



# City of Madison

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

## Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

*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, August 17, 2016

5:30 PM

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

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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 September 6, 2016.

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.

### **Notified Absences:**

### **Call to Order/Roll Call**

### **Approval of Minutes**

July 20, 2016: <http://madison.legistar.com/Calendar.aspx>

**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.

- 1. [43800](#) Operator License Application  
William Hoekstra- Establishment where employed: Rocky Rococo  
Legislative History  
7/20/16 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
  
- 2. [43818](#) Operator License Application  
Kasandra White - Establishment where employed: Paint Bar
  
- 3. [44028](#) Operator License Application  
Wanda J Greenfield
  
- 4. [44077](#) Operator License Application  
Christopher Gibbons - Establishment where employed: Bowl-A-Vard Lanes

**Changes of Agent**

5. [43807](#) Change of Agent  
Wisconsin CVS Pharmacy LLC • dba CVS Pharmacy #7147  
6701 Mineral Point Rd  
New Agent: Jamie Reagan  
Class A Beer & Liquor  
Aldermanic District 19 (Alder Clear)
  
6. [43821](#) Change of Agent  
The Noodle Shop Co - Wisconsin Inc • dba Noodles & Company  
232 State St  
New Agent: Shannon Johnson  
Class B Beer, Class C Wine  
Aldermanic District 4 (Alder Verveer)
  
7. [44006](#) Change of Agent  
Walgreen Co • Walgreens #07536 • 8302 Old Sauk Rd  
New Agent: Brad Schwartz  
Class A Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)
  
8. [44076](#) Change of Agent  
Ultimate Mart LLC • dba Copps #8131 • 6655 McKee Rd  
New Agent: Jennifer Richards  
Class A Liquor and Class A Beer  
Aldermanic District 7 (Alder King)

**Business Name Change**

9. [43809](#) Business Name Change  
Red Sushi LLC • Current dba: IN Restaurant  
316 W Washington Ave  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
New dba: RED

**Change of Licensed Premise**

- 10. [43808](#) Change of Licensed Conditions  
Double S BBQ LLC • dba Double S BBQ • Capacity: 40  
1835 Monroe St • Agent: Sarah Jones  
Class B Beer & Class C Wine • 10% alcohol, 90% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 303  
Request to remove conditions.
  
- 11. [43810](#) Change of Licensed Premise  
Bos Meadery LLC • dba Bos Meadery • Capacity: 50  
849 E Washington Ave • Agent: Colleen Bos  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Request to remodel.
  
- 12. [44075](#) Change of Licensed Premise  
Schwoegler Park Towne Lanes Inc • dba Schwoegler Park Towne  
Capacity: 1300 Indoor, 150 outdoor  
444 Grand Canyon Dr • Agent: Robert Bloxham  
Class B Combination Liquor & Beer • 33% alcohol, 17% food, 50% other  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
Request to remove date limitation for outdoor service area (currently 4/15 to 9/15)

**21+ Entertainment License**

- 13. [42983](#) 21+ Entertainment License  
Divine Orders Catering LLC • dba Divine Orders Catering LLC • Capacity: 75  
2122 Luann Ln • Agent: Sebrina Smith  
Class B Combination Liquor & Beer • 40% alcohol, 50% food  
Aldermanic District 14 (Alder Carter) • Police Sector 308

**Legislative History**

6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**Recessed Public Hearing**

14. [42984](#) Public Hearing - New License  
 Star UWM LLC • dba 5 Star Barbeque  
 605 E Washington Ave • Agent: Matthew Reich  
 Estimated Capacity: 99  
 Class B Beer, Class C Wine • 10% alcohol, 90% food  
 Aldermanic District 6 (Alder Rummel) • Police Sector 400

Legislative History

5/17/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/7/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
7/5/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING

15. [42993](#) Public Hearing - New License  
 Divine Orders Catering LLC • dba Divine Orders Catering  
 2122 Luann Ln • Agent: LaVerne Buchanan • Estimated Capacity: 75  
 Class B Combination Liquor & Beer • 40% alcohol, 50% food, 10% other  
 Aldermanic District 14 (Alder Carter) • Police Sector 308

Legislative History

5/17/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/7/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/5/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

16. [43449](#) Public Hearing - New License  
Glaze Madison One LLC • dba Glaze Teriyaki  
563 State St • Agent: David Sanborn • Estimated Capacity: 100  
Class B Combination Liquor & Beer • 2% alcohol, 98% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Legislative History**

6/20/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/2/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

- 16.a. [43558](#) Public Hearing - New License  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310

**Legislative History**

6/29/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/19/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

7/20/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING
	<p>The conditions are:</p> <ol style="list-style-type: none"> <li>1. The establishment shall close by 2am each night, with alcohol sales ending by 1:30am.</li> <li>2. Prior to the regular October 2016 meeting of the Alcohol License Review Committee, a community meeting is to be held to discuss noise, loitering, trash, etc. and to re-evaluate the closing time.</li> <li>3. Parking lot exit onto Beld Street will be gated and closed after 9pm every night (forcing traffic to come and go from Park St).</li> <li>4. Security will be hired and will sweep through the lot at closing time to encourage patrons to leave the area.</li> <li>5. Sol Azteca staff will not use the outdoor trash bin or the rear door facing Beld Street after 9pm.</li> <li>6. Sol Azteca will move the outdoor trash bin so that it is adjacent to the building and will have it surrounded with fencing.</li> <li>7. Sol Azteca staff will move interior speakers so they direct amplified sound towards S. Park Street.</li> <li>8. Sol Azteca staff will sweep the parking lot for trash and alcohol containers at least once every day.</li> <li>9. The applicant must appear before the Alcohol License Review Committee at their regular October 2016 meeting.</li> <li>10. The establishment must meet the definition of a restaurant under MGO 38.02 at all times of operation.</li> </ol>	
8/2/16	COMMON COUNCIL	Grant with Condition(s) and Close the Public Hearing
8/2/16	COMMON COUNCIL	Reconsider
8/2/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

**New License - Public Hearing**

17. [43802](#) Public Hearing - New License  
 Lalos Restaurant LLC • dba Lalos Restaurant  
 5510 University Ave • Agent: Vanessa Gonzalez • Estimated Capacity: 60  
 Class B Combination Liquor & Beer • 20% alcohol, 80% food  
 Aldermanic District 19 (Alder Clear) • Police Sector 109

**Legislative History**

7/19/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
8/2/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [43806](#) Public Hearing - New License  
La Taguara LLC • dba La Taguara  
827 E Johnson St • Agent: Jeykell Badell • Estimated Capacity: 40  
Class B Beer & Class C Wine • 5% alcohol, 95% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

**Legislative History**

7/19/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
8/2/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

19. [34003](#) Summary of recent calls for service

**Report of City Clerk's Office**

20. [28524](#) Summary of licenses issued

**Adjournment**