



# 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](http://www.madisoncitychannel.tv).*

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Wednesday, June 17, 2009

5:30 PM

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

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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 July 7, 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

**Ms. Mercer attended in place of Mr. Shapiro.**

**Present:** 11 -

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

**Absent:** 1 -

Pamela Bean

**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

**Registrant(s):** Rosemary Lee

### Discussion Items

1. [13568](#) Exploring an increase in the cost of Reserve Liquor Licenses

2. [13630](#) Alcohol License Disciplinary Procedures

**A motion was made by Verveer, seconded by Gerlach to refer this item to the process subcommittee. Motion passed by voice vote/other.**

**Report of the Alcohol Policy Coordinator**

3. [15084](#) Report of the Alcohol Policy Coordinator

**The Alcohol Policy Coordinator gave a report.**

**Report of the City Attorney**

4. [08455](#) Summary of Recent Office Enforcement Actions.

**Attorney Brist gave a report.**

**Report of Madison Police Department**

5. [15083](#) MPD Incident Report 6-09

**Report of City Clerk's Office**

6. [15085](#) Summary of Licenses Issued

**Change of Licensed Premise**

7. [10601](#) Change of Licensed Premise  
Hoops of Dane County Inc • dba The Bayou • capacity of 104  
117 S Butler St • Agent: Dale Beck  
Class B Combination Liquor & Beer • 60% Alcohol, 40% food  
Aldermanic District 6 (Ald. Rummel ) • Police Sector 406  
Request for sidewalk cafe.

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that the sidewalk cafe close at 10:00 p.m. nightly. The motion passed by voice vote/other.**

**Registrant(s): Dale Beck**

8. [14142](#) Change of Licensed Premise  
RNF LLC • dba 24 Pump (changing to Liquor, Beer N Grocery)  
2801 University Ave • Agent: Sid Kabir  
Class A Beer, Class A Liquor  
Aldermanic District 11 (Alder Gruber) • Police Sector 101  
Applicant will be removing gas pumps and converting area to new parking area. No changes to the existing building structure. Applicant would like the restrictions lifted from his current Class A Liquor license. Liquor would be stored on gondola racks (see attached exhibit).

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

9. [14651](#) Change of Licensed Premise  
Whiskey River LLC • dba Rev Jim's Roadhouse • capacity of 180  
6402 Millpond Rd • Agent: Kevin Weaver  
Class B Combination Liquor & Beer • 70% Alcohol, 30% food  
Aldermanic District 16 (Alder Compton) • Police Sector 621  
Request to expand licensed premise to include a portion of the parking lot (see attached) for specific outdoor-related events listed in Addendum A.

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following conditions: Outdoor venue/amplification use will be permitted on Friday and Saturday evenings, as well as Sundays from 12 pm to 8 pm if this day falls prior to a Monday holiday, permission for any other day may be granted with prior approval from MPD East District command staff, said request shall be made a minimum of 48 hours prior to event; No amplification prior to Noon or past 12 am allowed during any day or special event; Amplification shall be no louder than 45 decibels within a 100' radius of Rev. Jim's property line, amplification may include live or pre-recorded music; A minimum of one visible identifiable security staff for every 50 customers, security will be responsible for monitoring inside the tavern, outdoor seating or stage area and parking lot; A licensed security company shall be retained to assist with larger scale outdoor events on a case-by-case basis after consultation with MPD; Semi trucks shall not be allowed extended parking in the lot, although this would not prohibit short-term delivery of supplies to include loading and unloading; Fencing will be required surrounding the designated outside venue as depicted in the proposal, with signage indicating "no alcoholic beverages past this point"; capacity kept at 581. The motion passed by voice vote/other.**

**Registrant(s): Atty. Rick Petri; Kevin Weaver**

10. [14652](#) Change of Licensed Premise  
Grid LLC • dba Grid Iron • capacity of 150 (new)  
1501-1509 Monroe St • Agent: Bob Sieger  
Class B Combination Liquor & Beer • 50% Alcohol, 50% food  
Aldermanic District 13 (Alder Kerr) • Police Sector 303  
New hotel replaces old tavern on same property.
- Registrant(s): Bob Sieger; Debra Sieger; Mark Quinn (support); Rosemary Bodolay; Richard Scott (opposed)**
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 7/15/2009. The motion FAILED by the following vote:**
- Excused:** 1 -  
Pamela Bean
- Ayes:** 3 -  
Michael Schumacher; Michael E. Verveer and David A. Hart
- Noes:** 3 -  
Thomas J. Farley; Thomas A. Landgraf and Chet Gerlach

11. [15015](#) Change of Licensed Premise  
Monroe St Bistro LLC • dba Monroe St Bistro • capacity of 63  
2611 Monroe St • Agent: James Palinkas  
Class B Combination Liquor & Beer • 50% Alcohol, 50% food  
Aldermanic District 10 (Alder Solomon) • Police Sector 302  
Request to add seasonal outdoor seating in the front of the restaurant as per approved plans on file with the City's Vending Coordinator.
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that the sidewalk cafe close at 10:00 p.m. The motion passed by voice vote/other.**
- Registrant(s): James Palinkas**

### 21+ Entertainment License

12. [14656](#) 21+ Entertainment License  
LSI Group LLC • dba Europa • Capacity: 720  
6676 Odana Rd • Agent: Kami Eshraghi  
Class B Combination Liquor & Beer • 89% alcohol, 10% food, 1% Other  
Aldermanic District 19 (Alder Clear) • Police Sector 113
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant, due back on 7/15/2009. The motion passed by voice vote/other.**

13. [14992](#) 21+ Entertainment License  
Eno Vino LLC • dba Eno Vino • Capacity: 172  
601 Junction Rd • Agent: Sean Kennedy  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Registrant(s): Sean Kennedy**

14. [14782](#) Separated Liquor License Renewal  
Grid LLC • dba Grid Iron • Capacity: 150  
1509 Monroe St • Agent: Robert Sieger  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 13 (Alder Kerr) • Police Sector 303  
Separation requested by Alder Kerr.

**No action taken. License Renewed by Operation of Law.**

#### License Transfer

15. [15013](#) Public Hearing - Request to Transfer License  
Cafe Porta Alba LLC • dba Cafe Porta Alba • 20% alcohol, 80% food  
558 N Midvale Blvd • Agent: Vincent Pugliese • Estimated Capacity: 60  
Class B Combination Liquor & Beer  
Aldermanic District 11 (Alder Schmidt) • Police Sector 108
- A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**Registrant(s): Vincent Pugliese**

#### New License - Public Hearing

16. [15098](#) Public Hearing - New License  
HML LLC • dba Electric Earth Cafe • 20% alcohol, 80% food  
546 W Washington Ave • Agent: Sean Lee • Estimated Capacity: 78  
Class C Wine  
Aldermanic District 04 (Alder Verveer) • Police Sector 404
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**Registrant(s): Sean Lee**

17. [14580](#) Public Hearing - New License  
LSI Group, LLC • dba Europa • 89% alcohol, 10% food, 1% other  
6676 Odana Rd. • Agent: Kami Eshraghi • Estimated Capacity: 420 (main floor), 300 (banquet)  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear ) • Police Sector 113

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant, due back on 7/15/2009. The motion passed by voice vote/other.**

18. [14991](#) Public Hearing - New License  
Eno Vino LLC • dba Eno Vino • 50% alcohol, 50% food  
601 Junction Rd • Agent: Sean Kennedy • Estimated Capacity: 172  
Class B Combination Liquor & Beer  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128

**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): Sean Kennedy**

19. [14990](#) Public Hearing - New License  
Fat Sandwich Company LLC • dba Fat Sandwich Company  
2% alcohol, 97% food, 1% Other  
555 State St • Agent: Adam Pearlman • Estimated Capacity: 72  
Class B Beer  
Aldermanic District 04 (Alder Verveer) • Police Sector 403 • Density Area

**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): Adam Pearlman; Cole Lewko; Rosemary Lee**

20. [14989](#) Public Hearing - New License  
Riverbrew LLC • dba The Coopers Tavern • 40% alcohol, 60% food  
20 W Mifflin St • Agent: Peter McElvanna • Estimated Capacity: 72  
Class B Combination Liquor & Beer  
Aldermanic District 04 (Alder Verveer) • Police Sector 406 • Density Area

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

**Registrant(s): Amy Marsman; Peter McElvanna; Rosemary Lee**

21. [14984](#) Public Hearing - New License  
Costamex Inc • dba Mundo Latino  
807 S Gammon Rd • Agent: Evelyn Arteaga  
Class A Beer  
Aldermanic District 01 (Alder Sanborn) • Police Sector 123

**A motion was made by Ald. Schumacher, seconded by Gerlach, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 7/15/2009. The motion passed by voice vote/other.**

22. [14987](#) Public Hearing - New License  
Fiesta Mexican Grill Inc • dba Fiesta Mexican Grill • 15% alcohol, 85% food  
7001 Tree Ln #5 • Agent: Anita Mosqueda • Estimated Capacity: 95  
Class B Combination Liquor & Beer  
Aldermanic District 09 (Alder Skidmore) • Police Sector 125
- A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the condition that the Liquor/Beer Agent provide proof that they are a Wisconsin resident. The motion passed by voice vote/other.**
- Registrant(s): Larry Warma (opposed); Peter McElvanna, Amy Marsman (support).**
23. [14988](#) Public Hearing - New License  
Hooters of East Madison LLC • dba Hooters of East Madison  
28% alcohol, 69% food, 3% Other  
2639 East Springs Dr • Agent: Phillip Bull • Estimated Capacity: 241  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Clausius) • Police Sector 517
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Kat Cole; Anita Mosqueda; Phill Bull; Doug Long; John Thiel; Clay Mingus**
24. [14981](#) Public Hearing - New License  
BEL Restaurant Group LLC • dba Tutto Pasta Cucina Italiana  
20% alcohol, 80% food  
107 King St • Agent: Brian Lamphier • Estimated Capacity: 120  
Class B Combination Liquor & Beer  
Aldermanic District 04 (Alder Verveer) • Police Sector 405 • Density Area
- A motion was made by Gerlach, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Brian Lanphier**
25. [14976](#) Public Hearing - New License  
Two Cool Kids LLC • dba Atomic Koi Cocktail Lounge • 90% alcohol, 10% food  
3183 Muir Field Rd • Agent: Hawk Schenkel • Estimated Capacity: 150  
Class B Combination Liquor & Beer  
Aldermanic District 07 (Alder King) • Police Sector 121
- A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant, due back on 7/15/2009. The motion passed by voice vote/other.**

**Operator License Applications**

26. [14258](#) Operator License Application  
Roy Schmitz - Establishment where employed: Edgewater Hotel  
**Registrant(s): Atty. Ron Trachtenberg; Roy Schmitz**  
**A motion was made by Farley, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion FAILED by the following vote:**  
**Excused:** 1 -  
Marsh Shapiro and Pamela Bean  
**Ayes:** 3 -  
Michael Schumacher; Thomas J. Farley and Chet Gerlach  
**Noes:** 3 -  
Michael E. Verveer; Thomas A. Landgraf and David A. Hart
27. [14640](#) Operator License Application  
Daniel Brown - Establishment where employed: Lazy Oaf Lounge  
**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.**
28. [14641](#) Operator License Application  
Daniel Blake - Establishment where employed: Applebees  
**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.**
29. [15041](#) Operator License Application  
Gerard Geraths - Establishment where employed: Kelly's Market  
**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.**
30. [15057](#) Operator License Application  
Jeff Pfister - Establishment where employed: Woody & Anne's  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**  
**Registrant(s): Jeff Pfister**
31. [15058](#) Operator License Application  
Erik Larson - Establishment where employed: Stop-N-Go  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 7/15/2009. The motion passed by voice vote/other.**

32. [15059](#)

Operator License Application

Justin Lillge - Establishment where employed: Capitol Centre Market

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

**Registrant(s): Justin Lillge; Mitch Eveland**

#### **Adjournment**

**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Adjourn. The motion passed by voice vote/other. Meeting adjourned at 10:45 p.m.**