



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, November 18, 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 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

Barb Mercer attended in place of Marsh Shapiro.

Present: 13 -

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

Excused: 1 -

Marsh Shapiro

Approval of Minutes

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

Public Comment

Mark Evans registered to speak about Hip Hop Best Practices.

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

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

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

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

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.

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

Registrant(s): Ron Stokes

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.

A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 12/16/2009. The motion passed by voice vote/other.

Registrant(s): Larry Schmock

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

A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 12/16/2009. The motion passed by voice vote/other.

Registrant(s) in support: Regina Rhyne
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

A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following condition: Rear exit to be used as emergency exit only. The motion passed by voice vote/other.

Registrant(s): Jeff Rodefeld
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

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

Registrant(s): Roberto Ubach
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

A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 12/16/2009. The motion passed by voice vote/other.

Registrant(s) in support: Regina Rhyne

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
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): Lesley Peter
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
A motion was made by Bean, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
Registrant(s): Gus Paras; Chad Nelson
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
A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: Close 90 minutes prior to bar-time; Rear door to be used for exit only. The motion passed by voice vote/other.
Registrant(s): Bryan Richgels; Caitlin Seifert; Stephanie Bradley Wilson; Duane Steinhauer.
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
A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
Registrant(s): Antonio Estrada; Cliff Fisher.

Operator's License Applications

13. [15973](#) Operator License Application
Corey Jarvis - Establishment where employed: Buffalo Wild Wings
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion FAILED by the following vote:**
- Ayes:** 2 -
Thomas J. Farley and Thomas A. Landgraf
- Noes:** 5 -
Michael Schumacher; Michael E. Verveer; David A. Hart; Chet Gerlach and Pamela Bean
- Non Voting:** 1 -
Ronda Statz; 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 RECONSIDER. The motion passed by the following vote:**
- Noes:** 3-
Bean, Gerlach, Schumacher
- Ayes:** 4-
Farley, Hart, Landgraf, Verveer
- Excused:** 1-
Shapiro
- Non-voting:**
Crim, Gloede, Plominski, Woulf, Statz
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by the following vote:**
- Ayes:** 3 -
Michael E. Verveer; Thomas J. Farley and Thomas A. Landgraf
- Noes:** 2 -
Chet Gerlach and Pamela Bean
- Abstentions:** 2 -
David A. Hart and Michael Schumacher
- Non Voting:** 1 -
Ronda Statz; Carl Gloede; Steve Brist; Dawn B. Crim; Katherine Plominski and Mark D. Woulf
14. [16178](#) Operator License Application
Roberto Abundee - Establishment where employed:Laredos
- A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

15. [16315](#) Operator License Application
Meghan Murphy - Establishment where employed: Horseshoe Bar
A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

16. [16411](#) Operator License Application
Jonathan Schinke - Establishment where employed: Stadium Bar & Grill
A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by the following vote:

Registrant(s): Jonathan Schinke

Ayes: 4 -

Michael E. Verveer; Thomas A. Landgraf; David A. Hart and Michael Schumacher

Noes: 3 -

Thomas J. Farley; Chet Gerlach and Pamela Bean

Non Voting: 1 -

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

17. [16476](#) Operator License Application
Mark Harden - Establishment where employed: Opa Bistro
A motion was made by Ald. Verveer, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 12/16/2009. The motion FAILED by the following vote:

Ayes: 3 -

Thomas J. Farley; Thomas A. Landgraf and Michael E. Verveer

Noes: 4 -

David A. Hart; Chet Gerlach; Pamela Bean and Michael Schumacher

Non Voting: 1 -

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

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

Registrant(s): Mark Harden

18. [16477](#) Operator License Application
Emma Wexler - Establishment where employed: Tex Tubbs Taco Palace
This License was Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 12/16/2009

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.
- A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**
20. [15937](#) Amending Section 38.05(9)(o)4.c.i. of the Madison General Ordinances to modify the Alcohol Beverage License Density Plan.
- A motion was made by Ald. Verveer, seconded by Farley, to RECOMMEND TO COUNCIL TO ADOPT the substitution - REPORT OF OFFICER. The motion passed by voice vote/other.**
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.
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
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.
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
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.
- A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
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.
- 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.**

Registrant(s): Jennifer Badeau

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.

A motion was made by Ald. Schumacher, seconded by Gerlach, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 1/20/2010. The motion passed by voice vote/other.

Registrant(s): Abby Bartlett; Justin Frank

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.

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 1/20/2010. The motion passed by voice vote/other.

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.

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

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

A motion was made by Ald. Schumacher, seconded by Bean, to Adjourn. The motion passed by voice vote/other. Meeting adjourned at 10:40 p.m.