

ORDINANCE NO. 2937

AN ORDINANCE AMENDING VARIOUS SECTIONS  
OF 13.04 AND 13.07 OF THE CITY OF GREENFIELD MUNICIPAL CODE  
PERTAINING TO REGULATING DIRECT SELLERS AND ENTERTAINMENT

The Common Council of the City of Greenfield do ordain as follows:

PART I. Section 13.04 (2) of the Greenfield Municipal Code, identifying types of direct sellers, is hereby amended to read as follows:

Direct seller—door-to-door. Any individual who, for him/herself or for a partnership, association or corporation, sells goods or services or takes sales orders for the later delivery of goods or services in residential or commercial areas shall include, but not be limited to, peddlers, solicitors and transient merchants. The sale of goods includes donations required by the direct seller for the retention of goods or services by a donor or prospective customer.

Direct seller—temporary. Temporary direct sellers who are part of an outdoor special event or other temporary special event, are not licensed by the City, but must meet State of Wisconsin Department of Revenue requirements.

Direct seller—temporary stand. Temporary direct sellers who have temporary locations, or stands, and are not part of an outdoor special event, but are licensed by the City under a Temporary Use Permit, are required to be licensed by the City as direct sellers.

PART II. Section 13.04 (7)(a)(1) of the Greenfield Municipal Code is hereby repealed and recreated to read as follows:

- (1) No sales or display activity shall be located on public land unless the direct seller is part of an authorized outdoor special event or other temporary special event, or is part of an approved event under a Temporary Use Permit, and the direct seller is authorized by the organizer of the event to participate in the event, or the direct seller provides proof of such.

PART III. Section 13.07 (3) of the Greenfield Municipal Code is hereby repealed and recreated to read as follows:

- (3) Temporary entertainment associated with an outdoor special event permit is part of and applied for with the outdoor special event permit application. No license or fee is required for temporary or special event entertainment.

Part IV. Section 13.07 (4) of the Greenfield Municipal Code is hereby repealed and recreated to read as follows:

(4) Application. An entertainment license application shall be filed with the City Clerk. If entertainment is in conjunction with an outdoor special event (OSE), the application is part of the outdoor special event application and approved therewith. If entertainment is for an authorized temporary or special event that is not an OSE, an entertainment license application must be completed and filed, but no fee or license is required. All requirements of the application for an entertainment license are provided in the application form and must be met prior to approval of the event and/or issuance of the license. The entertainment license is placed on the Common Council agenda for review and approval by the Common Council.

PART V. Section 13.07 (6) (a) of the Greenfield Municipal Code is hereby repealed and recreated to read as follows:

(6) Extension of premises application.

(a) Required for entertainment outside of the normal course of business, for entertainment-licensed establishments and alcohol-licensed establishments to take entertainment and alcohol outside of their approved licensed premises description for a special event.

PART VI. The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

PART VII. All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

PART VIII. This ordinance shall take effect and be in force from and after its passage and publication.

PASSED AND ADOPTED by the Common Council of the City of Greenfield on the 17<sup>th</sup> day of September, 2019.

APPROVED:

Michael J. Neitzke  
Michael J. Neitzke, Mayor

ATTEST:

Jennifer Goergen  
Jennifer Goergen, City Clerk

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