



# City of Madison

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

## Agenda - Amended

### ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, October 19, 2011

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)

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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 at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov toj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Contact the City Clerk's Office at (608) 266-4601.

This meeting can be viewed LIVE on Madison City Channel, cable channel 12, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).

Applications will go to the Common Council Meeting of November 1, 2011

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.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

#### Call to Order/Roll Call

#### Approval of Minutes

[September 21, 2011]: <http://legistar.cityofmadison.com/calendar/#current>

**Public Comment**

**Disclosures and Recusals**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**Public Hearing**

**Presentation of Consent Agenda**

At this time, a consent agenda will be moved with the recommended to grant for each item EXCEPT:

1) items which have registrants wishing to speak. 2) items which require an extraordinary (roll call) vote and are not included on the consent agenda by unanimous consent. 3) items which members have separated out for discussion/debate purposes.

**Changes of Agent**

1. [24174](#) Change of Agent  
Whiskey River LLC • dba Rev Jim's Roadhouse • 6402 Millpond Rd  
New Agent: William Truman  
Class B Combination Liquor & Beer • 75% alcohol, 25% food  
Aldermanic District 16 (Alder Johnson) • Police Sector 621

**Changes of Corporate Control**

2. [24143](#) Change of Corporate Control  
Supervalu Holdings Inc • dba Apollo Liquors  
Address 7455 Mineral Point Rd • Agent: Bradley Nauman  
Class A Beer, Class A Liquor  
Aldermanic District 09 (Alder Skidmore) • Police Sector 124  
  
Supervalu Holdings Inc • dba Apollo Liquors  
4141 Nakoosa Trl • Agent: Stephanie Whetsel  
Class A Beer, Class A Liquor  
Aldermanic District 03 (Alder Cnare) • Police Sector 607  
  
Addition of two and removal of one officer

**Change of Licensed Premise**

3. [23713](#) Change of Licensed Premise  
Echo on Main Inc • dba Echo on Main • Capacity: 145  
554 W Main St • Agent: Patrick Rynes  
Class B Combination Liquor & Beer • 60% alcohol, 35% food, 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 404  
Expansion of premises to include parking lot during UW Badger home games

Legislative History

9/21/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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4. [24180](#) Change of Licensed Premise  
My Buddies LLC • dba My Buddies • Capacity: 280  
4325 Lien Rd • Agent: Dale Wells  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 605  
Change liquor license serving hours

**21+ Entertainment License**

5. [23530](#) 21+ Entertainment License  
Trinity LLC • Erin's Snug Irish Pub • Capacity: 300  
4601 American Parkway • Agent: Jerry Waller  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 520
- Legislative History**
- |         |                                     |   |
|---------|-------------------------------------|---|
| 8/17/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | Re-refer to the ALCOHOL LICENSE<br>REVIEW COMMITTEE |
| 9/21/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | Re-refer to the ALCOHOL LICENSE<br>REVIEW COMMITTEE |

**New License - Public Hearing**

6. [23873](#) Public Hearing - New License  
Rosemary Corporation • dba BP Deon's  
2301 Commercial Ave • Agent:Dinar Shrestha  
Class A Beer  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 501
- Legislative History**
- |         |  |   |
|---------|--|---|
| 9/27/11 | Clerk's Office<br>Alcohol License Review Committee public hearing. | Referred for Introduction   |
| 10/4/11 | COMMON COUNCIL   | Referred for Public Hearing to the<br>ALCOHOL LICENSE REVIEW<br>COMMITTEE |
7. [23952](#) Public Hearing - New License  
LQ Management, LLC • dba La Quinta Inn & Suites  
5217 E Terrace Dr • Agent: Lynn Hegge • Estimated Capacity: 70  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 520
- Legislative History**
- |         |  |   |
|---------|--|---|
| 9/27/11 | Clerk's Office<br>Alcohol License Review Committee public hearing. | Referred for Introduction   |
| 10/4/11 | COMMON COUNCIL   | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
8. [24044](#) Public Hearing - New License  
Little Manhattan LLC • dba Little Manhattan  
6718 Odana Rd • Agent: Xiao Liu • Estimated Capacity: 125  
Class B Beer, Class C Wine • 20% alcohol, 50% food, 30% Other  
Aldermanic District 19 (Alder Clear) • Police Sector 113
- Legislative History**

9/27/11	Clerk's Office Alcohol License Review Committee public hearing.	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

9. [24045](#)

Public Hearing - New License  
300 CGR LLC • Chief's Tavern  
300 Cottage Grove Rd • Agent: Brian Mason • Estimated Capacity: 149  
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% Other  
Aldermanic District 15 (Alder Palm) • Police Sector 610

Legislative History

9/27/11	Clerk's Office Alcohol License Review Committee public hearing.	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

10. [24046](#)

Public Hearing - New License  
Kelly M Underwood LLC • dba The Froth House  
11 N. Allen St • Agent:Eric Stinson • Estimated Capacity: 60  
Class B Combination Liquor & Beer • 5% alcohol, 94% food, 1% other  
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 301

Legislative History

9/27/11	Clerk's Office Alcohol License Review Committee public hearing.	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

11. [24047](#)

Public Hearing - New License  
Provisions & Mercantile LLC • dba The Old Fashioned Tavern & Restaurant  
23&25 N Pinckney St • Agent:Tami Lax • Estimated Capacity: 200  
Wholesale Beer • 35% alcohol, 65% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

Legislative History

9/27/11	Clerk's Office Alcohol License Review Committee public hearing.	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

12. [24072](#) Public Hearing - New License  
Maurer's Foods, LLC • dba Fresh Madison Market  
703 University Avenue • Agent: Jeff Maurer:  
Class B Combination Liquor & Beer • 1% alcohol, 99% food  
Aldermanic District 8 (Alder Resnick) • Police Sector 402  
Current Class A Liquor and Class A Beer licenses to be surrendered upon  
issuance

Legislative History

9/29/11	Clerk's Office	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

13. [24077](#) Public Hearing - New License  
Fourth Wave Project LLC • dba Fourth Wave Project LLC  
1252 Williamson Street • Agent: Scott M Spilger • Estimated Capacity: 62  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Legislative History

9/29/11	Clerk's Office	Referred for Introduction
10/4/11	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Operator's License Applications**

14. [23850](#) Operator License Application  
Brad Young - Establishment where employed: Rocky Rococo

Legislative History

9/21/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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- 14a [24221](#) Operator License Application  
Jason A Wells - Establishment where employed: My Buddies

**Report of the Alcohol Policy Coordinator**

15. [23882](#) Liquor License Guidelines

16. [23310](#) Creating Section 25.10 of the Madison General Ordinances to prohibit Nuisance Parties and amending Section 1.08(3)(a) of the Madison General Ordinances to establish bail amounts for this section.

**Sponsors:** Paul E. Skidmore and Paul R. Soglin

**Legislative History**

7/14/11	Attorney's Office/Approval Group Public Safety Review Committee	Referred for Introduction
7/19/11	COMMON COUNCIL  Additional Referrals: Alcohol License Review Committee, Housing Committee, Economic Development Committee.	Referred to the PUBLIC SAFETY REVIEW COMMITTEE
7/19/11	PUBLIC SAFETY REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/19/11	PUBLIC SAFETY REVIEW COMMITTEE	Refer to the HOUSING COMMITTEE
7/19/11	PUBLIC SAFETY REVIEW COMMITTEE	Refer to the ECONOMIC DEVELOPMENT COMMITTEE
8/17/11	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with No Recommendation to the PUBLIC SAFETY REVIEW COMMITTEE
8/17/11	ECONOMIC DEVELOPMENT COMMITTEE	Return to Lead with the Following Recommendation(s) to the PUBLIC SAFETY REVIEW COMMITTEE
9/14/11	PUBLIC SAFETY REVIEW COMMITTEE	Re-refer to the PUBLIC SAFETY REVIEW COMMITTEE
9/21/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

17. [23199](#) Recent ALERT Meetings

18. [23200](#) Tavern Safety Training Updates

**Discussion Items**

- 18a [24254](#) Discussion on admittance policies of licensed establishments.

**Report of Madison Police Department**

19. [24145](#) Summary of recent calls for service.

**Report of City Clerk's Office**

20. [24181](#) Summary of Licenses issued

**Adjournment**