



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, November 18, 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 pab 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 December 8, 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

October 21, 2009: <http://legistar.cityofmadison.com/calendar/#current>

Public Comment

Changes of Corporate Control

1. [16412](#) Change of Corporate Control --2 new officer(s)
Muramoto LLC • dba The Haze • 45% alcohol, 55% food
106 King St • Agent: Shinji Muramoto
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 406
2. [16506](#) Change of Corporate Control -- 2 new officer(s)
Riverbrew LLC • dba The Coopers Tavern • 40% alcohol, 60% food
20 W Mifflin St • Agent: Peter Mcelvanna
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 406

Change of Licensed Premise

3. [16217](#) Change of Licensed Premise
Roaring Fork LLC • dba Qdoba Mexican Grill • capacity of 150
2741 University Ave • Agent: Ron Stokes
Class B Combination Liquor & Beer • 1% Alcohol, 99% food
Aldermanic District 05 (Alder Bidar-Sielaff) • Police Sector 301
Request to expand dining area into 650 sq. ft. of adjacent vacant space. Also remodeling the existing dining area which includes a longer queuing line to help direct customers during peak usage.
4. [16485](#) Change of Licensed Premise
Blue Velvet Lounge LLC • dba Blue Velvet Lounge • capacity of 168
430 W Gilman St • Agent: Lawrence Schmock
Class B Combination Liquor & Beer • 95% Alcohol, 5% food
Aldermanic District 04 (Alder Verveer) • Police Sector 403
Request to apply the results of recent capacity review to the license.

New License - Public Hearing

5. [16151](#) Public Hearing - New License
Bernie & Tony's Back Door LLC • dba Bernie & Tony's Back Door
30% alcohol, 65% food, 5% Other
4265 W Beltline Hwy • Agent: Thomas Caputo • Estimated Capacity: 100
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 104

6. [16413](#) Public Hearing - New License
Ring Rodie LLC • dba JoBecks Bar • 95% alcohol, 5% food
521 Cottage Grove Rd • Agent: Jeff Rodefeld • Estimated Capacity: 50
Class B Combination Liquor & Beer
Aldermanic District 15 (Alder Palm) • Police Sector 613

7. [16414](#) Public Hearing - New License
Las Cazuelas LLC • dba Las Cazuelas • 20% alcohol, 80% food
15 N Butler St • Agent: Roberto Ubach • Estimated Capacity: 82
Class B Combination Liquor & Beer
Aldermanic District 02 (Alder Maniaci) • Police Sector 406 • Density Area

8. [16415](#) Public Hearing - New License
Faouzi LLC • dba Excalibur Bar & Grille • 60% alcohol, 40% food
4245 W Beltline Hwy • Agent: Said Jridi • Estimated Capacity: 160
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 104

9. [16426](#) Public Hearing - New License
Porky Pine Pete's Smokehouse BBQ LLC
dba Porky Pine Pete's Smokehouse BBQ
30 % alcohol, 70% food
7475 Mineral Point Rd • Agent: Lesley Peter • Estimated Capacity: 202
Class B Beer, Class C Wine
Aldermanic District 09 (Alder Skidmore) • Police Sector 124

10. [16440](#) Public Hearing - New License
552 State LLC • dba The Pub • 100% alcohol
552 State St • Agent: Gus Paras • Estimated Capacity: 297
Class B Combination Liquor & Beer
Aldermanic District 08 (Alder Eagon) • Police Sector 403 • Density Area

11. [16441](#) Public Hearing - New License
Mason Lounge LLC • dba The Mason Lounge • 90% alcohol, 10% food
416 S Park St • Agent: Bryan Richgels • Estimated Capacity: 89
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Kerr) • Police Sector 305

12. [16443](#) Public Hearing - New License
La Mestiza Mexican Cuisine Inc • dba La Mestiza Mexican Cuisine • 30%
alcohol, 70% food
121 E Main St • Agent: Antonio Estrada • Estimated Capacity: 48
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 406 • Density Area

Operator's License Applications

13. [15973](#) Operator License Application
Corey Jarvis - Establishment where employed: Buffalo Wild Wings
14. [16178](#) Operator License Application
Roberto Abundee - Establishment where employed: Laredos
15. [16315](#) Operator License Application
Meghan Murphy - Establishment where employed: Horseshoe Bar
16. [16411](#) Operator License Application
Jonathan Schinke - Establishment where employed: Stadium Bar & Grill
17. [16476](#) Operator License Application
Mark Harden - Establishment where employed: Opa Bistro
18. [16477](#) Operator License Application
Emma Wexler - Establishment where employed: Tex Tubbs Taco Palace

Action Items

19. [15239](#) Amending Section 38.08(4) of the Madison General Ordinances to increase the late fees for alcohol beverage licenses from 15% of the license fee to 50% of the license fee.
Sponsors: Michael Schumacher and Michael E. Verveer
20. [15937](#) Amending Section 38.05(9)(o)4.c.i. of the Madison General Ordinances to modify the Alcohol Beverage License Density Plan.
Sponsors: Michael E. Verveer and Michael Schumacher
21. [16202](#) Amending Section 38.08(4)(e) of the Madison General Ordinances to change the license period of an operator's license from one year to two years and increase the fee from \$35 a year to \$75 for two years.
Sponsors: Michael E. Verveer
22. [16203](#) Amending Section 38.08(4)(a) of the Madison General Ordinances to establish a uniform license fee of \$500 for Class A Beer licenses.
Sponsors: Michael E. Verveer
23. [16204](#) Amending Sections 38.05(3)(g), 38.08(4) and 38.09(5) of the Madison General Ordinances to increase late fees related to filing a retail alcohol license application and paying the annual retail license fees.
Sponsors: Michael E. Verveer

24. [16205](#) Amending Sections 38.06(11)(a), 38.06(11)(c), 38.06(11)(i) and 38.06(12)(c) of the Madison General Ordinances to lower the minimum patron capacity for a 21+ Entertainment license and an 18+ Center for the Visual and Performing Arts license, and to clarify the definition of live entertainment.
Sponsors: Michael E. Verveer and Marsha A. Rummel
25. [16302](#) Creating new Section 38.12 and renumbering current Section 38.12 to Section 38.13 to prohibit the sale of alcohol to habitually intoxicated persons; amending Section 24.02 relating to disorderly conduct in a public place while under the influence of alcohol; and amending Sec. 1.08(3) of the Madison General Ordinances to establish a bail deposit for a violation.
Sponsors: Michael Schumacher, David J. Cieslewicz and Michael E. Verveer
26. [16432](#) Amending Section 38.06(8) of the Madison General Ordinances to prohibit the drinking of alcohol by licensees and employees of a licensed retail alcohol establishment while working in the establishment.
Sponsors: Michael Schumacher and David J. Cieslewicz
27. [16435](#) Repealing Section 38.05(6)(b); creating Sec. 38.07(15); and amending Sec.38.10(2) of the Madison General Ordinances to repeal obsolete language regarding non-alcohol licenses, clarifying that a search warrant may be obtained for unlicensed beer sellers and adopting the State law, which already applies to the City, requiring that retail alcohol sales occur face-to-face at the licensed premises.
Sponsors: Michael E. Verveer and Michael Schumacher

Discussion Items

28. [15978](#) Correspondence regarding Plan B, 924 Williamson St

Report of the Alcohol Policy Coordinator

29. [16508](#) Report of the Alcohol Policy Coordinator
- Subcommittee meeting dated 10/28
 - Future rules for subcommittees
 - Update on the addition of 2 new voting members
 - Upcoming ALERT meetings
 - Density Plan review

Report of the City Attorney

30. [08455](#) Summary of Recent Office Enforcement Actions.

Report of Madison Police Department

31. [16484](#) MPD Report November 2009

Report of City Clerk's Office

32. [16507](#) Summary of Licenses Issued

Adjournment