



City of Madison
Meeting Minutes - Final
ALCOHOL LICENSE REVIEW
COMMITTEE

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

Wednesday, March 21, 2007

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room GR-27 (City-County Building)

Roll Call

Dawn Crim was present to represent UW-Madison.

Present: Olson, Verveer, Maribeth Witzel-Behl, Peggy Stonestreet, Marsh Shapiro, Carl Gloede, Steve Brist, McNamara, Wheaton, Hart, Sentmanat, Rearick and Joel Plant

Excused: LaMarr Q. Billups

Approval of Minutes

A motion was made by **Olson**, seconded by **Verveer**, to Approve the Minutes of February 21, 2007. The motion passed by acclamation.

Public Comment

Larry Lichte addressed the committee, speaking about requiring Licensed Operators to complete up to three hours of continuing education every year.

Change of Agent

1. [05856](#) Change of Liquor Agent
Sundance Cinemas LLC • dba Sundance Cinema • 430 N Midvale Boulevard
Old Agent: Peter C. Christianson • New Agent: Merijoy Endrizzi-Ray
Class B Combination Liquor & Beer • 12.5% alcohol, 27.9% food, 60.5% other
Aldermanic District 11 (Alder Gruber) • Police Sector 108

A motion was made by Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Change of Corporate Control

2. [05893](#) Change of Corporate Control - 1 new officer
Leeann Chin, Inc • dba Chin's Asia Fresh • 422 State Street
Old Agent: Stephen Finn • New Agent: Lorne Goldberg
Class B Beer, Class C Wine • 1% alcohol, 99 % food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by acclamation.

3. [05894](#) Change of Corporate Control - 1 new officer
Leeann Chin, Inc • dba Chin's Asia Fresh • 8414 Old Sauk Road
Old Agent: Stephen Finn • New Agent: Lorne Goldberg
Class B Beer, Class C Wine • 99% food, 1% alcohol
Aldermanic District 9 (Alder Skidmore) • Police Sector 127
A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by acclamation.

Change of License Premise

4. [05855](#) Application for Change of Licensed Premise
Schwoegler Park Towne Lanes Inc • dba Schwoegler Park Towne Lanes
444 Grand Canyon Drive • Agent: Daniel Schwoegler • capacity 131
Class B Combination Liquor & Beer • 28% alcohol, 13% food, 59% other.
Aldermanic District 19 (Alder Radomski) • Police Sector 113
Request to add outdoor dining to seat 49 behind establishment.
A motion was made by Rearick, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.
5. [05871](#) Application for Change of Licensed Premise
Papavero, LLC • dba Osteria Papavero • capacity of 50
128 E. Wilson Street • Agent: Brian Haltinner
Class B Combination Liquor & Beer • 25% alcohol and 75% Food.
Aldermanic District 6 (Alder Olson) • Police Sector 400.
Request to include sidewalk cafe in licensed premise.
A motion was made by Rearick, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.
6. [05885](#) Application for Change of Licensed Premise
Cosi, Inc • dba Cosi • estimated capacity of 120
250 State Street • Agent: Nathan Heeney
Class B Beer, Class C Wine • 2% alcohol and 98% Food.
Aldermanic District 6 (Alder Verveer) • Police Sector 403.
Request to include sidewalk cafe in licensed premise.
A motion was made by Rearick, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

7. [05887](#) Application for Change of Licensed Premise
Wingra Services, LLC • dba Edgewood College
1000 Edgewood College Drive • Agent: Richard Keintz
Class B Combination Liquor & Beer • 7% alcohol, 93% food
Aldermanic District 10 (Ald. Golden) • Police Sector 302
Request to expand licensed premise to include one room in Edge Dome Athletic Facility.
- A motion was made by Rearick, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.**

New License - Recessed Public Hearing

8. [05501](#) Public Hearing - New License
Takumi Inc• dba Takumi Japanese Restaurant
4222 East Towne Boulevard • Agent: Kong Feng Ni • estimated capacity: 90
Class B Combination Liquor & Beer • 5% alcohol, 95% food
Aldermanic District 17 (Ald. Rosas) • Police Sector 515
- Appearance: Kong Fung Ni (applicant).**
- A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**
9. [05493](#) Public Hearing - New License
PDQ Food Stores, Inc. • PDQ Store #115 • 15% alcohol, 59% food, 26% other
4402 E. Buckeye Road • Agent: Patti Westbury
Class A Liquor
Aldermanic District 16 (Ald. Compton) • Police Sector 614
- Appearances: Patti Westbury (applicant), Tom Brudos (applicant).**
- A motion was made by Olson, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1. No sale of fortified wines. 2. Wine and wine coolers will be limited to one shelf of walk-in cooler and one 5 - square-foot rack of wine. 3. Operational plan will limit liquor sales to wine only. The motion passed by acclamation.**

New License- Public Hearing

10. [05747](#) Public Hearing - New License
El Pescador Inc • dba El Pescador
2810 E. Washington Avenue • Agent:Humberto Marias
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 15 (Ald. Palm) • Police Sector 505
Appearance: Humberto Macias (applicant).
A motion was made by Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
11. [05764](#) Public Hearing - New License
N43 Venture, LLC • dba Sushi Muramoto • estimated capacity 80
546 N. Midvale Boulevard • Agent:Shinji Muramoto
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 11 (Ald. Gruber) • Police Sector 108
Appearance: Shinji Muramoto (applicant).
A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
12. [05770](#) Public Hearing - New License
Inka Heritage, LLC • dba Inka Heritage
602 S Park Street • Agent: Lucas Rodriguez • estimated capacity: 50
Class B Beer, Class C Wine • 5% alcohol, 95% food.
Aldermanic District 13 (Ald. Knox) • Police Sector 305
Appearances: Lucas Rodriguez (applicant), Duane Steinhauer.
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
13. [05774](#) Public Hearing - New License
One-Eleven, Inc. • dba Club One-Eleven
111 W. Main Street • Agent: Glenn Jahns • estimated capacity 300
Liquor & Beer Class B Combination • 64% alcohol, 34% food, 2% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE April 18 meeting. The motion passed by acclamation.

14. [05791](#) Public Hearing New License
Stop-N-Go of Madison Inc • Stop-N-Go 284 • 5% alcohol, 12% food, 83% other
6202 Schroeder Road • Agent: Andrew Bowman
Class A Beer
Aldermanic District 1 (Alder Sanborn) • Police Sector 114
Appearance: Andrew Bowman (applicant).
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
15. [05792](#) Public Hearing - New License
Stop-N-Go of Madison Inc • Stop-N-Go 255 • 5% alcohol, 12% food, 83% other
2002 Winnebago Street • Agent: Andrew Bowman
Class A Beer
Aldermanic District 6 (Alder Olson) • Police Sector 410
Appearance: Andrew Bowman (applicant).
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
16. [05793](#) Public Hearing - New License
Stop-N-Go of Madison Inc • Stop-N-Go 253 • 5% alcohol, 12% food, 83% other
5445 University Avenue • Agent: Andrew Bowman
Class A Beer
Aldermanic District 19 (Alder Radomski) • Police Sector 109
Appearance: Andrew Bowman (applicant).
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
17. [05794](#) Public Hearing - New License
Family Entertainment, LLC • dba Westgate Cinema • estimated capacity: 800
340 Westgate Mall • Agent: Timothy Ward
Class B Combination Liquor and Beer
Aldermanic District 20 (Alder Thomas) • Police Sector 107
Appearance: Tim Ward (applicant).
A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

18. [05795](#) Public Hearing - New License
Lucky 13 Enterprises, LLC • dba The Froth House
11 N. Allen Street • Agent: Erik Thebert • estimated capacity: 24
Class B Beer and Class C Wine • 23% alcohol, 27% food, 50% other
Aldermanic District 5 (Alder Webber) • Police Sector 301
- Appearances: Dean Welch (applicant), Erik Thebert (applicant), Greg Miller, Joseph Heggstad, Terese Dietrich, Janice Munizza, Marc Anderson, Kathy Jeffords, Vernon Havbrich, Paul McMahon, Nancy McMahon, Troy Thiel, and Robbie Webber.**
- A motion was made by Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE The motion passed by acclamation.**
19. [05796](#) Public Hearing - New License
Stop-N-Go of Madison, Inc. • dba Stop-N-Go #287
3734 Speedway Road • Class A Beer • 5% alcohol, 12% food, 83% other
Aldermanic District 11 (Alder Gruber) • Police Sector 101
- Appearance: Andrew Bowman (applicant).**
- A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**

Center for Visual & Performing Arts License Application

20. [05907](#) Center for Visual & Performing Arts License
Family Entertainment, LLC • dba Westgate Cinema • capacity 160
340 Westgate Mall • Agent: Timothy Ward
Class B Combination Liquor & Beer • 19% alcohol, 26% Food, 55% other
Aldermanic District 20 (Alder Thomas) • Police District 222
- Appearance: Tim Ward (applicant).**
- A motion was made by Verveer, seconded by Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following amended conditions: Center for Visual & Performing Arts License will apply to Auditorium 2 only, and the license holder will change its seating to accommodate less capacity. The motion passed by acclamation.**

Nightclub License

21. [05901](#) Nightclub License Application
One-Eleven, Inc. • dba Club One-Eleven • capacity 300
111 W. Main Street • Agent: Glenn Jahns
Class B Combination Liquor & Beer • 66% alcohol, 33% food, 1% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
- A motion was made by Verveer, seconded by Olson, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of April 18, 2007. The motion passed by acclamation.**

Operators License - Appearance Requested

22. [05492](#) Operator License Application
Jacalyn Heiman - Establishment where employed: Dave's South Bay
Appearance: Jacalyn Heimen (applicant).
- A motion was made by Hart, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER contingent upon City Clerk's office receiving a letter from employer, stating they have full knowledge of applicant's record. License will be flagged for renewal. The motion passed by acclamation.**
23. [05803](#) Operator License Application
Michael Shaw - Establishment where employed: Winnies
Appearance: Michael Shaw (applicant).
- A motion was made by Hart, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of April 18, 2007. The motion passed by acclamation.**

Ordinance

24. [05600](#) Amending Section 9.13(6)(j)3. of the Madison General Ordinances to repeal the requirement that restaurant wait staff must carry and serve all food, beverage and alcohol beverages to patrons within a sidewalk café.
- A motion was made by McNamara, seconded by Hart, to Return to Lead with the Recommendation for Approval to the VENDING OVERSIGHT COMMITTEE. The motion passed by acclamation.**

Report of the Madison Police Department

25. [03238](#) Summary of Liquor License Violations
Captain Gloede distributed the attached report.

Report of the City Attorney's Office

26. [05707](#) Quinton's Bar and Deli Audit
Attorney Zilavy told committee members that the Comptroller's Office should have a report for the April 18 ALRC meeting.
27. [05975](#) Wisconsin Alcohol Beverage and Tobacco Laws for Retailers
Attorney Zilavy distributed copies of the Wisconsin Department of Revenue publication, "Wisconsin Alcohol Beverage and Tobacco Laws for Retailers."

Action Item

28. [05900](#) Comprehensive alcohol policy statement.
- Mr. Plant distributed the attached comprehensive alcohol policy statement. The statement was referred to the Subcommittee on Process, by consensus.**

Report of the Alcohol Policy Coordinator

29. [05895](#) Update on Town Hall Meeting to address middle school drinking.
- Mr. Plant distributed the attached synopsis of the Town Hall Meeting on middle school drinking.**
30. **05896** Ride-alongs with Madison Police Department and Madison Fire Department.
- Mr. Plant reminded committee members that Mayor Cieslewicz has encouraged everyone on the committee to participate in a police department ride-along on a weekend night, a taxicab ride-along on a weekend night, and a walk-around with a fire inspector.**
31. [05897](#) Update on Larry Lichte's proposed amendment to Chapter 125 regarding Responsible Beverage Server Training.
- Mr. Plant distributed the attached proposals from Larry Lichte and Rick Petri.**
32. **05898** Update on alcohol license density plan process.
- Mr. Plant reported that the alcohol license density plan has been reintroduced as an ordinance. He said he expected to see some committee action on this ordinance in April, and Common Council action as early as June.**
33. **05899** Development of criteria for high-achieving alcohol beverage licensee recognition program.
- Mr. Plant told the committee that he is working on the development of criteria--similar to the Health Department's criteria for high achieving restaurants--to recognize establishments that perform well in the application process and in the inspection process. This item was referred to the Subcommittee on Process.**

Report of the City Clerk's Office

34. [01705](#) Summary of Licenses Issued
- The following summary was distributed for the current license year:**
- Class A Beer (Liquor Store): 60 issued**
 - Class A Beer (Grocery): 63 issued**
 - Class A Liquor: 59 issued**
 - Class B Beer: 77 issued**
 - Class B Liquor & Beer: 352 issued***
 - Class C Wine: 50 issued**

Wholesale Beer: 5 issued
Visual & Performing Arts: 11 issued
Nightclub: 75 issued
Adult Entertainment Tavern: 4 issued
Operator: 3,131 issued
Provisional Operator: 554 issued
Food & Drink (\$1 to \$10,000): 134 issued
Food & Drink (\$10,001 to \$100,000): 278 issued
Food & Drink (\$100,001 to \$250,000): 264 issued
Food & Drink (\$250,001 to \$1,000,000): 296 issued
Food & Drink (\$1,000,001 to \$5,000,000): 107 issued
Food & Drink (Greater than \$5,000,000): 18 issued
Sidewalk Cafe: 54 issued

Madison has a quota of 399 Class B Combination Liquor & Beer licenses under state law. 55 of 74 Reserve licenses have been granted. 297 of 325 Grandfathered licenses have been granted. Taking into consideration the licenses recommended to Council to Grant at tonight's meeting, 43 Class B Combination licenses are currently available in the City of Madison.

Adjournment

A motion was made by Olson, seconded by Sentmanat, to Adjourn at 7:57 p.m. The motion passed by acclamation.