



# City of Madison

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

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*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).*

---

Wednesday, March 16, 2011

5:30 PM

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

---

### Call to Order/Roll Call

**Present:** 8 -

Michael Schumacher; Michael E. Verveer; Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Allen A. Arntsen; Pamela Bean and Shiva Bidar-Sielaff

**Non Voting:** 6 -

Maribeth Witzel-Behl; Barb Mercer; Mary Schauf; Roger Allen; Dawn B. Crim and Austin J. Buerosse

### Approval of Minutes

### Public Comment

### Disclosures and Recusals

### Changes of Agent

1. [21411](#) Change of Agent  
Madison Turners Inc • dba Madison Turners • 3001 S Stoughton Rd  
New Agent: Richard Blatter  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 16 (Alder Compton) • Police Sector 619  
  
**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

### Changes of Corporate Control

2. [21663](#) Change of Corporate Control  
Wadsworth Old Chicago, Inc • dba Old Chicago  
7202 Mineral Point Rd • Agent: Charissa Bratt  
Class B Combination Liquor & Beer • 63% alcohol, 37% food  
Aldermanic District 9 (Alder Skidmore) • Police Sector 125  
3 new officers  
  
**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

3. [21665](#) Change of Corporate Control  
Orpheum of Madison Inc • dba Orpheum Theatre  
216 State St • Agent: Eric Fleming  
Class B Combination Liquor & Beer • 49% alcohol, 51% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Loss of one officer
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE until such time as the Office of the City Attorney finds the application to be with merit. The motion passed by voice vote/other.**

#### Change of Licensed Premise

4. [21206](#) Change of Licensed Premise  
Walmart Stores East LP • dba Walmart Store #1138  
7202 Watts Rd • Agent: Ed Kligora  
Class A Liquor and Class A Beer  
Aldermanic District 1 (Alder Sanborn) • Police Sector 123  
Request to move alcohol from behind check outs to the sales floor,  
expanding from four sections to 27 sections 92'.
- A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 5/18/2011 with the understanding that a representative of the city will visit the location to report on the proposed changes to the committee. The motion passed by voice vote with Mr. Arntsen abstaining.**
5. [21271](#) Change of Licensed Premise  
The Family Business LLC • dba R Place on Park • capacity of 47  
1821 S Park St • Agent: Roderick Flowers  
Class B Combination Liquor & Beer • 100% Alcohol  
Aldermanic District 13 (Alder Kerr) • Police Sector 310  
Request to increase capacity from 47 to 99.
- This was previously moved for referral until completion of the revocation hearing against the applicant.**
6. [21396](#) Change of Licensed Premise  
Sammy Aziz LLC • dba ZuZu Cafe • Capacity: 48  
1336 Drake St • Agent: Robert Shapiro  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 13 (Alder Kerr) • Police Sector 303  
Expansion of outdoor seating.
- A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

7. [21667](#) Change of Licensed Premise  
Joseph Vale • dba Tiki Shack • Capacity: 51  
Address 126 State St • Agent: Joseph Vale  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Change from one dining room to two, addition of 15'X9' kitchen.
- A motion was made by Bean, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

8. [21673](#) Change of Licensed Premise  
Echo Tap, Inc • dba Echo Tap & Grill • Capacity:125  
554 W Main St • Agent: Patrick Rynes  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 404  
Addition of an outdoor seating area
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.**

**The conditions are that the licensee comply with the conditions of their conditional use permit.**

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

9. [21278](#) 21+ Entertainment License  
The Family Business LLC • dba R Place on Park • Capacity: 47  
1821 S Park St • Agent: Roderick Flowers  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 13 (Alder Kerr) • Police Sector 310
- This was previously moved for referral until completion of the revocation hearing against the applicant.**

10. [21674](#) 21+ Entertainment License  
HML, LLC • dba Electric Earth Cafe • Capacity: 90  
546 W Washington Ave • Agent: Sean Lee  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 404
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other. Conditions are that the establishment meet the definition of a restaurant under the Madison General Ordinances and that food be served at all times the establishment is open.**

**New License - Public Hearing**

11. [21463](#) Public Hearing - New License  
Wood Dragon Inc. • dba Amy's Cafe & Bar  
414 W Gilman St • Agent: Richard Brahmer  
Estimated Capacity: 80 indoors  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**
- The conditions are: 1) The establishment must meet the definition of a restaurant under Madison General Ordinances 2) Capacity is set at 80 indoors, 28 outdoors subject to proper city approvals for a sidewalk cafe. 3) Food will be available until Midnight.**
12. [21502](#) Public Hearing - New License  
Charleys of Madison LLC • dba Charleys  
122 State St • Agent: Gavin Langhammer • Estimated Capacity: 113  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**
- The conditions are: 1) The establishment must meet the definition of a restaurant under Madison General Ordinances 2) Capacity is set at 113 indoors, 24 outdoors subject to proper city approvals for a sidewalk cafe. 3) Food will be available at all times the establishment is open.**
13. [21503](#) Public Hearing - New License  
Mohammed ATA Hinnawi • dba Nile Restaurant  
6119 Odana Rd • Agent: Mohammed Hinnawi • Estimated Capacity: 88  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113
- A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
14. [21505](#) Public Hearing - New License  
HML LLC • dba Electric Earth Cafe  
546 W Washington Ave • Agent: Sean Lee • Estimated Capacity: 90  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 404 • Density Area
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. Conditions are that the establishment meet the definition of a restaurant under the Madison General Ordinances and that food be served at all times the establishment is open.**

**Discussion Items**

15. [18883](#) Sentencing Guidelines for Liquor License Non-Renewals.

**Alcohol License Density Ordinance Revision**

16. [21557](#) Amending Secs. 38.05 of the Madison General Ordinances.

**The committee heard from nine registered speakers, recalling several for further questions.**

**The committee agreed that the maximum percentage of annual gross revenues from the sale of alcohol would be changed from 25% to 50%.**

**Alder Schumacher, seconded by Dr. Bean, moved that a new license could be granted at a location that previously held that particular license within 730 days since it ceased operations. The 730 days are to be applied retroactively upon the passage of the new ALDO. This motion was passed by a voice vote.**

**Alder Schumacher, seconded by Alder Bidar-Sielaff, moved that the maximum percentage of gross annual revenues from the sale of alcohol for entertainment venues under the new ALDO is 65% and that there are to be a maximum of seven entertainment licenses available under the new ALDO. This motion was passed on a roll call vote: For-Bean, Bidar-Sielaff, Farley, Landgraf, Schumacher, and Verveer. Against-Arntsen**

**A motion was made by Ald. Schumacher, seconded by Dr. Bean, that the sunset on the new ALDO will be four years. This motion passed on the following roll call vote: For-Bean, Bidar-Sielaff, Farley, Landgraf, and Schumacher. Against-Verveer and Arntsen.**

**Report of the Alcohol Policy Coordinator**

17. [21692](#) Report of Alcohol Policy Coordinator

Report of the Madison Police Department

18. [21282](#) Summary of Recent Calls for Service.

**Capt. Gloede distributed the attached report.**

**Report of City Clerk's Office**

19. [21691](#) Summary of licenses issued.

**The City Clerk's Office distributed the attached report.**

**Adjournment**

A motion was made by Bean, seconded by Farley, to Adjourn in honor of Alder Schumacher and Ms. Crim. The committee thanks them for their tireless service on behalf of the citizens of Madison and will miss their presence at future meetings. The motion passed by voice vote/other.