



City of Antigo

City Plan Commission Meeting

**Council Chambers
City Hall, 700 Edison Street**

**Tuesday, December 2, 2025
6:00 PM**

Call to Order

Approval of Minutes

1. Approve Minutes from the November 4, 2025 Meeting

Discussion and Action May Occur on Any of the Following Agenda Items

2. Allow Mickey Jo LLC DBA McKenzie Palace Theatre to Obtain a "Class B" Beer/Fermented Malt Beverage and Intoxicating Liquor License, at 823 Fifth Avenue (Location not Previously Licensed, so Requires City Plan Commission to Approve Location)

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Clerk-Treasurer's office, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

Date Mailed: November 25, 2025

Thomas C. Bauknecht

**City of Antigo
City Plan Commission
Tuesday, November 4, 2025**

City Plan Commission of the City of Antigo met in Regular Session on the above date at 6:00 PM in the Council Chambers, City Hall, Thomas C. Bauknecht presiding.

Attendee Name	Title	Status	Arrived
Thomas C. Bauknecht	Mayor	Present	
Charley Brinkmeier	Member	Absent	
Jerry Rice	Member	Present	
Tim Sharon	Member	Present	
Larry Stechbauer	Member	Present	
Gordan Neve	Member	Present	
Scott Henricks	Ward 9	Present	

Others in attendance were: Shannon Smith, Deputy Clerk-Treasurer, and McKenzie Zima.

Approval of Minutes

1. Approve Minutes from the October 7, 2025 Meeting

Result:	Carried (6 to 0) Approve Minutes from the October 7, 2025 Meeting
Mover:	Gordon Neve
Second:	Scott Henricks
Ayes:	Thomas C. Bauknecht, Scott Henricks, Tim Sharon, Jerry Rice, Larry Stechbauer, Gordon Neve
Nays:	None

Discussion and Action May Occur on Any of the Following Agenda Items

2. Allow Mickey Jo LLC DBA McKenzie Palace Theatre to Obtain a "Class B" Beer/Fermented Malt Beverage and Intoxicating Liquor License, at 823 Fifth Avenue

Upon inquiry from Mr. Neve, McKenzie Zima, stated alcoholic beverages would be sold to be consumed in the theater only. Mr. Neve noted movie theaters in other communities sell alcoholic beverages and stated they have policies in place to restrict the number of drinks sold to an individual. Upon inquiry from Mr. Stechbauer, Ms. Zima stated she has been to movie theater chains and independent movie theaters that serve alcoholic beverages. Upon inquiry from Mr. Sharon, Ms. Zima stated her staff would be checking the two theaters to ensure underage patrons were not consuming alcohol.

Aldersperson Henricks clarified that alcoholic beverages are to be consumed while watching a movie and that they are not creating a lounge area to consume alcoholic beverages. There was concern about minors having access to alcoholic beverages. Mr. Neve stated it has been his experience at different movie theaters that a person can only buy one alcoholic beverage per photo ID with a maximum of 2 alcoholic beverages per person per visit.

Mr. Stechbauer questioned if there was a liquor license available and Mayor Bauknecht confirmed there were a few available. Mr. Neve confirmed that Ms. Zima was applying for a

Class B license, meaning canned malt beverages. Alderperson Henricks confirmed that Ms. Zima was not selling draft beverages. Mr. Rice clarified the license has no restriction on how much the establishment can sell. He clarified if the license was approved and Ms. Zima sold the business; the license would stay with the address. It was stated that Ms. Zima would need to write a letter relinquishing the license. It was clarified that if a location has never had a liquor license, the request for a license is presented at the City Plan Commission, then goes to Common Council for approval. (Note- the license does not stay with the address).

Mr. Neve would like Ms. Zima to present a formal policy on serving alcoholic beverages in her establishment. There was discussion on publication deadlines regarding obtaining a liquor license.

Result:	Failed (3 to 3) Approve Allow Mickey Jo LLC DBA McKenzie Palace Theatre to Obtain a "Class B" Beer/Fermented Malt Beverage and Intoxicating Liquor License, at 823 Fifth Avenue
Mover:	Jerry Rice
Seconder:	Gordon Neve
Ayes:	Jerry Rice, Larry Steckbauer, Gordon Neve
Nays:	Thomas C. Bauknecht, Scott Henricks, Tim Sharon

Any Other Matters Authorized by Law to be Considered

There were none.

Adjournment

Motion to Adjourn at 6:19 p. m.

Result:	Carried (6 to 0) Approve Adjourn at 6:19 p. m.
Mover:	Larry Steckbauer
Seconder:	Tim Sharon
Ayes:	Jerry Rice, Larry Steckbauer, Gordon Neve, Thomas C. Bauknecht, Scott Henricks, Tim Sharon
Nays:	None



Thomas C. Bauknecht, Chairperson

11/11/2025

Date

McKenzie Palace Theatre **715-350-1993 (Cell)** **715-623-4570 (Office)**
mckenzie.jo.info@gmail.com mckenziepalace.com

McKenzie Jo Zima,
Mickey Jo LLC (DBA McKenzie Palace Theatre)

I would like to apply to you to get a Liquor License (Class B) for the Theatre, we would be selling it behind the counter at Tickets / Concessions.

And it would then be consumed by the customers in the theatres (Screens 1 & 2) To enjoy, with their film.

Alcohol Policy to be adopted once approved by city:

- Must be 21 +
- Card anyone who looks to be younger than 40 years of age.
- 2 limit per person (Must be buying for themselves)
- No more sold once there is only 30 min left in the movie.
- Drinks must be consumed in the theatres, and not leave the building.

To keep track of the 2 / person rule we will write down names on ID's. And later invest in an ID scanner to help keep track once sales increase on the alcoholic beverages.

Location of business is downtown;
823 5th Ave
Antigo, WI 54409

Our mailing address is;
2008 Neva Rd.
Antigo, WI 54409

I look forward to seeing you all at the movies, and maybe with a drink as well!

-THANK YOU, MCKENZIE ZIMA