



# City of Madison

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

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, July 20, 2016

5:30 PM

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

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### Call to Order/Roll Call

**Present:** 15 - Paul E. Skidmore; Michael E. Verveer; Eric Christianson; James Boxrud; Carl Gloede; Roger Allen; Fernando Cano Ospina; Thomas A. Landgraf; Kathryn D. Hill; Michael S. Donnelly; Patrick J. Grady; Everett D. Mitchell; Mark D. Woulf; Shiva Bidar-Sielaff and Stefan J. Fletcher

**Absent:** 1 - Charles D. Kreger

Applications will go to the Common Council Meeting of August 2, 2016.

**Notified Absences: None.**

### Approval of Minutes

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Approve the Minutes. The motion passed by voice vote/other.

### Public Comment

None heard.

### Disclosures and Recusals

None offered.

### Presentation of the Consent Agenda

#### Operator's License Applications

1. [43472](#) Operator License Application  
Kelly Jean Meyers - Establishment where employed: Target

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

2. [43784](#) Operator License Application  
Amber Schultz - Establishment where employed: Benvenutos

A motion was made by Bidar-Sielaff, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice

vote/other.

- 2a. [43800](#) Operator License Application  
William Hoekstra- Establishment where employed: Rocky Rococo
- A motion was made by Verveer, seconded by Donnelly, to Refer to the regular August 2016 meeting of the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
- 2b. [43801](#) Operator License Application  
Matthew M Gately - Establishment where employed: UW Madison
- This License was Withdrawn as this application is on the agenda in error and the license has already been granted.**

#### Temporary Class B Concurrent with Street Use

3. [43458](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Jazz at Five Inc  
Event Location: 100 Block State Street  
Event Date: 8/10/16, 8/17/16, 8/24/16, 8/31/16, 9/7/16  
Aldermanic District 4 (Alder Verveer)  
Police District: 405  
Event: Jazz at Five
- A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
4. [43661](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Parks Foundation  
Event Location: 202 S Ingersoll St  
Event Date: August 21, 2016  
Aldermanic District 6 (Alder Rummel)  
Police District: 408  
Event: Yum Yum Fest
- A motion was made by Donnelly, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other. The conditions are:**
- 1. The applicant must submit to the Office of the City Attorney on or before August 1 a written agreement between the Madison Chef's Network and the Madison Parks foundation indicating that the Madison Parks foundation will staff and operate all service of alcohol.**
  - 2. No third party vendors of alcohol are allowed at the event.**
  - 3. There shall be at least one licensed operator at each separate venue distributing alcoholic beverages at all times.**
  - 4. The applicant must submit to the City of Madison Risk Manager on or before August 1 proof of liability insurance including coverage for liquor liability**

issues.

**Entity Reorganization**

5. [43462](#) Entity Reorganization  
El Sabor de Puebla LLC • dba El Sabor de Puebla  
1133 Williamson St  
Class B Beer & Class C Wine  
Aldermanic District 6 (Alder Rummel)  
Add 1 new officer and remove 1 officer.

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

6. [43463](#) Entity Reorganization  
Fraternal Order of Eagles #623 • dba Eagles Club 623  
2109 Bartillon Dr  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Baldeh)  
Add 2 new officers and remove 2 officers.

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

7. [43465](#) Entity Reorganization  
Irwin A & Robert D Goodman Community Center Inc • dba Goodman  
Community Center  
149 Waubesa St  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Add 4 new officers and remove 4 officers.

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

8. [43466](#) Entity Reorganization  
Bull Ring of Madison • dba Irish Pub  
317 State St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Add 2 new officers.

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

9. [43467](#) Entity Reorganization

Kelley Williamson Co • dba:

- Mobil Mart, 3859 E Washington Ave, District 17 (Alder Baldeh)
- Mobil Mart, 636 W Washington Ave, District 4 (Alder Verveer)
- Old Sauk Mobil, 33 Junction Ct, District 9 (Alder Skidmore)
- Mobil Mart, 8230 Watts Rd, District 9 (Alder Skidmore)
- Mobil Mart, 2601 Shopko Dr, District 12 (Alder Palm)
- Kelley's Market, 901 S Gammon Rd, District 1 (Alder McKinney)

Add 1 new officer.

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

10. [43468](#)

Entity Reorganization

Mega Marts LLC • dba Metro Market #6434

6010 Cottage Grove Rd

Class B Combination Liquor & Beer

Aldermanic District 3 (Alder Hall)

Remove 1 officer.

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

#### Change of Licensed Premise

11. [43469](#)

Change of Licensed Premise

Blazin Wings Inc • dba Buffalo Wild Wings • Capacity: 312 indoor/60 outdoor

240 East Towne Blvd • Agent: William J Wikert

Class B Combination Liquor & Beer • 18.9% alcohol, 81.1% food

Aldermanic District 17 (Alder Baldeh) • Police Sector 631

Interior/exterior remodel and increased interior seat count.

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

#### 21+ Entertainment License

12. [42983](#)

21+ Entertainment License

Divine Orders Catering LLC • dba Divine Orders Catering LLC • Capacity: 75

2122 Luann Ln • Agent: Sebrina Smith

Class B Combination Liquor & Beer • 40% alcohol, 50% food

Aldermanic District 14 (Alder Carter) • Police Sector 308

**A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the regular August 2016 meeting of the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

13. [43785](#) 21+ Entertainment License  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310
- A motion was made by Donnelly, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### Items Referred

- 13a. [43529](#) SUBSTITUTE Creating Section 38.05(3)(a)12. of the Madison General Ordinances to require an applicant to provide a statement of intent to operate under the alcohol license within 90 days of Common Council granting the license and if license is not issued within 90 days of said granting, the license shall be surrendered.
- A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### Recessed Public Hearing

- [42984](#) Public Hearing - New License  
Star UWM LLC • dba 5 Star Barbeque  
605 E Washington Ave • Agent: Matthew Reich  
Estimated Capacity: 99  
Class B Beer, Class C Wine • 10% alcohol, 90% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 400
- A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion failed by voice vote/other.**
- A motion was made by Verveer, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
15. [42993](#) Public Hearing - New License  
Divine Orders Catering LLC • dba Divine Orders Catering  
2122 Luann Ln • Agent: LaVerne Buchanan • Estimated Capacity: 75  
Class B Combination Liquor & Beer • 40% alcohol, 50% food, 10% other  
Aldermanic District 14 (Alder Carter) • Police Sector 308
- A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### Public Hearing

#### New License - Public Hearing

16. [43449](#) Public Hearing - New License  
Glaze Madison One LLC • dba Glaze Teriyaki  
563 State St • Agent: David Sanborn • Estimated Capacity: 100  
Class B Combination Liquor & Beer • 2% alcohol, 98% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant. The motion passed by voice vote/other.**

17. [43450](#) Public Hearing - New License  
Madison Express LLC • dba Holiday Inn Express and Suites Madison  
5150 High Crossing Blvd • Agent: John D Hartman • Estimated Capacity: 517  
Class B Combination Liquor & Beer • 1% alcohol, 99% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 633

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

18. [43451](#) Public Hearing - New License  
Elies Inc • dba Elie's  
4102 Monona Dr • Agent: Vebi Hodza • Estimated Capacity: 210  
Class B Beer, Class C Wine • 20% alcohol, 80% food  
Aldermanic District 15 (Alder Ahrens) • Police Sector 613

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

19. [43452](#) Public Hearing - New License  
Williamson Street Grocery Coop • dba Willy Street Coop  
2817 N Sherman Ave • Agent: Jennifer Skowronek  
Class A Beer and Class A Liquor  
Aldermanic District 12 (Alder Palm) • Police Sector 504

**This License was RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING**

20. [43453](#) Public Hearing - New License  
Hue Art Gallery LLC • dba Macha Tea Company  
823 E Johnson St, Suite 5 • Agent: Anthony Verbrick • Estimated Capacity: 40  
Class B Beer, Class C Wine • 5% alcohol, 45% food, 50% other  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

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

The condition is that the establishment shall close by 11pm.

21. [43457](#) Public Hearing - New License  
Lomo TRC LLC • dba Roman Candle Pizza  
2623 Monroe St, Suite 100 • Agent: James Ember • Estimated Capacity: 95  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

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

The conditions are:

1. The establishment shall close at 10pm Sunday through Thursday and Midnight Friday and Saturday.
2. No outdoor seating allowed.

22. [43509](#) Public Hearing - New License  
LM Madison LLC • dba Lotsa  
506 State St • Agent: Mark Karels • Estimated Capacity: 75  
Class B Beer & Class C Wine • 5% alcohol, 95% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 403

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

The condition is that the licensee has voluntarily agreed to cease alcohol sales at midnight.

23. [43558](#) Public Hearing - New License  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310

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

The conditions are:

1. The establishment shall close by 2am each night, with alcohol sales ending by 1:30am.
2. Prior to the regular October 2016 meeting of the Alcohol License Review Committee, a community meeting is to be held to discuss noise, loitering, trash, etc. and to re-evaluate the closing time.
3. Parking lot exit onto Beld Street will be gated and closed after 9pm every

- night (forcing traffic to come and go from Park St).
4. Security will be hired and will sweep through the lot at closing time to encourage patrons to leave the area.
  5. Sol Azteca staff will not use the outdoor trash bin or the rear door facing Beld Street after 9pm.
  6. Sol Azteca will move the outdoor trash bin so that it is adjacent to the building and will have it surrounded with fencing.
  7. Sol Azteca staff will move interior speakers so they direct amplified sound towards S. Park Street.
  8. Sol Azteca staff will sweep the parking lot for trash and alcohol containers at least once every day.
  9. The applicant must appear before the Alcohol License Review Committee at their regular October 2016 meeting.
  10. The establishment must meet the definition of a restaurant under MGO 38.02 at all times of operation.

#### Discussion Items

24. [36923](#) Update and discussion on proposed temporary downtown moratorium.
- This report was given during the discussion of a previous item.

#### Report of the Food and Alcohol Policy Director

25. [43786](#) Madison Food and Alcohol Policy Director remarks to the committee.
- The committee thanked Mr. Woulf for his service and wished him well.
- Mister Donnelly moved and Alder Verveer seconded a motion to commend Mr, Woulf for his extraordinary performance. The committee was in unanimous agreement.

#### Report of Madison Police Department

26. [34003](#) Summary of recent calls for service
- The Committee had no questions on this report.

#### Report of City Clerk's Office

27. [28524](#) Summary of licenses issued
- The Committee had no questions on this report.

#### Adjournment

A motion was made by Fletcher, seconded by Grady, to Adjourn at 8:44pm. The motion passed by voice vote/other.