



Common Council

Meeting Date: July 15, 2025

Agenda Item: They Waypoint Bar and Games

Staff Contact (name, email, phone): Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

BACKGROUND

(Enter the who, what, when, where, why)

The Waypoint Bar and Games, LLC applied for a Class B Beer and Liquor license for the 2025-2026 license year. They are located at 141 B W Whitewater Street, Whitewater, WI 53190. There are certain businesses that the state allows Class B alcohol licenses to go to. Arcade is not an approved business, bar is. Chief Meyer did reach out to the Wisconsin Department of Revenue to ask if an Arcade is an acceptable business to have an alcohol license. Because the business is wanting to allow patrons 21 or younger to be in the establishment in the designated no alcohol areas. At the time of writing this memo, we had not heard back from the yet. Hopefully we will have an answer by the start of this meeting.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

June 9, 2025 the agents of the Waypoint Bar and Games did go before the Plan & Architectural Review Commission for their Conditional Use Permit. They approved for the Conditional Use Permit.

July 10, 2025 the Alcohol Licensing Committee heard the owners of Waypoint plans. The committee did recommend this for approval of the Class B Alcohol license.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

The recommendation would be that if The Waypoint Bar and Games is going to operate as an Arcade and allow persons under 21 without their parent or guardian, that wants to serve alcohol, that is not an approved business and I would not recommend approving the license. If The Waypoint wants to operate as a bar and persons under 21 will have to have a parent or guardian with them at all times, then I would recommend the approval of the license.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Retail Alcohol Beverage Licensing Guide for Municipalities

Fire Department Memo

The Waypoint Bar and Games LLC Alcohol Application (PD memo is included as 1st page of application)