

(1) Definitions.

Canvasser or Solicitor. A canvasser or solicitor is a person who goes from place to place within the Village soliciting orders for the future delivery of property or for services to be performed in the future. It includes any person who occupies any place within the Village for the purpose of exhibiting samples and taking orders for future delivery.

Peddler. A peddler is a person who goes from place to place within the Village offering for sale property which he/she carries with him/her. It includes vendors who distribute their products to regular customers on established routes.

Transient Merchant. A transient merchant is a person who engages at a fixed location in the Village in the temporary business of selling property at such location. It does not include a person who does not sell from stock, but exhibits samples for the purpose of securing orders for future delivery only. It includes a person who associates temporarily with any local business or conducts business in the name of a local merchant, dealer or auctioneer.

(2) License Required. No person shall engage in the business of transient merchant, peddler, solicitor or canvasser within the Village of Ridgeway without first obtaining a license from the Village Clerk in compliance with the provisions of this section.

(3) Exemptions. No license shall be required hereunder of the following:

(a) Persons selling personal property at wholesale to dealers in such articles.

(b) Newsboys or Newsgirls.

(c) Children under 18 years of age who are residents of the Village.

(d) Vendors of milk, or other food items, distributing products to regular customers on established routes.

(e) Merchants or their employees delivering goods in the regular course of business.

(f) Farmers or truck gardeners offering to sell the products of the farm or garden occupied and cultivated by them.

(g) A veteran holding a special State license under Wis. Stat. § 440.41 (1m).

(h) Any person soliciting for charitable, religious, patriotic or philanthropic purposes where the proceeds thereof are devoted solely to the purposes of the organization.

(i) Sales required by statute or order of the court.

(j) Bona fide auction sales conducted pursuant to law.

(k) Any Iowa County School District representative.

(l) Persons calling on individual Ridgeway residents by appointment or at the request of the resident.

(4) License Fee. The license fee shall be as set forth in the Village's Fee Schedule as amended and updated from time to time, with the license year to run from July 1st to June 30th. There shall be an optional daily license available for a fee as set forth in the Village's Fee Schedule as amended and updated from time to time. No such license shall be assignable or transferrable.

(5) Bond. Every applicant who is not a resident of Iowa County or who represents a firm whose principal place of business is located outside of the State shall file with the Village Clerk a surety bond in the amount of \$500.00, approved by the Village President, conditioned that the applicant will comply with all provisions of the ordinances of the Village and the State laws regulating peddlers, canvassers, solicitors and transient merchants, and guaranteeing to any person doing business with the licensee that all money paid as a down payment will be accounted for and applied according to the representations of the licensee; and further guaranteeing that property purchased for future delivery will be delivered according to the representations of the licensee. Action on such bond may be brought by any person aggrieved.

(6) Regulations and Restrictions.

(a) Consent Required. No transient merchant, peddler, solicitor or canvasser as herein defined shall go in or upon any private residence, business establishment or office in the Village of Ridgeway for the purpose of soliciting orders for goods, wares or merchandise or peddling or hawking the same or soliciting subscriptions for magazines or other periodicals without having been requested or invited to do so by the owner or owners, occupant or occupants of said place.

- (b) Display of License. Persons licensed under this section shall carry their license with them while engaged in licensed activities and shall display such license to any police officer or citizen upon request.
- (c) Misrepresentation Prohibited. No licensee shall intentionally misrepresent to any prospective customer the purpose of his/her visit or solicitation, nor the name or business of his/her principal, if any, nor the source of supply of the goods, wares or merchandise which he/she sells or offers for sale nor the disposition of the proceeds or profits of his/her sales.
- (d) Termination of Presentation. No presentation required to be licensed under this section shall continue after 8:00 p.m., and such presentation shall terminate immediately upon the request of the local resident and the licensed representative shall immediately leave the premises.
- (e) Excessive Noise Prohibited. No person licensed hereunder shall in hawking his/her wares create such noise as is annoying to a person of ordinary sensibilities.
- (f) Use of Streets. No licensee shall use the public streets or sidewalks for purposes of sales in such a manner as to impede or inconvenience the public use of the streets or sidewalks.
- (7) Suspension or Revocation of License. Licenses issued under the provisions of this section may be revoked or suspended by the Village President, or in his/her absence, by any member of the Village Board, for a period not to exceed 16 days pending hearing by the Village Board, for fraud, misrepresentation or incorrect statements contained in the application or made in the course of carrying on business, or conviction of the licensee of any crime or misdemeanor, or conducting the licensed business in an unlawful or disorderly manner or in such a manner as to menace the health, safety or general welfare of the public.

(Cr. Nov. 3, 1981; Amended June 16, 2020)