



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 20, 2022

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 for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting 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 need to join the virtual meeting.

3. Watch the Meeting: You can watch the 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, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)
Webinar ID: 816 4983 0103

Applications will go to the Common Council Meeting of May 10, 2022

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: Alder Myadze, Deakon Boggs

Call to Order/Roll Call

Present: 6 - Michael E. Verveer; Karen L. Reece; Kathryn M. Farley; Michael S. Donnelly; Sheri Carter and Stefan J. Fletcher

Absent: 2 - Amanda M. Jovaag and Linda Vakunta

Excused: 2 - Charles Myadze and Deaken Boggs

Non Voting: 4 - Jim Verbick; James Boxrud; Harrison Zanders and Steve Brist

Approval of Minutes

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

Public Comment

1. [71058](#) Public Comment

Disclosures and Recusals

Chair Donnelly disclosed for items 23, 24, and 25 that in the past he has promoted events at the Majestic and High Noon Saloon.

Presentation of the Consent Agenda

2. [71059](#) Consent Agenda

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

Removed items 6 and 7.

Operator's License Applications

3. [70472](#) Operator License Application
Corenna T Levingston-Craig

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

4. [70508](#) Operator License Application
Robin R Thompson - Establishment where employed: Evco Plastic

A motion was made by Fletcher, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE Operator Subcommittee. The motion passed by

voice vote/other.

5. [70883](#)

Operator License Application
Timothy Riley - Establishment where employed: Casey's General Store

A motion was made by Verveer, seconded by Carter, to Table. The motion passed by voice vote/other.

A motion was made by Fletcher, seconded by Reece, to Take Off The Table. The motion passed by voice vote/other.

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

Appearance by Timothy Riley.

Temporary Class B Concurrent with Street Use

6. [71052](#)

Temporary Class B Retailer License
Concurrent with Street Use Permit
Gay Straight Alliance for Safe Schools Inc (GSAFE)
Event Location: 100 Block King Street
Event Date: 8/13/2022 4pm - 11pm
Aldermanic District 4 (Alder Verveer)
Police District: 400
Event: Woof's King St Pride

A motion was made by Carter, seconded by Reece, to Table. The motion passed by voice vote/other.

A motion was made by Verveer, seconded by Fletcher, to Take Off The Table. The motion passed by voice vote/other.

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

One registration in support.

7. [71053](#)

Temporary Class B Retailer License
Concurrent with Street Use Permit
Gay Straight Alliance for Safe Schools Inc (GSAFE)
Event Location: 100 Block King Street
Event Date: 9/17/2022 2pm - 11pm
Aldermanic District 4 (Alder Verveer)
Police District: 400
Event: Octobearfest

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

One registration in support.

Changes of Agent

8. [71054](#) Change of Agent
Flix Brewhouse WI LLC • dba Flix Brewhouse • 85 East Towne Mall
New Agent: Sara Gagnon
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Halverson)

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.

9. [71055](#) Change of Agent
Bartaco Hilldale LLC • dba bartaco • 464 N Midvale Blvd
New Agent: Casey McSweeney
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Martin)

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.

10. [71056](#) Change of Agent
Bassett Johnson Beverage LLC • dba Hampton Inn & Suites • 440 W Johnson St
New Agent: Keith Schroeder
Class A Beer, Class A Liquor
Aldermanic District 4 (Alder Verbeer)

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.

11. [71057](#) Change of Agent
Monona Catering LLC • dba Monona Catering LLC • One John Nolen Dr
New Agent: Wendy Brown-Haddock
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verbeer)

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.

Change of License Conditions

12. [70908](#) Change of Licensed Conditions

Bains Brothers LLC • dba 7 Seas Liquor
1763 Thierer Rd • Agent: Kanhia Lal
Class A Beer, Class A Liquor
Aldermanic District 17 (Alder Halverson) • Police Sector 603
Request to remove conditions.

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

Remove condition 3. "The establishment shall not sell, dispense or give away intoxicating liquor in the original container in amounts of two hundred (200) milliliters or less in volume. 'Intoxicating liquor' shall not include wine in the original container with an alcohol content of 15% or less by volume."

One registration in support.

A motion was made by Verveer, seconded by Farley, to Reconsider. The motion passed by voice vote/other.

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

One registration in support.

Change of Licensed Premise

13. [70993](#) Change of Licensed Premise
SP Roberts LLC • dba Pasqual's Cantina
Current Capacity (in/out): 273/97 • Proposed Capacity (in/out): 150/1150
1344 E Washington Ave • Agent: Julie Chamberlin
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 6 (Alder Benford) • Police Sector 402
Request to temporarily expand premises to include enclosed parking lot for an annual event.

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

Premises shall read:

The premises is expanded to include the parking lot on one day each year for Margarita and Taco Fest.

One registration in support.

14. [71046](#) Change of Licensed Premise
Tip Top Cabaret LLC • dba North Street Cabaret
Current Capacity (in/out): 99/0 • Proposed Capacity (total): 99
610 North St • Agent: Benjamin Altschul

Class B Combination Liquor & Beer • 70% alcohol, 20% food, 10% other
Aldermanic District 12 (Alder Abbas) • Police Sector 503
Request to extend premises to outside on private property between the
establishment, North St, and Mayer Ave.

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

One registration in support.

15. [71049](#)

Change of Licensed Premise
Gilbert Altschul Corp • dba Grandpa's Pizzeria
Current Capacity (in/out): 37/0 • Proposed Capacity (total): 37
1374 Williamson St • Agent: Gilbert Altschul
Class B Beer, Class C Wine • 30% alcohol, 65% food, 5% other
Aldermanic District 6 (Alder Benford) • Police Sector 410
Request to extend premises outdoors onto streatery area approved on private
property.

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

One registration in support.

16. [71050](#)

Change of Licensed Premise
Busses LLC • dba Busses Tavern
Current Capacity (in/out): 49/0 • Proposed Capacity (total): 49
2005 N Sherman Ave • Agent: Benjamin Alschul
Class B Combination Liquor & Beer • 90% alcohol, 8% food, 2% other
Aldermanic District 12 (Alder Abbas) • Police Sector 504
Request to extend premises to include approved streatery on private property.

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

One registration in support.

17. [71051](#)

Change of Licensed Premise
Yahara Inn Ltd • dba Mickey's Tavern
Current Capacity (total): 80 • Proposed Capacity (total): 80
1524 Williamson St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 45% alcohol, 50% food, 5% other
Aldermanic District 6 (Alder Benford) • Police Sector 410
Request to extend premises to include approved streatery on private property.

**A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO
COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice**

vote/other.

One registration in support.

21+ Entertainment License

18. [70757](#) 21+ Entertainment License
Boneyard Productions LLC • dba The Boneyard • Capacity (in/out): 50/100
1018 Walsh Rd • Agent: Steve Ritzer
Class B Combination Liquor & Beer • 90% alcohol, 5% food, 5% other
Aldermanic District 3 (Alder Lemmer) • Police Sector 607

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

**The condition:
Live music must cease by 10pm.**

One registration in support.

Public Hearing

New License - Public Hearing

19. [70259](#) Public Hearing - New License
Liberty Square Gas Station Inc • dba Refuel Pantry - East Wash
4222 E Washington Ave • Agent: Lakhbir Singh
Class A Beer, Class A Liquor
Aldermanic District 17 (Alder Halverson) • Police Sector 518

A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

**The condition is:
1. Class A Liquor license limited to wine and cider sales only.**

One registration in support.

20. [70260](#) Public Hearing - New License
McCunes Edible Spoons LLC • dba Sookie's Veggie Burgers
502 State St • Agent: John McCune • Estimated Capacity (in/out): 50/0
Class B Beer • 10% alcohol, 90% food
Aldermanic District 2 (Alder Heck) • Police Sector 403

A motion was made by Farley, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The condition:

1. Alcohol service shall cease by 10pm.

One registration in support.

21. [70261](#) Public Hearing - New License
El Imperio Mexican Food LLC • dba El Imperio Mexican Food
3162 Maple Grove Dr • Agent: Sandra Castro Reyes • Estimated Capacity: 50
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 7 (Alder Wehelie) • Police Sector 121

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

One registration in support.

22. [70262](#) Public Hearing - New License
Forward Craft and Coffee LLC • dba Forward Craft & Coffee
2166 Atwood Ave • Agent: Daniel Podell • Estimated Capacity: 130
Class B Beer • 45% alcohol, 49% food, 6% other
Aldermanic District 15 (Alder Foster) • Police Sector 601

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

Two registrations in support.

23. [70263](#) Public Hearing - New License
The Renfro Refreshment Company LLC • dba Majestic Theatre
115 King St • Agent: Kevin Willmott II • Estimated Capacity: 600
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

Two registrations in support.

24. [70264](#) Public Hearing - New License
The Renfro Refreshment Company LLC • dba High Noon Saloon
701 E Washington Ave • Agent: Seth Meyrick • Estimated Capacity: 434
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 6 (Alder Benford) • Police Sector 408

A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

Premises includes:

The premises is expanded to include the parking lot one day during each Memorial Day weekend and Labor Day weekend.

Two registrations in support.

25. [70486](#) 18+ Center for Visual & Performing Arts License
The Renfro Refreshment Company LLC • dba High Noon Saloon • Capacity:
400
701 E Washington Ave • Agent: Seth Meyrick
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 6 (Alder Benford) • Police Sector 408

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.

Premises includes:

The premises is expanded to include the parking lot one day during each Memorial Day weekend and Labor Day weekend.

Two registrations in support.

26. [70265](#) Public Hearing - New License
The Renfro Refreshment Company LLC • dba The Sylvee
25 S Livingston St • Agent: Kevin Willmott II • Estimated Capacity: 2684
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 6 (Alder Benford) • Police Sector 408

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

Two registrations in support.

27. [70417](#) Public Hearing - New License
Patricia's Supermarket Inc • dba Los Remedios
1701 Moorland Rd • Agent: Patricia Sanchez
Estimated Capacity (in/out): 80/24
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 14 (Alder Carter) • Police Sector 312

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

One registration in support.

28. [70484](#) 21+ Entertainment License
Patricia's Supermarket Inc • dba Los Remedios • Capacity (in/out): 80/24
1701 Moorland Rd • Agent: Patricia Sanchez
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 14 (Alder Carter) • Police Sector 312

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.

One registration in support.

29. [70731](#) Public Hearing - New License
SOLS LLC • dba Sol's on the Square
117 E Mifflin St • Agent: Jung Yea Choi • Estimated Capacity (in/out): 35/0
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 406

A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The condition is:

1. Establishment must meet the definition of a restaurant under section 38.02 MGO, at all times.

One registration in support.

30. [70737](#) Public Hearing - New License
The Renfro Refreshment Company LLC • dba The Orpheum Theater
216 State St • Agent: Seth Meyrick • Estimated Capacity (in/out): 1700/0
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406

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

Two registrations in support.

31. [70740](#) Public Hearing - New License
Mishqui Peruvian Cuisine LLC • dba Mishqui
4604 Monona Dr • Agent: Cynthia Garcia • Estimated Capacity (in/out): 93/15
Class B Beer, Class C Wine • 20% alcohol, 80% food
Aldermanic District 15 (Alder Foster) • Police Sector 613

A motion was made by Farley, seconded by Reece, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

32. [70741](#) Public Hearing - New License
SSA Group LLC • dba SSA Group LLC
606 S Randall Ave • Agent: Stephanie Grey • Estimated Capacity (in/out): 45/5000
Class B Combination Liquor & Beer • 5% alcohol, 95% food

Aldermanic District 13 (Alder Evers) • Police Sector 205

A motion was made by Fletcher, seconded by Farley, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Report of Madison Police Department

33. [70487](#) Summary of Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

34. [70488](#) Summary of Licenses Issued

Clerk's Office submitted the attached report.

Entity Reorganization

35. [70469](#) Entity Reorganization
R.I. Heritage Inn of Madison Opco LLC • dba Madison Residence Inn
4862 Hayes Rd
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Halverson)
Add one officer, remove one officer

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

Adjournment

A motion was made by Fletcher, seconded by Carter, to Adjourn at 8:49pm. The motion passed by voice vote/other.