



City of Madison

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

Meeting Minutes - Draft ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, January 15, 2014

5:30 PM

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

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Applications will go to the Common Council Meeting of February 4, 2014.

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: 11 -

Michael E. Verveer; Richard Bach; Roger Allen; Thomas A. Landgraf;
David A. Hart; Michael S. Donnelly; Ann E. Zambie; Everett D. Mitchell;
Mark D. Woulf; Shiva Bidar-Sielaff and Samuel B. Stevenson

Excused: 1 -

Lisa Subeck

Non Voting: 3 -

Eric Christianson; Andrew Schneider and Rachel D. Lepak

Approval of Minutes

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

Public Comment

Disclosures and Recusals

Public Hearing

Presentation of the Consent Agenda

Changes of Agent

1. [32735](#) Change of Agent
Ultra Mart Foods LLC • dba Copps Food Center #8183 • 1312 S Park St
New Agent: Jennifer Richards
Class A Beer & Liquor
Aldermanic District 13 (Alder Ellingson)

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

2. [32736](#) Change of Agent
Ultra Mart Foods LLC • dba Copps Food Center #8178 • 2502 Shopko Dr
New Agent: Gregory Bonti
Class A Beer & Liquor
Aldermanic District 12 (Alder Palm)

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

3. [32737](#) Change of Agent
Ultra Mart Foods LLC • dba Copps Food Center #8114 • 620 S Whitney Way
New Agent: Joshua Clarke
Class A Beer & Liquor
Aldermanic District 19 (Alder Clear)

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

Changes of Corporate Control

4. [32739](#) Entity Reorganization
M&M Madison Concessions LLC • dba Howard Johnson Madison
3841 E Washington Ave
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius)
1 officer leaving

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

21+ Entertainment License

5. [32747](#) 21+ Entertainment License
Matterhorn Ventures Group LLC • dba: Roast Public House • Capacity: 117
558 State St • Agent: Henry Aschauer
Class B Combination Liquor & Beer • 39% alcohol, 60% food, 1% other
Aldermanic District (Alder Zellers) • Police Sector 403

The conditions are:

1) Entertainment shall be limited to two nights per week and shall only occur on Sunday, Tuesday, Wednesday, or Thursday.

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

Temporary Class B Concurrent with Street Use

6. [32740](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Outreach Inc.
Event Location: 100 Block of King St
Event Date: 08/09/2014
Aldermanic District 4 (Ald. Verveer)
Police District: 406
Event: Woof's Pride Block Party

A motion was made by Verveer, seconded by Donnelly, to Refer. The motion passed by voice vote/other.

Items Referred

7. [32644](#) Amending Sections 38.08(4)(a) and (e), and 38.09(5)(d)2. and repealing Section 38.03(2)(d) of the Madison General Ordinances to reflect the 2014 Changes to Alcohol License Fees and Structure.

Sponsors: Michael E. Verveer

A motion was made by Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO ADOPT - PUBLIC HEARING. The motion passed by voice vote/other.

New License - Public Hearing

8. [32672](#) Public Hearing - New License
Ground Zero Coffee LLC • dba Cargo Coffee
750 E Washington Ave • Agent: Lindsey Lee • Estimated Capacity: 100
Class B Beer Class C Wine • 5% alcohol, 25% food, 70% other
Aldermanic District 2 (Alder Zellers) • Police Sector 407

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

9. [32673](#) Public Hearing - New License
Colectivo Coffee Roasters, Inc • dba Colectivo Coffee Roasters
110 E Main St • Agent: William Suskey • Estimated Capacity: 75 indoor/40
outdoor
Class B Beer, Class C Wine • 5% alcohol, 85% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

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

10. [32674](#) Public Hearing - New License
Blair Street BBQ LLC • dba Blair Street BBQ
605 E Washington Ave • Agent: Daryl Jones • Estimated Capacity: 90
Class B Combination Liquor & Beer • 20% alcohol, 75% food, 5% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408

The conditions are:

- 1) Establishment must meet the definition of a restaurant under section 38.02 MGB at all times.

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

11. [32675](#) Public Hearing - New License
Dragon I Asian LLC • dba Dragon I Asian
422 State St • Agent: Jin Chen • Estimated Capacity: 150
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area
- The conditions are:
1) Establishment must meet the definition of a restaurant under section 38.02 MGB at all times;
2) Establishment shall stop serving alcohol at 12:00am daily.

A motion was made by Verveer, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

12. [32676](#) Public Hearing - New License
Short Stack Eatery LLC • dba Short Stack Eatery
301 W Johnson St • Agent: Sinead McHugh • Estimated Capacity: 60
Class B Combination Liquor & Beer • 8% alcohol, 68% food, 24% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area
- The conditions are:
1) Establishment must meet the definition of a restaurant under section 38.02 MGB at all times;
2) Establishment shall stop serving alcohol at 12:00am daily.

A motion was made by Verveer, seconded by Donnelly, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

13. [32677](#) Public Hearing - New License
Aktive Entertainment LLC • dba Sensations
901 Applegate Rd • Agent: Jessica Fleishmann • Estimated Capacity: 178
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other
Aldermanic District 14 (Alder Strasser) • Police Sector 309

A motion was made by Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.

Recessed Public Hearing

14. [32289](#) Public Hearing - New License
Lake Managemet LLC • dba BP Gas Station
2801 Atwood Ave • Agent: Shariff Syed
Class A Beer
Aldermanic District 6 (Alder Rummel) • Police Sector 602

The conditions are:

- 1) No sale of single cans or single bottles of beer or fermented malt beverages.
- 2) No more than three coolers will be used for alcohol sales.
- 3) No space on the floor will be used for alcohol sales.
- 4) License will automatically be separated during annual renewal in 2014.
- 5) License will automatically be separated during annual renewal in 2014.
- 6) The applicant, city, local business association, neighbors, SASYNA and other interested parties will work together to address negative alcohol behaviors in Wirth Ct if problems continue.

A motion was made by Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.

Discussion Items

15. [31638](#) Proposed Entertainment Ordinance Changes
16. [32601](#) Alcohol Licensing Definitions
17. [32787](#) Alcohol Overlay District Draft

Report of Madison Police Department

18. [32657](#) Summary of recent calls for service

Report of City Clerk's Office

19. [28524](#) Summary of licenses issued

Operator's License Applications

20. [32418](#) Operator License Application
Yotam Israeli - Establishment where employed: The Roost Pub & Grill

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

21. [32727](#) Operator License Application
Brian Beal - Establishment where employed: Sotto Night Club

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

22. [32758](#) Operator License Application
Clay A. Prather - Establishment where employed: The Nitty Gritty

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

23. [32759](#) Operator License Application
Dennis A. Peterlin

A motion was made by Stevenson, seconded by Zambie, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Adjournment

at 9:31 PM