

# TEMPORARY RETAIL ALCOHOL LICENSE ORDINANCE

ORDINANCE NO. 26-0518

THE TOWN OF STERLING,  
POLK COUNTY, DOES ORDAIN AS FOLLOWS:

1. **PURPOSE.** This ordinance allows the clerk or his/her designee to issue temporary Class "B" beer and temporary "Class B" wine licenses, also known as "picnic licenses", without prior town board approval.
2. **AUTHORITY:** The town has specific authority under s. 125.10(1), Wis. Stats., and general authority under ss.125.26(6), and 125.51(10), Wis. Stats., to adopt this ordinance.
3. **ELIGIBILITY.** Each applicant must be either a bona fide club, chamber of commerce, fair association, agricultural society, church, lodge or society that has been in existence for at least 6 months before the date of application or a post of a veterans' organization authorizing the sale of fermented malt beverages at a particular picnic or similar gathering, at a meeting of the post, or during a fair conducted by the fair association or agricultural society.
  - a. Licenses may *not* be issued to individuals.
  - b. Not more than 2 temporary "Class B" wine licenses may be issued to any applicant in any 12-month period. There is no limit on the number of Class "B" beer licenses that can be issued.
  - c. The clerk may request written documentation, including but not limited to, a list of officers, a copy of the bylaws, purpose of organization, copies of agendas and minutes from the applicant verifying that the organization is a bona fide club.
4. **TERM.** The temporary retail license shall be effective for a single day or a series of *consecutive* days, as indicated on the license. Each event requires a separate license.

5. **WAITING PERIOD.**

- a. Applications for a temporary Class "B" beer license for an event lasting less than 4 days shall be submitted to the clerk 7 days prior to the granting of the license.
- b. Applications for a temporary Class "B" beer license for events lasting longer than 4 days shall be submitted at least 15 days prior to the granting of the license.
- c. All applications for a "Class B" wine license shall be filed with the clerk at least 15 days prior to the granting of the license.

6. **ISSUANCE.** Upon receiving a completed application for a temporary retail license (AB-220) and the requisite license fee, the town clerk shall verify that the applicant meets the legal qualifications necessary to hold the license. Upon being satisfied that the applicant meets the qualifications for the license, the clerk shall issue the license following completion of the required waiting period.

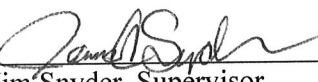
7. **FEES.** The fee for a temporary retail license is \$ 10.00 (not to exceed \$10 pursuant to s.125.51(10), Wis. Stat.). If an organization is applying for both a temporary Class "B" beer license and a temporary "Class B" wine license for the same event, the maximum fee is still \$10. See s.125.51(10), Wis. Stat.

8. **Effective Date** This ordinance shall be effective upon passage and publication or posting as provide by Wis. Stats60.80(1)(b).

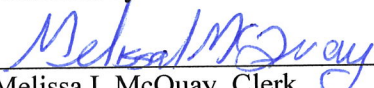
Adopted this 18<sup>th</sup> day of May, 2026

  
Tyler Ullman, Chairman

  
Scott Lines, Supervisor

  
Jim Snyder, Supervisor

Attested by

  
Melissa L. McQuay, Clerk

5/18/2026  
Date

Posted on 5/19/2026