



# City of Madison

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

## Meeting Minutes - Approved 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).*

---

Wednesday, March 21, 2018

5:30 PM

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

---

Applications will go to the Common Council Meeting of April 10, 2018

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: Kathryn Hill, Stephen Fletcher**

### Call to Order/Roll Call

**Present:** 12 - Paul E. Skidmore; Michael E. Verveer; Jim Verbick; James Boxrud; Jason Freedman; Roger Allen; Fernando Cano Ospina; Thomas A. Landgraf; Michael S. Donnelly; Patrick J. Grady; Alexander J. Toy and Shiva Bidar-Sielaff

**Absent:** 2 - Leslie G. Orrantia and Gloria Reyes

**Excused:** 2 - Kathryn D. Hill and Stefan J. Fletcher

### Approval of Minutes

A motion was made by Grady, seconded by Skidmore, to Approve the Minutes.  
The motion passed by voice vote/other.

### Public Comment

### Disclosures and Recusals

### Presentation of the Consent Agenda

### Operator's License Applications

1. [50957](#) Operator License Application  
Joseph Jones

**A motion was made by Verveer, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER.**

**Appearance by Joseph Jones.**

**The motion passed by the following vote:**

**Ayes:** 5 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Patrick J. Grady and Shiva Bidar-Sielaff

**Noes:** 1 - Michael S. Donnelly

**Abstentions:** 1 - Thomas A. Landgraf

2. [50958](#) Operator License Application  
Lisa Hessler - Establishment where employed: Wal-Mart

**A motion was made by Donnelly, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Appearance by Lisa Hessler.**

#### **Temporary Class B Concurrent with Street Use**

3. [50628](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
GSAFE  
Event Location: 100 Block King St  
Event Date: August 18, 2018  
Aldermanic District 4 (Alder Verveer)  
Police District: 406  
Event: Woofs King St Pride

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

**One registration in support.**

4. [50631](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
GSAFE  
Event Location: 100 Block King St  
Event Date: September 29, 2018  
Aldermanic District 4 (Alder Vereer)  
Police District: 406  
Event: Octobearfest

**A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice**

vote/other.

**One registration in support.**

5. [50636](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Back Porch Radio Broadcasting Inc  
Event Location: 200 Block Martin Luther King Jr Blvd  
Event Date: May 20, 2018  
Aldermanic District 4 (Alder Verveer)  
Police District: 406  
Event: WORT Block Party

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

#### Changes of Agent

6. [50562](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart AW • 4601 Cottage Grove Rd  
New Agent: Farooq Shahzad  
Class A Beer  
Aldermanic District 16 (Alder DeMarb)

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

**One registration in support.**

7. [50563](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart SA • 1010 N Sherman Ave  
New Agent: Farooq Shahzad  
Class A Beer  
Aldermanic District 12 (Alder Palm)

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

**One registration in support.**

8. [50564](#) Change of Agent  
Capitol Petroleum LLC • dba CP Mart NE • 4901 Commercial Ave  
New Agent: Farooq Shahzad  
Class A Beer  
Aldermanic District 3 (Alder Hall)

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

**One registration in support.**

9. [50618](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 955 • 1625 N Stoughton Rd  
New Agent: Sharla R Sigmund  
Class A Liquor, Class A Beer  
Aldermanic District 17 (Alder Baldeh)

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

10. [50619](#) Change of Agent  
Davd & Buster's of Wisconsin Inc • dba Dave & Buster's  
53 West Towne Mall  
New Agent: James N Schiavo  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)

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

**One registration in support.**

11. [50620](#) Change of Agent  
M & P Holdings LLC • dba Americinn Madison West  
516 Grand Canyon Dr  
New Agent: Patrick Sias  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear)

**A motion was made by Donnelly, seconded by Grady, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

12. [50621](#) Change of Agent  
Tango Bravo Inc • dba The Roman Candle • 100 N Hamilton St  
New Agent: Julio Giovanni Flores  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

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

13. [50622](#) Change of Agent  
Lomo TRC LLC • dba The Roman Candle • 2623 Monroe St  
New Agent: Ryan Wood Davis  
Class B Combination Liquor & Beer

Aldermanic District 13 (Alder Eskrich)

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

14. [50677](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 961 • 3528 E Washington Ave  
New Agent: Andrew H Kuehne  
Class A Beer, Class A Liquor, Class A Cider  
Aldermanic District 15 (Alder Ahrens)

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

#### Change of License Conditions

15. [50604](#) Change of Licensed Conditions  
La Escondida Mexican Grill LLC • dba La Escondida Mexican Grill  
Capacity: 120  
1821 S Park St • Agent: Juana Jessica Torres  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310  
Request to extend hours March, April and May until 2:30 am for football games and boxing shows, as well as private parties once a month.

**A motion was made by Cano Ospina, seconded by Donnelly, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

16. [50605](#) Change of Licensed Conditions  
Panchim LLC • dba Harry's Market  
555 W Mifflin St • Agent: Lakhvir Kaur  
Class A Liquor, Class A Beer  
Aldermanic District 4 (Alder Verveer) • Police Sector 404  
Request to remove Condition 8: Customer and delivery access to the store must be exclusively through the building entrance at the corner of N. Bedford and W. Mifflin Streets.

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

17. [50609](#) Change of Licensed Conditions  
Gallery 1444 LLC • dba Maria's • Capacity: 49  
1444 E Washington Ave • Agent: Jack Chandler

Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 409  
Request to stay open until 2 am and have entertainment until 1 am.

**A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

18. [50614](#)

Change of Licensed Conditions  
Gallery 1444 LLC • dba Maria's • Capacity: 49  
1444 E Washington Ave • Agent: Jack Chandler  
Entertainment License 21+ • 95% alcohol, 5% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 409  
Request to stay open until 2 am and have entertainment until 1 am.

**A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### Change of Licensed Premise

19. [50568](#)

Change of Licensed Premise  
The Morrison Group Inc • dba Vom Fass State Street  
Current Outdoor Capacity: 0 • New Outdoor Capacity: 14  
127 State Street, Suite 102 • Agent: Ashley Morrison  
Class B Combination Liquor & Beer • 50% alcohol, 40% food, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Addition of outdoor seating to premises.

**A motion was made by Cano Ospina, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

20. [50612](#)

Change of Licensed Premise  
Dublin Profits LLC • dba Coliseum Bar & Banquet • Capacity: 501 (indoor),  
365 (outdoor)  
232 E Olin Ave • Agent: Jim Delaney  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310  
Request to expand outdoor area to include entire parking lot April through  
October on Wednesdays and Thursdays from 4 p.m. to close.

**A motion was made by Verveer, seconded by Donnelly, to Table. The motion**

passed by voice vote/other.

A motion was made by Verveer, seconded by Donnelly, to Take Off The Table. The motion passed by voice vote/other.

A motion was made by Donnelly, seconded by Grady, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.

#### 21+ Entertainment License

21. [49899](#)

21+ Entertainment License  
Diego Enterprises • dba Cuco's Restaurant • Capacity: 80  
4426 Buckeye Rd • Agent: Carlos Quiroga  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

A motion was made by Verveer, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

22. [50601](#)

21+ Entertainment License  
Plamra Mediterranean Grill LTD • dba Zandru's • Capacity: 120  
419 State St • Agent: Alberto Santos  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

A motion was made by Cano Ospina, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in opposition.

#### Items Referred

23. [50110](#)

Establishing a moratorium on issuance of new alcohol licenses in a high density, high police call area in downtown Madison.

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

#### Recessed Public Hearing

24. [50243](#)

Public Hearing - New License  
Bierock LLC • dba Bierock  
2911 N Sherman Ave • Agent: Brian Carriveau • Estimated Capacity: 99  
Class B Beer, Class C Wine • 49% alcohol, 51% food  
Aldermanic District 12 (Alder Palm) • Police Sector 504

A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING. The motion passed by

voice vote/other.

One registration in support.

### Public Hearing

#### New License - Public Hearing

25. [50597](#) Public Hearing - New License  
I/O Arcade Bar LLC • dba I/O Arcade Bar  
720 Williamson St • Agent: Mitchell Turino • Estimated Capacity: 155  
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

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

26. [50599](#) Public Hearing - New License  
Owls Brawl LLC • dba Hooters of Madison  
2639 East Springs Dr • Agent: Laura Jo Clark • Estimated Capacity: 195  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 632

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

One registration in support.

27. [50600](#) Public Hearing - New License  
Full Belly LLC • dba Tin Fox  
2616 Monroe St • Agent: Marissa Neal • Estimated Capacity: 88  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

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

One registration in support.

The condition is:

1. Hours of operation shall be Monday - Wednesday 11am-11pm, Thursday - Saturday 10am-12am, and Sunday 10am-4pm

#### Report of Madison Police Department

28. [50960](#) Report of Recent Calls for Service



Madison Police Department submitted the attached report.

**Report of City Clerk's Office**

29. [50959](#) Summary of Licenses Issued

City Clerk's Office submitted the attached report.

**Adjournment**

A motion was made by Bidar-Sielaff, seconded by Verveer, to Adjourn at 8:13pm. The motion passed by voice vote/other.