



# City of Madison

## Meeting Minutes - Final

### ALCOHOL LICENSE REVIEW COMMITTEE

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

*David Hart; Ken Kamp; Ald. Judy Olson; Ald. Mike Verveer;  
Stephanie A. Rearick; John McNamara; Janice C. Wheaton;  
LaMarr Q. Billups; Captain Jay Lengfeld; Marsh Shapiro; Jennifer Zilavy; Maribeth Witzel-  
Behl*

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Wednesday, August 17, 2005

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 260 (Madison Municipal Building)

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#### Roll Call

Dawn Crim was present as the UW-Madison Designee, and Attorney Jamie Staffaroni was present as the City Attorney Designee.

**Present:** Olson, Verveer, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, McNamara, Wheaton, Kenneth R. Kamp and Rearick

**Excused:** Jennifer Zilavy, Hart and LaMarr Q. Billups

#### Approval of Minutes

A motion was made by Rearick, seconded by Ald. Verveer, to Approve the Minutes of July 19 The motion passed by acclamation.

A motion was made by Rearick, seconded by Ald. Verveer, to Approve the Minutes of July 20 The motion passed by acclamation.

#### Changes of Agent

1. [01747](#) Change of Agent  
Spices Restaurante Inc • Frida Mexican Grill • capacity of 160 • 117 State St.  
Old Agent: Vincenzo Amodeo • New Agent: Mohamed Barketalleh  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
  
A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER  
The motion passed by acclamation.

#### Report of the Subcommittee on Process

2. 01700 Report regarding beer/wine tastings in grocery stores with "Class B" licenses.  
  
Alderperson Olson reported that the Subcommittee on Process met with Paul Sigmund of Whole Foods Market to discuss his application for a change of licensed premise and to determine how to handle similar applications in the future. The subcommittee had agreed to recommend that the following conditions be placed on this expansion of licensed premise:
  1. On any given occasion, serving and consumption of wine and beer will be limited to one station no larger than 100 square feet.
  2. Licensed operator will oversee the serving of wine/beer.
  3. Five-ounce maximum per person per session.

### Changes of Licensed Premise

3. [01581](#) Application for Change of Licensed Premise  
Whole Foods Market Group, Inc. • dba Whole Foods Market  
3313 University Avenue • Agent: Paul Sigmund  
Class B Combination Liquor & Beer • 4% alcohol, 84% food  
Request to allow free beer & wine tastings on premises.  
*with conditions*
- A motion was made by Ald. Olson, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following conditions:**
1. On any given occasion, serving and consumption of wine and beer will be limited to one station no larger than 100 square feet.
  2. Licensed operator will oversee the serving of wine/beer.
  3. Five-ounce maximum per person per session.
- Appearance: Paul Sigmund (applicant) -- The motion passed by acclamation.
4. [01289](#) Application for Change of Licensed Premise  
Raymond Sze • dba Nam's Noodle • capacity of 67  
1336 Regent Street  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Request to change conditions to allow live music and DJ events.
- A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**
5. [01644](#) Application for Change of Licensed Premise  
Echo Tap, Inc. • dba Echo Tap & Grill • capacity 131  
554 W. Main Street • Agent: Patrick H. Rynes  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Request to add outdoor seating for 29 behind establishment.
- A motion was made by Rearick, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Patrick Rynes (applicant). Registered in Support: Rosemary Lee. -- The motion passed by acclamation.**

6. [01660](#) Application for Change of Licensed Premise  
Bob & Gene's, Inc. • dba The Village Bar • capacity of 70  
3801 Mineral Point Road • Agent: Mark Kampa  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Request to remodel existing deck.  
**A motion was made by Ald. Olson, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE**  
  
**Alderson Olson said the applicant understood that this application would be referred to the next meeting because Zoning wants the Alcohol License Review Committee to no longer grant any changes of licensed premise before the applicants finish the Conditional Use Permit application process. It became clear that the ALRC would not be changing its current procedures because committee members did not want to cause any further delays for establishments trying to adjust to the smoking ordinance. Alderson Olson asked committee members if they would be willing to hold a Special Meeting for this change of premise application at 6:15 p.m. on Tuesday, September 6, so the Common Council could act on the application that evening. The committee agreed to hold a Special Meeting if the applicant could be there.**  
  
**The motion passed by acclamation.**
7. [01721](#) Application for Change of Licensed Premise  
2 Beans, LLC • dba Real Chili • capacity of 67  
449 State Street #A • Agent: Aaron Upton  
Class B Beer • 5% alcohol, 95% food  
Request to add sidewalk cafe to licensed premise.  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Aaron Upton (applicant). -- The motion passed by acclamation.**
8. [01739](#) Application for Change of Licensed Premise  
Hoops of Dane County, Inc. • dba Tailgators • capacity of 167  
3737 E. Washington Avenue • Agent: Dale Beck  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Request to add fenced outside eating area.  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearances: Dale Beck (applicant), Vern Kempfu. -- The motion passed by acclamation.**
9. [01740](#) Application for Change of Licensed Premise  
Dailey and Company, Inc. • dba Buck's Madison Square Garden • capacity 181  
802 Regent Street • Agent: James Dailey  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Request to add enclosed 7'x20' outdoor seating area with 3 picnic tables.  
**A motion was made by Wheaton, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Bucky Dailey (applicant). -- The motion passed by acclamation.**

10. [01743](#) Application for Change of Licensed Premise  
The Grid, LLC • dba Grid Iron • capacity 266  
1509 Monroe Street • Agent: Robert Sieger  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Request to change current conditions to:  
1) Include deck in licensed premise from 11 a.m. to 10:30 p.m. with special event hours controlled by and equal to beer garden requirements  
2) Allow windows to be opened for special events with security personnel  
3) Allow live amplified music inside the bar no louder than 90 decibels and no later than 11:30 p.m.  
*change of conditions*
- A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER Grant the following change of license conditions: for special events when the beer garden is in use, allow deck to be used and one additional door to be used with security staff present. Refer the rest of the Change of Premise application to the September 21 Alcohol License Review Committee meeting. -- Appearances: Bob Sieger (applicant), Amanda Seeberger. -- The motion passed by acclamation.**
11. [01744](#) Application for Change of Licensed Premise  
LWS Investments Two, LLC • Good Times Neighborhood Bar • capacity 99  
47 S. Stoughton Road • Agent: Lawrence Schmock  
Class B Combination Liquor & Beer • 85% alcohol, 15% food  
Request to add patio/deck to licensed premise.
- A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Larry Schmock (applicant). -- The motion passed by acclamation.**
12. [01745](#) Application for Change of Licensed Premise  
Schmock & Schmock • dba Blue Moon Bar & Grill • capacity 99  
2535 University Avenue  
Class B Combination Liquor & Beer • 76% alcohol, 24% food  
Request to add patio to licensed premise.
- A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Larry Schmock (applicant). -- The motion passed by acclamation.**
13. [01754](#) Application for Change of Licensed Premise  
Rinell A. Brown • dba Dutchmill Sports Club • capacity 160  
4818 Dutchmill Road  
Class B Combination Liquor & Beer • 85% alcohol, 15% food  
Request to add outdoor, fenced-in area to licensed premise from 1:00 to 10:00 p.m. on Saturday, September 10.
- A motion was made by Rearick, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Rinell Brown (applicant). -- The motion passed by acclamation.**

### Report of Alcohol Licensed Establishment Response Team (ALERT)

14. [01678](#) Report regarding Tamara, Inc. (Mr. Robert's Bar & Grill), 2116 Atwood Avenue.
- Alderperson Olson reported that she, Mr. Kamp, Mr. Shapiro, Robert Hanson (owner of Mr. Robert's), a representative of the Police Department, employees of Mr. Robert's, and neighbors attended an ALERT meeting last week. She said the meeting participants worked out a lot of issues regarding the parking lot, agreeing that the application should be referred to the September 21 ALRC meeting with business-as-usual in the meantime.
- Mr. Shapiro said this was a good example of some of the positive things that can come out of an ALERT meeting. He said the Police Department and Alderperson Olson did a good job of mediating with the neighbors. Mr. Shapiro said there may be many more ALERT meetings in the future to deal with outdoor smoking issues.

### Nightclub License Applications

15. [01523](#) Nightclub License Application  
Tamara, Inc. • dba Mr. Robert's Bar & Grill • capacity of 210  
2116 Atwood Avenue • Agent: Robert Hanson  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
**A motion was made by Ald. Olson, seconded by Rearick, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by acclamation.**
16. [01579](#) Nightclub License Application  
Spices Restaurante, Inc. • dba Frida Mexican Grill • capacity of 160  
117 State Street • New Agent: Mohamed Barketalleh  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**
17. [01731](#) Nightclub License Application  
Tornado, Inc. • dba Tornado Steak House • Capacity of 221  
116 S. Hamilton Street • Agent: Henry Doane  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Registered in Support: Henry Doane (applicant) and Rosemary Lee. -- The motion passed by acclamation.**
18. [01741](#) Nightclub License Application  
State Street Brathaus of Madison, Inc. • State Street Brats • Capacity of 450  
603 State Street • Agent: Kelly Meuer  
Class B Combination Liquor & Beer • 51% alcohol, 49% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Registered in Support: Kelly Meurer. -- The motion passed by acclamation.**

19. [01746](#) Nightclub License Application  
McGoff, LLC • Stadium Sports Bar & Eatery • Capacity of 255  
1419 Monroe Street • Agent: Thomas Beach  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER**  
The motion passed by acclamation.
20. [01752](#) Nightclub License Application  
Curt Vaughn Brink LLC • Curt Vaughn Brink Experience • Capacity of 230  
701 E. Washington Avenue #105 • Agent: Curt Brink  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Registered in Support: Curt Brink (applicant). -- The motion passed by acclamation.**
21. [01755](#) Nightclub License Application  
Pacifico's Mexican Grill, Inc. • dba Pacifico's  
1617 N. Stoughton Road • Agent: Martha Hernandez  
Class B Combination Liquor & Beer • 29% alcohol, 71% food  
**A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Registered in Support: Martha Hernandez (applicant), Humberto Marcias, and Mario Hernandez. -- The motion passed by acclamation.**

### Center for Visual & Performing Arts License Applications

22. [01662](#) Center for Visual & Performing Arts Application  
Brice P's, Inc. • dba Regent Street Retreat • capacity of 625  
1206 Regent Street • Agent: Bruce Gerhartz  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
**A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Mike McNamara (applicant). -- The motion passed by acclamation.**
23. [01733](#) Center for Visual & Performing Arts Application  
Jackal, Inc. • dba High Noon Saloon • capacity of 400  
701 E. Washington Avenue • Agent: Catherine Dethmers  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: Catherine Dethmers (applicant). -- The motion passed by acclamation.**

24. [01735](#) Center for Visual & Performing Arts License Application  
Hoops of Dane County, Inc. • dba Tailgators • capacity of 167  
3737 E. Washington Avenue • Agent: Dale Beck  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
**A motion was made by Ald. Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearances: Dale Beck (applicant), Vern Kempfu. -- The motion passed by acclamation.**
25. [01736](#) Center for Visual & Performing Arts License Application  
Hoops of Dane County, Inc. • dba Bayou  
117 S. Butler Street • Agent: Dale Beck  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE to consider at a future meeting once The Bayou is in operation. -- Appearances: Dale Beck (applicant), Vern Kempfu. -- The motion passed by acclamation.**
26. [01761](#) Center for Visual & Performing Arts License Application  
Club Majestic, LLC • dba Club Majestic • Capacity of 472  
115 King Street • Agent: Anthony Schiavo  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
**A motion was made by Ald. Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearances: Nick Schiavo (applicant), Joe Abrams. -- The motion passed by acclamation.**

#### **Report of Alcohol Licensed Establishment Response Team (ALERT)**

27. [01699](#) Report regarding Salon Centinela, LLC, 5018 Blazing Star Drive.  
**An ALERT meeting was not scheduled for this application because the applicant decided to not pursue this license until January at the earliest.**

#### **New License - Recessed Public Hearing**

28. [01252](#) Public Hearing - New License  
Salon Centinela, LLC • dba Salon Centinela  
5018 Blazing Star Drive • Agent: Jeanette Leon  
Class B Beer  
*PLACE ON FILE WITHOUT PREJUDICE*  
**A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - RECESSED PUBLIC HEARING Place on File without Prejudice. The motion passed by acclamation.**

**New License - Public Hearing**

29. [01623](#) Public Hearing - New License  
WI Houli, LLC • dba Houlihan's • capacity of 325  
1262 John Q Hammons Drive • Agent: Susan Getgen  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
**A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING -- Appearance: Sue Getgen (applicant). - The motion passed by acclamation.**
30. [01624](#) Public Hearing - New License  
Red Door Productions, LLC • dba Mini Bar • estimated capacity of 102  
320 N. Randall Avenue • Agent: Nicholas Wember  
Class B Combination Liquor & Beer • 70% alcohol, 29% food  
*Application was withdrawn by applicant on September 1. Application should be placed on file.*  
**A motion was made by Ald. Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING -- Appearances: Nicholas Wember (applicant), Matthew Waldrop. -- The motion passed by acclamation.**
31. [01625](#) Public Hearing - New License  
McGoff, LLC • dba The Stadium Bar & Eatery • estimated capacity of 255  
1419 Monroe Street • Agent: Thomas Beach  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
**A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING -- Appearance: Tom Beach (applicant). -- The motion passed by acclamation.**

**Operator's License Applications - Appearance Requested by MPD**

32. [01424](#) Operator License Application  
Aleah Kaldem, 2215 Woodview Court #17, Madison  
**A motion was made by Ald. Olson, seconded by Rearick, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by acclamation.**
33. [01527](#) Operator License Application  
Daniel J. Peterson, 1937 Spohn Avenue  
**A motion was made by Rearick, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by acclamation.**
34. [01528](#) Operator License Application  
Amber R. Ayres, 1217 E. Johnson Street #2  
**A motion was made by Rearick, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by acclamation.**



35. [01529](#) Operator License Application  
Richard Remington, 2349 Upham Street, Apt. 1  
*with conditions*

A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following conditions: 1. Contingent upon City Clerk's Office receiving a letter from employer, stating they have full knowledge of applicant's record. 2) Background investigation will be done if renewal application is filed. 3) Mr. Remington will properly complete his application form. -- Appearance: Richard Remington (applicant). -- The motion passed by acclamation.

### Report of Alcohol Licensed Establishment Response Team (ALERT)

36. [01704](#) Report regarding King Street Neighborhood Security Plan.

Aldersperson Verveer reported that this ALERT meeting started with a lot of venting, but ended up being very productive. Meeting participants agreed to meet again in early September to discuss more details about a joint security plan. The only person from the Police Department who could attend the meeting was a State Street officer who works days.

Aldersperson Verveer said the general sense at the meeting was that things have improved in the past month. Some meeting participants felt the improvement was because Club Majestic eliminated its all-you-can-drink specials.

Nick Schiavo of Club Majestic said he is excited about integrating security plans with other King Street establishments. He said he has offered to help other establishments with security when needed.

Mr. Kamp said it sounds like things are moving in the right direction.

### Report of the Subcommittee on Process

37. [01701](#) Report regarding August meeting.

Aldersperson Olson reported that the Subcommittee on Process would be holding a 30-minute session to work on revising its mission statement. The session would be facilitated by Mr. Billups or Ms. Crim.

Aldersperson Olson said the subcommittee had reviewed the "high priorities" it had established in 2003, and that most of those goals had been met.

### Report of the City Clerk's Office

38. [01705](#) Summary of Licenses Issued

The following summary was provided for the current license year:

- Class A Beer (Liquor Store): 49 issued
- Class A Beer (Grocery): 61 issued
- Class A Liquor: 51 issued
- Class B Beer: 63 issued
- Class B Liquor & Beer: 333 issued
- Class C Wine: 38 issued
- Wholesale Beer: 5 issued
- Visual & Performing Arts: 1 issued
- Nightclub: 47 issued
- Adult Entertainment Tavern: 3 issued
- Operator: 1,718 issued
- Provisional Operator: 179 issued
- Food & Drink (\$1 to \$10,000): 127 issued
- Food & Drink (\$10,001 to \$100,000): 278 issued
- Food & Drink (\$100,001 to \$250,000): 202 issued
- Food & Drink (\$250,001 to \$1,000,000): 272 issued
- Food & Drink (\$1,000,001 to \$5,000,000): 95 issued
- Food & Drink (Greater than \$5,000,000): 18 issued
- Sidewalk Cafe: 53 issued
- Picnic Beer License: 24 issued

\* Madison has a quota of 389 Class B Combination Liquor & Beer license under state law. 60 of 64 Reserve licenses have been granted. 273 of 325 Grandfathered licenses have been granted. 52 Grandfathered licenses and 4 Reserve licenses are currently available.

The 3 Class B Combination licenses that the committee Recommended to Council to Grant at this meeting would replace existing licenses, so 56 Class B Combination licenses are currently available in the city of Madison.

### Discussion

39. 01750 Volunteer to serve on the Alcohol License Establishment Response Team (ALERT) for the remainder of 2005 (a voting member of the ALRC is needed).

**Ms. Wheaton volunteered to serve on the Alcohol Licensed Establishment Response Team for the remainder of 2005. Mr. Kamp said he would remain available to attend ALERT meetings if needed.**

40. 01751 Volunteer to serve on the ALRC Subcommittee on Process (a voting member of the ALRC is needed).

**Mr. McNamara volunteered to serve on the Subcommittee on Process.**

41.     **01765**           Alcohol Policy Coordinator Position

**Joel Plant has been hired as the Alcohol Policy Coordinator. He will begin his position on August 29, and will be at the September 21 ALRC meeting.**

42.     [01766](#)           Public Hearing/Special Meeting on consideration of license applications

**A motion was made by Ald. Olson, seconded by Rearick, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by acclamation.**

### **Adjournment**

**A motion was made by Ald. Olson, seconded by Rearick, to Adjourn at 7:40 p.m. The motion passed by acclamation.**