



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, July 21, 2021

5:30 PM

Virtual Meeting

The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com
2. Register but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, 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 will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting in several ways:
 - Livestream on the Madison City Channel website
<https://media.cityofmadison.com/mediasite/showcase>
 - Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 990 4553 6457

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 August 3, 2021

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.

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

June 16, 2021: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [66503](#) 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

Temporary Class B Concurrent with Street Use

2. [66324](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Wil-Mar Neighborhood Center Inc
Event Location: 800 - 1000 Blocks of Williamson St
Event Date: 9/18/21 1pm - 10pm & 9/19/21 11am - 8pm
Aldermanic District 6 (Alder Benford)
Police District: 408
Event: Willy St Fair
3. [66373](#) Temporary Class B Retailer License
Concurrent with Street Use Permit

Eken Park Neighborhood Association
Event Location: 700 Block of Mayer Ave
Event Date: 8/21/2021
Aldermanic District 12 (Alder Abbas)
Police District: 503
Event: Eken Park Festival

Changes of Agent

4. [66325](#) Change of Agent
Papavero LLC • dba Osteria Papavero • 128 E Wilson St
New Agent: Stephanie Sudduth
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

5. [66326](#) Change of Agent
Bartaco Hilldale LLC • dba bartaco • 464 N Midvale Blvd
New Agent: Brian Gibson
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Martin)

6. [66327](#) Change of Agent
Monona Catering LLC • dba Monona Catering LLC • 1 John Nolen Dr
New Agent: Adam Weis
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

7. [66328](#) Change of Agent
Kwik Trip Inc • dba Stop-N-Go 1522 • 6202 Schroeder Rd
New Agent: Eric Goldman
Class A Beer, Class A Cider
Aldermanic District 19 (Alder Furman)

8. [66329](#) Change of Agent
Target Corporation • dba Target Store T-2765 • 750 Hilldale Way
New Agent: Joseph Coconate
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Martin)

9. [66330](#) Change of Agent
Eno Vino Downtown LLC • dba Eno Vino Downtown • 1 N Webster St
New Agent: Sara Granados
Class B Combination Liquor & Beer

Aldermanic District 2 (Alder Heck)

10. [66334](#) Change of Agent
Palette Grill LLC • dba Palette Bar & Grill • 901 E Washington Ave
New Agent: Sara Granados
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)

11. [66335](#) Change of Agent
Eno Vino LLC • dba Eno Vino • 601 Junction Rd
New Agent: Sara Granados
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Conklin)

Entity Reorganization

12. [66336](#) Entity Reorganization
Eno Vino LLC • dba Eno Vino
601 Junction Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Conklin)
Add one new officer, remove one officer
13. [66337](#) Entity Reorganization
Eno Vino Downtown LLC • dba Eno Vino Downtown
1 N Webster St
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Heck)
Add one new officer, remove one officer
14. [66338](#) Entity Reorganization
Palette Grill LLC • dba Palette Bar & Grill
901 E Washington Ave
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)
Add one new officer, remove one officer
15. [66339](#) Entity Reorganization
MOD Super Fast Pizza (Wisconsin) LLC • dba MOD Pizza
7015 Sligo Dr
Class B Beer, Class C Wine
Aldermanic District 9 (Alder Conklin)
Remove one officer

16. [66340](#) Entity Reorganization
MOD Super Fast Pizza (Wisconsin) LLC • dba MOD Pizza
2249 Zeier Rd
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Halverson)
Remove one officer

Streatery Extension of Licensed Premise

17. [66342](#) Streatery Extension of Licensed Premise
LRP Madison1 LLC • dba Sheraton Madison Hotel
Current Capacity (in/out): 2250/0 • Proposed Capacity (in/out): 2250/120
706 John Nolen Dr • Agent: Adam Gautreaux
Class B Combination Liquor & Beer • 5% alcohol, 20% food, 75% other
Aldermanic District 14 (Alder Carter) • Police Sector 303
Streatery extension of outdoor premises in the parking lot in a fenced off area containing picnic tables.
18. [66343](#) Streatery Extension of Licensed Premise
The Caribou Tavern Inc • dba The Caribou Tavern
Current Capacity (in/out): 49/0 • Proposed Capacity (in/out): 49/16
703 E Johnson St • Agent: Mark Schmelzkopf
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 2 (Alder Heck) • Police Sector 407
Streatery extension of licensed premise into back lot.
19. [66344](#) Streatery Extension of Licensed Premise
Short Stack Eatery LLC • dba Short Stack Eatery
Current Capacity (in/out): 60/# • Proposed Capacity (in/out): 60/44
301 W Johnson St • Agent: Sinead McHugh
Class B Combination Liquor & Beer • 18% alcohol, 80% food, 2% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405
Streatery extension of premises to increase outdoor seating.
20. [66345](#) Streatery Extension of Licensed Premise
Frank Procdutions Concerts LLC • dba The Sylvee
Current Capacity (in/out): 2500/0 • Proposed Capacity (in/out): 2500/160
25 Livingston St • Agent: Steven Renfro
Class B Combination Liquor & Beer • 97% alcohol, 0% food, 3% other
Aldermanic District 6 (Alder Benford) • Police Sector 408
Streatery extension for premises to be outside on a patio for small scale live entertainment.

Change of Licensed Premise

21. [66016](#) Change of Licensed Premise
Brinker Restaurant Corporation • dba Chili's Grill and Bar
Current Capacity (in/out): 231/0 • Proposed Capacity (in/out): 231/0
7301 Mineral Point Rd • Agent: Terence Miller
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 9 (Alder Conklin) • Police Sector 124
Request to add parking spots to premises for curbside sales.
22. [66017](#) Change of Licensed Premise
Brinker Restaurant Corporation • dba Chili's Grill and Bar
Current Capacity (in/out): 225/0 • Proposed Capacity (in/out): 225/0
4344 East Towne Blvd • Agent: Terence Miller
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 17 (Alder Halverson) • Police Sector 631
Request to add parking spots to premises for curbside sales.
23. [66019](#) Change of Licensed Premise
Cafe Rigoletto LLC • dba Benvenuto's Italian Grill
Current Capacity (in/out): 10/32 • Proposed Capacity (in/out): 10/32
1109 Fourier Dr • Agent: David Phaneuf
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 9 (Alder Conklin) • Police Sector 127
Request to extend premises outside between building and parking lot.
24. [66020](#) Change of Licensed Premise
Reel Big Fish LLC • dba North and South Seafood & Smokehouse
Current Capacity (in/out): 185/0 • Proposed Capacity (in/out): 185/0
6604 Mineral Point Rd • Agent: Keith Stoesz
Class B Combination Liquor & Beer • 8% alcohol, 92% food
Aldermanic District 19 (Alder Furman) • Police Sector 219
Request to expand dining room premises.
25. [66346](#) Change of Licensed Premise
Cathay Pacific Inc • dba Hong Kong Cafe
Current Capacity (in/out/Badger Football): 150/64/738
Proposed Capacity (in/out/Badger Football): 150/64/888
2 S Mills St • Agent: Sui Wah Leung
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 13 (Alder Evers) • Police Sector 204
Request to increase Badger Football capacity to 888, and allow the playing of live Badger Football games, with sound, on two outdoor televisions, during the games only, and to play music through two outdoor speakers, on Badger Football Saturdays only, in compliance with City noise regulations.

26. [66351](#) Change of Licensed Premise
Metcalfe Foods - West Inc • dba Metcalfe's Market
7455 Mineral Point Rd • Agent: Kevin Metcalfe
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Conklin) • Police Sector 124
Request to add eight parking spots for curbside pick-up.
27. [66358](#) Change of Licensed Premise
Metcalfe Inc • dba Metcalfe's Market
726 N Midvale Blvd • Agent: Kevin Metcalfe
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Martin) • Police Sector 215
Request to add a location in circle drive in front of the establishment for curbside pick-up.
28. [66359](#) Change of Licensed Premise
300 CGR LLC • dba Chief's Tavern
Current Capacity (in/out): 149/0 • Proposed Capacity (in/out): 149/25
300 Cottage Grove Rd • Agent: Brian Mason
Class B Combination Liquor & Beer • 85% alcohol, 10% food, 5% other
Aldermanic District 15 (Alder Foster) • Police Sector 610
Request to extend premises outside to patio area.

Change of Licensed Conditions

29. [66362](#) Change of Licensed Conditions
508 State St Golf LLC • dba 7 Iron Social • Capacity (in/out): 99/0
508 State St • Agent: Colin Smith
Class B Combination Liquor & Beer • 48% alcohol, 20% food, 32% other
Aldermanic District 2 (Alder Heck) • Police Sector 403
Request to amend condition to allow alcohol service until midnight on Thursday and bar close on Friday and Saturday.

21+ Entertainment License

30. [66379](#) 21+ Entertainment License
Pacos Tacos LLC • dba Pacos Tacos • Capacity: 60
1331 Greenway Cross • Agent: Celso Xelhua
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 14 (Alder Carter) • Police Sector 309
31. [66390](#) 21+ Entertainment License

Hayes Place LLC • dba Hayes Place • Capacity: 100
4102 Lien Rd • Agent: Connee Jones
Class B Combination Liquor & Beer • 20% alcohol, 10% food, 70% other
Aldermanic District 17 (Alder Halverson) • Police Sector 631

18+ Center for Visual & Performing Arts License

32. [66377](#) 18+ Center for Visual & Performing Arts License
Chinchilla JDK LLC • dba Red Rock Saloon • Capacity: 400
222 W Gorham St • Agent: Jeffrey Kovacovich
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403

New License - Public Hearing

Recessed Public Hearing

33. [65681](#) Public Hearing - New License
Lush Lounge LLC • dba Lush Lounge
744 Williamson St • Agent: Alisa Davis • Estimated Capacity (in/out): 50/0
Class B Combination Liquor & Beer • 75% alcohol, 25% food
Aldermanic District 6 (Alder Benford) • Police Sector 408

Public Hearing

34. [66140](#) Public Hearing - New License
Latino Management LLC • dba J&G Mini Market
714 W Badger Rd • Agent: Juan A Gomes Sanches
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 14 (Alder Carter) • Police Sector 310
35. [66141](#) Public Hearing - New License
Hayes Place LLC • dba Hayes Place
4102 Lien Rd • Agent: Connee Jones • Estimated Capacity (in/out): 100/0
Class B Combination Liquor & Beer • 35% alcohol, 15% food, 50% other
Aldermanic District 17 (Alder Halverson) • Police Sector 631
36. [66150](#) Public Hearing - New License
444 Park St Walters LLC • dba Walters
444 S Park St • Agent: Colin Smith • Estimated Capacity (in/out): 140/25
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 13 (Alder Evers) • Police Sector 203

37. [66151](#) Public Hearing - New License
824 E Johnson LLC • dba East Johnson Family Restaurant
824 E Johnson St • Agent: Kyle Johnson • Estimated Capacity (in/out): 37/62
Class B Combination Liquor & Beer • 25% alcohol, 72% food, 3% other
Aldermanic District 2 (Alder Heck) • Police Sector 407
38. [66176](#) Public Hearing - New License
Chinchilla JDK LLC • dba Red Rock Saloon
222 W Gorham St • Agent: Jeffrey Kovacovich • Estimated Capacity (in/out):
400/0
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403

Disciplinary Matter

39. [60992](#) Appearance to Answer to Summons and Complaint for Revocation
Ring Rodie LLC • dba JoBeck's Bar • Capacity: 50
521 Cottage Grove Rd • Agent: Larry Ring
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 15 (Alder Foster) • Police Sector 613

Items Referred

40. [59029](#) Review Alcohol License Review Committee Rules of Procedure
41. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.

Report of Madison Police Department

42. [66393](#) Summary of Recent Calls for Service

Report of City Clerk's Office

43. [66406](#) Summary of Licenses Issued

Adjournment