



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, July 21, 2010

5:30 PM

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

Call to Order/Roll Call at 5:36 p.m.

Present: 10 -

Michael Schumacher; Barb Mercer; Carl Gloede; Steve Brist; Thomas A. Landgraf; Pamela Bean; Michael E. Verveer; David A. Hart; Dawn B. Crim and Mark D. Woulf

Absent: 2 -

Thomas J. Farley and Austin J. Buerosse

Excused: 2 -

Chet Gerlach and Shiva Bidar-Sielaff

Approval of Minutes

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

Public Comment

There was no public comment.

Changes of Agent

- [19164](#) Change of Agent
Hooters of East Madison LLC • dba Hooters of East Madison
2639 East Springs Dr
New Agent: Laura Clark
Class B Combination Liquor & Beer • 28% alcohol, 69% food, 3% other
Aldermanic District 17 (Alder Clausius) • Police Sector 517
A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Change of Corporate Control & Change of Agent

- [19165](#) Change of Corporate Control & Change of Agent
Monroe Street Bistro LLC • dba Jac Dining & Tap House
2611 Monroe St • New Agent: Marilyn Sromek
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 10 (Alder Solomon) • Police Sector 302
Removal of two officers and change of agent.

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

Changes of Licensed Premise

3. [18412](#) Change of Licensed Premise
Chipotle Mexican Grill of Colorado LLC • Capacity: 52
658 State St • Agent: Sahul Flores
Class B Combination Liquor & Beer • .5% Alcohol, 99.5% food
Aldermanic District 8 (Alder Eagon) • Police Sector 403
Request to add outdoor patio.

A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August Meeting. The motion passed by voice vote/other.

4. [19142](#) Change of Licensed Premise
Lezat Inc • dba Bandung Indonesian Restaurant • Capacity: 48
600 Williamson St Suite M • Agent: Julie Adriansjach
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408
Request to add waiting/bar area.

A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the understanding that the applicant will meet with Alder Rummel prior to the August 3 Council Meeting. The motion passed by voice vote/other.

5. [19143](#) Change of Licensed Premise
Francesca's Madison, LLC • dba Francesca's Al Lago • Capacity: 35
111 Martin Luther King Jr Blvd • Agent: Ron Trachtenberg
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405
Expand license to include 35-seat patio in front of the restaurant.

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

Roll Call at 6:10 p.m.

Present: 12 -

Michael Schumacher; Barb Mercer; Carl Gloede; Steve Brist; Thomas J. Farley; Thomas A. Landgraf; Pamela Bean; Michael E. Verveer; David A. Hart; Dawn B. Crim; Mark D. Woulf and Austin J. Buerosse

Excused: 2 -

Chet Gerlach and Shiva Bidar-Sielaff

6. [19146](#) Change of Licensed Premise
Hooters of East Madison LLC • dba Hooters of East Madison
Capacity: 500
2639 East Springs Dr • Agent: Phillip D Bull
Class B Combination Liquor & Beer • 28% alcohol, 69% food, 3% other

Aldermanic District 17 (Alder Clausius) • Police Sector 517
Request to expand capacity outdoors for special events on 8/13, 8/20, 8/27, 9/3, 9/10, and 9/17 of 2010. Proposal would expand capacity to 500 in the parking lot.

A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August Meeting. The motion passed by voice vote/other.

7. [19158](#)

Change of Licensed Premise
Inka Heritage LLC • dba Fiesta 38 Grilled Chicken & More
Capacity: 60
604 S Park St • Agent: Lucas Rodriguez
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 13 (Alder Kerr) • Police Sector 305
Request to change licensed premise to include new acquisition connected to current premise.

A motion was made by Ald. Schumacher, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August meeting. The motion passed by voice vote/other.

8. [19159](#)

Change of Licensed Premise
Cathay Pacific Inc • dba Hong Kong Cafe • Capacity: 144
2 S Mills St • Agent: Siu Hong Leung
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 13 (Alder Kerr) • Police Sector 304
Request to expand an existing outdoor eating area and add a new outdoor eating area.

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

Roll Call at 6:37 p.m.

Present: 13 -

Michael Schumacher; Barb Mercer; Carl Gloede; Steve Brist; Thomas J. Farley; Thomas A. Landgraf; Pamela Bean; Michael E. Verveer; David A. Hart; Dawn B. Crim; Shiva Bidar-Sielaff; Mark D. Woulf and Austin J. Buerosse

Excused: 1 -

Chet Gerlach

21+ Entertainment License

9. [18757](#)

21+ Entertainment License
La Finca Mexican Restaurant LLC • dba La Finca • Capacity: 145
3302 Packers Ave • Agent: Catalina Arriaga
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 511

A motion was made by Farley, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion FAILED by the following vote:

- Excused:** 1 -
Chet Gerlach
- Ayes:** 2 -
Michael Schumacher and Thomas J. Farley
- Noes:** 7 -
Thomas A. Landgraf; Pamela Bean; Michael E. Verveer; David A. Hart;
Shiva Bidar-Sielaff; Mark D. Woulf and Austin J. Buerosse
- Non Voting:** 1 -
Barb Mercer; Carl Gloede; Steve Brist and Dawn B. Crim

A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the understanding that the applicant will meet with the Alderperson prior to the August 3 Council Meeting. The motion passed by voice vote/other with the following conditions:

- 1) Business hours will remain Sunday - Thursday until 9 p.m. and Friday-Saturday until 10:00 p.m.
- 2) A full menu will be available at all times
- 3) The applicant will develop a security plan in conjunction with the North Police District
- 4) If the business wishes to host private parties, staff shall be on site at all times
- 5) The entertainment license will be subject to a Chief Security Plan and a review by the ALRC if there is an incident of violence
- 6) After six months the applicant will meet with the District Captain and Alderperson.

10. [18758](#) 21+ Entertainment License
LWS Investments Two LLC • dba Sundown Saloon • Capacity: 99
57 S Stoughton Rd • Agent: Lawrence W Schmock
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 3 (Alder Cnare) • Police Sector 611

A motion was made by Mr. Woulf, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER . The motion passed by voice vote/other with the following condition: The applicant will meet with the District Captain.

11. [19163](#) 21+ Entertainment License
Merchant Madison LLC • dba Merchant • Capacity: 130
121 S Pinckney St • Agent: Patrick Sweeney
Class B Combination Liquor & Beer
30% alcohol, 68% food, 2% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

Recessed Public Hearing

12. [18625](#) Public Hearing - New License
Walgreen Co • dba Walgreens #03343

7810 Mineral Point Rd • Agent: Ry C Chhom
Class A Liquor & Class A Beer
Aldermanic District 9 (Alder Skidmore) • Police Sector 125

A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition: Liquor sales will be limited to wine only. The motion passed by the following vote:

- Excused:** 1 -
Chet Gerlach
- Ayes:** 4 -
Thomas A. Landgraf; Michael E. Verveer; Mark D. Woulf and Michael Schumacher
- Noes:** 3 -
Thomas J. Farley; Pamela Bean and Shiva Bidar-Sielaff
- Abstentions:** 1 -
David A. Hart
- Non Voting:** 2 -
Barb Mercer; Carl Gloede; Steve Brist; Dawn B. Crim and Austin J. Buerosse

13. [18628](#)

Public Hearing - New License
Walgreen Co • dba Walgreens #02848
606 S Whitney Way • Agent: Gregory P Hovel
Class A Liquor & Class A Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113

A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition: Liquor sales will be limited to wine only. The motion passed by the following vote:

- Excused:** 1 -
Chet Gerlach
- Ayes:** 4 -
Thomas A. Landgraf; Michael E. Verveer; Mark D. Woulf and Michael Schumacher
- Noes:** 3 -
Thomas J. Farley; Pamela Bean and Shiva Bidar-Sielaff
- Abstentions:** 1 -
David A. Hart
- Non Voting:** 2 -
Carl Gloede; Steve Brist; Dawn B. Crim; Austin J. Buerosse and Barb Mercer

14. [18632](#)

Public Hearing - New License
Walgreen Co • dba Walgreens #07536
8302 Old Sauk Rd • Agent: Alan T Welch
Class A Liquor & Class A Beer
Aldermanic District 9 (Alder Skidmore) • Police Sector 127

A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition: Liquor sales will be limited to wine only. The motion passed by the following vote:

- Excused:** 1 -
Chet Gerlach
- Ayes:** 4 -
Thomas A. Landgraf; Michael E. Verveer; Mark D. Woulf and Michael Schumacher
- Noes:** 3 -
Thomas J. Farley; Pamela Bean and Shiva Bidar-Sielaff
- Abstentions:** 1 -
David A. Hart
- Non Voting:** 2 -
Steve Brist; Dawn B. Crim; Austin J. Buerosse; Carl Gloede and Barb Mercer

Recessed at 11:20 p.m.

Roll Call at 11:25 p.m.

- Present:** 12 -
Michael Schumacher; Barb Mercer; Carl Gloede; Steve Brist; Thomas J. Farley; Thomas A. Landgraf; Pamela Bean; Michael E. Verveer; David A. Hart; Dawn B. Crim; Shiva Bidar-Sielaff and Mark D. Woulf
- Absent:** 1 -
Austin J. Buerosse
- Excused:** 1 -
Chet Gerlach

New License - Public Hearing

15. [19041](#) Public Hearing - New License
Impact Liquor Special LLC • dba Impact Liquor Special
745 S Gammon Rd • Agent: David K Kudjawu
Class A Liquor & Class A Beer
Aldermanic District 1 (Alder Sanborn) • Police Sector 114
A motion was made by Landgraf, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
16. [19045](#) Public Hearing - New License
Toua Thao • dba Asian One Restaurant
453 W Gilman St • Estimated Capacity: 60
Class B Beer • 30% alcohol, 70% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area
A motion was made by Landgraf, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

17. [19046](#) Public Hearing - New License
Roaring Fork LLC • dba Qdoba Mexican Grill
2 N Park St • Agent: Ron Stokes • Estimated Capacity: 80
Class B Combination Liquor & Beer • 2% alcohol, 98% food
Aldermanic District 8 (Ald. Eagon) • Police Sector 402
A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING for a Class B Beer License only. The motion passed by voice vote/other.
18. [19047](#) Public Hearing - New License
Wisconsin CVS/Pharmacy LLC • dba CVS Pharmacy 4930
2 S Bedford St • Agent: Dan Peterson
Class A Beer & Class A Liquor
Aldermanic District 4 (Ald. Verveer) • Police Sector 404 • Density Area
A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO PLACE ON FILE - PUBLIC HEARING. The motion passed by voice vote/other.
19. [19056](#) Public Hearing - New License
Merchant Madison LLC • dba Merchant
30% alcohol, 68% food, 2% other
121 S Pinckney St • Agent: Patrick Sweeney • Estimated Capacity: 130
Class B Combination Liquor & Beer
Aldermanic District 4 (Ald. Verveer) • Police Sector 405 • Density Area
A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Operator's License Applications

20. [19149](#) Operator License Application
William M Clay - Establishment where employed: Porta Bella
A motion was made by Ald. Schumacher, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.
21. [19151](#) Operator License Application
Abigail Dieckman - Establishment where employed: Toots Tap
A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE September Meeting with the understanding that the applicant does not need to come back before the ALRC if the Police Department determines that the ticket was issued in error. The motion passed by voice vote/other.
22. [19152](#) Operator License Application
Alexander F Felland - Establishment where employed: State Street Brats
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.

23. [19153](#) Operator License Application
Lindsey Gleason - Establishment where employed: Buffalo Wild Wings
A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August Meeting. The motion passed by voice vote/other.
24. [19154](#) Operator License Application
Gerard Geraths - Establishment where employed: Kelly's Market
A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE at the August 3 meeting. The motion passed by voice vote/other.
25. [19155](#) Operator License Application
Jonny Worrell - Establishment where employed: Inn on the Park
A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August Meeting. The motion passed by voice vote/other.
26. [19156](#) Operator License Application
Lynn Baltz - Establishment where employed: Silver Dollar
A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE August Meeting. The motion passed by voice vote/other.
27. [19157](#) Operator License Application
Jeff L Pfister - Establishment where employed: Woody & Anne's
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.

Items Referred - Action Items

28. [19030](#) Amending Secs. 38.07(3)(a) and (c) and creating Sec. 38.07(3)(g) of the Madison General Ordinances to modify regulations related to the delivery of alcohol beverages.
A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER . The motion passed by voice vote/other.
29. [19044](#) Amending Sec. 38.05(12) of the Madison General Ordinances to revise catering service requirements.
A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Discussion and Action regarding the Subcommittee on Downtown Alcohol Issues & Ordinances

30. [19198](#) Status of Alcohol License Density Plan discussions and appointment of

alternate subcommittee members.

The Committee agreed to appoint Chet Gerlach as first alternate and David Hart as second alternate committee members. Assistant City Attorney Brist was directed to draft an ordinance extending the sunset date for the Alcohol License Density Plan.

Report of Madison Police Department

31. [19196](#) Report of recent enforcement actions.

Captain Gloede provided the attached report.

Report of City Clerk's Office

32. [19249](#) Alcohol License Review Committee proposed schedule for 2011.

The Clerk's Office distributed the attached document.

33. [19195](#) Clerk's Office new application overview brochure for new liquor license applicants.

The Clerk's Office distributed the attached document.

34. [19197](#) Summary of licenses issued.

The Clerk's Office distributed the attached document.

Adjournment

A motion was made by Ald. Schumacher, seconded by Bean, to Adjourn at 1:07 a.m. The motion passed by voice vote/other.