

**From:** [Heather Boehm](#)  
**To:** [Jerry McCoy](#)  
**Subject:** RE: Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license  
**Date:** Tuesday, July 22, 2025 8:23:00 AM  
**Attachments:** [image001.png](#)

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Dear Jerry,

At the July 15, 2025, Common Council meeting, your appeal regarding the denial of a Cigarette, Tobacco, and Electronic Vaping Device License was considered. The Council expressed that they were not comfortable making a final decision without first hearing directly from you. As a result, the matter was referred to the Alcohol Licensing Committee for review and recommendation.

The Alcohol Licensing Committee will meet at **5:00 p.m. on Tuesday, August 5, 2025**, on the second floor of the Whitewater Municipal Building, located at 312 W. Whitewater Street. Following that meeting, the Common Council will convene in the Community Room on the first floor at **6:00 p.m.** to take up the Committee's recommendation.

Both meetings are open to the public. It is strongly recommended that you attend in person to present your appeal and provide any relevant information.

Please let me know if you have any questions.

Thank you,

**Heather Boehm**

City Clerk



312 W. Whitewater St., Whitewater, WI 53190

(262)473-0102 | [hboehm@whitewater-wi.gov](mailto:hboehm@whitewater-wi.gov)

### **Upcoming 2026 Elections**

02/17/26- February Primary (if needed)

04/07/26- Spring Election

08/11/26- Partisan Primary Election

11/03/26- Partisan General Election

**Register or Request Absentee Ballot here:** <https://myvote.wi.gov/en-us/>

*“What they hate in you is missing in them. Keep Shining” - unknown*

The City of Whitewater will be starting a monthly newsletter! Subscribe to receive the latest news, public service announcements & updates, and upcoming events delivered to your inbox. Subscribe:

<https://lp.constantcontactpages.com/su/g8U4Af4/whitewater>

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**From:** Jerry McCoy <mccoyj770@gmail.com>

**Sent:** Friday, June 27, 2025 8:18 AM

**To:** Heather Boehm <hboehm@whitewater-wi.gov>

**Subject:** Appeal for Cigarette, Tobacco, and Electronic Vaping Devices for Retail license

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## Appeal Letter

**Jerry McCoy**

**Hemp1848 / Dank1848 Inc.**

30 South Main Street

Janesville, WI 53545

(608)361-8735

[mccoyj770@gmail.com](mailto: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.**