



City of Madison

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

Agenda - Amended

ALCOHOL LICENSE REVIEW COMMITTEE

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Wednesday, September 16, 2009

5:30 PM

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

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 tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

Contact the Office of the City Clerk at (608) 266-4601, or TDD (608) 266-6573.

Applications will go to the Common Council Meeting of November 6, 2009.

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.

Call to Order/Roll Call

Approval of Minutes

September 8, 2009: <http://legistar.cityofmadison.com/calendar/#current>

Public Comment

Changes of Agent

1. [15842](#) Change of Agent
Outback/Chicago-I Ltd Partnership • Outback Steakhouse • 279 Junction Rd
New Agent: Brad Hammen
Class B Combination Liquor & Beer
Aldermanic District 09 (Alder Skidmore) • Police Sector 128

2. [15844](#) Change of Agent
Outback/Midwest-II Ltd Partnership • Outback Steakhouse • 4520 East Towne Blvd
New Agent: Brad Hammen
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius) • Police Sector 515

3. [15935](#) Change of Agent
Supervalu Holdings Inc • dba Apollo Liquors • Address 7455 Mineral Point Rd
New Agent: Bradley Nauman
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 124

Change of Licensed Premise

4. [15848](#) Change of Licensed Premise
Mad Towne Ventures LLC • Chasers • capacity of 144
319 W Gorham St • Agent: William Rudy
Class B Combination Liquor & Beer • 50% Alcohol, 50% food
Aldermanic District 04 (Alder Verveer) • Police Sector 403
Request to expand outdoor area. Please see attached plans.

5. [15850](#) Change of Licensed Premise
Kwik Trip Inc • Tobacco Outlet Plus #514
1113 N Sherman Ave #A • Agent: David Doelger
Class A Beer
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503
Remodelling project including relocating the humidor, installing a beer cave,
replacing the checkout counters/cabinets, etc.

6. [15929](#) Change of Licensed Premise
Madison Mallards • dba Madison Mallards • capacity of 7500
2920 N Sherman Ave • Agent: Vern Stenman
Class B Beer • 40% Alcohol, 60% food
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 505
Request to hold "Ducktoberfest" on 10/3/09. Please see attached plans.

21+ Entertainment License

7. [14656](#) 21+ Entertainment License
LSI Group LLC • dba Europa • Capacity: 720
6676 Odana Rd • Agent: Kami Eshraghi
Class B Combination Liquor & Beer • 89% alcohol, 10% food, 1% Other
Aldermanic District 19 (Alder Clear) • Police Sector 113
8. [15926](#) 21+ Entertainment License
New Cardinal LLC • dba The Cardinal • Capacity:196
418 E Wilson St • Agent: Ricardo Gonzalez
Class B Combination Liquor & Beer • 75% alcohol, 5% food, 20% Other
Aldermanic District 06 (Alder Rummel) • Police Sector 406
9. [15928](#) 21+ Entertainment License
Vintage II Inc • dba Vintage Brewing Co. • Capacity: 362
674 S Whitney Way • Agent: Trent Kraemer
Class B Combination Liquor & Beer • 55% alcohol, 44% food, 1% Other
Aldermanic District 19 (Alder Clear) • Police Sector 113
10. [15930](#) 21+ Entertainment License
The Pub Inc • dba The Pub • Capacity: 248
552 State St • Agent: David Schwoegler
Class B Combination Liquor & Beer • 100% alcohol
Aldermanic District 08 (Alder Eagon) • Police Sector 403

New License - Public Hearing

11. [14580](#) Public Hearing - New License
LSI Group, LLC • dba Europa • 89% alcohol, 10% food, 1% other
6676 Odana Rd. • Agent: Kami Eshraghi • Estimated Capacity: 420 (main
floor), 300 (banquet)
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113
12. [15189](#) Public Hearing - New License
Habbet Inc • dba Area 51 Bar & Grill • 50% alcohol, 50% food
2513 Seiferth Rd • Agent: Brian Hahn • Estimated Capacity: 99
Class B Combination Liquor & Beer
Aldermanic District 16 (Alder Compton) • Police Sector 619
13. [15726](#) Public Hearing - New License
Waylon Butler Inc • dba To be determined • 50% alcohol, 50% food
416 S Park St • Agent: Waylon Butler • Estimated Capacity: 89
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Kerr) • Police Sector 305

14. [15727](#) Public Hearing - New License
Signature Deli Inc • dba Signature Deli Inc
515 Junction Rd Suite F • Agent: Frantseska Kois
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 128
15. [15859](#) Public Hearing - New License
Vintage II Inc • dba Vintage Brewing Company • 55% alcohol, 44% food, 1%
Other
674 S Whitney Way • Agent: Trent Kraemer • Estimated Capacity: 362
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113
16. [15860](#) Public Hearing - New License
HJ Liquors LLC • dba University Avenue Liquor
525 University Ave • Agent: Herbert Taylor
Class A Beer, Class A Liquor
Aldermanic District 04 (Alder Verveer) • Police Sector 403
17. [15861](#) Public Hearing - New License
McKenzie Investment Group Inc • dba Wingstop • 3% alcohol, 97% food
707 S Gammon Rd • Agent: Kenneth Gelinias • Estimated Capacity: 35
Class B Combination Liquor & Beer
Aldermanic District 01 (Alder Sanborn) • Police Sector 114
18. [15862](#) Public Hearing - New License
Pizza Oven West LLC, The • dba Pizza Oven West • 8% alcohol, 91% food,
1% Other
6654 Mineral Point Rd • Agent: Tyler Dahmen • Estimated Capacity: 300
Class B Beer, Class C Wine
Aldermanic District 19 (Alder Clear) • Police Sector 112
19. [15864](#) Public Hearing - New License
Babe's East LLC • dba Babe's Grill & Bar East • 37% alcohol, 63% food
4325 Lien Rd • Agent: Lynn Haker • Estimated Capacity: 320
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius) • Police Sector 605
20. [15866](#) Public Hearing - New License
Capitol Hospitality LLC • dba Sprecher's • 25% alcohol, 70% food, 5% Other
1262 John Q Hammons Dr • Agent: Susan Getgem • Estimated Capacity: 318
Class B Combination Liquor & Beer
Aldermanic District 09 (Alder Skidmore) • Police Sector 127

Operator License Applications

21. [15960](#) Operator License Application
Katherine Camacho - Establishment where employed: Applebees

- 22. [15961](#) Operator License Application
Matthew Beilharz - Establishment where employed: Brennan's
- 23. [15962](#) Operator License Application
Jennifer Archibald - Establishment where employed: Zach's Avenue Bar
- 24. [15963](#) Operator License Application
Kathryn Finn - Establishment where employed: Citgo
- 25. [15964](#) Operator License Application
Jesse Coburn - Establishment where employed: Mr. Robert's
- 26. [15965](#) Operator License Application
Britney Zilz - Establishment where employed: Lowell Center
- 27. [15966](#) Operator License Application
Norman Anderson - Establishment where employed: NOLA
- 28. [15969](#) Operator License Application
Robert Van Eaton - Establishment where employed: Bucks Madison Square
Garden
- 29. [15970](#) Operator License Application
Michael Dickson - Establishment where employed: E Washington Shell
- 30. [15971](#) Operator License Application
Amy Koscinski - Establishment where employed: Come Back Inn
- 31. [15973](#) Operator License Application
Corey Jarvis - Establishment where employed: Buffalo Wild Wings

Report of the City Attorney

- 32. [08455](#) Summary of Recent Office Enforcement Actions.

Action Items

- 33. [15735](#) Amending Section 38.05(3)(f), creating new Sections 38.05(3)(g) and renumbering current Sections 38.05(3)(g) through (n) to Sections 38.05(3)(h) through (o), respectively, of the Madison General Ordinances to make mail notification mandatory for new or transferred retail alcohol beverage licenses and sidewalk cafes and providing that all Common Council members and neighborhood associations receive notice of ALRC meetings.

Sponsors: Marsha A. Rummel, Thuy Pham-Remmele, Chris Schmidt, Julia S. Kerr, Michael Schumacher, Satya V. Rhodes-Conway and Michael E. Verveer

34. [15773](#) Amending Section 38.05(3)(d) of the Madison General Ordinances to require the posting of signs for a change in licensed premises or the establishment of a sidewalk café.
Sponsors: Marsha A. Rummel, Shiva Bidar-Sielaff and Michael E. Verveer
35. [15794](#) Amending Sections 38.10(4)(a) and (b) of the Madison General Ordinances to clarify the procedure for alcohol license suspension, revocation or nonrenewal.
Sponsors: David J. Cieslewicz, Michael Schumacher and Michael E. Verveer
36. [15977](#) Creation of Subcommittee on the Downtown Alcohol Density Ordinance & the ALRC

Adendum

37. [15858](#) Public Hearing - New License
New Cardinal LLC • dba The Cardinal • 75% alcohol, 5% food, 20% Other
418 E Wilson • Agent: Ricardo Gonzalez • Estimated Capacity: 196
Class B Combination Liquor & Beer
Aldermanic District 06 (Alder Rummel) • Police Sector 406 • Density Area

Adjournment