

**From:** [Jerry McCoy](#)  
**To:** [Heather Boehm](#)  
**Subject:** Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license  
**Date:** Friday, June 27, 2025 8:18:11 AM

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## Appeal Letter

**Jerry McCoy**  
**Hemp1848 / Dank1848 Inc.**  
30 South Main Street  
Janesville, WI 53545  
(608)361-8735  
mccoyj770@gmail.com

**Date:** 06/27/2025

**Heather Boehm**  
City Clerk  
City of Whitewater  
312 W. Whitewater Street  
Whitewater, WI 53190

**Subject:** Appeal of Denial – Cigarette, Tobacco, and Electronic Vaping Devices Retail License

Dear Ms. Boehm,

On behalf of Hemp1848/Dank1848 Inc., I respectfully submit this letter as a formal appeal to contest the denial of our application for a cigarette, tobacco, and electronic vaping devices retail license in the City of Whitewater.

The denial was issued on the basis of my failure to list all prior convictions as required under **Section 134.65(1m)(a), Wisconsin Statutes**. I want to sincerely apologize for this oversight. I fully understand the importance of accurate and complete disclosure in this process, and I deeply regret the mistake. Please know that it was not intentional, and in no way meant to deceive or mislead. I have since reviewed all relevant legal documentation and am submitting a corrected disclosure along with this letter to ensure full transparency.

Hemp1848/Dank1848 Inc. is a locally owned Wisconsin business that has served Milwaukee, Janesville, and surrounding communities with hemp-derived products including premium flower, tinctures, edibles, vaporizers, and other natural health alternatives. Our company is founded on the belief that everyone deserves access to safe, lab-tested, and legally compliant wellness solutions.

Over the years, we have developed a strong track record of compliance with state and federal regulations. We are fully licensed and operate under proper zoning and business laws at our current locations. In addition, we actively engage with our community through local events, wellness education, and partnerships with health-centered organizations.

We are eager to bring that same standard of professionalism and service to Whitewater. It is our goal to be a responsible retail partner in the city—offering not only quality products, but also trustworthy customer education and a safe environment for legal adult-use sales.

In light of the corrective action I have taken, and given the broader context of our business conduct and intentions, I respectfully ask that you reconsider our application and allow us the opportunity to serve the Whitewater community.

Thank you again for your time, your service, and your consideration of this appeal. I am more than willing to provide any further clarification or documentation required.

Sincerely,

**Jerry McCoy**

**Owner, Hemp1848 / Dank1848 Inc.**