



City of Madison
Meeting Minutes - Final
ALCOHOL LICENSE REVIEW
COMMITTEE

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

Wednesday, April 18, 2007

5:30 PM

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

Roll Call

Dawn Crim was present to represent UW-Madison.

Present: Schumacher, Verveer, Maribeth Witzel-Behl, Peggy Stonestreet, Marsh
Shapiro, Carl Gloede, Steve Brist, McNamara, Wheaton, Rearick and Joel Plant

Absent: LaMarr Q. Billups

Excused: Hart and Sentmanat

APPROVAL OF MINUTES

A motion was made by **Verveer**, seconded by **McNamara**, to Approve the Minutes of March 21, 2007. The motion passed by acclamation.

PUBLIC COMMENT

There was no public comment.

Change of Corporate Control

1. [06163](#) Change of Corporate Control -- 1 new member on Board of Directors
Nakoma Golf Club, Inc. • dba Nakoma Golf Club • 4145 Country Club Road
Agent: Lawrence Avery
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 10 (Alder Golden / Solomon) • Police Sector 103

A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Change of Liquor Agent

2. [06176](#) Change of Liquor Agent
Speedway SuperAmerica LLC • dba Speedway #4090 • 1101 N. Sherman Ave
Old Agent: Richard Nachreiner • New Agent: Amy Sickinger
Class A Beer
Aldermanic District 12 (Alder Benford / Rhodes-Conway) • Police Sector 503

A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

3. [06164](#) Change of Liquor Agent
Madison High Crossing Lodging Inv, LLC • dba Courtyard by Marriott
2505 Crossroads Drive
Old Agent: Mark Neubauer • New Agent: Dennis Clark
Class B Combination Liquor & Beer • 28 % alcohol, 72% food
Aldermanic District 17 (Alder Rosas / Clausius) • Police Sector 519
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.
4. [06165](#) Change of Liquor Agent
Center for Advanced Studies in Business, Inc
dba Fluno Center for Executive Education • 601 University Avenue
Old Agent: Lance Baldus • New Agent: Angela Love
Class B Combination Liquor & Beer • 8% alcohol, 92% food
Aldermanic District 8 (Alder King / Judge) • Police Sector 403
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.
5. [06166](#) Change of Liquor Agent
Wingra Services LLC • dba Edgewood College • 1000 Edgewood College Drive
Old Agent: Philip Hansen • New Agent: Gregory Heintz
Class B Combination Liquor & Beer • 6% alcohol, 94% food.
Aldermanic District 10 (Alder Golden / Solomon) • Police Sector 302
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Change of License Premise

6. [06140](#) Application for Change of Licensed Premise
Darms LLC • dba South Bay Lounge
5404 Raywood Road • Agent: David Arms
Class B Combination Liquor & Beer • 45% alcohol, 55% food
Aldermanic District 14 (Ald. Bruer) • Police Sector 313
Request to add front porch to licensed premise.
A motion was made by McNamara, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.

NEW LICENSE - Recessed Public Hearing

7. [05774](#) Public Hearing - New License
One-Eleven, Inc. • dba Club One-Eleven
111 W. Main Street • Agent: Glenn Jahns • estimated capacity 300
Liquor & Beer Class B Combination • 64% alcohol, 34% food, 2% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
- Registered in support: Glenn Jahns (applicant) Noelle Delaine, Rosemary Lee, James Tye, Mark Pohan, Ken Multhalf, Larry Lichte, Felicia Melton-Smyth, Eric Peterson, Bob Power, Frederick Hanson, Jack, Williams, Catherine Hixon, Kristi Genna, Elizabeth Kerwin. Registered in Opposition: Stefanie Moritz, Stan Kaufman, Jamie McCarville, Dave Baskerville, Brad Mullins.**
- A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER With the following condition: License restricted to the first two levels with a capacity of 99 per level, with the understanding that the applicant will apply for a change of licensed premise to add the third floor six months after opening. The motion passed by acclamation.**

8. [05795](#) Public Hearing - New License
Lucky 13 Enterprises, LLC • dba The Froth House
11 N. Allen Street • Agent: Erik Thebert • estimated capacity: 24
Class B Beer and Class C Wine • 23% alcohol, 27% food, 50% other
Aldermanic District 5 (Alder Webber) • Police Sector 301
- Registered in support: Dean Welch, Erik Thebert (applicants), Mark Shulman, Elizabeth Kerwin, Jane Doughty, Dave Medland, Erin Welch, Thomas Welch. Kate Kumbalek, Ryan Warpinski, Terese Diertrich.**
- A motion was made by McNamara, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING With the following conditions: 1. No wine or beer will be displayed or served until 4:30 PM on days the Madison Metropolitan School District is in session. 2. Wine and beer will cease being served by 10 PM. 3. Any outdoor activities will cease at 10 PM. 4. Deliveries will not take place before 9:30 am or between 3:30 and 5:00 P.M. The motion passed by acclamation.**

NEW LICENSE - PUBLIC HEARING

9. [05984](#) Public Hearing - New License
Dashmesh LLC • dba Maharaja Grocery • 1701 Thierer Road
Class A Liquor, Class A Beer • Agent: Balbir Singh
Aldermanic District 17 (Ald. Rosas / Clausius) • Police Sector 515
- Registered in support: Balbir Singh (applicant).**
- A motion was made by McNamara, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**

10. [05985](#) Public Hearing - New License
Saleem and Sabena, LLC • dba Madison Pantry Food Mart
2201 S. Park Street • Agent: Neek Bano Khan
Class A Liquor, Class A Beer
Aldermanic District 14 (Ald. Bruer) • Police Sector 310
Registered in support: Asa Kahn (applicant), Attorney Joseph Kershek.
Registered opposed: Captain Wheeler and Alderpeson Bruer.
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO DENY - PUBLIC HEARING because granting the license would be contrary to the health, safety, and welfare of the community. The motion passed by the following vote:
Aye: Schumacher, Verveer, Shapiro, McNamara and Wheaton
No: Rearick
11. [05986](#) Public Hearing - New License
Vale, Joseph W • dba Mad City Crab House
122 State Street • estimated capacity 70
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Ald. Verveer) • Police Sector 406
Registered in support: Joseph Vale (applicant).
A motion was made by Verveer, seconded by Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING With the following condition: must meet the definition of a restaurant. The motion passed by acclamation.
12. [05987](#) Public Hearing - New License
Anthony Dallmann-Jones, LLC • dba State Street Gallery
109 State Street • Agent: Anthony Dallmann-Jones • estimated capacity 120
Class B Combination Liquor & Beer • 20% alcohol, 0% food, 80% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
Registered in Support: Anthony Dallmann-Jones (applicant).
A motion was made by Verveer, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following condition: Sales limited to wine only. The motion passed by acclamation.
13. [05997](#) Public Hearing - New License
8410 Venden LLC • dba Barriques
8410 Old Sauk Rd • Agent: Matt Weygandt • estimated capacity 50
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 9 (Ald. Skidmore) • Police Sector 127
Registered in supported: Finn Berge (applicant).
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

14. [05998](#) Public Hearing - New License
Majestic Theatre, LLC • dba Majestic Theatre
115 King Street • Agent: Bryan A. Ellefson • estimated capacity 600
Class B Combination Liquor & Beer • 40% alcohol, 1% food, 59% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
- Registered in support: Scott Leslie, Matt Gerding, Matthew Aro, (applicants), Rosemary Lee, Meg Hamel, Bessie Cherry, Jesse Russell, Bob Gerding, Jim Skrentny, Sharon Hanrahan, David Keller, Bryan Ellerson, Catherine, Hixon. Neither Support nor Oppose: Steve Sperling and Ledell Zellers.**
- A motion was made by McNamara, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING With the following conditions: 1. Weeknight closing time shall be no later than 1:30 am. 2. Weekend closing time shall be no later than 2:00 A.M. 3. Alcohol to be served no more than one hour before an event and no later than the end of the last event, or a half an hour before the premise closes (which ever comes first). 4. Capacity shall be no more than 600 people for ticketed events and no more than 350 people restricted to the main floor for non-ticketed events. The motion passed by acclamation.**
15. [06000](#) Public Hearing - New License
Road Ranger, LLC • dba Road Ranger #129
4102 Commercial Avenue • Agent: Vickie D. Mason
Class A Beer
Aldermanic District 3 (Ald. Cnare) • Police Sector 607
- Registered in support: Dennis Balk (applicant).**
- A motion was made by McNamara, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1. No single cans or single bottle of beer or fermented malt beverages. 2. Exclusion from previous condition for specialty imported beers and micro brews. The motion passed by acclamation.**
16. [06007](#) Public Hearing - New License
TT & T Management, Inc. • dba Chins Asia Fresh
8414 Old Sauk Road • Agent: Jamie Curtin • estimated capacity 115
Class B Beer, Class C Wine • 8% alcohol, 91% food, 1% other
Aldermanic District 9 (Ald. Skidmore) • Police Sector 127
- Registered in support: Todd Laromy (applicant).**
- A motion was made by McNamara, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1. No alcohol shall be provided to patrons without food purchase. 2. Food and alcohol purchase and service to stop at 10:00 P.M. The motion passed by acclamation.**

- 17 [06009](#) Public Hearing - New License
TT & T Management, Inc. • dba Chins Asia Fresh
422 State Street • Agent: Jamie Curtin • estimated capacity 141
Class B Beer, Class C Wine • 9% alcohol, 90% food, 1% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 403
Registered in support: Todd Laromy (applicant).

A motion was made by McNamara, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1. No alcohol shall be provided to patrons without food purchase. 2. Food and alcohol purchase and service to stop at 10:00 P.M. The motion passed by acclamation.

Nightclub License - Recessed

18. [05901](#) Nightclub License Application
One-Eleven, Inc. • dba Club One-Eleven • capacity 300
111 W. Main Street • Agent: Glenn Jahns
Class B Combination Liquor & Beer • 66% alcohol, 33% food, 1% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
A motion was made by Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by the following vote:

 Aye: Schumacher, Verveer, McNamara and Rearick

 Abstain: Wheaton

Operator Licenses - Appearance Requested

19. [05803](#) Operator License Application
Michael Shaw - Establishment where employed: Winnies
Appearance: Michael Shaw (applicant).

A motion was made by Verveer, seconded by McNamara, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.
20. [06133](#) Operator License Application
Brett Basler - Establishment where employed: State Bar & Grill
A motion was made by Verveer, seconded by McNamara, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.

- 21 [06138](#) Operator License Application
Dawn Davis - Establishment where employed: Grieg Club
Appearance: Dawn Davis (applicant). Kathy Hansen.
A motion was made by McNamara, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

- 23 [06139](#) Operator License Application
Danielle Meyer - Establishment where employed: Stop-n-Go #287
A motion was made by Verveer, seconded by Wheaton, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.

Report of Alcohol Policy Coordinator

24. [05898](#) Update on alcohol license density plan process.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.
25. [06206](#) Update on development of criteria for high-achieving alcohol beverage licensee recognition program.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.
26. [06207](#) Development of web space for alcohol-related initiatives and resources.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.
27. [06208](#) Upcoming joint meeting with Plan Commission and ALRC.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.

Report of the City Attorney

28. [05707](#) Quinton's Bar and Deli Audit
Attorney Brist distributed the attached Comptroller report and requested that Quinton's be separated at renewal time for an appearance before the ALRC.

29. [06175](#) Buck's Madison Square Garden Tavern vs EOC

Attorney Brist said this report would be brought before the committee at a later date.

Report of Madison Police Department

30. [03238](#) Summary of Liquor License Violations

Captain Gloede distributed the attached report, and called for ALERT meetings regarding Tres Amigos and Cue Unique.

Report of 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): 61 issued
Class A Beer (Grocery): 61 issued
Class A Liquor: 61 issued
Class B Beer: 78 issued
Class B Liquor & Beer: 356 issued*
Class C Wine: 50 issued
Wholesale Beer: 5 issued
Visual & Performing Arts: 12 issued
Nightclub: 75 issued
Adult Entertainment Tavern: 4 issued
Operator: 3,326 issued
Provisional Operator: 663 issued
Food & Drink (\$1 to \$10,000): 130 issued
Food & Drink (\$10,001 to \$100,000): 274 issued
Food & Drink (\$100,001 to \$250,000): 258 issued
Food & Drink (\$250,001 to \$1,000,000): 294 issued
Food & Drink (\$1,000,001 to \$5,000,000): 106 issued
Food & Drink (Greater than \$5,000,000): 17 issued
Sidewalk Cafe: 59 issued

Madison has a quota of 399 Class B Combination Liquor & Beer licenses under state law. 55 of 74 Reserve licenses have been granted. 301 of 325 Grandfathered licenses have been granted. Taking into consideration the licenses recommended to Council to Grant at tonight's meeting, 40 Class B Combination licenses are currently available in the City of Madison.

Ordinances

32. [05376](#) Amending Section 38.06(12) of the Madison General Ordinances to change the title of the subsection regulating centers for visual and performing arts to more accurately reflect what the ordinance regulates and to clarify security plan requirements for establishments applying for this license.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.
33. [05377](#) Amending Section 38.06(11) of the Madison General Ordinances to change the title of the ordinance regarding the nightclub license to more accurately reflect what the ordinance regulates and what age groups are allowed on a premise that has been granted this license.
A motion was made by Wheaton, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of May 16, 2007. The motion passed by acclamation.

Report of the Subcommittee on Process

34. **06220** Report on the April 10, 2007, Subcommittee Meeting regarding high-achieving license holders, model restrictions for Class A licenses, and the Alcohol License Density Plan.
Mr. Plant reported that the Subcommittee on Process recommends leveling the playing field for Class A License Holders by establishing a model set of conditions related to the sale of single bottles and cans. The committee decided to have the Subcommittee on Process meet again before the May 16, 2007, ALRC meeting. Mr. McNamara volunteered chair the subcommittee. Alderperson Schumacher said he would participate in subcommittee meeting.

ADJOURNMENT

A motion was made by Wheaton, seconded by Verveer, to Adjourn at 10:20 p.m. The motion passed by acclamation.