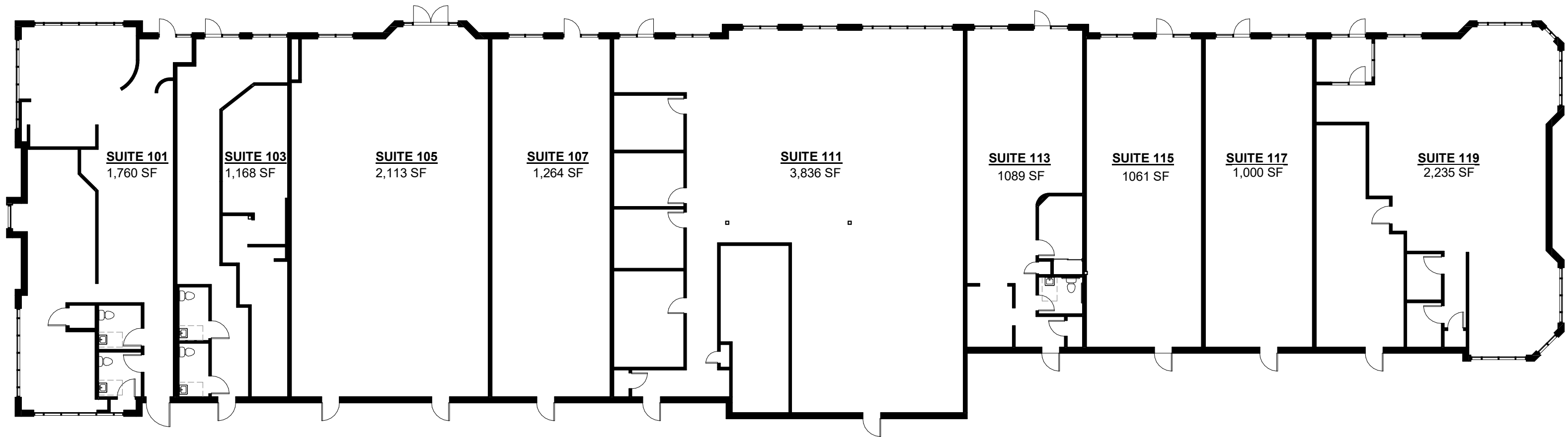
	2024	2025	2026
Cash	\$32,113	\$77,453	\$133,785
Accounts Receivable	\$1,483	\$1,884	\$2,586
Inventory			
Other Current Assets			
<b>Total Current Assets</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>
Long-Term Assets			
Accumulated Depreciation			
<b>Total Long-Term Assets</b>			
<b>Total Assets</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>
Accounts Payable	\$198	\$176	\$203
Income Taxes Payable	\$1,392	\$1,943	\$2,537
Sales Taxes Payable	\$665	\$830	\$1,064
Short-Term Debt			
Prepaid Revenue			
<b>Total Current Liabilities</b>	<b>\$2,255</b>	<b>\$2,949</b>	<b>\$3,804</b>
Long-Term Debt			
<b>Long-Term Liabilities</b>			
<b>Total Liabilities</b>	<b>\$2,255</b>	<b>\$2,949</b>	<b>\$3,804</b>
Paid-In Capital			
Retained Earnings		\$31,341	\$76,388
Earnings	\$31,341	\$45,047	\$56,179
<b>Total Owner's Equity</b>	<b>\$31,341</b>	<b>\$76,388</b>	<b>\$132,567</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$33,596</b>	<b>\$79,337</b>	<b>\$136,371</b>

## Cash Flow Statement (With Monthly Detail - Estimated)

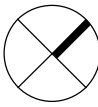
2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
<b>Net Cash Flow from Operations</b>												
Net Profit	(\$798)	\$2,832	\$2,880	\$2,965	\$2,964	\$3,049	\$3,050	\$3,303	\$3,388	\$3,049	\$2,287	\$2,372
Depreciation & Amortization												
Change in Accounts Receivable	(\$1,484)	(\$200)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	\$81	\$401	\$0
Change in Inventory												
Change in Accounts Payable	\$990	(\$770)	(\$22)	\$0	\$22	\$0	\$22	(\$44)	\$0	\$44	(\$22)	(\$22)
Change in Income Tax Payable	\$0	\$368	\$520	(\$353)	\$536	\$551	(\$1,072)	\$597	\$612	(\$1,208)	\$413	\$428
Change in Sales Tax Payable	\$204	\$231	\$236	(\$429)	\$248	\$253	(\$485)	\$264	\$270	(\$534)	\$204	\$203
Change in Prepaid Revenue												
<b>Net Cash Flow from Operations</b>	<b>(\$1,088)</b>	<b>\$2,461</b>	<b>\$3,574</b>	<b>\$2,143</b>	<b>\$3,730</b>	<b>\$3,813</b>	<b>\$1,475</b>	<b>\$4,080</b>	<b>\$4,230</b>	<b>\$1,432</b>	<b>\$3,283</b>	<b>\$2,981</b>
Cash at Beginning of Period	\$0	(\$1,088)	\$1,373	\$4,947	\$7,090	\$10,820	\$14,633	\$16,108	\$20,188	\$24,417	\$25,849	\$29,131
Net Change in Cash	(\$1,088)	\$2,461	\$3,574	\$2,143	\$3,730	\$3,813	\$1,475	\$4,080	\$4,230	\$1,432	\$3,283	\$2,981
<b>Cash at End of Period</b>	<b>(\$1,088)</b>	<b>\$1,373</b>	<b>\$4,947</b>	<b>\$7,090</b>	<b>\$10,820</b>	<b>\$14,633</b>	<b>\$16,108</b>	<b>\$20,188</b>	<b>\$24,417</b>	<b>\$25,849</b>	<b>\$29,131</b>	<b>\$32,113</b>

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
<b>Net Cash Flow from Operations</b>												
Net Profit	\$2,104	\$3,726	\$3,812	\$3,896	\$3,981	\$4,066	\$4,150	\$4,235	\$4,320	\$4,150	\$3,303	\$3,304
Depreciation & Amortization												
Change in Accounts Receivable	(\$401)	(\$200)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	\$81	\$401	\$0
Change in Inventory												
Change in Accounts Payable	\$290	(\$312)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$380	\$674	(\$704)	(\$1,038)	\$719	\$734	(\$1,407)	\$765	\$780	(\$1,545)	\$597	\$596
Change in Sales Tax Payable	(\$406)	\$286	\$291	(\$539)	\$303	\$308	(\$595)	\$319	\$325	(\$644)	\$259	\$258
Change in Prepaid Revenue												
<b>Net Cash Flow from Operations</b>	<b>\$1,966</b>	<b>\$4,174</b>	<b>\$3,359</b>	<b>\$2,279</b>	<b>\$4,963</b>	<b>\$5,068</b>	<b>\$2,108</b>	<b>\$5,279</b>	<b>\$5,385</b>	<b>\$2,042</b>	<b>\$4,560</b>	<b>\$4,158</b>

	2024	2025	2026
<b>Net Cash Flow from Operations</b>			
Net Profit	\$31,341	\$45,047	\$56,179
Depreciation & Amortization			
Change in Accounts Receivable	(\$1,483)	(\$401)	(\$702)
Change in Inventory			
Change in Accounts Payable	\$198	(\$22)	\$27
Change in Income Tax Payable	\$1,392	\$551	\$594
Change in Sales Tax Payable	\$665	\$165	\$234
Change in Prepaid Revenue			
<b>Net Cash Flow from Operations</b>	<b>\$32,113</b>	<b>\$45,340</b>	<b>\$56,332</b>
<b>Investing &amp; Financing</b>			
Cash at Beginning of Period	\$0	\$32,113	\$77,453
Net Change in Cash	\$32,113	\$45,340	\$56,332
<b>Cash at End of Period</b>	<b>\$32,113</b>	<b>\$77,453</b>	<b>\$133,785</b>

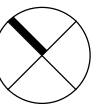
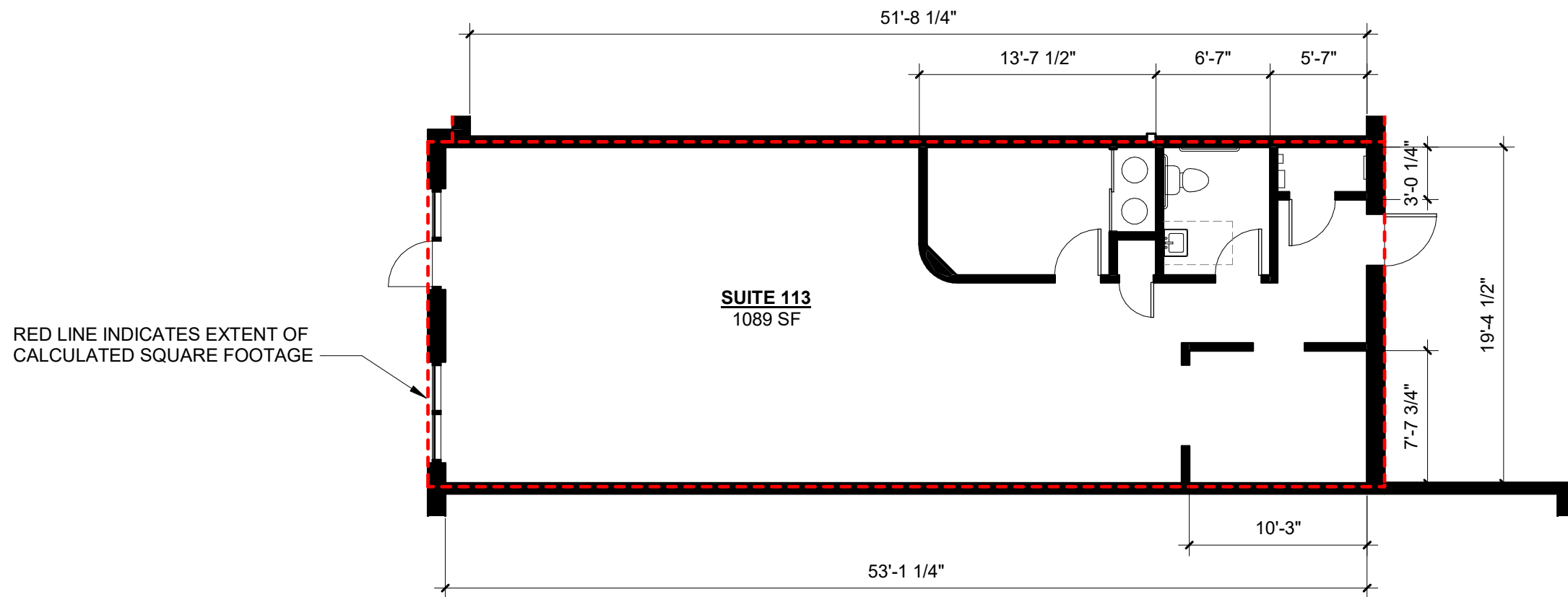


**TOTAL SF:**  
15,526 SF

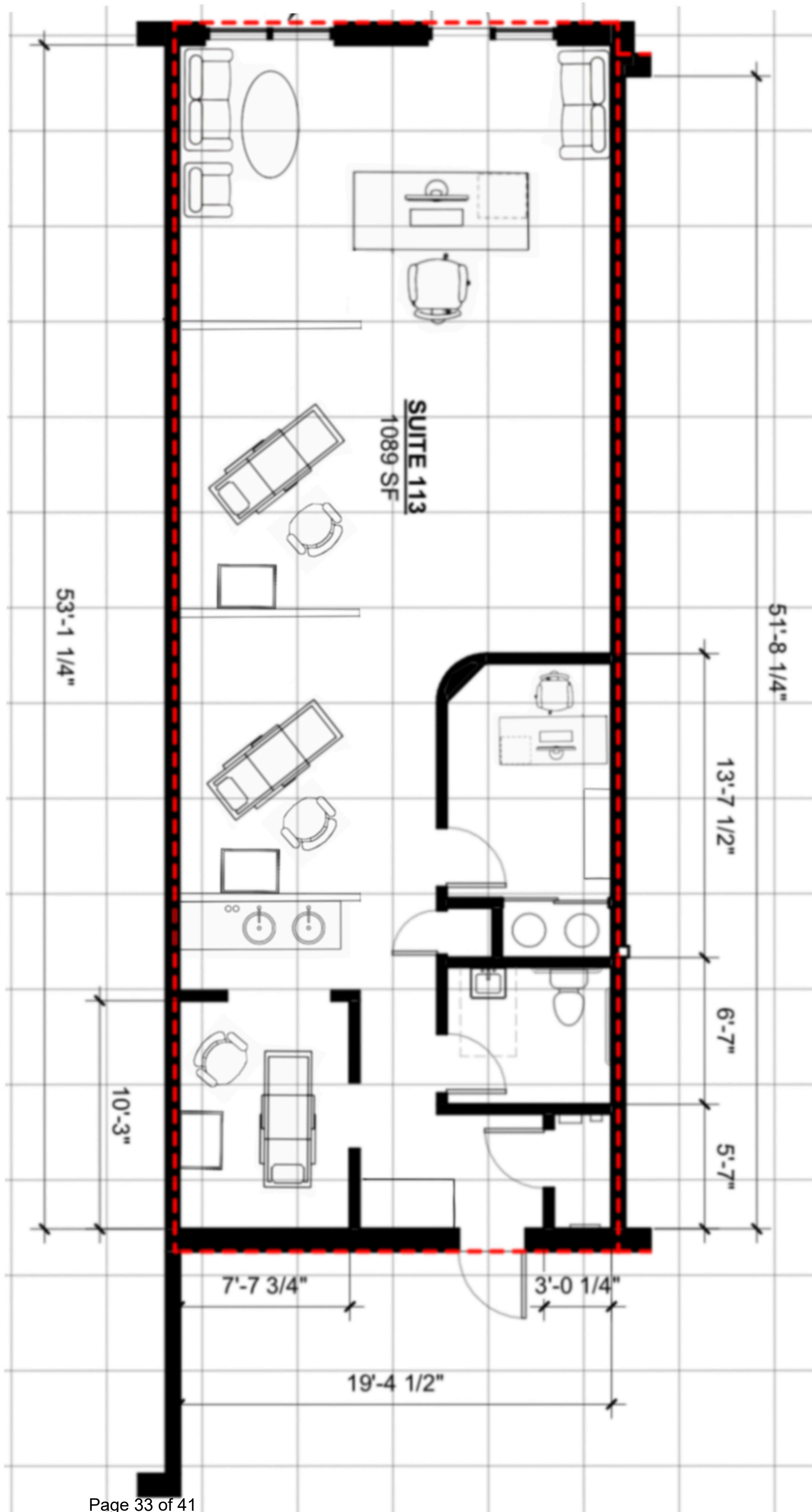


**OVERALL**





# SUITE 113



PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



OFFERING SUMMARY

AVAILABLE SF:	1,061 SF up to 5,100 SF of Contiguous space
LEASE RATE:	Negotiable
LOT SIZE:	2.09 Acres
BUILDING SIZE:	15,722 SF
ZONING:	B-5

PROPERTY OVERVIEW

Excellent visibility along this high traffic corridor surrounded by corporate offices and near Microsoft and Anthem. Great signage opportunity with valuable exposure. Suites can be combined for up to 5,100 contiguous square feet.

Current tenants include Jimmy John's, Snack Depot, Biggby Coffee, Cloud City and The Crossings Restaurant.

PROPERTY HIGHLIGHTS

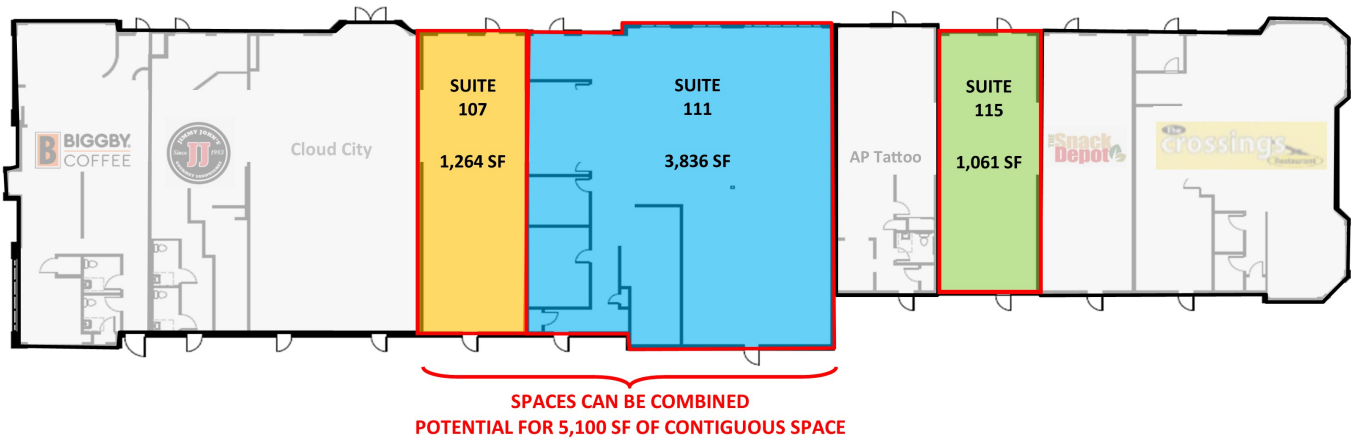
- Tenant Improvement Package Available
- Ample Parking
- Tax/Cam \$6.33 PSF (2024)
- Under New Ownership
- Great Traffic Counts: Hwy F 34,700 VPD | Watertown Road 10,400 VPD
- Zoning Allows for Wide Range of Usages

KW COMMERCIAL  
14665 Galaxie Avenue, Suite 350  
Apple Valley, MN 55124

MATTHEW KLEIN, CCIM  
Senior Director Investment Services  
O: 651.262.1002  
C: 612.382.3403  
matt@amkprop.com

PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



SUITE	TENANT	SIZE (SF)	LEASE TYPE	DESCRIPTION
Suite 107	Available	1,264 - 5,100 SF	Net	Combine for up to 5,100 SF Contiguous
Suite 111	Available	3,836 - 5,100 SF	Net	Combine for up to 5,100 SF Contiguous
Suite 115	Available	1,061 SF	Net	

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**RETAIL FOR LEASE**

# PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



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We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, changes in data or conditions, and is for informational purposes only. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

Page 36 of 41

Each Office Independently Owned and Operated [kwcmidwest.com/](http://kwcmidwest.com/)



## RETAIL FOR LEASE

# PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



**KW COMMERCIAL**  
14665 Galaxie Avenue, Suite 350  
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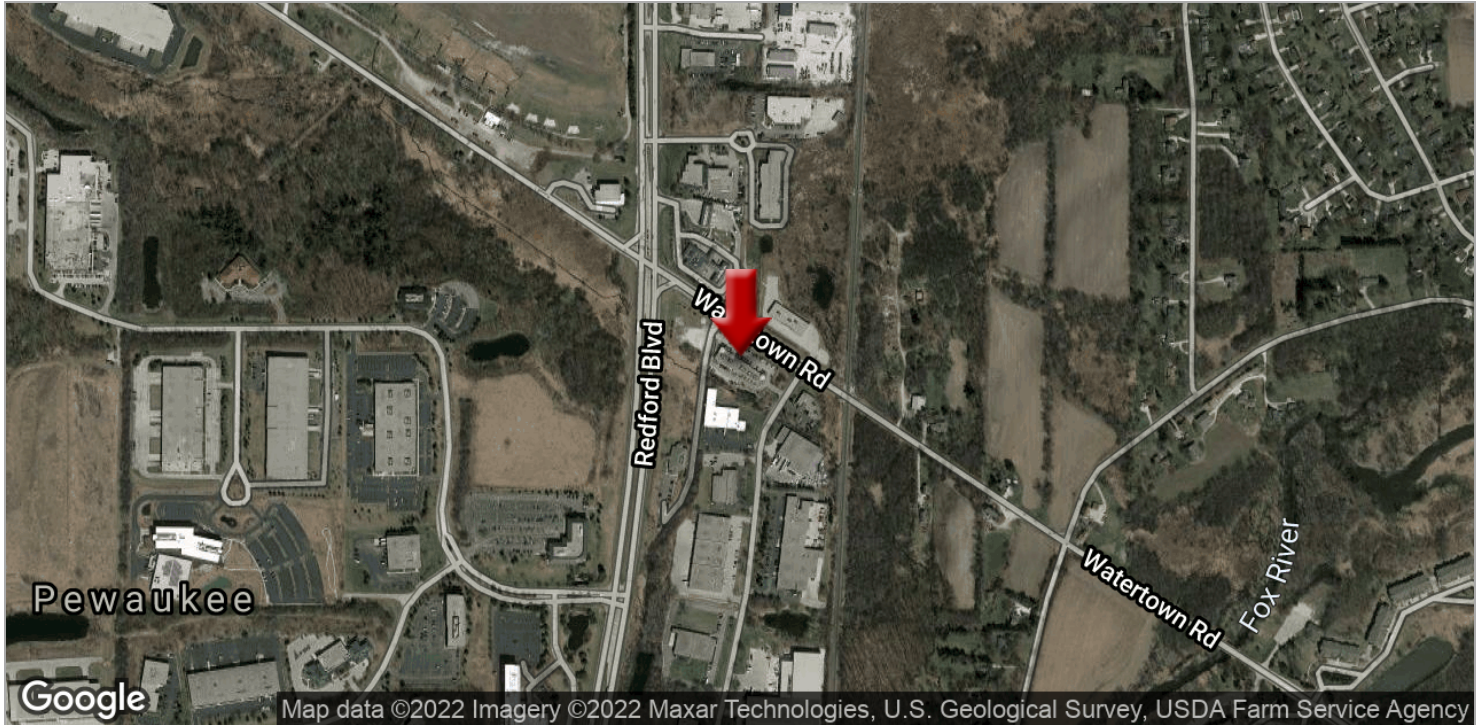
**MATTHEW KLEIN, CCIM**  
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matt@amkprop.com



**RETAIL FOR LEASE**

# PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186

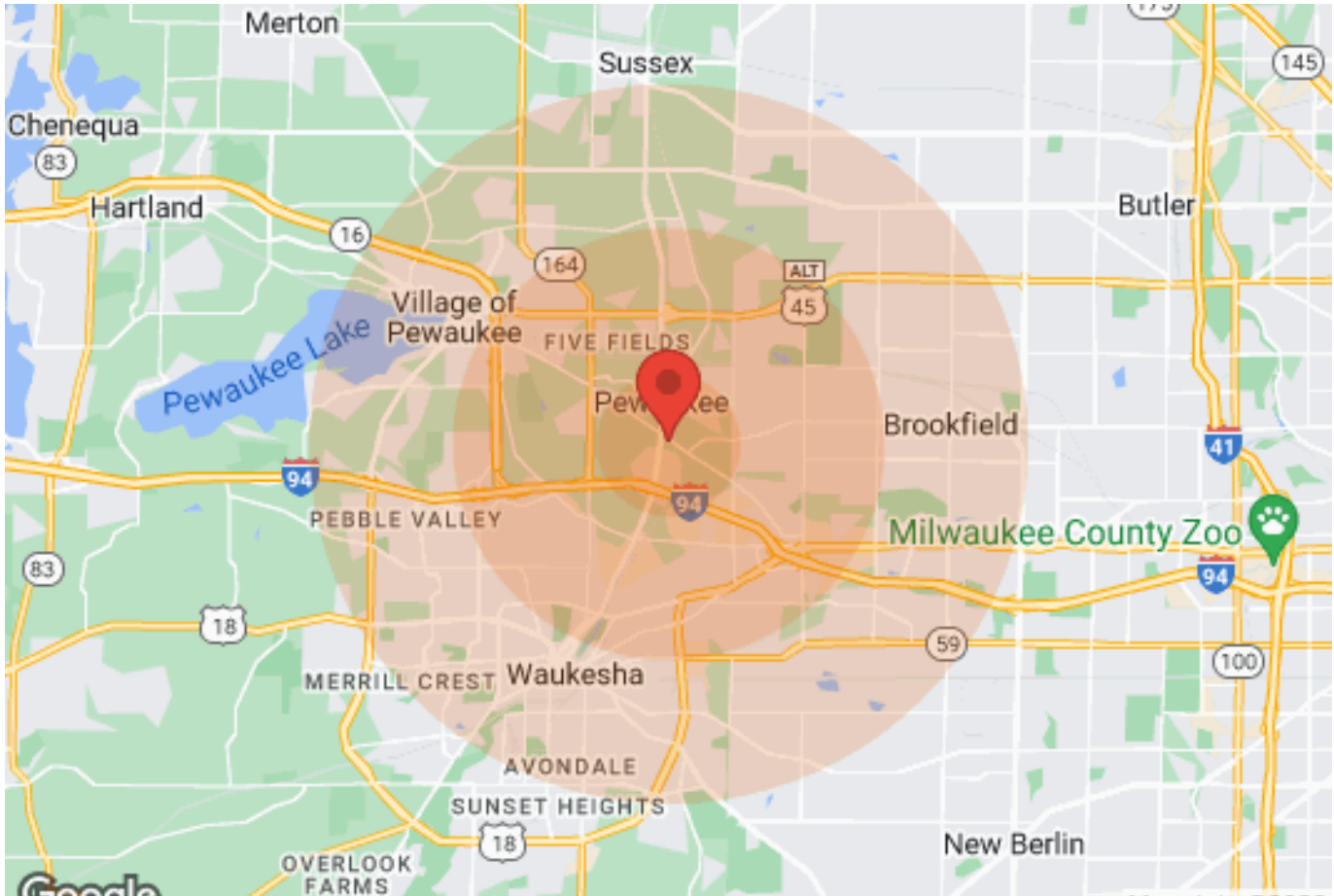


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matt@amkprop.com

# PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



Population	1 Mile	3 Miles	5 Miles
Male	1,687	17,264	56,937
Female	1,915	18,141	60,485
Total Population	3,602	35,405	117,422

Age	1 Mile	3 Miles	5 Miles
Ages 0-14	493	5,876	20,015
Ages 15-24	399	4,489	15,033
Ages 25-54	1,202	13,445	45,366
Ages 55-64	572	4,591	15,263
Ages 65+	936	7,004	21,745

Race	1 Mile	3 Miles	5 Miles
White	3,440	32,150	108,301
Black	19	232	1,132
Am In/AK Nat	N/A	20	61
Hawaiian	N/A	N/A	5
Hispanic	32	2,441	7,684
Multi-Racial	36	1,896	6,740

Income	1 Mile	3 Miles	5 Miles
Median	\$73,824	\$68,152	\$67,074
< \$15,000	91	947	3,281
\$15,000-\$24,999	62	1,157	3,877
\$25,000-\$34,999	123	1,190	3,871
\$35,000-\$49,999	200	1,763	6,373
\$50,000-\$74,999	239	2,951	9,534
\$75,000-\$99,999	266	2,076	7,501
\$100,000-\$149,999	243	2,298	7,908
\$150,000-\$199,999	200	1,000	2,802
> \$200,000	115	1,010	2,708

Housing	1 Mile	3 Miles	5 Miles
Total Units	1,661	15,407	50,855
Occupied	1,574	14,703	48,043
Owner Occupied	1,209	9,504	32,530
Renter Occupied	365	5,199	15,513
Vacant	87	704	2,812

**KW COMMERCIAL MIDWEST | AMK**  
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Apple Valley, MN 55124

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C: (612) 382-3403  
matt@amkprop.com  
20186454, Minnesota

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**A COVENANT  
REGARDING THE ISSUANCE OF A  
CONDITIONAL USE PERMIT  
BY THE  
CITY OF PEWAUKEE**

**TAX KEY NUMBER(S)  
OR PARCEL(S) INVOLVED:**      **CONDITIONAL USE  
PERMIT:  
NO. CUP-24-1-1**

**PWC 0958982004**

**LEGAL DESCRIPTION:**

UNIT 1 PEWAUKEE CROSSINGS CONDOMINIUM & UNDIV  
INTEREST IN THE COMMON AREAS CREATED UNDER  
DECLARATION RECORDED AS DOC #4436009 :: LOCATED IN  
LOT 1 CSM #10295 VOL 97/229 PT NW1/4 & SW1/4 OF NW1/4  
SEC 24 T7N R19E

**PERSON(S), AGENT(S) OR CORPORATION(S) PETITIONING  
FOR PERMIT:**

AP Tattoo

Recording area

Name & Return Address

City of Pewaukee  
W240N3065 Pewaukee Rd  
Pewaukee, WI 53072

**WHEREAS,** It is understood by all parties to this covenant that Section 62.23 of WIS. Statutes prescribes the legal basis for the granting of a conditional use permit by a City and Chapter 17 of the City Codes and Ordinances provides for the issuance of such permits as well as the standards by which all such uses will be measured; and,

**WHEREAS,** The City Plan Commission has held a meeting on January 18, 2024; has reviewed the various elements of the petitioner's proposal; and has recommended that a Conditional Use Permit be granted to the above-named petitioner for the property/parcel identified above; and,

**WHEREAS,** The City Common Council held a public hearing meeting on February 5, 2024.

**NOW, THEREFORE,** let it be known that the City Common Council by its action on February 5, 2024 has, hereby, granted a Conditional Use Permit for the following use(s):

Operating a professional tattoo parlor.

**FURTHER,** such approved use of the above designated parcel(s) are hereby allowed based on the following conditions being continually met:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed tattoo parlor use, including but not limited to the State of Wisconsin Department of Safety and Professional Services.
2. All tattooists and body piercers shall hold a practitioner's license as issued by the State of Wisconsin Department of Safety and Professional Services.
3. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
4. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

The parties hereto, namely the City of Pewaukee and the Equitable Owner of the property for which this conditional use has been sought, set their signatures or the signatures of their representatives below, thereby agreeing to the provisions and conditions set forth in this covenant.

\_\_\_\_\_  
Attest:

\_\_\_\_\_  
Signature of equitable owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Kelly Tarczewski  
City Clerk

\_\_\_\_\_  
Steve Bierce  
Mayor, City of Pewaukee

\_\_\_\_\_  
Date

State of Wisconsin  
County of Waukesha

Signed or attested before me on \_\_\_\_\_, 2024 by Steve Bierce, Mayor and Kelly Tarczewski, Clerk.

(Seal)

\_\_\_\_\_  
Ami Hurd

My Commission expires \_\_\_\_\_

This instrument was drafted by Ami Hurd, Deputy Clerk

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 5.**

**DATE:** February 5, 2024

**DEPARTMENT:** Planning

**PROVIDED BY:** Nick Fuchs

***SUBJECT:***

**PUBLIC HEARING,** Discussion and Possible Action Regarding a Conditional Use Permit for M&M 2020 / Muhanned Musaitif for Property Located at N20 W22951 Watertown Road Suite 105 (PWC 0958-982-004) for the Purpose of Operating a Multi-Cultural Convenience Store with Tobacco Products [Fuchs]

***BACKGROUND:***

At their January 18, 2024, meeting, the Plan Commission unanimously recommended approval of a Conditional Use Permit for a convenience and tobacco store business use at N20W22951 Watertown Road, Suite 105, subject to the staff recommended conditions within the attached staff report.

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

A motion to approve the Conditional Use Permit for a convenience and tobacco store business use at N20W22951 Watertown Road, Suite 105, subject to the staff recommended conditions of approval.

**ATTACHMENTS:**

Description

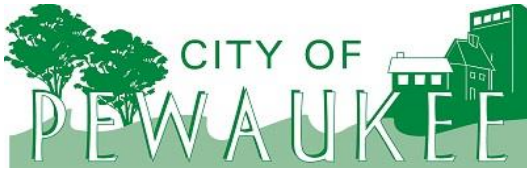
Musaitif convenience store staff report 1.18.24

Musaitif convenience store narrative

Pewaukee Crossings site plan

Musaitif convenience store staff comment responses

Musaitif convenience store draft Conditional Use Permit



**Office of the Planner & Community Development Director**  
W240 N3065 Pewaukee Road  
Pewaukee, Wisconsin 53072  
Phone (262) 691-0770 Fax (262) 691-1798  
[fuchs@pewaukee.wi.us](mailto:fuchs@pewaukee.wi.us)

## REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

---

**Date:** January 11, 2024

**Project Name:** Convenience Store Conditional Use Permit Application

**Project Address/Tax Key No.:** N20W22951 Watertown Road, Suite 105 / PWC 0958982004

**Applicant:** Mohanned Musaitif

**Property Owner:** PEWAUKEE RETAIL PARTNERS LLC

**Current Zoning:** B-6 Mixed Use Business District and LC Lowland Conservancy District

**2050 Land Use Map Designation:** Retail/Service Commercial

**Use of Surrounding Properties:** Kwik Trip and Accent On Dance Studios to the north, M-2 zoned property to the south, M-1 zoned property to the east, and County Highway F and vacant land to the west.

---

### Project Description and Analysis

The applicant filed a Conditional Use Permit requesting approval of a convenience and tobacco store business use to occupy existing tenant space located at N20W22951 Watertown Road, Suite 105.

The tenant space has an area of 2,113 square feet. The proposed hours of operations are Monday through Sunday, 9:00 a.m. to 10:00 p.m.

According to the applicant, the business will initially consist of two full-time employees and one part-time employee. The applicant has also indicated that about 30% of sales are anticipated from tobacco sales and about 70% from other goods sold. Note there are no beer or liquor sales proposed.

The applicant is not proposing any exterior site or building modifications other than signage. The site contains about 82 parking spaces, which are shared by all tenants.

The property is zoned B-6 Mixed Use Business District. Note there is also LC Lowland Conservancy District along the rear or south property line.

The B-6 District allows permitted and conditional uses as allowed within the B-4 and B-5 Districts as well as “Any retail, service or office use that is compatible with those uses listed above as determined by the Plan Commission.”

It can also be noted that the B-6 Mixed Use Business District “is intended to provide for the orderly and attractive grouping of buildings which encompass more than one type of nonindustrial business use which are compatible from a traffic, density and general use standpoint.”

The B-4 District generally permits office use. The district intent states:

“The B-4, Office District is intended to provide for Individual or limited office, professional, and special service uses where the office activity would be compatible with neighborhood residential uses and not necessarily exhibit the intense activity of other business districts.”

The B-5 District generally permits auto sales and services type uses as well as building supply stores, motels and hotels, restaurants, transit stations, and commercial kennels. The B-5 District intent is below for review.

“The B-5, Highway Business District is intended to provide for the orderly and attractive grouping at appropriate locations along principal highway routes of those businesses and customer service establishments which are logically related to and dependent upon highway traffic or which are specifically designed to serve the needs of such traffic.”

It can further be noted that 2017 Act 67 made changes regarding Conditional Use Permits (see requirements below). The applicant has provided detailed information related to the proposed business use and staff does not find that the proposed use would have any adverse impacts to the site, other existing uses or adjacent properties, assuming recommended conditions of approval may be met.

**(de) Conditional use permits.**

**1. In this paragraph:**

- a.** “Conditional use” means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.
- b.** “Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

**2.**

- a.** If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.
  - b.** The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.
- 3.** Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.
  - 4.** Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.
  - 5.** If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.

## **Recommendation**

Staff recommends approval of the proposed Conditional Use Permit for a convenience and tobacco store business use within tenant space located at N20W22951 Watertown Road, Suite 105, subject to the following conditions:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed use and sale of tobacco products, including but not limited to the State of Wisconsin Department of Revenue.
2. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
3. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

M&M 2020

N20 W22951 Watertown Road, Suite 105, Waukesha, WI 53186

12/27/2023

City of Pewaukee

W240N3065 Pewaukee Road  
Pewaukee, Wisconsin, 53072

Dear City of Pewaukee,

We are writing to express my intent and enthusiasm regarding our proposal to establish a multicultural convenience store, including the sale of tobacco products, within the vibrant community of Pewaukee. Our vision is to contribute to the diversity and accessibility of goods and services available to the residents of Pewaukee, creating a welcoming environment for individuals of all backgrounds.

As prospective business owners, we are deeply committed to fostering inclusivity and addressing the diverse needs of our community. Our proposed multicultural convenience store aims to provide a wide range of products, reflecting the rich tapestry of cultures represented in Pewaukee. From international foods to unique cultural products, we aim to create a space that celebrates diversity and brings people together.

In addition to offering a multicultural selection of goods, our store will include a thoughtfully curated collection of tobacco products. We recognize that this category of products is in demand, and we are dedicated to ensuring responsible sales and adhering to all local regulations and guidelines. Our goal is to provide a comprehensive shopping experience that caters to the preferences and lifestyles of Pewaukee residents.

We understand the importance of community partnerships and engagement, and we are committed to collaborating with local organizations, businesses, and residents to ensure that our store aligns with the values and needs of Pewaukee. We believe that through open communication and collaboration, we can contribute positively to the local economy and enhance the cultural diversity of the city.

In recognizing the significance of health-conscious choices and the desire of many community members to lead healthier lifestyles, we plan to offer a carefully curated range of vitamins and supplements specifically tailored to support smoking cessation.

Our goal is to provide accessible resources for individuals seeking to quit smoking, empowering them to make positive choices and improve their overall well-being.

Thank you for considering our expanded proposal. We look forward to the possibility of contributing to the well-being of Pewaukee and establishing a store that reflects the city's commitment to cultural diversity and community health.

Sincerely,

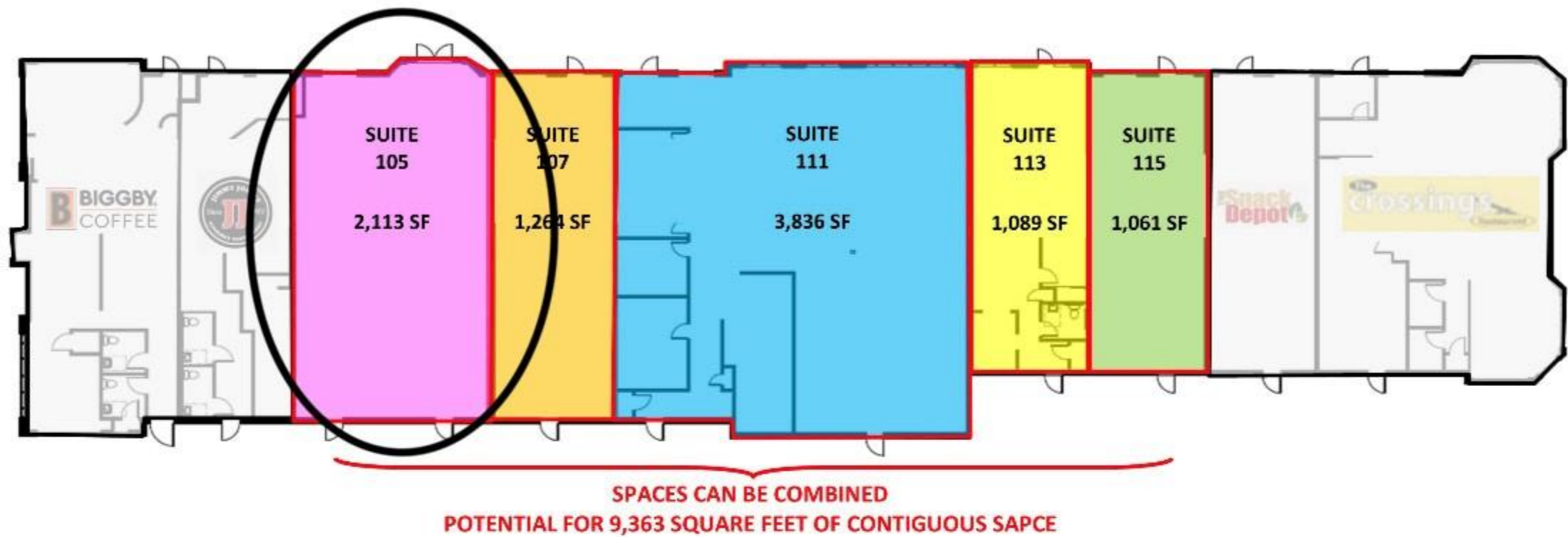
Khaled Hamed and Mohanned Musaitif



## RETAIL FOR LEASE

# PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



SUITE	TENANT	SIZE (SF)	LEASE TYPE	DESCRIPTION
Suite 105	Available	2,113 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 107	Available	1,264 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 111	Available	3,836 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 113	Available	1,089 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 115	Available	1,061 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous

**KW COMMERCIAL**  
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Apple Valley, MN 55124

**MATTHEW KLEIN, CCIM**  
Senior Director Investment Services  
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C: 612.382.3403  
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Date: January 5, 2024  
To: Mohanned Musaitif  
From: Nick Fuchs, Planner & Community Development Director  
RE: Staff Comments - Conditional Use

**Comments and Recommendations:**

Below are comments and recommendations for the proposed development application for property located at N20W22951 Watertown Road (Tax Key No. PWC 0958982004).

1. What is the area (square feet) of the tenant space?

2113 Square Feet

1. What are the proposed hours of operations?

9:00 AM-10:00 Pm

1. How many full and part-time employees are anticipated?

2 Full Time, 1 Part Time

1. What is the anticipated percentage of sales from tobacco versus other goods sold?

70% other goods versus 30% tobacco

1. Are there any beer or liquor sales proposed or anticipated in the future?

No

1. Is there a specific number of parking spaces allotted to this tenant space? Is parking assigned or is parking shared by all tenants?

There isn't a specific number allotted and parking is shared between all the tenants.

1. Please provide a site plan that identifies the tenant space location.

Attached Below

1. Please confirm there are no exterior building or site changes other than signage.

There will be no site changes or exterior building changes besides signage.

**A COVENANT  
REGARDING THE ISSUANCE OF A  
CONDITIONAL USE PERMIT  
BY THE  
CITY OF PEWAUKEE**

**TAX KEY NUMBER(S)  
OR PARCEL(S) INVOLVED:**      **CONDITIONAL USE  
PERMIT:  
NO. CUP-24-1-2**

**PWC 0958982004**

**LEGAL DESCRIPTION:**

UNIT 1 PEWAUKEE CROSSINGS CONDOMINIUM & UNDIV  
INTEREST IN THE COMMON AREAS CREATED UNDER  
DECLARATION RECORDED AS DOC #4436009 :: LOCATED IN  
LOT 1 CSM #10295 VOL 97/229 PT NW1/4 & SW1/4 OF NW1/4  
SEC 24 T7N R19E

**PERSON(S), AGENT(S) OR CORPORATION(S) PETITIONING  
FOR PERMIT:**

M&M 2020/Muhanned Musaitif

Recording area

Name & Return Address

City of Pewaukee  
W240N3065 Pewaukee Rd  
Pewaukee, WI 53072

**WHEREAS,** It is understood by all parties to this covenant that Section 62.23 of WIS. Statutes prescribes the legal basis for the granting of a conditional use permit by a City and Chapter 17 of the City Codes and Ordinances provides for the issuance of such permits as well as the standards by which all such uses will be measured; and,

**WHEREAS,** The City Plan Commission has held a meeting on January 18, 2024; has reviewed the various elements of the petitioner's proposal; and has recommended that a Conditional Use Permit be granted to the above-named petitioner for the property/parcel identified above; and,

**WHEREAS,** The City Common Council held a public hearing meeting on February 5, 2024.

**NOW, THEREFORE,** let it be known that the City Common Council by its action on February 5, 2024 has, hereby, granted a Conditional Use Permit for the following use(s):

Operating a multicultural convenience store with tobacco products.

**FURTHER,** such approved use of the above designated parcel(s) are hereby allowed based on the following conditions being continually met:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed use and sale of tobacco products, including but not limited to the State of Wisconsin Department of Revenue.
2. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
3. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

The parties hereto, namely the City of Pewaukee and the Equitable Owner of the property for which this conditional use has been sought, set their signatures or the signatures of their representatives below, thereby agreeing to the provisions and conditions set forth in this covenant.

\_\_\_\_\_  
Attest:

\_\_\_\_\_  
Signature of equitable owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Kelly Tarczewski  
City Clerk

\_\_\_\_\_  
Steve Bierce  
Mayor, City of Pewaukee

\_\_\_\_\_  
Date

State of Wisconsin  
County of Waukesha

Signed or attested before me on \_\_\_\_\_, 2024 by Steve Bierce, Mayor and Kelly Tarczewski, Clerk.

(Seal)

\_\_\_\_\_  
Ami Hurd

My Commission expires \_\_\_\_\_

This instrument was drafted by Ami Hurd, Deputy Clerk

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM 6.**

**DATE:** February 5, 2024

**DEPARTMENT:** Planning

**PROVIDED BY:** Nick Fuchs

***SUBJECT:***

Discussion and Possible Action Regarding **Resolution 24-02-05** to Amend the 2024 Fee Schedule Pertaining to Impact Fees [Fuchs]

***BACKGROUND:***

The resolution to adjust impact fees is being brought forward In accordance with Section 17.0302a.4., which states that impact fees shall be adjusted annually by the percentage increase or decrease in the United States Bureau of Labor Statistics Midwest Region All Items Consumer Price Index for All Urban Consumers from January 1 of the preceding year.

The U.S. Bureau of Labor Statistics has published that the all items index rose 3.2% for the 12 months ending December 2023.

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

A motion to approve the amendment to the 2024 Fee Schedule pertaining to impact fees.

**ATTACHMENTS:**

Description

Resolution 24-02-05

**RESOLUTION 24-02-05**  
**A RESOLUTION TO AMEND THE 2024 FEE SCHEDULE**  
**FOR THE CITY OF PEWAUKEE**

**WHEREAS**, the City of Pewaukee Common Council has created a City Code of Ordinances; and

**WHEREAS**, the City of Pewaukee requires certain fees for services provided by the city as currently outlined in the sections of the Municipal Code; and

**WHEREAS**, the City Common Council has an obligation to the taxpayers in the City of Pewaukee to establish fair fees, cash bonds, and letters of credit requirements to offset the services and actual cost of City employees for review and inspection; and

**WHEREAS**, the City of Pewaukee adopted the 2024 Fee Schedule on **December 18, 2023** through the passage of **Resolution 23-12-24**; and

**WHEREAS**, the City of Pewaukee decides from time to time, these fees for such approved activities within the City may be modified by the City Common Council by resolution; and

**WHEREAS**, Section 17.0302b / 340-3.2.B requires impact fees to be adjusted annually based upon the Midwest Region All Items CPI for All Urban Consumers from January 1 of the preceding year; and

**WHEREAS**, the increase was 3.2%.

**NOW THEREFORE**, the Common Council of the City of Pewaukee, **DOES HEREBY RESOLVE AS FOLLOWS**:

**SECTION 1: SCHEDULE OF FEES.**

The following shall be modified the Schedule of Fees for services provided by City of Pewaukee personnel:

<b>8. Impact Fee – Also Zoning Ordinance</b>		
Total Residential Impact Fee \$1,693.51 / dwelling unit		
Total Non-Residential Impact Fee \$2,227.05 / per acre		
➤ Impact Fee to be used for Parks, Playgrounds and Athletic Fields:		
○ Residential Buildings:		\$1,076.37 / dwelling unit
➤ Impact Fee to be used for Fire and Rescue Facilities:		
○ Non-residential building:		\$ 253.87 / per acre
○ Residential buildings:		\$ 104.24 / dwelling unit
➤ Impact Fee to be used for Hike/Bike Trails:		
○ Non-residential buildings:		\$1,973.18 / per acre
○ Residential buildings:		\$ 512.90 / dwelling unit

**SECTION 2: EFFECTIVE DATE.**

This resolution shall take effect upon passage and posting or publication as provided by law.

Dated the 5<sup>th</sup> day of February, 2024.

CITY OF PEWAUKEE

ATTEST:

\_\_\_\_\_  
Steve Bierce, Mayor

\_\_\_\_\_  
Kelly Tarczewski, Clerk/Treasurer

**CITY OF PEWAUKEE  
COMMON COUNCIL AGENDA ITEM •**

**DATE:** February 5, 2024

**DEPARTMENT:** PW - Engineering

**PROVIDED BY:** Magdelene Wagner

***SUBJECT:***

§19.85(1)(e): 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 for the Busse Road Bridge Replacement.

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***