

NOTICE OF MEETING

VILLAGE OF FOX POINT PLAN COMMISSION

SCHWEMER HALL - MUNICIPAL BLDG.
7200 N. SANTA MONICA BLVD
FOX POINT, WI 53217

Monday
March 4, 2024
5:45 P.M.

NOTE: THE PLAN COMMISSION WILL BE MEETING IN PERSON AT VILLAGE HALL, WITH A REMOTE ATTENDANCE OPTION, PER THE HYBRID MEETING PROCEDURES FURTHER DESCRIBED IN SECTION 19-32 D. OF THE VILLAGE CODE. THIS MEETING IS OPEN TO ALL CITIZENS IN PERSON AT VILLAGE HALL, OR THROUGH THE ZOOM PARTICIPANT INFORMATION SHOWN BELOW, SUBJECT TO THE FOLLOWING: NO ASSURANCE IS PROVIDED TO THOSE PLAN COMMISSION MEMBERS AND CITIZENS INTENDING TO ATTEND REMOTELY THAT THE TECHNOLOGY WILL PERFORM SUFFICIENTLY TO ALLOW FOR THEIR PARTICIPATION AND THE MEETING WILL PROCEED REGARDLESS. PUBLIC OFFICIALS AND CITIZENS WISHING TO ENSURE THEY CAN PARTICIPATE ARE ENCOURAGED TO ATTEND IN PERSON. CITIZENS ARE ENCOURAGED TO SUBMIT ANY COMMENTS IN WRITING IN ADVANCE OF THE MEETING TO THE VILLAGE MANAGER AT sbotcher@villageoffoxpoint.com

Zoom Participant Information

<https://us02web.zoom.us/j/84255964213>

Dial: (312) 626-6799
Meeting ID: 842 5596 4213

AGENDA

1. Roll Call.
2. Approval of the minutes of the January 2, 2024 Plan Commission meeting.
3. Consideration of Request from New Barons Brewing Cooperative for a Temporary Beer Garden located at Longacre Park.

The Plan Commission will discuss and may make a recommendation to the Village Board concerning the request from New Barons Brewing Cooperative for a Temporary Beer Garden located near Longacre Pavilion.

4. Adjourn.

NEXT PLAN COMMISSION MEETING:**Monday, April 1, 2024**

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request these services, contact the Village Clerk at 351-8900. It is possible that members of, and possibly a quorum of members of, other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF FOX POINT
PLAN COMMISSION MEETING MINUTES
January 2, 2024**

A meeting of the Fox Point Plan Commission was held on Tuesday, January 2, 2024. President Symchych called the meeting to order at 5:45 p.m. and noted there was a quorum of Plan Commission members present.

The Plan Commission roll call was taken by Village Deputy Clerk-Treasurer Nathan Schafer:

Plan Commission:	President Christine Symchych, Chairman (Zoom)
	Eric Fonstad, Commissioner (Zoom)
	Robert Smith, Commissioner
	Ted Durant, Commissioner
	Jay Craig, Commissioner
	William Langhoff, Commissioner
	Mark Freedman, Commissioner

Staff present included Village Attorney Eric Larson and Deputy Clerk-Treasurer Nathan Schafer.

Notice of the meeting was provided to the North Shore Now as necessary, and to all others as required by State open meetings laws and posted on the official bulletin board at 7200 N Santa Monica Boulevard, as well as the village website at www.villageoffoxpoint.com, as per 2015 Wisconsin Act 79 and as described in Village Ordinance Chapter 116-2, 116-2(C).

Approval of the Minutes of the December 4th, 2023 Plan Commission Meeting

Motion by Trustee Fonstad, seconded by Commissioner Craig, and carried unanimously with a 7-0 vote, the Commission approved the minutes of the December 4th, 2023 Plan Commission meeting with two corrections.

Consideration by Plan Commission RE: Land Combination for 6990 N Barnett Lane, Fox Point.

Motion by Trustee Fonstad, seconded by Commissioner Langhoff, and carried unanimously by roll call vote 7-0. The Commission recommended the Village Board approve the combination of the parcels as proposed and to direct staff to investigate the discrepancy of length of the Northern lot line and report. In addition, the preliminary CSM is to be approved as final.

Adjourn

On motion of President Symchych, seconded by Trustee Fonstad and carried unanimously by roll call vote 7-0, the Plan Commission meeting adjourned at 6:08 PM.

Respectfully Submitted,

**VILLAGE OF FOX POINT
PLAN COMMISSION MEETING MINUTES
January 2, 2024**

49
50
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55

Nathan Schafer
Deputy Clerk-Treasurer

DRAFT



VILLAGE OF FOX POINT

MILWAUKEE COUNTY

WISCONSIN

VILLAGE HALL

7200 N. SANTA MONICA BLVD.

FOX POINT WI 53217-3505

414-351-8900

FAX 414-351-8909

To: Plan Commission

From: Kevin Ausman, Assistant Village Manager

CC: Scott Botcher, Village Manager

Date: March 4, 2024

Re: Summer Beer Garden with New Barons Brewing Cooperative

Overview

New Barons Brewing Cooperative (<https://newbaronsbrewing.com>) is proposing a relocation of the beer garden partnership with the Village of Fox Point to be located at Longacre Park.

Background

New Barons Brewing Cooperative (NBBC) is a local brewery and taproom located in Bay View. John Degroote, a Fox Point resident and co-CEO, along with co-CEO, Heidi Dalibor, approached the Village discuss the possibility of a beer garden partnership in early 2022. This partnership was approved by a joint meeting of the Building Board and Plan Commission, before public hearing and approval by the Village Board.

The summer beer garden series has operated successfully the last two summers at the Fox Point Municipal Pool. This location was originally chosen due to electrical and bathroom access for the beer garden along with parking, and would serve to further activate the space.

Request

As the FPMP is unfortunately no longer in operation, Staff has been in discussion with NBBC to continue the partnership at a new location; Longacre Park. The pavilion and park offer electrical access for beer trailer and music, along with restrooms for patron use. Access to the pavilion also allows for the garden to potentially operate in the event of rain.

Staff has been in discussion with NBBC regarding site plan, safety, electricity usage, hours of operation, and general logistics. Proposed 2024 event days and hours of operation are as follows:

- Friday, May 24 from 5PM-9PM (last call 8:30PM)
- Friday, June 2 from 5PM-9PM (last call 8:30PM)
- Friday, June 28 from 5PM-9PM (last call 8:30PM)
- Friday, July 12 from 5PM-9PM (last call 8:30PM)
- Friday, August 2 from 5PM-9PM (last call 8:30PM)
- Friday, August 23 from 5PM-9PM (last call 8:30PM)
- Saturday, September 21 from 2PM-9PM (last call 8:30PM)

The beer trailer will be located on the southeast corner of the Pavilion for electrical outlets while still allowing pedestrian access on the walking path. Picnic tables will be located on the south side of the pavilion under shade trees. Acoustic music performances are proposed be located on the west side of the pavilion directed away from residences, similar to recent approvals (ex: 1840 Brewing's 2023 traveling beer garden), as to protect the residential character of the neighborhood and lessen potential impact. Food trucks would be located in the nearest non-handicap parking stall.

The shared parking lot between Stormonth School and Longacre will be used for the beer garden. In the unlikely event that the parking lot is full and street parking may become necessary, the Police Department will monitor the event with on-duty patrol staff. To date, Staff has received no complaints regarding this operator at the previous beer garden site and Public Works staff have repeatedly noted that NBBC has kept the previous site clean of any refuse.

Wisconsin Statute §§125.29(3) allows for breweries, which are licensed by the State Department of Revenue, to operate one off-site retail location for their product. The proposed beer garden series would qualify as the one allowed off-site retail location for NBBC.

Process

§745-20(B) of the Fox Point Municipal Code regulates use of institutional districts. As the proposal has moved sites, it requires a new F District approval to locate at Longacre. The Plan Commission will hear the presentation from the applicant and make a recommendation to the Village Board, who will hold a public hearing and determination.

Recommendation

Staff recommends that the Plan Commission approve the beer garden relocation and recommend the item to the Village Board for final approval.

NEW BARONS BREWING Beer Garden Proposal

March 4th, 2024



AGENDA

- Introductions
- Company history
- Beer Trailer Plan & Beer Lineup
- Staffing
- Proposed Schedule
- Insurance & Safety
- Q&A





Company & History

WI's only Cooperatively Owned Brewery

- Incorporated 2016 – CH. 185 consumer co-op
- Currently ~415 owners
- Owners elect Board of Directors
- Board appoints CEO – that office is shared by Heidi and John
- Owners enjoy various other perks such as in house discounts, referendum votes, first access to events/beers, platforms to promote themselves





John & Heidi

CEO's

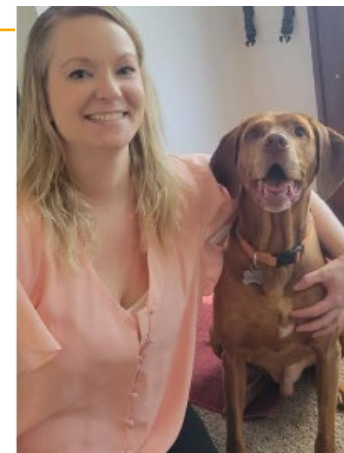
Board of Directors



Seamus
President



Andy
VP



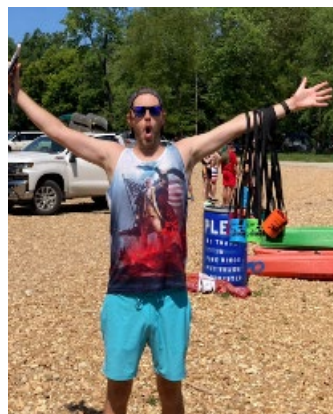
Stephanie
Secretary



Kris
Treasurer



Dan



Matt



Chuck



Jordan



Don



Brewery history

- Began brewing commercially in 2018 @ Enlightened Brewing company
 - Sold kegs to bars for 2+ years
 - Grew ownership base
 - Tested beers, built our portfolio
- Enlightened expanded and left old brewery behind
 - We solicited investment from our ownership to purchase old Enlightened
 - Rebranded old Enlightened to New Barons Taproom, opened Aug 2020
- Currently a pilot brewery with events heavy taproom
 - Smaller 3 BBL production for rotating seasonals
 - Contract out core brands for distro in Milwaukee, Madison, Green Bay
 - Weekly events leveraging our ownership







Beer Trailer / Beer

Trailer

- 5' x 8' trailer
- Interior will be insulated/cooled with electric unit
- 6 draft lines/drain will be on side of trailer facing customers
- Table in front of trailer with easy up tent for staff
- POS capable of running without wi-fi/accept cards and cash









Beers on draft



+ 3
seasonals



Likely Seasonals...





New Location

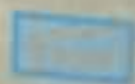
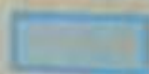
MUSIC



BEER TRAILER



PICNIC TABLES



FOOD TRUCK



7200





Staffing



Staffing

Three staff members will be present at all times and be in charge of the following:

- **Set-up**
 - Trailer drop-off & preparation
 - Easy-up tent/table
 - Service Station/POS
- **Service**
 - Pouring beer
 - Handling Sales
 - Ongoing maintenance - clearing off tables/all public space, emptying trash, lawn games
- **Clean-up**
 - Removal of trailer
 - Clean-up of garden each night



Schedule

— EST. 2016 —
**NEW
BARONS**
BREWING
COOP
— MKE • WI —

Days & Hours of Operation

Hours of Operation

Fridays: 5:00pm - 9pm (last call at 8:30)

Saturdays: 2:00pm - 9pm (last call at 8:30)

- **Friday, May 24th**
- **Friday, June 7th**
- **Friday, June 28th**
- **Friday, July 12th**
- **Friday, August 2nd**
- **Friday, August 23rd**
- **Saturday, September 21st**



Insurance & Safety

— EST. 2016 —
**NEW
BARONS**
BREWING
COOP
— MKE • WI —

Staffing & Coverage

- COI will extend to Beer Garden
 - Schueller Harrington – Secura Insurance
 - Covers staff and up to 1 Mil in personal injury & Damage to rented premises
- Bartenders trained
 - All have taken WI bartending course



Q&A

— EST. 2016 —
**NEW
BARONS**
BREWING
COOP
— MKE • WI —