



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, April 15, 2009

5:30 PM

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

Present: 12 -

Michael Schumacher; Michael E. Verveer; Ronda Statz; Marsh Shapiro;
Carl Gloede; Steve Brist; Thomas A. Landgraf; David A. Hart; Chet
Gerlach; Pamela Bean; Dawn B. Crim and Katherine Plominski

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 May 5, 2009.

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

Present: 12 -

Michael Schumacher; Michael E. Verveer; Ronda Statz; Marsh Shapiro;
Carl Gloede; Steve Brist; Thomas A. Landgraf; David A. Hart; Chet
Gerlach; Pamela Bean; Dawn B. Crim and Katherine Plominski

Approval of Minutes

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

Public Comment

Changes of Agent

1. [14129](#) Change of Agent
Logans Madtown LLC • dba Logans • 322 W Johnson St
New Agent: Tom Woodford
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 04 (Alder Verveer) • Police Sector 403

A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice

vote/other.

Registrant(s): Tom Woodford

2. [14199](#) Change of Agent
CEC Entertainment Inc • dba Chuck E Cheese's • 438 Grand Canyon Dr
New Agent: Grant Dinehart
Class B Beer, Class C Wine • 1% alcohol, 66% food, 33% Other
Aldermanic District 19 (Alder Clear) • Police Sector 113
- A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
3. [14246](#) Change of Agent
Nakoma Golf Club Inc • dba Nakoma Golf Club • 4145 Country Club Rd
New Agent: Keith Frederick
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 10 (Alder Solomon) • Police Sector 103
- A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Changes of Corporate Control

4. [14130](#) Change of Corporate Control -- 1 new officer
Orbut of State Street Inc • dba Mondays • 100% alcohol, 0% food
523 State St • Agent: Gary Garten
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 403
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
5. [14131](#) Change of Corporate Control -- 1 new officer
The Noodle Shop Co - Wisconsin Inc • dba Noodles & Company
1% alcohol, 99% food
4280 East Towne Blvd • Agent: OJ Kaiser
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Clausius) • Police Sector 515
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
6. [14132](#) Change of Corporate Control -- 1 new officer
The Noodle Shop Co - Wisconsin Inc • dba Noodles & Company
1% alcohol, 99% food
232 State St • Agent: Danny Wollner
Class B Beer, Class C Wine
Aldermanic District 04 (Alder Verveer) • Police Sector 406
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

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7. [14144](#) Change of Corporate Control -- 1 new officer
The Noodle Shop Co - Wisconsin Inc • dba Noodles & Company
1% alcohol, 99% food
7050 Mineral Point Rd • Agent: Rick Hacker
Class B Beer, Class C Wine
Aldermanic District 09 (Alder Skidmore) • Police Sector 125
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
8. [14145](#) Change of Corporate Control -- 1 new officer
Stop-N-Go of Madison Inc • dba Stop-N-Go #253
5445 University Ave • Agent: Andrew Bowman
Class A Beer
Aldermanic District 19 (Alder Clear) • Police Sector 109
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
9. [14147](#) Change of Corporate Control -- 1 new officer
Stop-N-Go of Madison Inc • dba Stop-N-Go #255
2002 Winnebago St • Agent: Andrew Bowman
Class A Beer
Aldermanic District 06 (Alder Rummel) • Police Sector 410
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
10. [14149](#) Change of Corporate Control -- 1 new officer
Stop-N-Go of Madison Inc • dba Stop-N-Go #284
6202 Schroeder Rd • Agent: Andrew Bowman
Class A Beer
Aldermanic District 01 (Alder Sanborn) • Police Sector 114
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
11. [14150](#) Change of Corporate Control -- 1 new officer
Stop-N-Go of Madison Inc • dba Stop-N-Go #287
3734 Speedway Rd • Agent: Andrew Bowman
Class A Beer
Aldermanic District 11 (Alder Gruber) • Police Sector 101
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
12. [14234](#) Change of Corporate Control -- 3 new officers
Zor Shriners AAONMS • dba Zor Shriners AAONMS • 35% alcohol, 65% food
575 Zor Shrine Pl • Agent: Kent Englund
Class B Combination Liquor & Beer
Aldermanic District 09 (Alder Skidmore) • Police Sector 124
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion

passed by voice vote/other.

13. [14247](#) Change of Corporate Control -- 1 new officer
Nakoma Golf Club Inc • dba Nakoma Golf Club • 30% alcohol, 70% food
4145 Country Club Rd • Agent: Keith Frederick
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 103
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Change of Licensed Premise

14. [14142](#) Change of Licensed Premise
RNF LLC • dba 24 Pump (changing to Liquor, Beer N Grocery)
2801 University Ave • Agent: Sid Kabir
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Gruber) • Police Sector 101
Applicant will be removing gas pumps and converting area to new parking area. No changes to the existing building structure. Applicant would like the restrictions lifted from his current Class A Liquor license. Liquor would be stored on gondola racks (see attached exhibit).

A motion was made by Landgraf, seconded by Gerlach, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 5/20/2009. The motion passed by voice vote/other.

Registrant(s): Sid Kabir

15. [14190](#) Change of Licensed Premise
Mitat Ibrahim • dba Horseshoe Bar • capacity of 99
3900 Dempsey Rd
Class B Combination Liquor & Beer • 70% Alcohol, 30% food
Aldermanic District 15 (Alder Palm) • Police Sector 613
Request to remove all license conditions.
- A motion was made by Gerlach, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 5/20/2009. The motion passed by voice vote/other.**

Registrant(s): David Mandell

16. [14414](#) Change of Licensed Premise
Food Fight Inc • dba Fresco • capacity of 70
227 State St • Agent: Caitlin Suemnicht
Class B Combination Liquor & Beer • 30% Alcohol, 70% food
Aldermanic District 04 (Alder Verveer) • Police Sector 405
Service bar remodeled to a bar that seats approximately 9 - 11 people. Bench for dinner seating removed to accommodate bar.
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Registrant(s): Caitlin Suemnicht

New License - Public Hearing

17. [14128](#) Public Hearing - New License
Madison CS Hospitality LLC • dba Madison Cambria Suites
26% alcohol, 74% food
5045 Eastpark Blvd • Agent: Robert Rehm Jr • Estimated Capacity: 40
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius) • Police Sector 520
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.
Registrant(s): Douglas Allen; Robert Rehm Jr
18. [14141](#) Public Hearing - New License
Fauerbach Brewing Co LLC • dba Fauerbach Brewing Co LLC • 100% alcohol
2310 Daniels St #148 • Agent: Peter Fauerbach
Wholesale Beer
Aldermanic District 16 (Alder Compton) • Police Sector 617
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.
Registrant(s): Peter Fauerbach
19. [14155](#) Public Hearing - New License
Old Market Bistro LLC • dba Old Market Bistro • 15% alcohol, 85% food
15 N Butler • Agent: Forrest Thomas • Estimated Capacity: 99
Class B Combination Liquor & Beer
Aldermanic District 02 (Alder Konkel) • Police Sector 406 • Density Area
A motion was made by Bean, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
Registrant(s): Forrest Thomas; Erik Minton
20. [14159](#) Public Hearing - New License
Madison East Beverage LLC • dba Staybridge Suites
3301 City View Dr • Agent: Lisa Betow • Estimated Capacity: 90 guest rooms
Class C Wine
Aldermanic District 17 (Alder Clausius) • Police Sector 519
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.
This application will return at the May 20th meeting for the Class C Wine license that was not applied for in error.
Registrant(s): Lisa Betow; Brody Richter
21. [13466](#) Operator License Application
Scott Vest - Establishment where employed: Tony Franks

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.

22. [13955](#)

Operator License Application
Erin Nonn - Establishment where employed: Locker Room

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.

23. [13956](#)

Operator License Application
Evan Shaffer - Establishment where employed: Coliseum Bar

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

Registrant(s): Evan Shaffer

24. [13957](#)

Operator License Application
Veronica Flores - Establishment where employed: n/a

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.

25. [13958](#)

Operator License Application
Jeffrey Mast - Establishment where employed: Becks of Dane Co.

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.

26. [13959](#)

Operator License Application
Nicholas Rick - Establishment where employed: Bucks

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.

Operator's License Applications

27. [14255](#)

Operator License Application
Sarah Hoffmaster - Establishment where employed: Tilted Kilt East

A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 5/20/2009. The motion passed by voice vote/other.

28. [14256](#)

Operator License Application
Colin Jones - Establishment where employed: n/a

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(s): Colin Jones

29. [14257](#) Operator License Application
Amanda Krause - Establishment where employed: Paradise Lounge

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

Registrant(s): Amanda Krause

30. [14258](#) Operator License Application
Roy Schmitz - Establishment where employed: Edgewater Hotel

Registrant(s): Roy Schmitz

A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by the following vote:

Ayes: 4 -
Michael Schumacher; David A. Hart; Chet Gerlach and Pamela Bean

Noes: 2 -
Michael E. Verveer and Thomas A. Landgraf

Action Items

31. [14171](#) THIRD SUBSTITUTE - Creating 38.07(15) of the Madison General Ordinances to prohibit the sale of beer or malt liquor in amounts less than the amount contained in a six pack of bottles or cans, intoxicating liquor in amounts of two hundred (200) milliliters or less in volume, malt based flavored coolers in less than a four pack, and the sale of fortified wines for consumption off premises.

Registrant(s): Jim Schutz; Rosemary Lee; Ron Trachtenberg

A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Ayes: 5 -
Michael Schumacher; Michael E. Verveer; Thomas A. Landgraf; David A. Hart and Pamela Bean

Noes: 1 -
Chet Gerlach

32. [13735](#) Amending Sec. 38.02 of the Madison General Ordinances to revise the definition of restaurant for the purposes of Chapter 38.

Item should not have been on agenda as it was approved at the last meeting.

Discussion Items

33. [11648](#) Discussion and Appointment of Members to Subcommittees

Referred to May 20.

34. [13568](#) Exploring an increase in the cost of Reserve Liquor Licenses

Will be added as action item on May 20 agenda.

35. [13569](#) ALRC License Suspension/Revocation Hearing Guidelines

Will be added as action item on May 20 agenda.

36. [13630](#) Alcohol License Disciplinary Procedures

It was requested that a list of unused licenses be provided at the 5/20 meeting.

Report of the Alcohol Policy Coordinator

37. [14305](#) Report of the Alcohol Policy Coordinator
-ALRC renewal policies and procedures

Alcohol Policy Coordinator Plominski gave an update. Chairperson Hart gave Ms Plominski permission to form a Subcommittee to review drinking specials.

Report of the City Attorney

38. [08455](#) Summary of Recent Office Enforcement Actions.

Assistant City Attorney Brist gave an update.

Report of Madison Police Department

39. [14304](#) MPD Incident Report 4-09

Report of City Clerk's Office

40. [14306](#) Summary of Licenses Issued

Adjournment

Meeting adjourned at 10:00 p.m.