



# City of Madison

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

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Wednesday, October 15, 2025

5:30 PM

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

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### 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](mailto: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

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**

**Present:** 7 - Carmella Glenn; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley; Amy L. Westra; Yannette Figueroa Cole and Tianna C. Klemons

**Absent:** 1 - Linda Vakunta

**Non Voting:** 6 - Jim Verbick; James Boxrud; Kipp Hartman; Amber McReynolds; Katherine Loving and Kayley M. Bell

**Approval of Minutes**

**A motion was made by Westra, seconded by Glenn, to Approve the Minutes.  
The motion passed by voice vote/other.**

**Public Comment**

1. [90339](#) Public Comment

**Disclosures and Recusals**

**Presentation of the Consent Agenda**

**Operator's License Applications**

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

**A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**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)

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

**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

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

One registration in support.

- 5. [90118](#) Entity Reorganization  
Double Tap Madison LLC • dba Double Tap  
347 State St  
Class B Combination Liquor & Beer  
(District 4)  
Remove one officer

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

One registration in support.

- 6. [90119](#) Entity Reorganization  
Roxxy Madison LLC • dba Roxxy  
327 W Gorham St  
Class B Combination Liquor & Beer  
(District 4)  
Remove one officer

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

One registration in support.

**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

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

**One registration in support.**

### 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.

**A motion was made by Figueroa Cole, seconded by Klemons, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Denial is due to pending prosecution related to an alcohol violation.**

**One registration in support.**

9. [90120](#) Change of Licensed Conditions  
Oscar Q-cos Mexican Restaurant LLC • dba Casa 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.

**A motion was made by Westra, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion failed by voice vote/other.**

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

The conditions are:

1. Alcohol sales shall cease by midnight, daily.
2. Establishment shall provide MPD South District with a security plan.

- 3. Establishment shall meet the definition of a restaurant at defined by Madison General Ordinance 38.02 at all times.
- 4. Establishment shall not have any amplified sound on the exterior of the building.
- 5. Entertainment limited to Friday and Saturday nights.

One registration in support.

#### 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.

**A motion was made by Verveer, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Recommendation is to approve but not strike the following language:  
The President of the Dane County Tavern League, the chair of the Student Council of the Associated Students of Madison, and the University of Wisconsin Chancellor, or their designees, shall serve as technical advisors to the Committee. Technical advisors to the Committee, upon proper recognition by the Chair, may question witnesses who appear before the Committee and may take part in debate, but shall not have a vote and shall not take part in any deliberations held in closed session.**

**15 registrations in opposition.**

**Ayes:** 6 - Carmella Glenn; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley; Yannette Figueroa Coleand Tianna C. Klemons

**Noes:** 1 - Amy L. Westra

#### 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)

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

**The conditions are:**

- 1. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.
- 2. Flavored malt beverages containing up to 6% alcohol by volume may not be sold,

dispensed or given away in the original container in amounts less than a four pack of 12

ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12-ounce bottles or cans.

3. The establishment shall not sell, dispense or give away flavored fortified wines in the original container with an alcohol content of more than 12.5% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).

4. Sales of alcohol shall be limited to beer, wine, cider, and fermented malt beverages only.

Three registrations in support.

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)

A motion was made by Verveer, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion passed by the following vote:

The conditions are:

1. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.

2. Flavored malt beverages containing up to 6% alcohol by volume may not be sold,

dispensed or given away in the original container in amounts less than a four pack of 12

ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12-ounce bottles or cans.

3. The establishment shall not sell, dispense or give away flavored fortified wines in the original container with an alcohol content of more than 12.5% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).

4. Sales of alcohol shall be limited to beer, wine, cider, and fermented malt beverages only.

Three registrations in support.

**Ayes:** 5 - Michael E. Verveer; Kathryn M. Farley; Amy L. Westra; Yannette Figueroa Coleand Carmella Glenn

**Noes:** 1 - Tianna C. Klemons

**Abstentions:** 1 - Colin R. Barushok

### 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)

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

**The conditions are:**

- 1. Exterior seating shall close nightly by 11:00 pm.**
- 2. No outdoor entertainment is permitted.**

**Premises amended to remove references to including the parking lot.**

**One registration in support.**

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)

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

**One registration in support.**

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)

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

The conditions are:

1. Alcohol service restricted to hotel guests only.
2. The establishment shall limit sales to two beverages per room, per day.
3. Alcohol sales shall cease by 9:30 pm.

One registration in support.

16. [90112](#) Public Hearing - New License  
Mike & Friends LLC • dba Dill Dinkers Madison  
5004 Tradewinds Pkwy • Agent: Eric Herkurt-Oakland  
Estimated Capacity (in/out): 150/0  
Class B Beer • 5% alcohol, 0% food, 95% other  
Police Sector 620 (District 16)

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

One registration in support.

#### Report of Madison Police Department

17. [90337](#) Recent Calls for Service  
MPD submitted the attached report.

#### Report of City Clerk's Office

18. [90338](#) Summary of Licenses Issued  
Clerk's Office submitted the attached report.

#### 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)  
A motion was made by Westra, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.  
One registration in support.

#### Operator's License Applications

20. [90420](#) Operator License Application

Cynthia Perry

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

**Appearance by Cynthia Garcia.**

**Adjournment**

**A motion was made by Glenn, seconded by Westra, to Adjourn at 9:46pm. The motion passed by voice vote/other.**