



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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, February 17, 2010

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 March 2, 2010

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

**Barb Mercer was in attendance representing the Dane County Tavern League.**

**Present: 13 -**

Michael Schumacher; Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Thomas A. Landgraf; David A. Hart; Chet Gerlach; Pamela Bean; Dawn B. Crim; Katherine Plominski; Shiva Bidar-Sielaff and Mark D. Woulf

**Excused: 2 -**

Michael E. Verveer and Thomas J. Farley

### Approval of Minutes

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

### Public Comment

**Change of Licensed Premise**

1. [17248](#) Change of Licensed Premise  
802 Regent LLC • dba Buckingham's • capacity of 180  
802 Regent St • Agent: Danny Ironmonger  
Class B Combination Liquor & Beer • 48% Alcohol, 51% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 404  
Request to include parking lot just to the west of the premises for stadium special events.  
  
**Registrant(s): Danny Ironmonger; Scott Nerat**  
  
**A motion was made by Bean, seconded by Gerlach, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by the following vote:**  
  
**Excused:** 2 -  
Michael E. Verveer and Thomas J. Farley  
  
**Ayes:** 5 -  
Michael Schumacher; Thomas A. Landgraf; Chet Gerlach; Pamela Bean and Mark D. Woulf  
  
**Noes:** 2 -  
David A. Hart and Shiva Bidar-Sielaff
2. [17314](#) Change of Licensed Premise  
Target Corporation • dba Target Store T-1060  
201 Junction Rd • Agent: David Gouder  
Class A Beer, Class A Liquor  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128  
Due to the expansion of their market/grocery area, they will be expanding their liquor offerings from the current 55-110 square feet to 130-150 square feet.  
  
**A motion was made by Mr. Woulf, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**  
  
**Registrant(s): David Gauder**
3. [17315](#) Change of Licensed Premise  
Target Corporation • dba Target T-1069  
4301 Lien Rd • Agent: Ryan Ostman  
Class A Beer, Class A Liquor  
Aldermanic District 17 (Alder Clausius) • Police Sector 605  
Due to the expansion of their market/grocery area, they will be expanding their liquor offerings from the current 55-110 square feet to 130-150 square feet.  
  
**A motion was made by Mr. Woulf, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**  
  
**Registrant(s): Ryan Ostman**

4. [17326](#) Change of Licensed Premise  
Vintage II • dba Vintage Brewing Co • capacity of 379  
674 S Whitney Way • Agent: Trent Kraemer  
Class B Combination Liquor & Beer • 48% Alcohol, 52% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
Request to extend retaining wall on east side of parking lot across the front of building. Build a patio out of concrete/brick pavers that extends off of the veranda and goes accross 1/2 of the front (east side) of (approx 1250 sq ft) building.
- A motion was made by Gerlach, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
5. [17336](#) Change of Licensed Premise  
Okinawa Sushi LLC • dba Sushi Hut • capacity of 38 (current) 70 (proposed)  
505 State St • Agent: Mang Pau  
Class B Beer, Class C Wine • 20% Alcohol, 80% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 403  
Newly renovated upstairs to Sushi Hut with seating for additional 32 patrons. Would like to extend current license to second floor of restaurant.
- A motion was made by Bean, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Registrant: Jeff Naimon

#### 21+ Entertainment License

6. [17296](#) 21+ Entertainment License  
Wisconsin QSL, LLC • dba Quaker Steak and Lube • Capacity: 200  
222 W. Gorham • Agent: Scott Acker  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Bean, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### 18+ Performing Arts License

7. [17015](#) 18+ Center for Visual & Performing Arts License  
Brickhouse BBQ LLC • dba Brickhouse BBQ • Capacity: 180  
402 W Gorham St • Agent: Jong Yean Lee  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 403
- A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant, due back on 3/17/2010. The motion passed by voice vote/other.**

8. [17237](#) 18+ Center for Visual & Performing Arts License  
University Sports Inc • dba Johnny O's • Capacity: 386  
620 University Ave • Agent: Jon Okonek  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Aldermanic District 08 (Alder Eagon) • Police Sector 403

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

**Registrants: Jon Okonek; Officers Kristen Roman & Tony Fiore**

**New License - Public Hearing**

9. [16727](#) Public Hearing - New License  
Bernie & Tony's Piano Bar & Sicilian Restaurant LLC • dba Bernie & Tony's  
30% alcohol, 65% food, 5% Other  
4265 W Beltline Hwy • Agent: Thomas Caputo • Estimated Capacity: 100  
Class B Combination Liquor & Beer  
Aldermanic District 10 (Alder Solomon) • Police Sector 104

**This License was Refer to the ALCOHOL LICENSE REVIEW COMMITTEE at the request of the applicant, due back on 3/17/2010.**

10. [17241](#) Public Hearing - New License  
DB's Services Inc • dba DB's Service Center  
902 Atlas Ave • Agent: David Blatter  
Class A Beer  
Aldermanic District 03 (Alder Cnare) • Police Sector 611

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

**Registrants: Richard Blatter**

11. [17243](#) Public Hearing - New License  
Faouzi LLC • dba Faouzi's Bar & Grill • 40% alcohol, 60% food  
4245 W Beltline Hwy • Agent: Corey Rogers • Est. Capacity: 120 or less  
Class B Combination Liquor & Beer  
Aldermanic District 10 (Alder Solomon) • Police Sector 104  
Applicants formerly employed by Campus Sounds, Cardinal Bar, Perkins R&B, Hillcroft Co.

**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**

**Registrant(s); Corey Rogers**

12.     [17244](#)           Public Hearing - New License  
Amodt & Fitzgerald LLC • dba Revolution Cycles • 1% alcohol, 99% Other  
2330 Atwood Ave • Agent: Jeff Fitzgerald • Estimated Capacity: 85  
Class B Beer  
Aldermanic District 06 (Alder Rummel) • Police Sector 601  
  
**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**  
  
**Registrant: Jeff**
13.     [17245](#)           Public Hearing - New License  
Nostrano Inc • dba Nostrano • 26% alcohol, 74% food  
111 S Hamilton St • Agent: Timothy Dahl • Estimated Capacity: 49  
Class B Combination Liquor & Beer  
Aldermanic District 04 (Alder Verveer) • Police Sector 405 • Density Area  
Applicants formerly employed by Boka Restaurant, Naha Restaurant, Kids Express Learning Center, Wisconsin Milk Marketing Board, and University of Wisconsin - Madison.  
  
**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
  
**Registrants: Elizabeth Dahl; Timothy Dahl**
14.     [17256](#)           Public Hearing - New License  
Vintage II Inc • dba Vintage Brewing Company  
55% alcohol, 44% food, 1% Other  
674 S Whitney Way • Agent: Trent Kraemer • Estimated Capacity: 362  
Wholesale Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
  
**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.**  
  
**Registrants: Trent Kraemer; Bryan Manning; Michael Bridges**
15.     [17289](#)           Public Hearing - New License  
Lee's Asian Bistro LLC • dba Lee's Asian Bistro  
10% alcohol, 90% food  
4604 Monona Drive • Agent: Luc Le • Estimated Capacity: 90  
Class B Combination Liquor & Beer  
Aldermanic District 15 (Alder Palm) • Police Sector 613  
  
**A motion was made by Bean, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
  
**Registrants: Luc Lee**

16. [17293](#) Public Hearing - Transfer of License Location  
Deja Food, LLC • dba L'Etoile • 25-35% alcohol, 65-75% food  
Transferring license from 25 N. Pinckney Street to 1 S. Pinckney Street  
Agent: Traci Miller • Estimated Capacity: 317  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area  
  
**A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
  
**Registrants: Traci Miller, Jeffrey Storch, Kevin O Driscoll, Paul Muench, Diane Christensen**
17. [17294](#) Public Hearing - New License  
Von Kulmbach, LLC • dba Knuckle Down Saloon  
50% alcohol, 50% food  
2513 Seiferth Road • Agent: Christopher Kalmbach  
Estimated Capacity: 99  
Class B Combination Liquor & Beer  
Aldermanic District 16 (Alder Compton) • Police Sector 619  
  
**A motion was made by Gerlach, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the conditions agreed upon with MPD: Lighting on the south and east sides of the building, private security system, cameras installed. The motion passed by voice vote/other.**  
  
**Registrants: Chris Kalmbach; Mark Zimmer.**
18. [17295](#) Public Hearing - New License  
Wisconsin QSL, LLC • dba Quaker Steak and Lube  
40% alcohol, 60% food  
222 W. Gorham • Agent: Scott Acker • Estimated Capacity: 200  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area  
  
**A motion was made by Bean, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the condition that the establishment will meet the definition of a restaurant as defined in Madison General Ordinances section 38.02. . The motion passed by voice vote/other.**  
  
**Registrants: Kevin ODriscoll; Scott Acker; Rosemary Lee**

#### Operator's License Applications

19. [17006](#) Operator License Application  
Michael Ring - Establishment where employed: Olympic Wall Sys.  
  
**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

20.     [17238](#)           Operator License Application  
          Joshua Truitt - Establishment where employed: Mr. Roberts
- A motion was made by Woulf, with NO SECOND. Motion dies.**
- A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by voice vote/other.**
- Registrant: Joshua Truitt**
21.     [17239](#)           Operator License Application  
          Sara Hatzenbeller - Establishment where employed: Hooters
- A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**
22.     [17240](#)           Operator License Application  
          Corderro Earls - Establishment where employed: PDQ
- A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**
23.     [17327](#)           Operator License Application  
          Christopher Misurelli - Establishment where employed: Inn on the Park
- A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**
24.     [17328](#)           Operator License Application  
          Sarah Steffes - Establishment where employed: Packer Inn
- A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/17/2010. The motion passed by voice vote/other.**

### Action Items

25.     [16302](#)           Creating new Section 38.12 and renumbering current Section 38.12 to Section 38.13 to prohibit the sale of alcohol to habitually intoxicated persons; amending Section 24.02 relating to disorderly conduct in a public place while under the influence of alcohol; and amending Sec. 1.08(3) of the Madison General Ordinances to establish a bail deposit for a violation.
- A motion was made by Ald. Schumacher, seconded by Ald. Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 4/21/2010. The motion passed by voice vote/other.**

### Discussion Items

26. [16730](#) Hip Hop Best Practices

**Policy coordinator Plominski gave an update and requested that License Clerk Statz laminate a copy of the practices for the binders.**

27. [17329](#) Madison Responsible Retailing Forum Announcement

**Justin Frank provided a handout.**

#### **Report of the Alcohol Policy Coordinator**

28. [17343](#) Entertainment license update (Legislative File Number 16205)  
new website for alcohol policy  
subcommittee update

#### **Report of the City Attorney**

29. [08455](#) Summary of Recent Office Enforcement Actions.

#### **Report of Madison Police Department**

30. [17358](#) See attached Incident Report

#### **Report of City Clerk's Office**

31. [17342](#) See attached summary of liquor licenses.

#### **Adjournment**

**A motion was made by Bean, seconded by Ald. Schumacher, to Adjourn. The motion passed by voice vote/other. Meeting adjourned at 8:39 p.m.**