



**City of Madison**  
**Meeting Minutes - Final**  
**ALCOHOL LICENSE REVIEW**  
**COMMITTEE**

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

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Wednesday, October 18, 2006

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room GR-27 (City-County Building)

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### Roll Call

**Ms. Crim was present as the UW-Madison designee.**

**Present:** Olson, Verveer, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Wheaton, Hart, Sentmanat, Rearick, LaMarr Q. Billups and Joel Plant

### Approval of Minutes

**A motion was made by Wheaton, seconded by Sentmanat, to Approve the Minutes. The motion passed by acclamation.**

### Public Comment

### Change of Agent

1. [04630](#) Change of Agent  
Dane County Robins, Inc. • dba Red Robin of Madison • 2440 East Springs Dr.  
Old Agent: Gary Kraus • New Agent: Michael Kull  
Class B Combination Liquor & Beer • 8% alcohol, 79% food, 13% other  
Aldermanic District 17 (Ald. Rosas) • Police Sector 517  
**A motion was made by Sentmanat, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.**

2. [04632](#) Change of Agent  
Copps Corporation • dba Copps Food Center #8114 • 620 S. Whitney Way  
Old Agent: Corey Stillman • New Agent: Ronald Aikin  
Class A Liquor, Class A Beer  
Aldermanic District 19 (Ald. Radomski) • Police Sector 113  
**A motion was made by Sentmanat, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.**
3. [04702](#) Change of Agent  
Aldi, Inc. • dba Aldi #22 • 8222 Watts Road  
Old Agent: Danielle Schweda • New Agent: Barbara Udelhoven  
Class A Liquor, Class A Beer  
Aldermanic District 9 (Ald. Skidmore) • Police Sector 129  
**A motion was made by Sentmanat, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.**

#### Change of Premise

4. [04644](#) Change of License Premise Application  
University Sports, Inc. • dba Johnny O's Restaurant & Bar  
620 University Avenue • Agent: Jon Okonek  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 8 (Ald. King) • Police Sector 403  
Request to expand licensed premise to include outdoor patio expansion.  
**Appearance: Jon Okonek (applicant).**  
**A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following condition: There will be no increase in capacity. The motion passed by acclamation.**

### New License - Recessed Public Hearing

5. [04239](#) Public Hearing - New License  
1 & 1 Food LLC • dba Ay! Caramba • est. capacity 52  
702 N. Midvale Blvd., Suite W198 • Agent: Gilmer Chan  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 11 (Ald. Gruber) • Police Sector 108
- A motion was made by Sentmanat, seconded by Wheaton, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by acclamation.**

### New License - Public Hearing

6. [04618](#) Public Hearing - New License  
Blue Plate Catering, Inc. • dba Blue Plate Catering  
1625 Northport Drive • Agent: Jodi Fowler  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 12 (Ald. Benford) • Police Sector 505
- Appearance: Jodi Fowler (applicant).**
- A motion was made by Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**
7. [04619](#) Public Hearing - New License  
Blue Plate Catering, Inc. • dba Blue Plate Catering  
3330 Atwood Avenue • Agent: Jodi Fowler  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Aldermanic District 6 (Ald. Olson) • Police Sector 602
- Appearance: Jodi Fowler (applicant).**
- A motion was made by Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**
8. [04621](#) Public Hearing - New License  
PDQ Food Stores, Inc. • dba PDQ Store #135  
401 N. Third Street • Agent: Tom Hoffman  
Class A Liquor, Class A Beer • 2.5% alcohol, 77.5% food, 20% other  
Aldermanic District 12 (Ald. Benford) • Police Sector 501
- A motion was made by Olson, seconded by Sentmanat, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) No sale of single bottles or single cans of beer or fermented malt beverages. 2) No sale of 40 ounce bottles of fermented malt beverages. 3) No sale of fortified wines. 4) Display of beer will be limited to one 15-square-foot section of cooler. 5) Wine and wine coolers will be limited to one shelf of walk-in cooler and one five-square-foot rack of wine. 6) Beer shall only be displayed in the cooler. There will not be any other displays of beer in the store. 7) Operational plan will limit liquor sales to wine only. The motion passed by acclamation.**

### Report of the Subcommittee on Process

9. [04703](#) Report on meeting regarding license density plan.
- Alderson Olson reported that the Subcommittee on Process met to provide Mr. Plant with feedback so he could prepare a draft that will be introduced to the Common Council.**
- Mr. Plant said the current draft is not significantly different from the draft he presented in September. He said an exemption has been added for hotels, and language regarding objective criteria has been revised.**

### Public Hearing

10. [03936](#) License Density Plan
- Kelly Meuer, registered in opposition, told the committee that he would like to see a sunset clause included in the density plan. He said the density plan does nothing to address drinking at house parties.**
- Jamie McCarville, registered neither in support nor opposition, told the committee that the density plan would not decrease the number of alcohol outlets downtown, allowing the situation to further deteriorate.**
- Robert Holloway, registered in support, told the committee that they should have specific measurable goals for the plan. He said licenses should be granted only if their effect on the community is more positive than negative.**
- Rosemary Lee, registered neither in support nor opposition, said she is impressed with the scope of the plan because it is reasonable and shows balance.**
- Julia Kerr, registered neither in support nor opposition, said she is concerned that the density plan will push more liquor licenses into the Regent Street area.**

### Discussion

11. [03936](#) License Density Plan
- Mr. Plant said he would draft resolution language to be introduced at the November 7 Common Council meeting. He said the goal of the plan is to decrease the volume and severity of alcohol-related problems.
- Madison Police Department Analyst Nicole DeMotto said she would look at changes in calls for service and density patterns to evaluate the effectiveness of the policy.
- Mr. Hart said the plan is written well, and that his only concerns are economic. Mr. Plant responded that there is solid precedent in the State of Wisconsin that cities have no obligation to issue liquor licenses.
- Aldersperson Olson said it is essential that the committee hears from people downtown, and that another public hearing should be held after the plan has been referred from the Common Council.

### Operator's License - Appearance Requested

12. [04282](#) Operator License Application  
Tiffany Kohl - Establishment where employed: K&J Foods.
- A motion was made by Verveer, seconded by Hart, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.
13. [04284](#) Operator License Application  
Larry Stluka - Establishment where employed: Greig Club.
- Appearance: Larry Stluka (applicant).
- A motion was made by Verveer, seconded by Sentmanat, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.
14. [04424](#) Operator License Application  
Jerrod Hise - Establishment where employed: The Crave Lounge.
- A motion was made by Hart, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.
15. [04425](#) Operator License Application  
Christopher Robinson - Establishment where employed: None.
- A motion was made by Sentmanat, seconded by Hart, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.

16. [04428](#) Operator License Application  
Jonathan Eldridge - Establishment where employed: Tony Frank's.  
**Appearance: Jonathan Eldridge (applicant).**  
**A motion was made by Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER contingent upon City Clerk's Office receiving a letter from the probation agent, and applicant fully disclosing record on the application form. The motion passed by acclamation.**
17. [04430](#) Operator License Application  
Blake Trimbell - Establishment where employed: Mifflin Street Co-op.  
**A motion was made by Sentmanat, seconded by Olson, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**
18. [04431](#) Operator License Application  
David Lavarias - Establishment where employed: Kimia Lounge.  
**A motion was made by Sentmanat, seconded by Hart, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**
19. [04623](#) Operator License Application  
Jeffrey Mast - Establishment where employed: Locker Room.  
**A motion was made by Sentmanat, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 8 meeting. The motion passed by acclamation.**
20. [04624](#) Operator License Application  
Mark Wake - Establishment where employed: Monona Market.  
**Appearance: Mark Wake (applicant).**  
**A motion was made by Hart, seconded by Sentmanat, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER for the following reasons: application was not filled out truthfully or completely, and granting license would be contrary to the health, safety and welfare of the community. The motion passed by acclamation.**
21. [04625](#) Operator License Application  
Guy Curran - Establishment where employed: Willy Street Pub & Grill.  
**A motion was made by Sentmanat, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 8 meeting. The motion passed by acclamation.**

22. [04626](#) Operator License Application  
Joseph Friedman - Establishment where employed: Vitense Golfland.  
**A motion was made by Sentmanat, seconded by Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER contingent on applicant accurately completing the application. The motion passed by the following vote:**
- Aye:** Olson, Verveer, McNamara, Wheaton and Sentmanat
- No:** Hart
- Abstain:** Rearick

23. [04627](#) Operator License Application  
Michael Loy - Establishment where employed: Church Key.  
**A motion was made by Sentmanat, seconded by Olson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 8 meeting. The motion passed by acclamation.**

24. [04628](#) Operator License Application  
Jose Salinas - Establishment where employed: Parthenon Gyros.  
**Appearance: Jose Salinas (applicant).**
- A motion was made by Sentmanat, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER contingent upon City Clerk's Office receiving a letter from employer and probation officer. The motion passed by acclamation.**

25. [04666](#) Operator License Application  
Reginald Hoskin - Establishment where employed: Wagner's Mobil.  
**A motion was made by Verveer, seconded by Sentmanat, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 8 meeting. The motion passed by acclamation.**

### Discussion

26. [04706](#) Madison Police Department Ride-Alongs for ALRC members.  
**Mr. Plant said Mayor Cieslewicz strongly encourages all committee members to do a weekend ride-along with the Madison Police Department.**
27. [04707](#) Distinction between restaurants and bars.  
**Mr. Plant said the Comptroller's Office is willing to audit food/alcohol percentages if required.**

### Report of the Alcohol Policy Coordinator

28.     **04704**           Meetings with liquor license applicants and license holders.
- Mr. Plant said he will meet with all license holders in the license density plan's targeted area before the density plan is in place. He will begin meeting with all new applicants, and will meet with license holders before ALERT meetings.**
29.     **04705**           Update on first year as Alcohol Policy Coordinator.
- Mr. Plant said it has been a good year.**

### Report of the Madison Police Department

30.     [03238](#)           Summary of Liquor License Violations
- Captain Lengfeld called for an ALERT meeting with Quinton's Bar & Deli (319 W. Gorham Street).**



### Report of the City Clerk's Office

31. [01705](#) Summary of Licenses Issued

The following summary was distributed for the current license year:

- Class A Beer (Liquor Store): 57 issued
- Class A Beer (Grocery): 61 issued
- Class A Liquor: 57 issued
- Class B Beer: 76 issued
- Class B Liquor & Beer: 347 issued\*
- Class C Wine: 49 issued
- Wholesale Beer: 5 issued
- Visual & Performing Arts: 11 issued
- Nightclub: 74 issued
- Adult Entertainment Tavern: 4 issued
- Operator: 2,983 issued
- Provisional Operator: 454 issued
- Food & Drink (\$1 to \$10,000): 128 issued
- Food & Drink (\$10,001 to \$100,000): 269 issued
- Food & Drink (\$100,001 to \$250,000): 258 issued
- Food & Drink (\$250,001 to \$1,000,000): 287 issued
- Food & Drink (\$1,000,001 to \$5,000,000): 104 issued
- Food & Drink (Greater than \$5,000,000): 17 issued
- Sidewalk Cafe: 54 issued
- Picnic Beer License: 46 issued

Madison has a quota of 399 Class B Combination Liquor & Beer licenses under state law. The population estimate issued by the State Department of Administration earlier this month increased this quota by three. 56 of 74 Reserve licenses have been granted. 291 of 325 Grandfathered licenses have been granted. Taking into consideration the Class B Combination Liquor & Beer Licenses that were recommended to Council to Grant at tonight's meeting, 52 Class B Combination licenses are currently available in the City of Madison.

### Report of the Subcommittee on Nightclub & Performing Arts Ordinance Revisions

32. [04765](#) October 16 meeting on Nightclub and Performing Arts License revisions.

A motion was made by Hart, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 8 meeting. The motion passed by acclamation.

### Adjournment

A motion was made by Sentmanat, seconded by Wheaton, to Adjourn at 8:15 p.m. The motion passed by acclamation.