



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, January 15, 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: 836 8658 9406

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 ntawv, cov ntaub ntawv 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 February 11, 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

December 18, 2024 Operator Subcommittee: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

December 18, 2024: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [86679](#) 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

Changes of Agent

- 2. [86149](#) Change of Agent
Walnut Hollow Ent LLC • dba The Plaza Tavern & Grill • 319 N Henry St
New Agent: Erica DeRosa
Class B Combination Liquor & Beer
(District 4)

Legislative History

12/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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- 3. [86498](#) Change of Agent
Madison Operating LLC • dba Texas Roadhouse • 7104 Watts Rd
New Agent: Mikaela Beske
Class B Combination Liquor & Beer
(District 1)

Entity Reorganization

- 4. [86151](#) Entity Reorganization
Walnut Hollow Ent LLC • dba The Plaza Tavern & Grill
319 N Henry St
Class B Combination Liquor & Beer
(District 4)
Add two new officers, remove one officer

Legislative History

12/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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- 5. [86499](#) Entity Reorganization
Monona Catering LLC • dba Monona Catering LLC
One John Nolen Dr
Class B Combination Liquor & Beer
(District 4)
Add one new officer, remove one officer

Business Name Change

- 6. [86719](#) Business Name Change
Mos Espa LLC • Current dba: Woody and Anne's
2236 Winnebago St

Class B Combination Liquor & Beer
(District 6)
New dba: Jan's Bar

Change of Licensed Premises

7. [86718](#) Change of Licensed Premises
Refuel Pantry Inc • dba Refuel Pantry
4905 Commercial Ave • Agent: Lakhbir Singh
Class A Beer, Class A Liquor, Class A Cider
Police Sector 609 (District 3)
Request to remove part of license premises to allow another license to occupy that space.

New License - Public Hearing

Recessed Public Hearing

8. [86147](#) Public Hearing - New License
Tacomadre LLC • dba Taco Madres
2827 Atwood Ave • Agent: Jose Vicente Zecua
Estimated Capacity (in/out): 75/0
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 602 (District 15)

Legislative History

11/18/24	Clerk's Office	Referred for Introduction
12/10/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
12/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
12/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	Table
12/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

9. [86515](#) Public Hearing - New License
Sabor Y Tradicion Inc • dba BigSur Cantina
7436 Mineral Point Rd • Agent: Humberto Macias
Estimated Capacity (in/out): 150/16
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Police Sector 125 (District 9)

Legislative History

12/18/24 Clerk's Office Referred for Introduction

10. [86516](#) Public Hearing - New License
Midwest Pizza LLC • dba Rocky Rococo
1618 W Beltline Hwy • Agent: James Voeck
Estimated Capacity (in/out): 167/0
Class B Beer • 3% alcohol, 97% food
Police Sector 308 (District 14)

Legislative History

12/18/24 Clerk's Office Referred for Introduction

11. [86517](#) Public Hearing - New License
Wisco Cheese & Cheers LLC • dba TBD
4905 Commercial Ave Suite B • Agent: Keval Patel
Estimated Capacity (in/out): 20/0
Class B Beer • 20% alcohol, 80% food
Police Sector 609 (District 3)

Legislative History

12/18/24 Clerk's Office Referred for Introduction

Items Referred

12. [83669](#) Amending Section 38.05(9)(a) and creating 38.05(b) and (c) of the Madison General Ordinances related to Class A and Class "A" alcohol beverage licenses to impose geographic limitations on "Class A" and Class "A" license applications considered by the Common Council after adoption of this ordinance for purposes of regulating density of such alcohol beverage licenses.

Legislative History

5/28/24	Attorney's Office	Referred for Introduction
6/4/24	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Table
7/2/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

9/24/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/10/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

Report of Madison Police Department

- 13. [86677](#) Summary of Recent Calls for Service

Report of City Clerk's Office

- 14. [86678](#) Summary of Licenses Issued

Adjournment