



City of Madison

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

Meeting Minutes - 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

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: Glenn, Figueora Cole, Barushok

Call to Order/Roll Call

Present: 5 - Michael E. Verveer; Kathryn M. Farley; Amy L. Westra; Yannette Figueroa Cole and Tianna C. Klemons

Excused: 2 - Carmella Glenn and Colin R. Barushok

Non Voting: 3 - James Boxrud; Katherine Loving and Kayley M. Bell

Approval of Minutes

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

Approval of Minutes

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

Public Comment

1. [90842](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Operator's License Applications

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

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

3. [90482](#) Operator License Application
Navy V Muchow

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

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)

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

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)

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

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)

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

One registration in support.

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)

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

One registration in support.

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

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

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

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

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

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

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)

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

One registration in support.

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)

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

Public Hearing

New License - Public Hearing

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

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

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)

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

One registration in support.

15. [90561](#) Public Hearing - New License
Madcitv 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)

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

One registration in support.

Report of Madison Police Department

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

MPD submitted the attached report.

Report of City Clerk's Office

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

Clerk's Office submitted the attached report.

Adjournment

A motion was made by Klemons, seconded by Verveer, to Adjourn at 5:58pm.
The motion passed by voice vote/other.