



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, August 19, 2015

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)

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This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).

Applications will go to the Common Council Meeting of September 1, 2015

This meeting is governed by Robert's Rules of order. All speakers wishing to address the committee regarding an agenda item must first complete a registration form and submit it to the City Clerk designee.

Speakers may speak to the committee only after they are called by the Chair. Each speaker will be limited to three minutes.

After speaking to the committee, please take your seat in the gallery. The public is not allowed to address or respond to speakers or committee members unless they have been recognized by the Chair of the committee.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### Call to Order/Roll Call

**Present:** 7 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; Kathryn D. Hill; Michael S. Donnelly and Shiva Bidar-Sielaff

**Non Voting:** 6 - Eric Christianson; James Boxrud; Roger Allen; Everett D. Mitchell; Mark D. Woulf and Hoyon Mephokee

### Approval of Minutes

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to Approve the Minutes. The motion passed by voice vote/other.**

### Public Comment

### Disclosures and Recusals

### Public Hearing

### Presentation of the Consent Agenda

### Temporary Class B Concurrent with Street Use

1. Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Applicant: Jazz at Five Inc  
Event Location: 100 block of State St.  
Event Date: 9/2/15  
Aldermanic District 4 (Alder Verveer)  
Police District: 406  
Event: Jazz at Five

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### Changes of Agent

2. Change of Agent  
BAT Inc • dba Madhatter  
322 W Gorham St  
New Agent: Susan McKinney  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

3. Change of Agent  
Kwik Trip Inc • dba Tobacco Outlet Plus 529  
3868 E Washington Ave  
New Agent: David P Doelger  
Class A Beer  
Aldermanic District 17 (Alder Baldeh)

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

4. Change of Agent  
Kwik Trip Inc • dba Tobacco Outlet Plus 514  
1113 N Sherman Ave #A  
New Agent: Joshua Gordon Wurtz  
Class A Beer  
Aldermanic District 12 (Alder Palm)

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

5. Change of Agent  
Charleys of Madison LLC • dba The Fountain  
122 State St  
New Agent: Luke Kuehling  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

6. Change of Agent  
Minerva Indian Cuisine Inc • dba Minerva Indian Cuisine  
515 Junction Rd Ste A  
New Agent: Deepa Ramarajan  
Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Skidmore)

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### Changes of Corporate Officers

7. Entity Reorganization  
Minerva Indian Cuisine Inc • dba Minerva Indian Cuisine  
515 Junction Rd, Suite A  
Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Skidmore)  
1 new officer, remove 1 officer

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

8. Entity Reorganization  
Trader Joe's East Inc • dba Trader Joe's #712  
1810 Monroe St  
Class A Liquor & Class A Beer  
Aldermanic District 13 (Alder Eskrich)  
1 new officer, remove 1 officer.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

9. Entity Reorganization  
BAT Inc • dba Madhatter  
322 W Gorham St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
1 new officer, remove 1 officer

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Change of DBA**

10. Business Name Change  
Segredo Inc • Current dba: Segredo/Liquid  
624 University Ave  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
New dba: Liquid/Ruby

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Change of Licensed Premise**

11. Change of Licensed Premise  
Blue Bandit Inc • dba Argus Bar & Grille • Capacity: 180  
123 E Main St • Agent: Rick Brahmer  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Extend outdoor seating to roof patio.

**A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

12. Change of Licensed Premise  
Weary Traveler Freehouse • dba Weary Traveler Freehouse  
Capacity: 99 indoor/149 outdoor

1201 Williamson St • Agent: Bregan Fuller  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Create an adjacent private dining room.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

13. Change of Licensed Premise  
Stalzy's Deli LLC • dba Stalzy's Deli  
Capacity: 60 indoor/300 outdoor  
2701 Atwood Ave • Agent: Corbin Reynolds  
Class B Combination Liquor & Beer • 10% alcohol, 75% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 601  
Hold 5th Annual Oktoberfest event in parking lot.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

14. Change of Licensed Premise  
Walmart Stores East LP • dba Walmart  
4198 Nakoosa Trl • Agent: Kyle T Jenson  
Class A Liquor, Class A Beer  
Aldermanic District 15 (Alder Ahrens) • Police Sector 607  
Expand to approximately 188,805 square feet.

The condition is:

1. No sale of single bottles or single cans of beer or fermented malt beverages.

**A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.**

The condition is:

1. No sale of single bottles or single cans of beer or fermented malt beverages.

15. Change of Licensed Premise  
Compass Group USA Inc • dba Compass Group USA Inc  
Capacity: Varies Per Location  
1000 Edgewood College Dr • Agent: Stephanie Durian  
Class B Combination Liquor & Beer • 0.3% alcohol, 99.7% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302  
Add parking lot for Family Weekend.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to**

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**RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

16. Change of Licensed Premise  
BAT Inc • dba Madhatter • Capacity: 200  
322 W Gorham St • Agent: Ted Gervasi  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
Increase indoor capacity to 320.

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **21+ Entertainment License**

17. 21+ Entertainment License  
Diego Enterprises • dba Cuco's Restaurant • Capacity: 80  
4426 Buckeye Rd • Agent: Carlos Quiroga  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

#### **New License - Public Hearing**

18. Public Hearing - New License  
Beebe Enterprises LLC • dba Mad City Frites  
320 State St • Agent: Taylor S Beebe • Estimated Capacity: 56  
Class B Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by the following vote:

Aye: Bidar-Sielaff, Cano Ospina, Hill, Verveer  
No: Donnelly, Skidmore  
Non Voting: Landgraf

The conditions are:

1. Must meet the definition of a restaurant as defined by MGO Section 38.02.
2. Alcohol service shall cease at 11:00 pm.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING.**

**The motion passed by the following vote:**

**Aye: Bidar-Sielaff, Cano Ospina, Hill, Verveer  
No: Donnelly, Skidmore**

**Non Voting: Landgraf**

**The conditions are:**

- 1. Must meet the definition of a restaurant as defined by MGO Section 38.02.**
- 2. Alcohol service shall cease at 11:00 pm.**

**Ayes:** 4 - Michael E. Verveer; Fernando Cano Ospina; Kathryn D. Hill and Shiva Bidar-Sielaff

**Noes:** 2 - Paul E. Skidmore and Michael S. Donnelly

**Non Voting:** 4 - Eric Christianson; James Boxrud; Richard Bach; Roger Allen; Thomas A. Landgraf; Everett D. Mitchell; Mark D. Woulf and Hoyon Mephokee

19. Public Hearing - New License  
Badgerfest Inc • dba Festival Foods  
810 E Washington Ave • Agent: Paul Anderson  
Class A Liquor, Class A Beer  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

20. Public Hearing - New License  
Red Sushi 2 LLC • dba IN Restaurant  
846 E Washington Ave • Agent: Tatsiana Zhykharevich • Estimated Capacity:  
150 indoor, 50 outdoor  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**

21. Public Hearing - New License  
Big Top Events LLC • dba Big Top Events  
917 E Mifflin St • Agent: Conor Caloia • Estimated Capacity: 7,720  
Class B Combination Liquor & Beer • 13% alcohol, 47% food, 40% other  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

**A motion was made by Donnelly, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

22. Public Hearing - New License  
Luckys 1313 Brew Pub LLC • dba Lucky's 1313 Brew Pub  
1313 Regent St • Agent: Rodney J Ripley • Estimated Capacity: 716

Class B Combination Liquor & Beer • 68% alcohol, 30% food, 2% other  
Aldermanic District 13 (Alder Eskrich) • Police Sector 303

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**

23. Public Hearing - New License  
The Crafty Project LLC • dba The Crafty Project  
312 N 3rd St Suite 2 • Agent: Jennifer Gatzke • Estimated Capacity: 30  
Class B Beer, Class C Wine • 5% alcohol, 95% other  
Aldermanic District 12 (Alder Palm) • Police Sector 501

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

24. Public Hearing - New License  
Stag and Stein LLC • dba Freiburg Gastropub  
2616 Monroe St • Agent: Stephen Weber • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

#### Demerit Point Assessments

25. Disciplinary Matter - demerit point assessment  
BAT Inc • dba Madhatter  
322 W Gorham St  
Agent: Ted Gervasi  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

26. Disciplinary Matter - demerit point assessment  
Mad Towne Ventures LLC • Chasers • capacity of 144  
319 W Gorham St • Agent: William Rudy  
Class B Combination Liquor & Beer • 50% Alcohol, 50% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 403



**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

27. Disciplinary Matter - demerit point assessment  
Halo of Madison LLC • dba Whiskey Jacks Saloon • Capacity: 297  
552 State St • Agent: Joshua Hurley  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 2 (Alder Zellers) • Police Sector 400

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

28. Disciplinary Matter - demerit point assessment  
Chinchilla JDK LLC • dba Red Rock Saloon • Capacity: 395  
322 W Johnson St • Agent: Jeffrey Kovacovich  
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

25 points were assessed.

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to RECOMMEND TO COUNCIL TO ACCEPT THE DEMERIT POINT ASSESSMENT - REPORT OF OFFICER. The motion passed by voice vote/other. 25 points were assessed.**

29. Disciplinary Matter - demerit point assessment  
The Kollege Klub Inc • dba Kollege Klub  
529 N Lake St • Agent: Jordan Meier • Estimated Capacity: 305  
Class B Combination Liquor & Beer • 75% alcohol, 20% food 5% other  
Aldermanic District 8 (Alder Wood) • Police Sector 403

100 points assessed.

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to RECOMMEND TO COUNCIL TO ACCEPT THE DEMERIT POINT ASSESSMENT - REPORT OF OFFICER. The motion passed by voice vote/other. 100 points assessed.**

30. Disciplinary Matter - demerit point assessment  
State Street Brathaus of Madison, Inc. • dba State Street Brats • capacity 450  
603 State Street • Agent: Kelly Meuer  
Class B Combination Liquor & Beer • 48% alcohol, 52% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

125 points assessed.

**A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO ACCEPT THE DEMERIT POINT ASSESSMENT - REPORT OF OFFICER. The motion passed by voice vote/other. 125 points assessed.**

31. Disciplinary Matter - demerit point assesement  
Happy Sunshine Academy LLC • dba Alpine Liquors  
6420 Cottage Grove Rd Suite 2 • Agent: Theodore Wallace  
Class A Beer, Class A Liquor

Aldermanic District 03 (Alder Hall) • Police Sector 627

50 points assessed.

**A motion was made by Cano Ospina, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO ACCEPT THE DEMERIT POINT ASSESSMENT - REPORT OF OFFICER. The motion passed by voice vote/other. 50 points assessed.**

**Report of Madison Police Department**

32. Summary of recent calls for service

**Report of City Clerk's Office**

33. Summary of licenses issued

**Report of the Chair**

34. Summary of discussion with Mayor Soglin on Alcohol License Review Committee (ALRC) membership, State Street Commercial Property initiatives and ALRC operations.
35. Discussion of Alcohol License Review Committee (ALRC) membership with ALRC members.
36. Discussion of potential Alcohol License Review Committee outreach efforts to neighborhood associations.
37. Discussion of City Clerk data on license conditions, capacity and outside seating.
38. Discussion of City Attorney routine report to the Alcohol License Review Committee.

**Operator's License Applications**

39. Operator License Application  
Applicant - Harmanjit Singh

**A motion was made by Bidar-Sielaff, seconded by Donnelly, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

40. Operator License Application  
Applicant - Joseph Fernholz

**A motion was made by Donnelly, seconded by Verveer, to RECOMMEND TO**

**COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

41. Operator License Application  
Applicant - Paul E Walker

**A motion was made by Cano Ospina, seconded by Skidmore, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

42. Operator License Application  
Applicant - Christine K Mosher

**A motion was made by Cano Ospina, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

43. Operator License Application  
Applicant - Sarah Zeimet

**A motion was made by Cano Ospina, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

### **Adjournment**

Adjourn at 9:12 pm.

**A motion was made by Verveer, seconded by Cano Ospina, to Adjourn at 9:12 pm. The motion passed by voice vote/other.**