



City of Madison

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

Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at www.madisoncitychannel.tv.

Wednesday, April 21, 2021

5:30 PM

Virtual Meeting

The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com
2. Register but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting in several ways:
 - Livestream on the Madison City Channel website
<https://media.cityofmadison.com/mediasite/showcase>
 - Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 960 2676 8543

Applications will go to the Common Council Meeting of May 4, 2021

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.

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.

Notified Absences:

Call to Order/Roll Call

Present: 5 - Charles Myadze; Michael E. Verveer; Karen L. Reece; Sheri Carter and Stefan J. Fletcher

Absent: 2 - Amanda M. Jovaag and Linda Vakunta

Non Voting: 5 - Jim Verbick; James Boxrud; Kelly Donahue; Steve Brist and Seamus F. McWilliams

Approval of Minutes

A motion was made by Carter, seconded by Fletcher, to Approve the Minutes. The motion passed by voice vote/other.

Public Comment

1. [65131](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Changes of Agent

2. [64710](#) Change of Agent
High Noon Saloon LLC • dba High Noon Saloon • 701 E Washington Ave.
New Agent: Steven Renfro
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)
A motion was made by Carter, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
One registration in support.
3. [64711](#) Change of Agent
Frank Productions Concerts, LLC • dba Majestic Theatre • 115 King St.
New Agent: Steven Renfro
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
A motion was made by Carter, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
One registration in support.
4. [64712](#) Change of Agent
Frank Productions Concerts, LLC • dba The Sylvee • 25 S Livingston St.
New Agent: Steven Renfro
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)
A motion was made by Carter, seconded by Fletcher, to RECOMMEND TO

COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

5. [65126](#) Change of Agent
ALDI Inc • dba ALDI #21 • 3925 Lien Road
New Agent: Matthew Gates
Class A Beer, Class A Liquor
Aldermanic District 17 (Alder Halverson)

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

6. [65127](#) Change of Agent
The Heights Kitchen LLC • dba The Heights • 11 N Allen Street
New Agent: Evan Gruzis
Class B Beer, Class C Wine
Aldermanic District 5 (Alder Vidaver)

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

One registration in support.

7. [65128](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 951 • 6702 Raymond Road
New Agent: Randy Tilk
Class A Beer, Class A Cider
Aldermanic District 1 (Alder McKinney)

A motion was made by Fletcher, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Entity Reorganization

8. [64664](#) Entity Reorganization
Wisconsin Fine Wines & Spirits LLC • dba Total Wine Spirits Beer & More
400 West Towne Mall
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Conklin)
Add one new officer, remove one officer

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

One registration in support.

9. [64713](#) Entity Reorganization
Williamson Grocery Cooperative • dba Willy Street Co-op
1221 Williamson St
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 6 (Alder Benford)
Add one new officer, remove one officer
- A motion was made by Carter, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

One registration in support.

10. [64720](#) Entity Reorganization
Williamson Street Grocery Cooperative • dba Willy St. Co-op
2817 Sherman Ave.
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 12 (Alder Abbas)
Add one officer, remove one officer
- A motion was made by Carter, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Change of Licensed Conditions

11. [64717](#) Change of Licensed Conditions
Wisconsin CVS Pharmacy, LLC • dba CVS/Pharmacy #4930
2 S. Bedford St. • Agent: Daniel Peterson
Class A Beer, Class A Liquor
Aldermanic District 4 (Alder Verveer) • Police Sector 404
Revise condition #5 to add 2 doors to cooler space for beer, additional warm beer space
- A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.**

Two registrations in support.

Conditions changed to read:

- 5. Refrigerated beer display area limited to 2 coolers accessible by no more than 6 doors.**
- 6. Wine display area limited to 16' x 72" shelf area.**
- 7. Unrefrigerated beer display area limited to 4' x 4' shelf or endcap area.**

Change of Licensed Premise

12. [64714](#) Change of Licensed Premise
MMJ, Inc. • dba Player's Sports Bar
Current Capacity (in/out): 80/0 • Proposed Capacity (in/out): 80/30
2013 Winnebago St. • Agent: Marilyn Guess

Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 6 (Alder Benford) • Police Sector 410
Add outdoor space to service area

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

Two registrations in support.

13. [64715](#)

Change of Licensed Premise
El Panzon Restaurant LLC • dba El Panzon
Current Capacity (in/out): 30/4 • Proposed Capacity (in/out): 30/4
1310 S Midvale Blvd • Agent: Matilde Anahi Rojas Munoz
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 10 (Alder Figueroa Cole) • Police Sector 213
Add new bar area to premises

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

One registration in support.

14. [64716](#)

Change of Licensed Premise
Vice Grounds LLC • dba Twisted Grounds
Current Capacity (in/out): 88/60 • Proposed Capacity (in/out): 88/80
6067 Gemini Dr. • Agent: Abby Padlock
Class B Beer, Class C Wine • 3% alcohol, 93% food
Aldermanic District 3 (Alder Lemmer) • Police Sector 627
Add more picnic tables to outside of building.

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

Two registrations in support.

21+ Entertainment License

15. [64718](#)

21+ Entertainment License
Vice Grounds LLC • dba Twisted Grounds • Capacity:88/80
6067 Gemini Dr. • Agent: Abby Padlock
Class B Beer, Class C Wine • 3% alcohol, 93% food
Aldermanic District 3 (Alder Lemmer) • Police Sector 627

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

Two registrations in support.

Public Hearing

16. [64719](#) Public Hearing - New License
Brickhouse Barbeque LLC • dba Riley's Bar & Grill
408 W Gorham St. • Agent: Adam Bents • Estimated Capacity: 300/100
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Fletcher, seconded by Carter, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

One registration in support.

Report of Madison Police Department

17. [65129](#) Summary of Recent Calls for Service
- MPD submitted the attached report.**

Report of City Clerk's Office

18. [65130](#) Summary of Licenses Issued
- Clerk's Office submitted the attached report.**

Adjournment

A motion was made by Fletcher, seconded by Carter, to Adjourn at 6:46pm. The motion passed by voice vote/other.