

Chapter 8 - BUSINESS LICENSING AND REGULATION

State Law reference— Authority for local regulation of transient merchants, Wis. Stats. § 66.0423; marketing and trade practices generally, Wis. Stats. § 100.01 et seq.; trade regulations generally, Wis. Stats. § 125.01 et seq.; miscellaneous trade regulations, Wis. Stats. § 134.01 et seq.; county authority to enact ordinances for public protection and safety, Wis. Stats. § 59.54; county authority to enact ordinances for purposes of consumer protection, Wis. Stats. § 59.55.

ARTICLE I. - IN GENERAL

Secs. 8-1—8-18. - Reserved.

ARTICLE II. - SOLICITORS AND TRANSIENT MERCHANTS

State Law reference— County licensing of hawkers and peddlers, Wis. Stats. § 59.55(3).

Sec. 8-19. - Permit required.

- (a) It is unlawful for any person to make arrangements for any other person to go in or upon any private residence, apartment or premises in the county for the purpose of soliciting from the occupants thereof or to canvass for orders for goods, wares, merchandise or services of any character or description, or for the purpose of offering to give or to furnish or giving or furnishing any goods, wares, merchandise or services to any such occupants to induce or invite such orders, without first having applied for and received from the sheriff's department a solicitor's permit so to do.
- (b) Every individual person, even though representing a firm or corporation who may be an applicant under this article, shall be required to individually apply and hold the solicitor's permit provided for in this article as required.

(Compiled Ords. of 2009, § 5.04.010)

Sec. 8-20. - Exceptions to permit requirement.

The terms of this article shall not be held to include newsboys, nor the acts of resident merchants, businessmen, insurance agents or employees residing in the county taking orders in the houses of their customers for goods held by them in stock at established places of business within the county or at established agencies, nor the acts of those merchants, businessmen and employees in delivering such goods, merchandise or insurance policies in the regular course of business, nor to solicitations or sales made by residents of the county for charitable purposes, nor shall it apply to farmers or truck gardeners residing in the state who vend, sell or dispose of, or offer to sell, vend or dispose of, the products of the farm or garden occupied or cultivated by them; provided, that nothing containing in this article will be held to prohibit any sale required by statute or by order of any court, or to prevent any person from conducting a bona fide auction sale pursuant to law.

(Compiled Ords. of 2009, § 5.04.020)

Sec. 8-21. - Application—Where made; forms; content.

Any person desiring to secure a solicitor's permit as is contemplated in section 8-19 shall apply therefor in person to the sheriff's department on forms provided by the county, and such application shall state the:

- (1) Name and address of the applicant;
- (2) Name and address of the person by whom employed;
- (3) Length of service of such applicant with such employer;
- (4) Place of residence and nature of the employment of the applicant during the last preceding year;
- (5) Nature or character of the goods, wares, merchandise or services to be offered by the applicant;
- (6) Personal description of the applicant; and
- (7) License numbers, make, year and color of all motor vehicles to be operated within the county by any such applicants.

(Compiled Ords. of 2009, § 5.04.030)

Sec. 8-22. - Same—Credentials and evidence of good moral character and identity to accompany.

Such application as is contemplated in section 8-21 shall be accompanied by such credentials and other evidence of the good moral character and identity of the applicant as may be reasonably required by the sheriff's department.

(Compiled Ords. of 2009, § 5.04.040)

Sec. 8-23. - Fingerprints and photograph; filing for ten days required.

No solicitor's permit under this article shall be issued to any person until that person's fingerprints and photograph have been on file with the sheriff's department for at least ten days after such prints and photographs are taken.

(Compiled Ords. of 2009, § 5.04.050)

Sec. 8-24. - Issuance upon designated determination; term; fee.

If the sheriff's department determines after reasonable investigation, that the applicant is of good moral character and proposes to engage in a lawful and legitimate commercial or professional enterprise, that department shall then issue the permit applied for, which permit shall expire on December 31 in the year in which such permit was issued. A fee in the amount provided in the county fee schedule shall be charged for each issuance.

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(Compiled Ords. of 2009, § 5.04.060)

Sec. 8-25. - Posting of permit requirement; sign design and lettering.

All roads at the boundaries of surrounding counties shall be posted at the county line stating that solicitor's permits are required within the county. Such signs shall be of such a design and lettering as deemed necessary.

(Compiled Ords. of 2009, § 5.04.070)

Sec. 8-26. - Violation of article; penalty; each day a separate offense.

Any person violating any of the provisions of this article shall be, upon conviction, be subject to penalties as provided in section 1-25.

(Compiled Ords. of 2009, § 5.04.080)

Sec. 8-27. - Courthouse solicitation prohibited.

All persons are prohibited from soliciting funds or sales of non-county-related business or items in the courthouse.

(Compiled Ords. of 2009, § 5.04.090)