



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, July 17, 2013

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)

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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 toj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Contact the City Clerk's Office at (608) 266-4601.

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).

Applications will go to the Common Council Meeting of 08/06/2013

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.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

#### **Call to Order/Roll Call**

#### **Approval of Minutes**

06/19/2013: <http://madison.legistar.com/Calendar.aspx>

### Public Comment

### Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### Public Hearing

The Alcohol License Review Committee uses a consent agenda, which means that the Committee can consider any item at 5:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

### Presentation of the Consent Agenda

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

1) items which have registrants opposed wishing to speak 2) items which members have separated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

### Changes of Agent

1.     [30705](#)     Change of Agent  
          Madison East Hotel Group LLC • dba Staybridge Suites  
          3301 City View Dr.  
          New Agent: Fausto Coello  
          Class B Combination & Class C Wine  
          Aldermanic District 17 (Alder Clausius)
  
2.     [30706](#)     Change of Agent  
          Deja Food LLC • dba L'Etoile/Graze • 1 S Pinckney  
          New Agent: Kristopher Wachowiak  
          Class B Combination Liquor & Beer  
          Aldermanic District 4 (Alder Verveer)
  
3.     [30837](#)     Change of Agent  
          Blazin Wings, Inc. • dba Buffalo Wild Wings #413  
          240 East Towne Mall • New Agent: William Wikert  
          Estimated Capacity: 312 interior/40 exterior  
          Class B Combination Liquor & Beer • 25% alcohol, 75% food  
          Aldermanic District 17 (Alder Clausius) • Police Sector 631

4. [30838](#) Change of Agent  
Blazin Wings, Inc. • dba Buffalo Wild Wings #414  
789 University Ave • New Agent: Brittani Redfearn • Estimated Capacity: 229  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 8 (Alder Resnick) • Police Sector 402

**Changes of Corporate Control**

5. [30835](#) Change of Corporate Control  
VFW Post 1318 • dba VFW • Address 133 E Lakeside St  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Ellingson) • Police Sector 306  
One new officer
6. [30836](#) Change of Corporate Control  
Capitol Lakes Inc • dba Capitol Lakes  
333 W Main St • Agent: Blair Clark  
Class B Beer, Class C Wine • 1% alcohol, 99% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Add one and subtract one officer

**Change of Licensed Premise**

7. [30840](#) Change of Licensed Premise  
Brice P's Inc • dba Regent Street Retreat (The Annex)  
1206 Regent Street • Agent: Bruce Gerhartz  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 8 (Alder Resnick) • Police Sector 402  
New façade and entryway
8. [30849](#) Change of Licensed Premise  
The Villa Tap LLC • dba Villa Tap  
2302 Packers Ave • Agent: Christopher Warren • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Aldermanic District 12 (Alder Palm) • Police Sector 504  
Expand Premises to include fenced parking lot section for one  
gathering after golf outing per year.
9. [30850](#) Change of Licensed Premise  
VFW Post 1318 • dba VFW • Capacity: 75 (indoor)  
Address 133 E Lakeside St • Agent:  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Ellingson) • Police Sector 30  
Increase capacity outdoor from 0 to 16.

### 21+ Entertainment License

10. [30842](#) 21+ Entertainment License  
T & M Ventures Inc. • dba Ancora Coffee & Tea  
112 King St • Agent: Tori Rae Mitchell • Estimated Capacity: 57  
Class B Combination Liquor & Beer • 15% alcohol, 20% food, 65% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area
11. [30932](#) 21+ Entertainment License  
Great Dane Pub & Brewing Company LLC • dba Great Dane  
Capacity: 99  
123 E Doty St • Agent: Ted Peterson  
Class B Combination Liquor & Beer • 45.2% alcohol, 52% food, 2.8% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

### 18+ Performing Arts License

12. [30841](#) 18+ Center for Visual & Performing Arts License  
Red Zone of Madison Inc • dba The Red Zone  
1212 Regent St • Agent: Ricky L. Imhoff • Estimated Capacity: 625  
Class B Combination Liquor & Beer • 60% alcohol, 20% food, 20% other  
Aldermanic District 8 (Alder Resnick) • Police Sector 402

### Temporary Class B

13. [30833](#) Temporary Class B Retailer license concurrent with  
Street Use Permit  
Jazz at Five Inc • Capacity: 1500 weekly attendance  
100 Block State Street  
Event Dates: August 7, 14, 21, & 29, September 4, 2013  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Jazz at Five

### Items Referred

14. [30603](#) Directing city staff to further explore the recommendations set forth in the  
attached documents and draft ordinance changes as appropriate according to  
the report on Alcohol License Management and Business Development.  
**Sponsors:** Michael E. Verveer, Lisa Subeck and Shiva Bidar-Sielaff  
**Legislative History**

6/13/13	Council Office	Referred for Introduction Alcohol License Review Committee, Board of Health, Madison's Central Business Improvement District (BID) Board, Plan Commission, Public Safety Review Committee, Economic Development Committee
6/18/13	COMMON COUNCIL	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE Additional referral Alcohol License Review Committee, Board of Health, Madison's Central Business Improvement District (BID) Board, Plan Commission, Public Safety Review Committee, Economic Development Committee
6/18/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the BOARD OF HEALTH FOR MADISON AND DANE COUNTY
6/18/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the PLAN COMMISSION
6/18/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the PUBLIC SAFETY REVIEW COMMITTEE
6/18/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ECONOMIC DEVELOPMENT COMMITTEE
7/8/13	PLAN COMMISSION	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE  The Plan Commission recommended approval subject to removing the last two sets of recommendations other "Other Recommendations" on p. 17 of the Recommendation Report dated June 11, 2013. The main motion passed unanimously.  A motion by Ald. Resnick, seconded by Heifetz, separated the question, regarding removal of the last two sets of recommendations on p.17. Upon separation, the vote to recommend removal of these recommendations was approved on a 5:4 vote: (AYE:Berger, Sunquist, Rewey, Ald. Zellers, and Opin; NO: Ald. Resnick, Ald. King, Heifetz, and Cantrell).
7/11/13	BOARD OF HEALTH FOR MADISON AND DANE COUNTY	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [30740](#)

Amending Sections 38.06(11)(a) and (12)(c) of the Madison General Ordinances to eliminate the capacity level for 21+ and 18+ entertainment venues.

**Sponsors:** Michael E. Verveer and Scott J. Resnick

**Legislative History**

6/25/13	Attorney's Office/Approval Group Alcohol License Review Committee	Referred for Introduction
7/2/13	COMMON COUNCIL	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE

**Recessed Public Hearing**

16. [29585](#) Public Hearing - New License  
Road Ranger LLC • dba Road Ranger #129  
4102 Commercial Ave • Agent: Adrianna Boyd  
Class A Combination Liquor & Beer  
Aldermanic District 15 (Alder Ahrens) • Police Sector 607

**Legislative History**

3/26/13	ALCOHOL LICENSE REVIEW COMMITTEE Alcohol License Review Public Hearing	Referred for Introduction
4/16/13	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
4/24/13	ALCOHOL LICENSE REVIEW COMMITTEE Alcohol License Review Committee 5-22-2013 meeting	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
5/7/13	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
5/22/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/19/13	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**New License - Public Hearing**

17. [30704](#) Public Hearing - New License  
Lake Management LLC • dba BP Gas Station  
2801 Atwood Ave • Agent: Shariff Syed  
Class A Beer  
Aldermanic District 6 (Alder Rummel ) • Police Sector 602

**Legislative History**

6/24/13	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/2/13	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [30707](#) Public Hearing - New License  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave • Agent: Jeffrey Maurer • Estimated Capacity: 49  
Class B Beer & Class C Wine • 5% alcohol, 95% food  
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 402 • Density Area

Legislative History

6/24/13	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/2/13	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

19. [30708](#) Public Hearing - Transfer of Licensed Premise  
Matterhorn Ventures Group • dba Roast Public House  
Old Address: 529 State St • New Address: 558 State St  
Agent: Henry Anschauer • Estimated Capacity: 150  
Class B Combination Liquor & Beer • 62.5% alcohol, 37.5% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 403 • Density Area

Legislative History

6/24/13	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/2/13	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

20. [30709](#) Public Hearing - New License  
Red Zone of Madison Inc • dba The Red Zone  
1212 Regent St • Agent: Ricky L. Imhoff • Estimated Capacity: 625  
Class B Combination Liquor & Beer • 60% alcohol, 20% food, 20% other  
Aldermanic District 8 (Alder Resnick) • Police Sector 402

Legislative History

6/24/13	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/2/13	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

21. [30710](#) Public Hearing - New License  
Bolla Inc • dba Maharana Restaurant  
1707 Thierer Rd • Agent: Gupreet Singh • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 631

Legislative History

6/24/13 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

7/2/13 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

22. [30810](#) Public Hearing - New License  
LBR Northside LLC • dba Northside Liquor  
2801 N Sherman Ave • Agent: Larry Ring  
Class A Liquor, Class A Beer  
Aldermanic District 12 (Alder Palm) • Police Sector 504

**Legislative History**

7/3/13 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

**Revocation Complaints**

23. [27932](#) License Revocation Complaint  
Logans Madtown LLC • dba Logans • Capacity: 395 indoor, 100 outdoor  
322 W Johnson St • Agent: Adam C Mais  
Class B Combination Liquor & Beer • 37% alcohol, 63% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Legislative History**

10/17/12 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW  
COMMITTEE

12/19/12 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW  
COMMITTEE  
Refer to the July 17, 2013 Alcohol License Review Committee meeting.

24. [30933](#) License Revocation Complaint  
Orbut of State Street, Inc. • dba Mondays  
523 State Street • Agent: Gary Garten  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Discussion Items**

25. [29251](#) Composition of and scheduling for Alcohol License ad hoc subcommittee to  
conduct evidentiary hearing(s) on current revocation and/or suspension actions  
and make a licensing report to the ALRC.

**Legislative History**

3/20/13 ALCOHOL LICENSE REVIEW COMMITTEE Recommend the Following Conditions:

**Report of the City Attorney's Office**

26. [30756](#) Smoking related conditions on Alcohol licenses.

**Report of the Alcohol Policy Coordinator**

27. [29045](#) ALERT Update

**Report of Madison Police Department**

28. [28523](#) Summary of recent calls for service

**Report of City Clerk's Office**

29. [28524](#) Summary of licenses issued

**Operator's License Applications**

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

30. [29370](#) Operator License Application  
Chad Maple

**Legislative History**

3/20/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
4/24/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
5/22/13	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

6/19/13 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

31. [30276](#) Operator License Application  
Takina Weathers - Establishment where employed: Prairie Gardens

Legislative History

5/22/13 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

6/19/13 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

32. [30326](#) Operator License Application  
Carly Millis - Establishment where employed: Reverend Jim's Roadhouse

33. [30726](#) Operator License Application  
Briana Nava - Establishment where employed: One Barrel Brewing Co.

34. [30843](#) Operator License Application  
Craig Kendziroa

35. [30844](#) Operator License Application  
Jessica Manzuk

36. [30845](#) Operator License Application  
Ralph Klosterman

**Adjournment**