



City of Madison

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

Agenda - Amended

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, April 19, 2023

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 354 (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: 831 2059 0852

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 May 2, 2023

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: Donnelly, Farley

Call to Order/Roll Call

Approval of Minutes

March 15, 2023: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [77342](#) 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. [77046](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Wisconsin Chamber Orchestra Inc
Event Location: Capitol Square between the corner of S Carroll & W. Main, and the corner of E. Mifflin & N. Pinckney
Event Date: June 28; July 5, 12, 19, 27; and August 2. 4 - 9pm. Rain dates each Thursday following
Aldermanic District 4 (Alder Verveer)
Police District: 405
Event: Concerts on the Square

3. [77173](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Underdog Pet Rescue and Veterinary Services
Event Location: 100 Block of Martin Luther King Jr Blvd
Event Date: June 3, 23, and 30; July 21 and 28; and September 15
Aldermanic District 4 (Alder Verveer)
Police District: 405
Event: Live on King Street

Changes of Agent

4. [77174](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 531 • 2601 Fish Hatchery Rd
New Agent: Joseph Lalley
Class A Beer, Class A Cider
Aldermanic District 14 (Alder Lieberman)

5. [77175](#) Change of Agent
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 4505 East Towne Mall
New Agent: Julia Pitre
Class B Beer
Aldermanic District 17 (Alder Madison)

6. [77176](#) Change of Agent
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 7230 West Towne Way
New Agent: Julio Pitre
Class B Beer, Class C Wine
Aldermanic District 9 (Alder Conklin)

7. [77177](#) Change of Agent
The Cheesecake Factory Inc • dba The Cheesecake Factory • 1 West Towne Mall

New Agent: Steve Shirvinski
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Figueroa-Cole)

8. [77178](#) Change of Agent
Gerald A Bartell Community Theatre Foundation • dba Bartell Theatre • 113 E Mifflin St
New Agent: Josiah Tropp
Class B Beer, Class C Wine
Aldermanic District 4 (Alder Verveer)

9. [77179](#) Change of Agent
BSBC LLC • dba Bassett Street Brunch Club • 444 W Johnson St
New Agent: Emily Saliby
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

10. [77181](#) Change of Agent
CEC Entertainment LLC • dba Chuck E Cheese • 438 Grand Canyon Dr
New Agent: Preston Kinney
Class B Beer, Class C Wine
Aldermanic District 19 (Alder Slack)

Entity Reorganization

11. [77182](#) Entity Reorganization
Gerald A Bartell Community Theatre Foundation • dba Bartell Theatre
113 E Mifflin St
Class B Beer, Class C Wine
Aldermanic District 4 (Alder Verveer)
Add one new officer, remove one officer

12. [77183](#) Entity Reorganization
Pat & Mike Inc • dba Lombardino's Restaurant
2500 University Ave
Class B Combination Liquor & Beer
Aldermanic District 5 (Alder Vidaver)
Remove one officer

Change of Licensed Premises

13. [77184](#) Change of Licensed Premises

Small Change LLC • dba Muskelounge and Sporting Club
Current Capacity (in/out): 148/50 • Proposed Capacity (in/out): 228/50
4102 Monona Dr • Agent: Chad Vogel
Class B Combination Liquor & Beer • 89% alcohol, 10% food, 1% other
Aldermanic District 15 (Alder Martinez-Rutherford) • Police Sector 613
Request to expand premises into adjacent space (previous Lake Edge
Seafood) 4100 Monona Dr. Convert previous restaurant in new space into a
private event space.

21+ Entertainment License

14. [76574](#) 21+ Entertainment License
Serrato Entertainment Inc • dba The Capital • Capacity: 250
430 W Gilman St • Agent: Luis Serrato
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 2 (Alder Heck) • Police Sector 403

Legislative History

3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Table

15. [77185](#) 21+ Entertainment License
Mendota Hospitality LLC • dba Mendota Hospitality LLC • Capacity (in/out):
250/6500
2920 N Sherman Ave • Agent: Joel Vernon Stenman
Class B Combination Liquor & Beer • 42% alcohol, 58% food
Aldermanic District 12 (Alder Burris) • Police Sector 505

16. [77186](#) 21+ Entertainment License
La Pollera Colombiana LLC • dba La Pollera Colombiana • Capacity (in/out):
80/0
3579 E Washington Ave • Agent: Yineth Herrera
Class B Beer • 30% alcohol, 70% food
Aldermanic District 12 (Alder Burris) • Police Sector 604

17. [77187](#) 21+ Entertainment License
Dark Star Art Bar LLC • dba Dark Star Art Bar • Capacity (in/out): 99/30
756 E Washington Ave • Agent: Joshua Swentzel
Class B Combination Liquor & Beer • 70% alcohol, 0% food, 30% other
Aldermanic District 6 (Alder Rummel) • Police Sector 407

Recessed Public Hearing

18. [74923](#) Public Hearing - New License
Vice Grounds LLC • dba Twisted Grounds
6067 Gemini Dr • Agent: Abby Padlock • Estimated Capacity: 168
Class B Combination Liquor & Beer • 3.5% alcohol, 46% food, 50.5% other
Aldermanic District 3 (Alder Paulson) • Police Sector 627

Legislative History

11/30/22	Clerk's Office	Referred for Introduction
12/6/22	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
12/21/22	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
1/3/23	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
1/18/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
2/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

19. [76494](#) Public Hearing - New License
El Vaquero LLC • dba El Vaquero Mexican Grill
3904 E Washington Ave • Agent: Erik Francisco Doroteo • Estimated Capacity
(in/out): 50/8
Class B Beer • 25% alcohol, 75% food
Alder District 12 (Alder Latimer Burris) • Police Sector 516

Legislative History

3/1/23	Clerk's Office	Referred for Introduction
3/7/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

20. [76495](#) Public Hearing - New License
Serrato Entertainment Inc • dba The Capital
430 W Gilman St • Agent: Luis Serrato • Estimated Capacity (in/out): 250/0
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Alder District 2 (Alder Bennett) • Police Sector 403

Legislative History

3/1/23	Clerk's Office	Referred for Introduction
3/7/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

New License - Public Hearing

21. [77189](#) Public Hearing - New License
Monona Eatery & Bakery • dba Monona Eatery & Bakery
4544 Monona Dr • Agent: Claudia Gamoneda • Estimated Capacity (in/out): 50/20
Class B Beer, Class C Wine • 10% alcohol, 89% food, 1% other
Alder District 15 (Alder Martinez-Rutherford) • Police Sector 613

Legislative History

4/10/23 Clerk's Office Referred for Introduction

22. [77190](#) Public Hearing - New License
Mendota Hospitality LLC • dba Mendota Hospitality
2920 N Sherman Ave • Agent: Joel Vernon Stenman • Estimated Capacity (in/out): 250/6500
Class B Combination Liquor & Beer • 42% alcohol, 58% food
Alder District 12 (Alder Latimer Burris) • Police Sector 505

Legislative History

4/10/23 Clerk's Office Referred for Introduction

23. [77193](#) Public Hearing - New License
Classy Glass Inc • dba Frances Street Market
438 N Frances St • Agent: Adrian Holtzman • Estimated Capacity (in/out): 7/20
Class B Beer, Class C Wine • 30% alcohol, 70% food
Alder District 2 (Alder Bennett) • Police Sector 403

Legislative History

4/10/23 Clerk's Office Referred for Introduction

24. [77195](#) Public Hearing - New License
Madison Operating LLC • dba Texas Roadhouse
7104 Watts Rd • Agent: Jackson Herd • Estimated Capacity (in/out): 330/0
Class B Combination Liquor & Beer • 11.06% alcohol, 88.92% food, 0.02% other
Alder District 1 (Alder Duncan) • Police Sector 123

Legislative History

4/10/23 Clerk's Office Referred for Introduction

25. [77199](#) Public Hearing - New License

Growl LLC • dba Barley PopTap and Shop
2045 Atwood Ave • Agent: Jason Hajdik • Estimated Capacity (in/out): 58/20
Class B Combination Liquor & Beer • 95% alcohol, 3% food, 2% other
Alder District 6 (Alder Rummel) • Police Sector 410

Legislative History

4/10/23 Clerk's Office Referred for Introduction

26. [77200](#) Public Hearing - New License

Dark Star Art Bar LLC • dba Dark Star Art Bar
756 E Washington Ave • Agent: Joshua Swentzel • Estimated Capacity (in/out): 99/30
Class B Combination Liquor & Beer • 70% alcohol, 0% food, 30% other
Alder District 6 (Alder Rummel) • Police Sector 407

Legislative History

4/10/23 Clerk's Office Referred for Introduction

27. [77201](#) Public Hearing - New License

Maranatha LLC • dba Capitol Petroleum
1101 N Sherman Ave • Agent: Joseph Mani
Class A Beer
Alder District 12 (Alder Latimer Burris) • Police Sector 503

Legislative History

4/10/23 Clerk's Office Referred for Introduction

28. [77202](#) Public Hearing - New License

Maranatha LLC • dba BP
1010 N Sherman Ave • Agent: Joseph Mani
Class A Beer
Alder District 12 (Alder Latimer Burris) • Police Sector 503

Legislative History

4/10/23 Clerk's Office Referred for Introduction

Disciplinary Matter

29. [77340](#) Disciplinary Matter - Demerit Point Assessment

ZAPL, LLC • dba City Bar
636 State St. • Agent: Adam Greenberg • Capacity (in/out): 160/40
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 2 (Alder Bennett) • Police Sector 403

Discussion Items

30. [77341](#) Discussion and Reflection of Elected and Appointed Official Code of Ethical Conduct

Report of Madison Police Department

31. [77343](#) Summary of Recent Calls for Service

Report of City Clerk's Office

32. [77344](#) Summary of Licenses Issued

Request to Extend License Issuance Deadline

33. [77373](#) Second request to extend license issuance beyond the 180 day limit under MGO 38.05
The International LLC • dba The International
255 N Sherman Ave #1 • Agent: Apollo Marquez • Estimated Capacity (in/out): 50/32
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 12 (Alder Abbas) • Police Sector 501

Adjournment