



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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](http://www.madisoncitychannel.tv).*

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Wednesday, April 19, 2023

5:30 PM

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

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#### 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](mailto: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 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 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 seperated 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 Muskellounge 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 Burriss) • 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 Burriss) • 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 Burriss) • 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 Burriss) • 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 Burriss) • 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**