



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, November 19, 2025

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: 867 9404 0024

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 ntauv, cov ntaub ntauv 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 December 9, 2025

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

October 15, 2025: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

October 22, 2025: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [90842](#) 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.

2. [89502](#) Operator License Application
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill
3. [90482](#) Operator License Application
Navy V Muchow

Changes of Agent

4. [90588](#) Change of Agent
North Central Management Inc • dba DoubleTree Madison East • 4402 E Washington Ave
New Agent: Carl Allen
Class B Combination Liquor & Beer
(District 17)
5. [90589](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 268 • 1421 Monroe St
New Agent: Ellen Nelson
Class A Beer, Class A Liquor
(District 5)
6. [90590](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 956 • 3153 Maple Grove Dr
New Agent: Breann Thomason
Class A Beer, Class A Cider
(District 7)
7. [90619](#) Change of Agent

Bowl New England Inc • dba Spare Time Madison • 7415 Mineral Point Rd
New Agent: Elliot Perez
Class B Combination Liquor & Beer
(District 9)

Entity Reorganization

8. [90591](#) Entity Reorganization
Metcalfe LLC • dba Metcalfe's
726 N Midvale Blvd
Class A Beer, Class A Liquor
(District 11)
Add four new officers

9. [90592](#) Entity Reorganization
Metcalfe Foods-West LLC • dba Metcalfe's
7455 Mineral Point Rd
Class A Beer, Class A Liquor
(District 9)
Add four new officers

10. [90593](#) Entity Reorganization
Fresh City Market LLC • dba Fresh Madison Market
703 University Ave
Class B Beer, Class C Wine
(District 8)
Add four new officers

Request to Extend License Issuance

11. [90882](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
Kai Lao LLC • dba Ba Lao
811 Williamson St • Agent: Kenneth Brown-Soukaseume
Estimated Capacity (in/out): 25/6
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Police Sector 408 (District 6)

21+ Entertainment License

12. [90586](#) 21+ Entertainment License
Grey Area Hospitality LLC • dba Grey Market
Capacity (in/out): 90/30
756 E Washington Ave • Agent: Matt Phelps

Class B Combination Liquor & Beer • 64% alcohol, 35% food, 1% other
Police Sector 400 (District 6)

Public Hearing

New License - Public Hearing

13. [90559](#) Public Hearing - New License
Bombay Blues Inc • dba Bombay Blues
6617 Odana Rd • Agent: Babandeep Gabba
Estimated Capacity (in/out): 50/0
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Police Sector 218 (District 19)

14. [90560](#) Public Hearing - New License
Luna's Market LLC • dba Luna's Market
2328 S Park St • Agent: Mariam Maldonado
Class A Beer
Police Sector 309 (District 14)

15. [90561](#) Public Hearing - New License
Madcity Lodging LLC • dba Sleep Inn/MainStay
4802 Tradewinds Pkwy • Agent: Bhavin Patel
Estimated Capacity (in/out): 100/15
Class B Beer • 1% alcohol, 99% food
Police Sector 620 (District 16)

Report of Madison Police Department

16. [90840](#) Recent Calls for Service

Report of City Clerk's Office

17. [90841](#) Summary of Licenses Issued

Adjournment