



Dear Direct Seller Permit Holder:

With an increase in the prevalence and frequency of food trucks and other direct sellers engaging in commerce in the City of Mauston, we feel it's more important than ever to ensure everyone understands the operations guidelines. We want to ensure that this popular trend remains safe and everyone is treated equitably.

While the City of Mauston Code of Ordinances (Sec. 20-29(d)) prohibits sales on public streets, sidewalks, or property without prior approval of the Common Council—by policy the Common Council has agreed to grant this permission by nature of issuing the permit. However, to ensure public safety, all other state and local laws must be followed. This means, for example, that while a truck and trailer can be parked on a public street in public parking spaces while vending—tables, chairs, and tents cannot be placed there. Likewise, as a second example, vehicles must be driven and parked in the appropriate direction on all public streets (unless setting up on a street that has been closed for a special event).

Additionally, when a food truck or other Direct Seller is operating at the invitation of a bricks-and-mortar local business in conjunction with an event at their place of business—the Direct Seller should set up in front of that business location (when they can do so safely and legally). When this cannot be done, the Direct Seller should set up as close as possible to their host location where public safety and compliance with all state and local regulations can be achieved. Direct Sellers cannot set up on private property without the property owner's permission. And finally, vendors utilizing space on a public sidewalk must keep at least a four-foot space unobstructed at all times to accommodate pedestrian traffic.

We understand that some Direct Sellers may have operated outside of these parameters previously (multiple times even perhaps) without enforcement. However, the rules will stand nonetheless. However, we are committed to working with Direct Sellers to find reasonable alternate solutions when there are logistical challenges. If you have questions or concerns, feel free to reach out to me.

Sincerely,

Randall D. Reeg  
City Administrator/Economic Development Director