



City of Madison

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

Meeting Minutes - Draft ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, December 21, 2011

5:30 PM

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

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

This meeting can be viewed LIVE on Madison City Channel, cable channel 12, or at www.madisoncitychannel.tv.

Applications will go to the Common Council Meeting of January 3, 2012.

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 at 5:30 PM

Present: 11 -

Lisa Subeck; Michael E. Verveer; Eric Christianson; Barb Mercer; Mary Schauf; David A. Hart; Pamela Bean; Thomas Sieger; Rachel D. Lepak; Shiva Bidar-Sielaff and Samuel B. Stevenson

Excused: 3 -

Roger Allen; Thomas J. Farley and Thomas A. Landgraf

Approval of Minutes

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

Public Comment

There was no public comment.

Disclosures and Recusals

There were no disclosures or recusals.

Public Hearing

Presentation of the Consent Agenda

Stevenson has moved and Bidar-Sielaff has seconded approval of each item on this agenda except the following ID#'s: 9, 10, 12, 13, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31.

Changes of Agent

1. [24806](#) Change of Agent
Madison East Beverage LLC • dba Staybridge Suites • 3301 City View Dr
New Agent: Ian Freeburg
Class C Wine • 0% alcohol, 0% food, 100% other
Aldermanic District 17 (Alder Clausius) • Police Sector 519

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

2. [24807](#) Change of Agent
Texas Roadhouse Holdings LLC • dba Texas Roadhouse • 4841 Annamark Dr
New Agent: Dave Hess
Class B Combination Liquor & Beer • 12% alcohol, 88% food
Aldermanic District 17 (Alder Clausius) • Police Sector 517

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

3. [24808](#) Change of Agent
Ultra Mart Foods LLC • dba Copp's Food Center #8114 • 620 Whitney Way
New Agent: Richard Girga
Class A Liquor & Class A Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113

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

4. [24809](#) Change of Agent
SSP America, Inc • dba Cafe Ritazza • 4000 International Lane
New Agent: Dean McLaughlin
Class B Combination Liquor & Beer • 17% alcohol, 83% food
Aldermanic District 17 (Alder Clausius) • Police Sector 512

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

5. [24810](#) Change of Agent
SSP America, Inc • dba Great Dane • 4000 International Lane
New Agent: Dean McLaughlin
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 17 (Alder Clausius) • Police Sector 512

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

6. [24811](#) Change of Agent
SSP America, Inc • dba German Wurst Bar • 4000 International Lane
New Agent: Dean McLaughlin
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 17 (Alder Clausius) • Police Sector 512

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

7. [24812](#) Change of Agent
SSP America, Inc • dba Ancora Coffee • 4000 International Lane
New Agent: Dean McLaughlin
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 17 (Alder Clausius) • Police Sector 512

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

Changes of Corporate Control

8. [24805](#) Change of Corporate Control
Tropical Cuisine LLC • dba Tropical Cuisine
15 N Broom St • Agent: Blanca Maldonado
Class B Beer Class C Wine • 20% alcohol, 80% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405
One new officer, one new Board Member

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

Change of Licensed Premise

9. [23713](#) Change of Licensed Premise
Echo on Main Inc • dba Echo on Main • Capacity: 145
554 W Main St • Agent: Patrick Rynes
Class B Combination Liquor & Beer • 60% alcohol, 35% food, 5% other

Aldermanic District 4 (Alder Verveer) • Police Sector 404
Expansion of premises to include parking lot during UW Badger home games

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

10. [24795](#)

Change of Licensed Premise
Wisconsin Ventures Inc • dba Segredo • Capacity: 605
624 University Ave • Agent: Michael Hierl
Class B Combination Liquor & Beer • 62% alcohol, 25% food, Other 13%
Aldermanic District 8 (Alder Resnick) • Police Sector 403
Continue to cover the 4 bowling lanes for a dance floor; increase capacity to 720

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

The committee discussed that the Licensee will need to apply for a Change of Agent who is a Wisconsin Resident before the end of the year and the License holder agreed, however, this was not made a condition of the approval of this license.

11. [24796](#)

Change of Licensed Premise
Tony Frank's LLC • dba Tony Frank's Tavern • Capacity: 73
1612 Seminole Hwy • Agent: James Frank
Class B Combination Liquor & Beer • 50% alcohol, 49% food, 1% Other
Aldermanic District 10 (Alder Solomon) • Police Sector 103
Install 16X16 Cooler/Freezer combo outside NW back of building

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

21+ Entertainment License

12. [24373](#)

21+ Entertainment License
Gorham Enterprises LLC • dba Wisco • Capacity: 99
852 Williamson St • Agent: William Alexander
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408

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.

18+ Performing Arts License

13. [24794](#)

18+ Center for Visual & Performing Arts License

Wisconsin Ventures Inc • Segredo • Capacity: 605
624 University Ave • Agent: Michael Hierl
Class B Combination Liquor & Beer • 62% alcohol, 25% food, 13% Other
Aldermanic District 8 (Alder Resnick) • Police Sector 403

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

New License - Public Hearing

14. [24238](#) Public Hearing - New License
Xiu Pan • dba Happy Grill Restaurant
2810 E Washington Avenue • Estimated Capacity: 50
Class B Beer • 5% alcohol, 95% food
Aldermanic District 15 (Alder Palm) • Police Sector 502

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

15. [24541](#) Public Hearing - New License
Metcalf Foods - West, Inc. • dba Metcalfe's Market
7455 Mineral Point Rd • Agent: Jeffery Greenheck
Class A Liquor and Class A Beer
Aldermanic District 9 (Alder Skidmore) • Police Sector 124

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

16. [24542](#) Public Hearing - New License
Select Hotels Group, L.L.C. • dba Hyatt Place Madison
333 W Washington Ave • Agent: Mark Neubauer • Estimated Capacity:
120-1st Floor, 130-2nd Floor meeting space
Class B Combination Liquor & Beer • 1.8% alcohol, 2.9% food, 95.3% Other
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

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

17. [24543](#) Public Hearing - New License
Naples 15 LLC • dba Naples 15
15 N Butler St • Agent: Pending • Estimated Capacity: 83
Class B Combination Liquor & Beer • 20% alcohol, 75% food
Aldermanic District 2 (Alder Maniaci) • Police Sector 406 • Density Area

A motion was made by Ald. Bidar-Sielaff, seconded by Ald. Subeck, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE and should be returned by 1/25/2012. The motion passed by voice vote/other.

18. [24544](#) Public Hearing - New License
Teddy Stevens • dba T. Sushi
301 W Johnson St • Estimated Capacity: 67
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

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

19. [24556](#) Public Hearing - New License
Irwin A and Robert D Goodman Community Center, Inc • dba Irwin A and Robert D Goodman Community Center
149 Waubesa St • Agent: Rebecca Steinhoff • Estimated Capacity: 250
Class B Combination Liquor & Beer • 5% alcohol, 95% food
Aldermanic District 6 (Alder Rummel) • Police Sector 602

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

Operator's License Applications

20. [24279](#) Operator License Application
Benjamin Pierson - Establishment where employed: Barriques Coffee Trader

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

21. [24568](#) Operator License Application
Alexia Gleysteen - Establishment where employed: Hooters

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

22. [24604](#) Operator License Application
Jason Enriquez - Establishment where employed: N/A

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

23. [24661](#) Operator License Application
Ruth Umlor - Establishments where employed: Come Back Inn & Essen Haus

A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion

passed by voice vote/other.

24. [24675](#) Operator License Application
Steven K Thayer - Establishment where employed: Kellys Market

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

Report of the City Attorney

25. [24396](#) Complaint for Revocation of:
Nadia's LLC • dba Nadia's
508 State Street • Agent: Abdul Bensaid
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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

26. [24399](#) Complaint for Suspension of:
Brice P's Inc • dba Regent Street Retreat (The Annex)
1206 Regent Street • Agent: Bruce Gerhartz
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 8 (Alder Resnick) • Police Sector 402

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

Respondent accepted delivery of the complaint and entered a plea of Not Guilty.

27. [24400](#) Composition of and scheduling for Alcohol License ad hoc subcommittee to conduct evidentiary hearing(s) on current revocation actions and make a licensing report to the ALRC.

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

Take a Recess at 8:15 pm

A motion was made by Bean, seconded by Ald. Subeck, to Take A Recess. The motion passed by voice vote/other.

Reconvene at 8:22 pm.

This was Reconvened at 8:22 pm.

Attorney Steven Brist was representing the Attorney's Office.

Present: 10 -

Lisa Subeck; Michael E. Verveer; Eric Christianson; Barb Mercer; Mary Schauf; Pamela Bean; Thomas Sieger; Rachel D. Lepak; Shiva Bidar-Sielaff and Samuel B. Stevenson

Excused: 4 -

Roger Allen; Thomas J. Farley; Thomas A. Landgraf and David A. Hart

Report of the Alcohol Policy Coordinator

28. [23199](#) Recent ALERT Meetings

Mr. Woulf reported that they have made aware of some noise complaints issues with Ichiban and are working with them on those issues. They have been required to submit a list of managers.

29. [23310](#) SUBSTITUTE Creating Section 25.10 of the Madison General Ordinances to prohibit Nuisance Parties and amending Section 1.08(3)(a) of the Madison General Ordinances to establish bail amounts for this section.

A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

30. [23882](#) Liquor License Guidelines

A motion was made by Bean, seconded by Ald. Bidar-Sielaff, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

31. [24254](#) Discussion on admittance policies of licensed establishments.

The committee heard testimony and discussed the issue. Mr. Woulf updated the committee on what the Mayor's office was doing about the issue.

Report of Madison Police Department

32. [24583](#) Summary of recent calls for service

The attached report was presented by the Madison Police Department. There were no questions.

Report of City Clerk's Office

33. [24484](#) Summary of licenses issued

The attached report was presented by the Madison City Clerk's office. There were no questions.

Adjournment @ 8:35 PM

A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to Adjourn. The motion passed by voice vote/other.