

TOWN OF MINOCQUA

Food Truck Policy

Original Trial Period: June 4, 2024 to September 22, 2024

Renewed October 1, 2024 and Extended to October 1, 2025

The food truck policy will be administered through the Town's [Transient Merchant Application](#), which includes background check by law enforcement, approval by the Town Board and inspections. Site plan and photo of vehicle must be submitted with application. Food truck vendor cost: \$100 per day.

This new policy applies to food trucks only, meaning a motorized vehicle or mobile food trailer unit, which is temporarily located on a premise to sell food items to the general public. The Town Board will not consider carts, stands, or other vending methods. Offerings like popcorn, candy, ice cream, coffee, teas, alcoholic beverages, etc., will not be considered.

The daily allowable window for food truck operations is 8AM to 10PM; food trucks may operate for a maximum 6-hour service period within that time frame.

Food truck vendor must provide trash container(s) sufficient to accommodate waste at food truck location and clean up any loose trash within the general area of the food truck prior to departing. All trash generated must be disposed of properly by the food truck operator; public trash containers may not be used to satisfy this responsibility.

In reviewing applications, the Town Board may use its discretion on a case-by-case basis to limit direct competition with nearby community events and brick and mortar restaurant establishments, realizing that some overlap may not be avoidable. If a brick and mortar restaurant is closed, this limitation may not apply.

Valid [Wisconsin food service license](#) is required (license is transferable between counties as long as it's current). License must be visibly posted on food truck. Additional guidance: [Starting a Mobile Food Truck – State of Wisconsin DATCP](#).

[Oneida County Health Department license](#) is required for food truck for operation and includes an inspection. License must be visibly posted on food truck. Additional information at [Oneida County food licensing page](#).

[Minocqua Fire Department inspection](#) is required after food truck is set up and prior to opening for sales.

If an existing business already has approved outdoor seating, it may be offered to food truck patrons. Installing additional outdoor seating (temporary or permanent) is not allowed.

Where allowed / What days allowed / How often allowed:

- 1) Downtown Parking Lot E – Designated public space available for up to 2 food trucks. Public rest room on adjacent block; weekdays only, individual food vendors limited to a maximum of once per calendar week. A food truck vendor requesting to operate on the designated food truck location in Parking Lot E must appear at the meeting where it is being considered to present the food truck proposal and address any concerns. A Certificate of General Liability Insurance (COI) with a minimum of \$1,000,000 per occurrence naming the Town of Minocqua as an additional insured must be provided prior to placement and operation a food truck in Parking Lot E. A \$250 deposit is required for food truck vendors using Parking Lot E in the event the Town incurs costs for clean-up

or damage; the deposit is refundable if the food truck vendor provides proper clean-up and does not cause any damage to the site.

- 2) In the commercial (business zoning) district of downtown Minocqua (between the Highway 51 bridge and the south end of the causeway ("the fill"); weekdays only, maximum of once per calendar week. Business property hosting food truck must have sufficient space in the opinion of the Town Board to accommodate a food truck without otherwise disrupting vehicle mobility in its parking area. (The Town Board would consider allowing use of one parking space if vehicle mobility in its parking area is not otherwise affected.) Business must provide access to its rest room facilities. If a business owner is requesting a food truck on its premises, the owner must appear at the meeting where it is being considered to present the food truck proposal and address any concerns.
- 3) In commercial districts (business zoning) other than downtown: Any day of the week, maximum of once per calendar week. These food trucks must be associated with a brick and mortar business that has ample room in the opinion of the Town Board for a food truck on its premises without otherwise disrupting vehicle mobility in its parking area. (The Town Board would consider allowing use of one parking space if vehicle mobility in its parking area is not otherwise affected.) Business must provide access to its rest room facilities. If a business owner is requesting a food truck on its premises, the owner must appear at the meeting where it is being considered to present the food truck proposal and address any concerns.

NO OFF-PREMISE SIGNAGE OF ANY KIND IS PERMITTED.

Any freestanding on-premise signage requires approval of the Town Board.

Food trucks may only be at location on the day that they are permitted, they may not be stored or parked on property for additional days.

The Town Board may deny or rescind permits for future dates if the food truck vendor and/or business owner fail to comply with requirements of this policy.

[Please provide a list of food being offered and a copy or photo of menu with the application packet.]

* If concerns arise that require modifications to the policy, the Town Board can implement changes at any time.

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