



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Amended

### ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

*This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, July 20, 2022

5:30 PM

Virtual Meeting

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The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel website  
<https://media.cityofmadison.com/mediasite/showcase>
- Livestream on the City of Madison YouTube channel  
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)  
Webinar ID: 878 9509 4351

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntauvw, cov ntaub ntauvw ua

lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab  
cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

Applications will go to the Common Council Meeting of August 2, 2022

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.

**Notified Absences:**

**Call to Order/Roll Call**

**Approval of Minutes**

July 15, 2022: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

July 22, 2022: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [72724](#) Public Comment

**Disclosures and Recusals**

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

**Presentation of the Consent Agenda**

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

- 1) items which have registrants opposed wishing to speak
- 2) items which members have seperated out for discussion/debate purposes
- 3) items recommending ordinance changes
- 4) operator license applications

**Operator's License Applications**

Possible Closed Session: Please take notice that when considering the following items,

the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [72072](#) Operator License Application  
Krystal Baron - Establishment where employed: Harmony Bar & Grill
3. [72242](#) Operator License Application  
Shane Bick - Establishment where employed: Wandos Bar and Grill
4. [72725](#) Operator License Application  
Nicole Hasz - Establishment where employed: Club Lamark

#### Temporary Class B Concurrent with Street Use

5. [72628](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Marquette Neighborhood Association  
1103 Spaight St/Orton Park  
08/25/22-08/28/22  
Aldermanic District 6 (Ald. Benford)  
Police District: 408  
Orton Park Festival
6. [72710](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Eken Park Neighborhood Association  
Event Location: 700 Block of Mayer Ave  
Event Date: 8/20/2022 11am - 8pm  
Aldermanic District 12 (Alder Abbas)  
Police District: 503  
Event: Eken Park Festival
7. [72711](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
African Association of Madison Inc

Event Location: McPike Park  
Event Date: 8/20/2022 10am - 10pm  
Aldermanic District 6 (Alder Benford)  
Police District: 408  
Event: Africa Fest

8. [72712](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Schenk's Corners Art Society  
Event Location: 1900 Block of Atwood Ave  
Event Date: 8/19/2022 5pm - 10pm & 8/20/2022 2pm - 10pm  
Aldermanic District 6 (Alder Benford)  
Police District: 410  
Event: Schenk's Corners Block Party

#### Changes of Agent

9. [70927](#) Change of Agent  
Capitol Petroleum LLC • dba CG Mobil • 605 Cottage Grove Rd  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 15 (Alder Foster)
10. [70929](#) Change of Agent  
Capitol Petroleum LLC • dba VR Mobil • 4601 Verona Rd  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 10 (Alder Figueroa Cole)
11. [70931](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart West • 6702 Mineral Point Rd  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 19 (Alder Furman)
12. [70936](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart SA • 1010 N Sherman Ave  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 12 (Alder Abbas)
13. [70935](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart N • 1101 N Sherman Ave  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 12 (Alder Abbas)

14. [70934](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart AW • 4601 Cottage Grove Rd  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 16 (Alder Currie)
  
15. [70932](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart NE • 4905 Commercial Ave  
New Agent: Asad Shahzad  
Class A Beer  
Aldermanic District 3 (Alder Lemmer)
  
16. [72392](#) Change of Agent  
Kwik Trip, Inc. • dba Kwik Trip #155 • 6525 Kilpatrick Ln  
New Agent: Elizabeth Harnack  
Class A Liquor & Beer  
Aldermanic District 16 (Alder Currie)
  
17. [72713](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 958 • 4741 Lien Rd  
New Agent: Maria-Teresa Dary  
Class A Beer, Class A Cider  
Aldermanic District 12 (Alder Abbas)
  
18. [72714](#) Change of Agent  
Mega Marts LLC • dba Metro Market #434 • 6010 Cottage Grove Rd  
New Agent: Ryan Streich  
Class B Beer  
Aldermanic District 3 (Alder Paulson)
  
19. [72715](#) Change of Agent  
Pizza Hut of Southern Wisconsin Inc • dba Pizza Hut • 7440 Mineral Point Rd  
New Agent: Preston Kinney  
Class B Beer  
Aldermanic District 9 (Alder Conklin)

**Business Name Change**

20. [72709](#) Entity Reorganization  
Hue Art Gallery LLC • dba Macha Teahouse Gallery  
823 E Johnson St  
Class B Beer, Class C Wine  
Aldermanic District 6 (Alder Benford)

New LLC: Teasider LLC

**Entity Reorganization**

21. [70469](#) Entity Reorganization  
R.I. Heritage Inn of Madison Opco LLC • dba Madison Residence Inn  
4862 Hayes Rd  
Class B Beer, Class C Wine  
Aldermanic District 17 (Alder Halverson)  
Add one officer, remove one officer
  
22. [70782](#) Entity Reorganization  
Laurel Tavern Inc • dba Laurel Tavern  
2505 Monroe St  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Evers)  
Add 1 new officer and remove 1 officer
  
23. [71444](#) Entity Reorganization  
Asian Persuasion LLC • dba Lao Laan-Xang  
2098 Atwood Ave  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Benford )  
Remove 1 old officer and add 1 new officer
  
24. [72066](#) Entity Reorganization  
Creative Grocer Concepts Inc • dba Jenifer Street Market  
2038 Jenifer St  
Class A Beer  
Aldermanic District 6 (Alder Benford)  
Remove one officer
  
25. [72716](#) Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market #361  
703 University Ave  
Class B Beer, Class C Wine  
Aldermanic District 8 (Alder Bennett)  
Add three new officers
  
26. [72717](#) Entity Reorganization  
Palette Grill LLC • dba Palette Bar & Grill  
901 E Washington Ave  
Class B Combination Liquor & Beer

Aldermanic District 6 (Alder Benford)  
Remove two officers

27. [72718](#) Entity Reorganization  
American Multi-Cinema Inc • dba AMC Madison 6  
430 N Midvale Blvd  
Class B Combination Liquor & Beer  
Aldermanic District 11 (Alder Tishler)  
Add one new officer, remove one officer

28. [72719](#) Entity Reorganization  
BelAir Cantina Capitol Square Inc • dba BelAir Cantina  
111 Martin Luther King Jr Blvd  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Remove two officers

#### Change of Licensed Premise

29. [71869](#) Change of Licensed Premise  
Daisy Cafe and Cupcakery • dba Daisy Cafe and Cupcakery  
Current Capacity (in/out): 70/96 • Proposed Capacity (in/out): 70/96  
2827 Atwood Ave • Agent: Daryl Sisson  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 15 (Alder Foster) • Police Sector 602  
Request to continue outdoor premises expansion previously approved by  
Streatery program.
30. [72720](#) Change of Licensed Premise  
Tempest LLC • dba Tempest Oyster Bar  
Current Capacity (in/out): 192/36 • Proposed Capacity (in/out): 160/68  
120 E Wilson St • Agent: Henry Doane  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Request to extend licensed premises to five parking spots along east side of  
the building.
31. [72721](#) Change of Licensed Premise  
Garcis LLC • dba Senor Machetes  
Current Capacity (in/out): 120/24 • Proposed Capacity (in/out): 120/48  
121 E Main St • Agent: Ofelia Garcia  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Request to expand outdoor premises to approved Steatery area and increase

outdoor capacity.

### 21+ Entertainment License

32. [71520](#) 21+ Entertainment License  
Oasis Cafe LLC • dba Paul's Pelmeni • Capacity (in/out): 80/0  
414 W Gilman St • Agent: Paul Schwaunen  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 2 (Alder Heck) • Police Sector 403
33. [71521](#) 21+ Entertainment License  
Movin North LLC • dba Lazy Oaf Lounge • Capacity: 272  
1617 N Stoughton Rd • Agent: Thomas Alswager  
Class B Combination Liquor & Beer • 34.1% alcohol, 65.9% food  
Aldermanic District 12 (Alder Abbas) • Police Sector 516
34. [72722](#) 21+ Entertainment License  
PX2 LLC • dba Prost! • Capacity: 180  
401 E Washington Ave • Agent: Brian Reynolds  
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other  
Aldermanic District 6 (Alder Benford) • Police Sector 406

### 18+ Center for Visual & Performing Arts License

35. [72723](#) 18+ Center for Visual & Performing Arts License  
1201 Willy Inc • dba The Weary Traveler Freehouse • Capacity: 99  
1201 Williamson St • Agent: Jeffrey Schmidt  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 6 (Alder Benford) • Police Sector 408

### Items Referred

36. [72440](#) Directing City Staff to Provide Public Notification Related to Property Development Proposals, Alcohol Licenses, and Other City Business
37. [72470](#) Amending 38.05(3)(c) of the Madison General Ordinances to change the deadline for an alcohol license establishment applicant to contact the premises location Alder and amending 38.05(3)(e) to change the deadline for posting the public information notification sign.

### Recessed Public Hearing



38. [71859](#) Public Hearing - New License  
Vintage Vault Family Arcade LLC • dba Vintage Vault Arcade  
2425 S Stoughton Rd • Agent: Jason Perry • Estimated Capacity (in/out): 40/0  
Class B Beer • 25% alcohol, 75% food  
Aldermanic District 16 (Alder Currie) • Police Sector 617

**Public Hearing**

**New License - Public Hearing**

39. [72438](#) Transfer of License Location  
International Commons, Inc. • dba International Commons, Inc.  
New Address 5810 Mineral Point Rd. • Agent: Anton Schleinz  
Estimated Capacity (in/out): 200/100  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 19 (Alder Furman) • Police Sector 217
40. [72455](#) Transfer of License Location  
Table Wine LLC • dba Table Wine  
New Address: 2301 Atwood Ave • Agent: Molly Moran  
Estimated Capacity (in/out): 25/25  
Class B Combination Liquor & Beer • 98% alcohol, 1% food, 1% other  
Aldermanic District 15 (Alder Foster) • Police Sector 601
41. [72441](#) Public Hearing - New License  
Laura Garden LLC • dba TBD  
1403 Regent St • Agent: Xi Wang Fillion  
Class A Beer, Class A Liquor  
Aldermanic District 13 (Alder Evers) • Police Sector 205
42. [72442](#) Public Hearing - New License  
IYS Ventures LLC • dba I Mart Stores  
5551 Eastpark Blvd • Agent: William Clark  
Class A Beer, Class A Liquor  
Aldermanic District 17 (Alder Halverson) • Police Sector 520
43. [72443](#) Public Hearing - New License  
5 Star Korean BBQ LLC • dba 5 Star Korean BBQ  
605 E Washington Ave • Agent: Taeho Kim • Estimated Capacity (in/out): 60/0  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 6 (Alder Benford) • Police Sector 408
44. [72444](#) Public Hearing - New License

El Rancho 2 Mexican Grill LLC • dba El Rancho 2 Mexican Grill LLC  
4527 Cottage Grove Rd • Agent: Teodora Florencio Torres  
Estimated Capacity (in/out): 50/15  
Class B Beer • 5% alcohol, 95% food  
Aldermanic District 16 (Alder Currie) • Police Sector 614

45. [72449](#)

Public Hearing - New License  
Tavernclub LLC • dba The Turn Key  
1344 E Washington Ave • Agent: Samuel J Parker  
Estimated Capacity (in/out): 273/97  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Aldermanic District 6 (Alder Benford) • Police Sector 409

46. [72454](#)

Public Hearing - New License  
O'so Brewing Company • dba O'so Madhouse  
1817 E Washington Ave • Agent: Marc Buttera  
Estimated Capacity (in/out): 49/38  
Class B Beer • 70% alcohol, 25% food, 5% other  
Aldermanic District 6 (Alder Benford) • Police Sector 410

47. [72457](#)

Public Hearing - New License  
1201 Willy Inc • dba The Weary Traveler Freehouse  
1201 Williamson St • Agent: Jeffrey Schmidt • Estimated Capacity (in/out):  
79/20  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 6 (Alder Benford) • Police Sector 408

48. [72461](#)

Public Hearing - New License  
Mos Espa LLC • dba Woody & Anne's  
2236 Winnebago St • Agent: Joshua Swentzel  
Estimated Capacity (in/out): 40/0  
Class B Combination Liquor & Beer • 80% alcohol, 15% food, 5% other  
Aldermanic District 6 (Alder Benford) • Police Sector 400

49. [72462](#)

Public Hearing - New License  
PX2 LLC • dba Prost!  
401 E Washington Ave • Agent: Andrew Haker  
Estimated Capacity (in/out): 180/60  
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other  
Aldermanic District 6 (Alder Benford) • Police Sector 406

50. [72463](#)

Public Hearing - New License  
Charlies Main Event LLC • dba Chef Dave Madison

100 N Hamilton St • Agent: David Heide • Estimated Capacity (in/out): 500/340  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

51. [72467](#) Public Hearing - New License  
Attic Angel Place • dba Attic Angel Place  
8301 Old Sauk Rd • Agent: Cheryl Miller • Estimated Capacity (in/out): 60/0  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 9 (Alder Conklin) • Police Sector 128

#### Report of Madison Police Department

52. [72726](#) Summary of Recent Calls for Service

#### Report of City Clerk's Office

53. [72727](#) Summary of Licenses Issued

#### Entity Reorganization

54. [72749](#) Entity Reorganization  
Duma LLC • dba Ivory Room Piano Bar  
116 W Mifflin St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Remove one officer

#### Change of Licensed Premise

55. [72783](#) Change of Licensed Premise  
Madison Chocolate Company LLC • dba Madison Chocolate Company  
Current Capacity (in/out): 27/6 • Proposed Capacity (in/out): 27/30  
729 Glenway St • Agent: Megan Hile  
Class B Beer, Class C Wine • 0.01% alcohol, 99.9% food  
Aldermanic District 13 (Alder Evers) • Police Sector 207  
Request to make permanent the streatory extension previously approved into  
the parking lot.

#### Adjournment