



City of Madison
Meeting Minutes - Final
ALCOHOL LICENSE REVIEW
COMMITTEE

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

Wednesday, July 19, 2006

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room GR-27 (City-County Building)

Call to Order

Initial Roll Call

Present: Olson, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Wheaton, Hart and Joel Plant

Absent: Verveer, Sentmanat and LaMarr Q. Billups

Excused: Rearick

Approval of Minutes

A motion was made by Ald. Olson, seconded by McNamara, to Approve the Minutes of June 21, 2006. The motion passed by acclamation.

Change of Agent

1. [04099](#) Change of Agent
 White Horse Inn, Inc. • dba White Horse Inn
 1625 Northport Drive • Old Agent: Drew Roznowski • New Agent: Robert Glebs
 Class B Combination Liquor & Beer
 Aldermanic District 12 (Ald. Benford) • Police Sector 505

 A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

2. [04112](#) Change of Agent
 Happy Valley Corporation • dba Flat Top Grill • 538 N. Midvale Boulevard
 Old Agent: Edgar Barker Jr • New Agent: Freddie Lee
 Class B Combination Liquor & Beer
 Aldermanic District 11 (Ald. Gruber) • Police Sector 108

 A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Change of Corporate Control

3. [04123](#) Change of Corporate Control - one additional Officer
K-Street LLC • dba Madison's
119 King Street • Agent: John Sutton
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 4 (Ald. Verveer) • Police Sector 405
A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Roll Call

Present: Olson, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Wheaton, Hart, LaMarr Q. Billups and Joel Plant

Absent: Verveer and Sentmanat

Excused: Rearick

New License - Recessed Public Hearing

4. [03520](#) Public Hearing - New License
Estefania Garcia • dba La Zacatecana
4921 Commercial Avenue • Class A Beer
Aldermanic District 3 (Ald. Cnare) • Police Sector 609
A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO REREFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE August 15 meeting. The motion passed by acclamation.

New License - Public Hearing

5. [04052](#) Public Hearing - New License
J&B Liquor, LLC • dba Packer Liquor
3506 Packers Avenue • Agent: Bruce Bailey
Class A Liquor, Class A Beer
Aldermanic District 12 (Ald. Benford) • Police Sector 511
A motion was made by Ald. Olson, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE Special ALRC Meeting August 1, 2006. The motion passed by acclamation.

Roll Call

Present: Olson, Verveer, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Wheaton, Hart, LaMarr Q. Billups and Joel Plant

Absent: Sentmanat

Excused: Rearick

6. [04053](#) Public Hearing - New License
Erin's Snug of Madison, LLC • Erin's Snug Irish Pub • estimated capacity 230
4601 American Parkway • Agent: Brad Bailey
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 17 (Ald. Rosas) • Police Sector 520
Appearance: Brad Bailey (applicant).
A motion was made by Ald. Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING contingent on the applicant providing complete application materials to the clerk and background investigations meeting the qualifications of the Madison Police Department prior to the August 1 Common Council Meeting. The motion passed by acclamation.
7. [04055](#) Public Hearing - New License
Madison Northeast LLC • dba Holiday Inn at the American Center
5109 West Terrace Drive • Agent: John Stauffacher
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 17 (Ald. Rosas) • Police Sector 520
Appearance: John Stauffacher (applicant).
A motion was made by Wheaton, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
8. [04057](#) Public Hearing - New License
Trader Joe's East, Inc. • dba Trader Joe's # 712
1864 Monroe Street • Agent: Melanie Lee
Class A Liquor, Class A Beer
Aldermanic District 10 (Ald. Golden) • Police Sector 301
Appearance: Brandt Sharrock (applicant). Registered in Support: Melanie Lee (applicant).
A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
9. [04058](#) Public Hearing - New License
RP's Pasta Company Inc • RP's Pasta Company • estimated capacity 42
1133 E. Wilson Street • Agent: Peter Robertson
Class B Beer, Class C Wine • 2% alcohol, 8% food, 90% production/dist.
Aldermanic District 6 (Ald. Olson) • Police Sector 408
Appearance: Peter Robertson (applicant).
A motion was made by Wheaton, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

10. [04059](#) Public Hearing - New License
ERJ Dining III, LLC • dba Chili's Grill & Bar • capacity of 217
4344 East Towne Boulevard • Agent: Paul Thompson
Class B Combination Liquor & Beer • 12% alcohol, 88% food
Aldermanic District 17 (Ald. Rosas) • Police Sector 515
Appearances: Paul Thompson (applicant), Phil Wenckus (applicant).
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
11. [04060](#) Public Hearing - New License
ERJ Dining III, LLC • dba Chili's Grill & Bar • capacity of 217
7301 Mineral Point Road • Agent: Paul Thompson
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 9 (Ald. Skidmore) • Police Sector 124
Appearances: Paul Thompson (applicant), Phil Wenckus (applicant).
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
12. [04064](#) Public Hearing - New License
Lora Garrett • dba Cafe Costa Rica • estimated capacity of 15
141 S. Butler Street
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 6 (Ald. Olson) • Police Sector 406
Appearances: Lora Garrett (applicant), Stefanie Moritz, Rosemary Lee.
A motion was made by Wheaton, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

Transfer of License

13. [04065](#) Public Hearing - Transfer of License from one premises to another
Happy Valley Corporation • dba Flat Top Grill • estimated capacity of 101
Proposed Location: 538 N. Midvale • Current Location: 702 N. Midvale
Agent: Edgar C. Barker, Jr.
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 11 (Ald. Gruber) • Police Sector 108
Appearance: Freddie Lee (applicant).
A motion was made by Wheaton, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

Nightclub License

14. [04056](#) Nightclub License
Madison Northeast LLC • dba Holiday Inn at the American Center
5109 West Terrace Drive • Agent: John Stauffacher
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 17 (Ald. Rosas) • Police Sector 520
Appearance: John Stauffacher (applicant).
- A motion was made by Wheaton, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.**

Operator's License - Appearance Requested

15. [03235](#) Operator License Application
Tim Kennedy, 4713 Cottage Grove Road
A motion was made by Wheaton, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER because applicant failed to appear before the Alcohol License Review Committee. The motion passed by acclamation.
16. [03500](#) Operator License Application
Mitchell L. Worth, 734 Fairmont Avenue
Appearance: Mitchell Worth (applicant).
- A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**
17. [03656](#) Operator License Application
Chase G. Garren, 6008 Jeffrey Circle, Monona
Appearance: Chase Garren (applicant).
- A motion was made by Ald. Verveer, seconded by Wheaton, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER contingent on the applicant submitting a complete application form. The motion passed by acclamation.**
18. [03924](#) Operator License Application
Mario Salazar, 3748 Frosted Leaf Drive
Appearance: Mario Salazer (applicant).
- A motion was made by Ald. Olson, seconded by Wheaton, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER because of applicant's drunk driving record. Granting this license would be contrary to the health, safety, and welfare of the community. The motion passed by acclamation.**

19. [04102](#) Operator License Application
Christopher Johnson - Establishment where employed: None
A motion was made by Ald. Verveer, seconded by Ald. Olson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August 15 meeting. The motion passed by acclamation.
20. [04103](#) Operator License Application
Shawn Scott, 912 Williamson Street
Appearance: Shawn Scott (applicant).
A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER (If applicant reapplies, he will need to submit a letter from his employer, stating that they have knowledge of his record). The motion passed by acclamation.
21. [04104](#) Operator License Application
Craig Bosshard, 135 N. Judson, Lake Delton
Appearance: Craig Bosshard (applicant).
A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation.

Discussion

22. [04130](#) Formation of a Subcommittee on Nightclub License Ordinance Revisions
A motion was made by McNamara, seconded by Wheaton, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August 15 meeting. The motion passed by acclamation.

Report of Alcohol Licensed Establishment Response Team (ALERT)

23. [04131](#) ALERT meeting regarding Candessence, 1821 S. Park Street.
Attorney Zilavy reported that nine neighborhood residents attended the ALERT meeting regarding Candessence. Six of those in attendance were opposed to the issuance of the Class B Combination Liquor & Beer license. Three license conditions were agreed upon at the ALERT meeting and were approved by the Common Council:
- 1) Licensee and all employees will attend the Madison Police Department Safer Bars Program. 2) Licensee will monitor the parking lot, checking the lot every half hour from 11 p.m. to bar time. 3) Licensee will install video cameras to monitor both the interior and exterior of the building. Licensee will work with the Madison Police Department on where to install the video cameras, will keep tapes for two weeks, and will make tapes available to the Madison Police Department for ongoing investigations.**

Report of the Madison Police Department

24. [03238](#) Summary of Liquor License Violations
Captain Lengfeld distributed the attached report.

Report of the Alcohol Policy Coordinator

25. [03936](#) License Density Plan
- Mr. Plant said he has talked to some committee members about creating a density plan. He said he is moving toward a plan that would prevent the issuance of new Class A Licenses or Class B Tavern Licenses in Police Sectors 403, 404, 405, and 406. These downtown Police Sectors include the Capitol Square, State Street, and a portion of University Avenue.**
- Mr. Plant talked about developing a consistent, transparent and usable plan that allows the committee to consider an establishment's hours of operation and food service, menu, seating capacity, and advertising. He said the number of licensed establishments downtown and overall capacity could be reduced through attrition, but that existing establishments should be allowed to transfer their licenses elsewhere.**
- The Subcommittee on Process will discuss this proposal in August. Captain Lengfeld requested that the Public Safety Review Board be given an opportunity to look at this proposal because it relates to public safety. Alderperson Olson suggested that the ALRC hold a meeting for public comments after information is presented to the public. Alderperson Verveer requested that the committee not take any action on the proposal until September.**
26. [03942](#) Update on Center for Visual & Performing Arts license holders.
- Mr. Plant reported that Center for Visual & Performing Arts license holders have given him mixed responses when asked about the license. He said half of these license holders told him that they were losing revenue on events for ages 18 and up, and that it was not worth their effort. The other half of these license holders told him that their events for ages 18 and up are calmer evenings, and that they are making up for lower alcohol sales with higher cover charges.**

Report of City Clerk

27. [01705](#) Summary of Licenses Issued

The following summary was distributed for the current license year:

Class A Beer (Liquor Store): 54 issued
Class A Beer (Grocery): 61 issued
Class A Liquor: 54 issued
Class B Beer: 71 issued
Class B Liquor & Beer: 335 issued*
Class C Wine: 45 issued
Wholesale Beer: 5 issued
Visual & Performing Arts: 11 issued
Nightclub: 70 issued
Adult Entertainment Tavern: 4 issued
Operator: 2,683 issued
Provisional Operator: 280 issued
Food & Drink (\$1 to \$10,000): 116 issued
Food & Drink (\$10,001 to \$100,000): 222 issued
Food & Drink (\$100,001 to \$250,000): 235 issued
Food & Drink (\$250,001 to \$1,000,000): 274 issued
Food & Drink (\$1,000,001 to \$5,000,000): 95 issued
Food & Drink (Greater than \$5,000,000): 17 issued
Sidewalk Cafe: 52 issued
Picnic Beer License: 32 issued

Madison has a quota of 396 Class B Combination Liquor & Beer licenses under state law. 56 of 71 Reserve licenses have been granted. 279 of 325 Grandfathered licenses have been granted. Taking into consideration the Class B Combination Liquor & Beer Licenses that were not renewed and the Class B Combination Liquor & Beer Licenses that were recommended to Council to Grant at tonight's meeting, 58 Class B Combination licenses are currently available in the City of Madison.

Adjournment

A motion was made by Ald. Olson, seconded by Wheaton, to Adjourn at 7:08 p.m. The motion passed by acclamation.