



City of Madison

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

Meeting Minutes - Approved 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.

Wednesday, November 20, 2024

5:30 PM

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

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

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

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: Westra

Call to Order/Roll Call

Present: 5 - Charles Myadze; Michael E. Verveer; Colin R. Barushok; Isadore Knox Jr. and Sheri Carter

Absent: 2 - Kathryn M. Farley and Linda Vakunta

Excused: 1 - Amy L. Westra

Non Voting: 5 - Jim Verbick; James Boxrud; Angela Kamoske; Amber McReynolds and Katherine Loving

Approval of Minutes

Public Comment

1. [86106](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

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)

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

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)

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

One registration in support.

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)

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

Two registrations in support.

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)

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

One registration in support.

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)

A motion was made by Myadze, seconded by Knox Jr., to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice

vote/other.

Two registrations in support.

7. [85801](#)

Public Hearing - New License
Metzli LLC • dba Metzli
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)

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

The condition is:

1. Alcohol service shall cease by 10pm, nightly.

One registration in support.

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)

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

The conditions are:

1. Post a sign at front door and have staff tell customers leaving the Blue Moon to 'please be considerate to the neighboring residents in the vicinity.'
2. Back door will be kept closed except when being used as an exit.
3. The Blue Moon will notify residents of the 2500 block of Kendall Ave by mail whenever it intends to have a live band on the premise or to provide a schedule of same.
4. Placement of a legible sign at each building exit door reminding patrons to be quiet and respectful of neighboring residences as they leave the establishment and locate their vehicles.
5. Honor a "no noise" agreement concerning the disposition of empty cans and bottles between the hours of 10 p.m. and 7:30 a.m. daily. Post notices for employees, particularly on back door, to remind them of this commitment.
6. Recycling and waste hauling trucks are not to arrive prior to 7:30 a.m. to pick up materials.
7. Any expansion or change to the outdoor seating must be approved by the Regent Neighborhood Association board, after public notice to the neighborhood via the RNA listserv.
8. No music or speakers in the balcony.
9. Balcony will close (no patrons sitting in the balcony) at 9pm Sunday to Wednesday and 10pm Thursday through Saturday.

One registration in support.

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)

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

The conditions are:

- 1. Establishment shall meet the definition of a restaurant as defined by Madison General Ordinance 38.02, at all times.**
- 2. Establishment shall have food available during operating hours.**

One registration in support.

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)

A motion was made by Carter, seconded by Myadze, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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

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

One registration in support.

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)

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

One registration in support.

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)

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

The conditions are:

- 1. Establishment shall close at 10pm, daily.**
- 2. Establishment shall provide MPD South District with a security plan.**
- 3. Establishment shall sweep the parking lot for trash and alcohol containers at least once every day during operating hours.**
- 4. The owner shall meet with the Alder, MPD South District, and neighborhood residents after four months of business.**
- 5. Establishment shall not use the outdoor trash bin or the rear door facing Beld Street after 9pm.**
- 6. Establishment shall not have any amplified music on the exterior of the building.**
- 7. Establishment shall have food available during operating hours.**
- 8. Establishment (owner/designee) shall be available during business hours.**
- 9. Establishment shall meet the definition of a restaurant at defined by Madison General Ordinance 38.02, at all times.**

This action is conditional upon verifying all delinquent personal property taxes are paid.

One registration in support.

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): 100/0
Class B Combination Liquor & Beer • 50% alcohol, 40% food, 10% other
Police Sector 310 (District 14)

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

One registration in support.

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)

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

Two registrations in support.

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)

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

One registration in support.

Report of Madison Police Department

16. [86104](#) Summary of Recent Calls for Service
MPD submitted the attached report.

Report of City Clerk's Office

17. [86105](#) Summary of Licenses Issued
Clerk's Office submitted the attached report.

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)

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

One registration in support.

Adjournment

A motion was made by Carter, seconded by Myadze, to Adjourn at 8:02pm. The motion passed by voice vote/other.