



City of Madison

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

Meeting Minutes - Approved 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)

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

Present: 13 -

Michael Schumacher; Michael E. Verveer; Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Chet Gerlach; Dawn B. Crim; Katherine Plominski and Mark D. Woulf

Excused: 1 -

Pamela Bean

Approval of Minutes

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Approve the Minutes. The motion passed by voice vote/other.

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

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.

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that the capacity is defined on the license as 80 outside and 144 inside. The motion passed by voice vote/other.

Registrant(s): Bill Rudy

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.

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Registrant(s): Michael Vold, David Doelger

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.

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Registrant(s): Vern Stenman

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Reconsider the Previous Motion to allow Registrants to speak if they so wish.

The motion passed by the following vote:

Excused: 1 -

Pamela Bean

Ayes: 6 -

Michael Schumacher; Michael E. Verveer; Thomas J. Farley; Thomas A. Landgraf; David A. Hart and Chet Gerlach

Non Voting: 1 -

Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Dawn B. Crim; Katherine Plominski and Mark D. Woulf

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.

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

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

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
- A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that the license apply to the banquet room only. The motion passed by voice vote/other.**

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
- A motion was made by Ald. Schumacher, seconded by Farley, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.**

Registrant(s): David Schwoegler

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
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.**

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Reconsider the Previous Motion to allow Registrants to speak if they so wish. The motion passed by the following vote:

Excused: 1 -
Pamela Bean

Ayes: 6 -
Michael E. Verveer; Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Chet Gerlach and Michael Schumacher

Non Voting: 1 -
Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Dawn B. Crim; Katherine Plominski and Mark D. Woulf

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.

Registrant(s): In support- Tifani Johnson, Gary Holler, Bret Gundlach, Brad Mason, Brad Zoltner, Atty. Rick Petri, Anita Mahamed, Emil Quast, Kami Eshraghi, Eric Marty

In opposition: Kate Fitzgerald, Jim Delaney, Rita Smith, Michael Smith

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

A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Registrant(s): Tip Hahn

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.

Registrant(s): Ald. Kerr, Brendan O'Donnell, Deborah Laurel, Duane Steinhoffer, Nina Emerson

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

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.

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

A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Registrant(s): Michael Bridges, Mark Kraemer, Brittney Kraemer, Trent Kraemer, Bryan Manning, Nick Shtaida, Joel Uouba, Herbert Taylor

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
- A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: existing license conditions be transferred to this license and use of scanner at all times. The motion passed by voice vote/other.**
- Registrant(s): Michael Bridges, Brittany Kraemer, Trent Kraemer, Nick Shtaida, Mahendran, James Rosemeyer, David Bartig, Joel Kouba, Herbert Taylor**
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
- A motion was made by Ald. Verveer, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Amanda Gelinias**
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
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Greg Ewelt, Tyler Dahmen, Kate Fitzgerald**
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
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Lynn Haker**

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

A motion was made by Ald. Schumacher, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Registrant(s): Capitol Hospitality Group

Operator License Applications

21. [15960](#) Operator License Application
Katherine Camacho - Establishment where employed: Applebees
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
22. [15961](#) Operator License Application
Matthew Beilharz - Establishment where employed: Brennan's
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
23. [15962](#) Operator License Application
Jennifer Archibald - Establishment where employed: Zach's Avenue Bar
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
Registrant(s): Jennifer Archibald
24. [15963](#) Operator License Application
Kathryn Finn - Establishment where employed: Citgo
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
25. [15964](#) Operator License Application
Jesse Coburn - Establishment where employed: Mr. Robert's
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.

26. [15965](#) Operator License Application
Britney Zilz - Establishment where employed: Lowell Center
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
27. [15966](#) Operator License Application
Norman Anderson - Establishment where employed: NOLA
A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
28. [15969](#) Operator License Application
Robert Van Eaton - Establishment where employed: Bucks Madison Square Garden
A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER for failure to meet statutory requirements. The motion passed by voice vote/other.
Registrant(s): Robert VanEaton
29. [15970](#) Operator License Application
Michael Dickson - Establishment where employed: E Washington Shell
A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER for failure to meet statutory requirements. The motion passed by voice vote/other.
Registrant(s): Bill Tangney, Michael Dickson
Ald. Verveer abstained.
30. [15971](#) Operator License Application
Amy Koscinski - Establishment where employed: Come Back Inn
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.
31. [15973](#) Operator License Application
Corey Jarvis - Establishment where employed: Buffalo Wild Wings
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. Applicant must provide verifiable documentation that he has signed up for the Drivers Safety Program. The motion passed by voice vote/other.
Registrant(s): Corey Jarvis

Report of the City Attorney

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

Action Items

- 33. 15735 SUBSTITUTE - 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.

A motion was made by Gerlach, seconded by Farley, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion FAILED by the following vote:

 - Excused: 1 -
 Pamela Bean
 - Ayes: 2 -
 Thomas J. Farley and Chet Gerlach
 - Noes: 4 -
 Michael Schumacher; Michael E. Verveer; Thomas A. Landgraf and David A. Hart
 - Non Voting: 1 -
 Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Dawn B. Crim;
 Katherine Plominski and Mark D. Woulf

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion FAILED by the following vote:

 - Excused: 1 -
 Pamela Bean
 - Ayes: 3 -
 Michael E. Verveer; Thomas A. Landgraf and Michael Schumacher
 - Noes: 3 -
 Thomas J. Farley; David A. Hart and Chet Gerlach
 - Non Voting: 1 -
 Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Dawn B. Crim;
 Katherine Plominski and Mark D. Woulf
- 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.

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.
- 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.

A motion was made by Gerlach, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.
- 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
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the understanding that applicant can amend premise on application to include sidewalk cafe. The motion passed by voice vote/other.**
- Registrant(s): David Soland, Ricardo Gonzalez

Adjournment