



CDA Agenda Item

Meeting Date: June 20, 2024

Agenda Item: Ordinance 5.28 regarding Mobile Food Establishments

Staff Contact (name, email, phone): Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-0149

BACKGROUND

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

The Office of Economic Development has seen an increased interest of entrepreneurs to either start a food truck or bring their food truck to our community. To help promote this growing business and interest, City Staff has spent more time on the permits and ordinances related to food trucks in our Community. Staff have determined that our current policies need updating. The City's intern, Cameron Zeinert, worked with the City's Attorney, Jonathan McDonell, to create this ordinance. Staff feels that updating this ordinance will help promote new businesses and entrepreneurs in our area.

This draft was presented to the Common Council at the May 21st Meeting. The Common Council gave significant feedback regarding the ordinance. Additionally, the Common Council asked that the ordinance be sent to the CDA for their review and feedback.

Staff has revised the ordinance based on the suggestions of the Common Council. Attached to this memo is the revised ordinance. Please note that these proposed additions will be added to section 5.28 which pertains to transient merchants.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

The Proposed Ordinance.