



City of Madison

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

Agenda - Amended 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, October 15, 2025

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

Hybrid Meeting

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

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 web
<https://www.cityofmadison.com/watchALRC>
- 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: 827 8186 6683

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 immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

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

Applications will go to the Common Council Meeting of October 28, 2025

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.

Notified Absences:

Call to Order/Roll Call

Approval of Minutes

September 17, 2025: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [90339](#) Public Comment

Disclosures and Recusals

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

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 seperated out for discussion/debate purposes
- 3) items recommending ordinance changes
- 4) operator license applications

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.

2. [89502](#) Operator License Application
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

Changes of Agent

3. [90114](#) Change of Agent
Ultimate Mart LLC • dba Pick 'n Save #131 • 3197 Maple Grove Rd
New Agent: Wanda Long
Class A Beer, Class A Liquor
(District 7)

Entity Reorganization

4. [90117](#) Entity Reorganization
Stuffed Olive Madison LLC • dba Stuffed Olive
351 State St
Class B Combination Liquor & Beer
(District 4)
Remove one officer
5. [90118](#) Entity Reorganization
Double Tap Madison LLC • dba Double Tap
347 State St
Class B Combination Liquor & Beer
(District 4)
Remove one officer
6. [90119](#) Entity Reorganization
Roxxy Madison LLC • dba Roxxy
327 W Gorham St

Class B Combination Liquor & Beer
(District 4)
Remove one officer

Municipal Approval of Full Service Retail Alcohol Sales

7. [90332](#) Municipal Approval of Full Service Retail Alcohol Sales
Sognefjord Winery LLC • dba Sognefjord Winery
Event Location: 2121 Rowley Avenue
Event Date: December 6, 2025 9am - 3pm
Police Sector 206 (District 5)
Event: Blessed Sacrament Christmas Market

Change of License Conditions

8. [89687](#) Change of Licensed Conditions
Pacos Tacos LLC • dba Pacos Tacos • Capacity (in/out): 94/0
1331 Greenway Cross • Agent: Celso Paco Xelhua
Class B Beer, Class C Wine • 15% alcohol, 85% food
21+ Entertainment
Police Sector 309 (District 14)
Request to revise condition 1 to allow alcohol sales until 2am daily.

9. [90120](#) Change of Licensed Conditions
Oscar Q-cos Mexican Restaurant LLC • dba Case Zaragoza
Capacity (in/out): 250/35
1824 S Park St • Agent: Oscar Zaragoza
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 307 (District 14)
Request to allow alcohol service until 2am on Friday and Saturday evenings.

Items Referred

10. [90190](#) Amending Section 33.02 of the Madison General Ordinances to update the composition, terms, and duties of the Alcohol License Review Committee.

Recessed Public Hearing

11. [88502](#) Public Hearing - New License
Speedway LLC • dba Speedway 4132
4902 Verona Rd • Agent: Charles Satterfield

Class A Beer, Class A Liquor
Police Sector 212 (District 10)

12. [88503](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven #35851J
2216 University Ave • Agent: Christopher Martinez Perez
Class A Beer, Class A Liquor
Police Sector 206 (District 5)

Public Hearing

New License - Public Hearing

13. [90109](#) Public Hearing - New License
Crown Hospitality Group LLC • dba Taj Indian Cuisine and Bar
444 S Park St • Agent: Vishal Kumar
Estimated Capacity (in/out): 140/30
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 203 (District 13)
14. [90110](#) Public Hearing - New License
The Baked Lab LLC • dba Baked Lab
2044 Atwood Ave • Agent: Shawn Bolduc
Estimated Capacity (in/out): 15/0
Class B Beer, Class C Wine • 10% alcohol, 85% food, 5% other
Police Sector 410 (District 6)
15. [90111](#) Public Hearing - New License
Welcome Hotels, Inc • dba EconoLodge
4726 E Washington Ave • Agent: Kishan Patel
Estimated Capacity (in/out): 75/0
Class B Combination Liquor & Beer • 5% alcohol, 95% food
Police Sector 518 (District 17)
16. [90112](#) Public Hearing - New License
Mike & Friends LLC • dba Dill Dinkers Madison
5004 Tradewinds Pkwy • Agent: Eric Herkurt-Oakland
Estimated Capacity (in/out): 100/0
Class B Beer • 5% alcohol, 0% food, 95% other
Police Sector 620 (District 16)

Report of Madison Police Department

17. [90337](#) Recent Calls for Service

Report of City Clerk's Office

18. [90338](#) Summary of Licenses Issued

Request to Extend License Issuance Deadline

19. [90417](#) Second request to extend license issuance beyond the 180 day limit under MGO 38.05
MPL Corporation Investment • dba Willy Mart
823 Williamson St • Agent: Amit Kumar
Class A Beer, Class A Liquor, Class A Cider
Police Sector 408 (District 6)

Operator's License Applications

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20. [90420](#) Operator License Application
Cynthia Perry

Adjournment