



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.

Wednesday, February 21, 2018

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 354 (City-County Building)

Possible Quorum of the Public Safety Review Committee

Applications will go to the Common Council Meeting of March 6, 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: Fernando Cano Ospino

Call to Order/Roll Call

at 5:35pm with Mr. Landgraf in the Chair.

Present: 13 - Paul E. Skidmore; Michael E. Verveer; Jim Verbick; James Boxrud; Jason Freedman; Roger Allen; Thomas A. Landgraf; Kathryn D. Hill; Michael S. Donnelly; Patrick J. Grady; Gloria Reyes; Shiva Bidar-Sielaff and Stefan J. Fletcher

Absent: 2 - Leslie G. Orrantia and Alexander J. Toy

Excused: 1 - Fernando Cano Ospina

Approval of Minutes

**A motion was made by Fletcher, seconded by Grady, 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. [49876](#) Operator License Application
Peter Strommen - Establishment where employed: Harmony Bar & Grill
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.
Appearance by: Peter Strommen

2. [49877](#) Operator License Application
Jason Beck - Establishment where employed: Mr. Brews Downtown
A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

3. [50559](#) Operator License Application
Danielle Fredine - Establishment where employed: High Noon Saloon
A motion was made by Bidar-Sielaff, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
Appearance by: Danielle Fredine

4. [50569](#) Operator License Application
Jonathan Slock
A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by the following vote:
Ayes: 5 - Paul E. Skidmore; Michael E. Verveer; Kathryn D. Hill; Patrick J. Grady and Shiva Bidar-Sielaff
Noes: 2 - Michael S. Donnelly and Stefan J. Fletcher
Abstentions: 1 - Thomas A. Landgraf
Excused: 1 - Fernando Cano Ospina

Changes of Agent

5. [50560](#) Change of Agent
Compass Group USA Inc • dba Edgewood Dining Service
1000 Edgewood College Drive
New Agent: Hollie Morgan
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Eskrich)
A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

6. [50561](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 961 • 3528 E Washington Avenue
New Agent: Donald Zietlow
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 15 (Alder Ahrens)

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

7. [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 Fletcher, seconded by Grady, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

8. [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 Fletcher, seconded by Grady, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

9. [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 Fletcher, seconded by Grady, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

10. [50565](#) Change of Agent
Madison Labor Temple Association
dba Madison Labor Temple Association
1602 S Park Street
New Agent: Laila Borokhim
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Eskrich)

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

11. [50566](#) Change of Agent
Madison Association of the Deaf Inc

dba Madison Association of the Deaf
1109 Williamson Street
New Agent: Kris Voss
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Rummel)

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

Business Name Change

12. [50567](#) Business Name Change
Farnsworth Technologies LLC • Current dba: Bodega
2334 Atwood Avenue
Class A Beer, Class A Liquor
Aldermanic District 6 (Alder Rummel)
New dba: Degoba

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

Entity Reorganization

13. [50085](#) Entity Reorganization
Madison Concessions LLC • dba Sheraton Madison
706 John Nolen Drive
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Carter)
Add one new officer, remove one officer

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

Two registrations in support.

Change of Licensed Premise

14. [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 Fletcher, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice

vote/other.

21+ Entertainment License

15. [49898](#) 21+ Entertainment License
Prosit-To-You Inc • dba ~~Essex Haus~~Come Back In • Capacity: 240
544508 E Wilson Street • Agent: Robert Worm
Class B Combination Liquor & Beer • 45% alcohol, 55% food
Aldermanic District 6 (Alder Rummel) • Police Sector 406
A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
16. [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 Fletcher, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.
17. [50248](#) 21+ Entertainment License
Prosit To You Inc • dba Up North • Capacity: 60
524 E Wilson St • Agent: Robert Worm
Class B Combination Liquor & Beer • 20% alcohol, 10% food, 70% other
Aldermanic District 6 (Alder Rummel) • Police Sector 406
A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
18. [50326](#) 21+ Entertainment License
The Mason Lounge • dba The Mason • Capacity: 80
416 S Park Street • Agent: Bryan Richgels
Class B Combination Liquor & Beer • 85% alcohol, 15% food
Aldermanic District 13 (Alder Eskrich) • Police Sector 305

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.

Items Referred

19. [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 Verveer, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Recessed Public Hearing

20. [49886](#) Public Hearing - New License
Sweet Home Wisconsin, LLC • dba Sweet Home Wisconsin
910 Regent St • Agent: Brett Best • Estimated Capacity: 80
Class B Combination Liquor & Beer • ~~60~~40% alcohol, 40~~60~~% food
Aldermanic District 8 (Alder Wood) • Police Sector 402

A motion was made by Verveer, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

1. The establishment must meet the definition of a restaurant per MGO 38.02 at all times.
2. Food must be available at all times that alcohol is served.

One registration in support.

Public Hearing

New License - Public Hearing

21. [50242](#) Public Hearing - New License
Forworld LLC • dba Poke Poke
600 Williamson St Suite K3 • Agent: Zhu Zhu • Estimated Capacity: 32
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 6 (Alder Rummel) • Police Sector 406

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

22. [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 Fletcher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Two registrations in support.

23. [50244](#) Public Hearing - New License

Madison Chocolate Company LLC • dba Madison Chocolate Company
729 Glenway St • Agent: Megan Hile • Estimated Capacity: 30
Class B Beer, Class C Wine • 5% alcohol, 70% food, 25% other
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

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

One registration in support.

24. [50245](#) Public Hearing - New License
Pancake Cafe Madison LLC • dba Pancake Cafe
724 S Gammon Rd • Agent: Gary L Tierman • Estimated Capacity: 99
Class B Beer, Class C Wine • 20% alcohol, 80% food
Aldermanic District 1 (Alder McKinney) • Police Sector 123

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

One registration in support.

25. [50246](#) Public Hearing - New License
North Central Management Inc • dba Tru by Hilton
8102 Watts Rd • Agent: Stephanie Bracken • Estimated Capacity: 417
Class B Beer, Class C Wine • 30% alcohol, 10% food, 60% other
Aldermanic District 9 (Alder Skidmore) • Police Sector 129

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

Report of Madison Police Department

26. [50570](#) Report on Recent Calls for Service

Madison Police Department submitted the attached report.

Report of City Clerk's Office

27. [50571](#) Summary of Licenses Issued

City Clerk's Office submitted the attached report.

Adjournment

A motion was made by Fletcher, seconded by Donnelly, to Adjourn at 6:51pm. The motion passed by voice vote/other.