



# 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, November 20, 2024

5:30 PM

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

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#### HYBRID MEETING

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

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 web <https://www.cityofmadison.com/watchALRC>
- 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: 826 5377 4102

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 ntawv, cov ntaub ntawv 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 December 10, 2024

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**

October 16, 2024: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [86106](#) 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 separated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

**Changes of Agent**

2. [85899](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 956 • 3153 Maple Grove Dr  
New Agent: Ellen J Nelson  
Class A Beer, Class A Cider  
(District 7)

**Request to Extend License Issuance Deadline**

3. [86111](#) Second request to extend license issuance beyond the 180 day limit under MGO 38.05  
MCKO LLC • dba Cielo  
118 State St • Agent: Sean Ortega  
Estimated Capacity (in/out): 250/0  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 406 (District 4)

4. [86112](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
Tacos & Tequila LLC • dba Atico Lounge  
823 E Washington Ave • Agent: Ann Corcoran  
Estimated Capacity (in/out): 180/56  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 408 (District 6)

**21+ Entertainment License**

5. [85898](#) 21+ Entertainment License  
ONE 09 Retail LLC • dba ONE Social  
Estimated Capacity (in/out): 500/100  
109 E Wilson St • Agent: Dan Kennelly  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Police Sector 405 (District 4)

**Public Hearing**

**New License - Public Hearing**

6. [85769](#) Public Hearing - New License  
Dirtyfork LLC • dba Alimentari  
2623 Monroe St • Agent: Bonnie Arent  
Class A Beer, Class A Liquor, Class A Cider  
Police Sector 207 (District 13)

**Legislative History**

10/21/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

7. [85801](#) Public Hearing - New License  
Metztli LLC • dba Metztli  
2705 W Beltline Hwy • Agent: Jennifer Osuna  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Police Sector 308 (District 10)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

8. [85802](#) Public Hearing - New License  
Blue Moon Bar and Grill LLC • dba Blue Moon Bar and Grill  
2535 University Ave • Agent: Tracy Schmock  
Estimated Capacity (in/out): 90/52  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 206 (District 5)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

9. [85803](#) Public Hearing - New License  
Izakaya Shinya Inc • dba Izakaya Kuroyama  
419 State St • Agent: Kurt Halleen  
Estimated Capacity (in/out): 48/20  
Class B Beer, Class C Wine • 15% alcohol, 85% food  
Police Sector 403 (District 2)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

10. [85804](#) Public Hearing - New License  
Badger Bar LLC • dba Holiday Inn at the American Center  
5109 West Terrace Dr • Agent: Kristina Bailey  
Estimated Capacity (in/out): 318/0  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 520 (District 17)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

11. [85805](#) Public Hearing - New License  
Forward Craft & Coffee LLC • dba Forward Craft & Coffee  
2166 Atwood Ave • Agent: Dan Podell  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other  
Police Sector 601 (District 15)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

12. [85806](#) Public Hearing - New License  
La Penca Madison LLC • dba La Penca  
1821 S Park St • Agent: Jesus Ramirez  
Estimated Capacity (in/out): 70/0  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 310 (District 14)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

13. [85807](#) Public Hearing - New License  
Tailer Nicole Wine and Cupcakes LLC • dba Tailer Nicole Wine and Cupcakes  
2352 S Park St • Agent: Shakkiah Curtis  
Estimated Capacity (in/out): 100/100  
Class B Combination Liquor & Beer • 50% alcohol, 40% food, 10% other  
Police Sector 310 (District 14)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

14. [85808](#) Public Hearing - New License  
ONE 09 Retail LLC • dba ONE Social  
109 E Wilson St • Agent: Dan Kennelly  
Estimated Capacity (in/out): 500/100  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Police Sector 405 (District 4)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [85809](#) Public Hearing - New License  
The Le Le Group LLC • dba Ha Long Bay  
1353 Williamson St • Agent: Jacqueline Le  
Estimated Capacity (in/out): 100  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Police Sector 410 (District 6)

**Legislative History**

10/23/24	Clerk's Office	Referred for Introduction
10/29/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

16. [86104](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

17. [86105](#) Summary of Licenses Issued

**Request to Extend License Issuance Deadline**

18. [86179](#) Second request to extend license issuance beyond the 180 day limit under  
MGO 38.05  
The Guild Esports LLC • dba The Guild  
668 State St • Agent: Sonia Tan  
Estimated Capacity (in/out): 130/0  
Class B Combination Liquor & Beer • 20% alcohol, 45% food, 35% other  
Police Sector 403 (District 2)

**Adjournment**