



City of Madison

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

Agenda - 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, September 18, 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: 833 7266 0848

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 October 8, 2024, except the PX2 LLC Change of Premises which will go to the September 24, 2024 meeting.

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

August 21, 2024: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

August 28, 2024: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [85210](#) 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

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.

2. [84942](#) Operator License Application
Dontell Jefferson - Establishment where employed: Kwik Trip

Legislative History

8/28/24	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
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Changes of Agent

3. [84954](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 1522 • 6202 Schroeder Rd
New Agent: Kody Popenfus
Class A Beer, Class A Cider
(District 19)
4. [85002](#) Change of Agent
Gerald A Bartell Community Theatre Foundation • dba Bartell Theatre
113 E Mifflin St.
New Agent: Taylor Hartman
Class B Beer, Class C Wine
(District 4)

Entity Reorganization

5. [84065](#) Entity Reorganization
Speedway LLC • dba Speedway 4132

4902 Verona Rd
Class A Beer
(District 10)
Remove three officers

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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6. [84066](#) Entity Reorganization
7-Eleven Inc • dba 7-Eleven 35851J
2216 University Ave
Class A Beer
(District 5)
Remove three officers

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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7. [84072](#) Entity Reorganization
Red Rooster Madison LLC • dba Red Rooster
2513 Seiferth Rd
Class B Combination Liquor & Beer
(District 16)
Add one new officer, remove one officer

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

8. [84907](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #155
6525 Kilpatrick Ln
Class A Beer and Liquor
(District #16)
Remove 1 officer and add 1 officer

9. [84908](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #187
4825 American Pkwy
Class A Beer and Liquor
(District #17)
Remove 1 officer and add 1 officer

10. [84909](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #268
1421 Monroe St
Class A Beer and Liquor
(District #5)
Remove 1 officer and add 1 officer

11. [84910](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Spirits #514
1117 N Sherman Ave
Class A Beer and Liquor
(District #12)
Remove 1 officer and add 1 officer

12. [84911](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #531
2601 Fish Hatchery Rd
Class A Beer and Class A Cider
(District #14)
Remove 1 officer and add 1 officer

13. [84912](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #950
4402 E Buckeye Rd
Class A Beer, Class A Liquor, and Class A Cider
(District #16)
Remove 1 officer and add 1 officer

14. [84913](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #951
6702 Raymond Rd
Class A Beer and Class A Cider
(District #20)
Remove 1 officer and add 1 officer

15. [84914](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #952
2538 Fish Hatchery Rd
Class A Beer and Class A Cider
(District #14)
Remove 1 officer and add 1 officer

- 16. [84915](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #953
7502 Mineral Point Rd
Class A Beer and Class A Cider
(District #9)
Remove 1 officer and add 1 officer

- 17. [84916](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #954
7717 Mineral Point Rd
Class A Beer and Class A Cider
(District #9)
Remove 1 officer and add 1 officer

- 18. [84917](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #955
1625 N Stoughton Rd
Class A Beer and Class A Cider
(District #12)
Remove 1 officer and add 1 officer

- 19. [84921](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #956
3153 Maple Grove Dr
Class A Beer and Class A Cider
(District #7)
Remove 1 officer and add 1 officer

- 20. [84925](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #958
4741 Lien Rd
Class A Beer and Class A Cider
(District #17)
Remove 1 officer and add 1 officer

- 21. [84926](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #960
401 N Third St
Class A Beer, Class A Liquor, and Class A Cider
(District #12)
Remove 1 officer and add 1 officer

- 22. [84927](#) Entity Reorganization

- Kwik Trip Inc • dba Kwik Trip #961
3528 E Washington Ave
Class A Beer, Class A Liquor, and Class A Cider
(District #12)
Remove 1 officer and add 1 officer
23. [84928](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #963
1434 Northport Dr
Class A Beer and Class A Cider
(District #18)
Remove 1 officer and add 1 officer
24. [84929](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #965
2402 W Broadway
Class A Beer and Class A Cider
(District #14)
Remove 1 officer and add 1 officer
25. [84930](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #1511
4624 Monona Dr
Class A Beer and Liquor
(District #15)
Remove 1 officer and add 1 officer
26. [84931](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #1513
3401 University Ave
Class A Beer and Liquor
(District #5)
Remove 1 officer and add 1 officer
27. [84932](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #1514
5445 University Ave
Class A Beer and Class A Cider
(District #19)
Remove 1 officer and add 1 officer
28. [84933](#) Entity Reorganization
Kwik Trip Inc • dba Kwik Trip #1522

6202 Schroeder Rd
Class A Beer and Class A Cider
(District #19)
Remove 1 officer and add 1 officer

Change of Licensed Premises

29. [85003](#) Change of Licensed Premises
Cocina Nica LLC • dba Los Remedios
Current Capacity (in/out): 80/24 • Proposed Capacity (in/out): 300
1701 Moorland Rd • Agent: Julio Cesar Jiron Ruiz
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Police Sector 312 (District 14)
Request to increase capacity.
30. [85179](#) Change of Licensed Premises
PX2 LLC • dba Prost!
Current Capacity (in/out): 180/60 • Proposed Capacity (in/out): 180/140
401 E Washington Ave • Agent: David Nau
Class B Combination Liquor & Beer • 51% alcohol, 48% food, 1% other
Police Sector 406 (District 6)
Expansion of outdoor premises and capacity on 9/28/2024.

21+ Entertainment License

31. [85005](#) 21+ Entertainment License
Wando Ventures Inc • dba Jays
Capacity (in/out): 80/0
406 N Frances St • Agent: Jay Wanserski
Class B Combination Liquor & Beer • 95% alcohol, 4% food, 1% other
Police Sector 405 (District 2)

18+ Center for Visual & Performing Arts License

32. [85004](#) 18+ Center for Visual & Performing Arts License
Chinchilla JDK LLC • dba Red Rock Saloon
Capacity (in/out): 450/0
222 W Gorham St • Agent: Jeffrey Kovacovich
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other
Police Sector 403 (District 2)

New License - Public Hearing

Recessed Public Hearing

33. [84234](#) Public Hearing - New License
Sriram Retails 3 LLC • dba Regent Street Mini Mart
1401 Regent St • Agent: Meenu Kaushal
Estimated Capacity (in/out): 25 total
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other
Police Sector 205 (District 13)

Legislative History

7/1/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	Amend
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING
7/16/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

34. [84610](#) Public Hearing - New License
True Legacy Hospitality LLC • dba Rocky Rococo
4556 Monona Dr • Agent: Jose Zavala
Estimated Capacity (in/out): 45/0
Class B Beer • 3% alcohol, 97% food
Police Sector 613 (District 15)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
8/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
9/10/24	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

35. [85006](#) Public Hearing - New License
Campo Mar LLC • dba La Playita Tacos y Mariscos
2601 W Beltline Hwy #106 • Agent: Roger de la Cruz
Estimated Capacity (in/out): 65/0
Class B Combination Liquor & Beer • 25% alcohol, 75% food

Police Sector 308 (District 10)

Legislative History

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

36. [85007](#) Public Hearing - New License
El Rancho Breakfast and Tacos LLC • dba El Rancho Breakfast and Tacos
824 E Johnson St • Agent: Guadalupe Diaz
Estimated Capacity (in/out): 50/50
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 407 (District 6)

Legislative History

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

37. [85008](#) Public Hearing - New License
CJR Investment Corporation • dba Madison Pantry
2022 Fordem Ave • Agent: Mohammed Mohiuddin
Class A Beer, Class A Liquor, Class A Cider
Police Sector 500 (District 12)

Legislative History

9/4/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

38. [85009](#) Public Hearing - New License
Roxxy Madison LLC • dba Roxxy
327 W Gorham St • Agent: Stephen Bassler
Estimated Capacity (in/out): 500/0
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other
Police Sector 403 (District 4)

Legislative History

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

39. [85010](#) Public Hearing - New License
Marie's Soul Food • dba Marie's Soul Food
1637 Monroe St • Agent: Marissa Holmes
Estimated Capacity (in/out): 40/0
Class B Combination Liquor & Beer • 25% alcohol, 75% food

Police Sector 205 (District 13)

Legislative History

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

40. [85011](#) Public Hearing - New License
Capitol WD LLC • dba TBD
167 S Fair Oaks Ave • Agent: Stephen Kichak
Estimated Capacity (in/out): 55/0
Class B Combination Liquor & Beer • 13% alcohol, 7% food, 80%
Police Sector 602 (District 15)

Legislative History

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

41. [85012](#) Public Hearing - New License
MPL Corporation Investment • dba TBD
823 Williamson St • Agent: Amit Kumar
Class A Beer, Class A Liquor, Class A Cider
Police Sector 408 (District 6)

Legislative History

8/29/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

42. [85013](#) Public Hearing - New License
Kettle Black Kitchen LLC • dba Kettle Black Kitchen
1835 Monroe St • Agent: Sara Anderson
Estimated Capacity (in/out): 60/0
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Police Sector 205 (District 13)

Legislative History

8/29/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

43. [85112](#) Public Hearing - New License
Antler's Tavern Inc • dba Antler's Tavern
2202 W Broadway • Agent: Susan Simpson
Estimated Capacity (in/out): 99/0
Class B Combination Liquor & Beer • 90% alcohol, 10% food

Police Sector 313 (District 14)

Legislative History

9/5/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Report of Madison Police Department

44. [85208](#) Summary of Recent Calls for Service

Report of City Clerk's Office

45. [85209](#) Summary of Licenses Issued

Adjournment