



**City of Madison**  
**Meeting Minutes - Final**  
**ALCOHOL LICENSE REVIEW**  
**COMMITTEE**

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

*David Hart; Ken Kamp; Ald. Judy Olson; Ald. Mike Verveer;  
Stephanie A. Rearick; John McNamara; Janice C. Wheaton;  
LaMarr Q. Billups; Captain Jay Lengfeld; Marsh Shapiro; Jennifer Zilavy; Maribeth Witzel-  
Behl*

---

Wednesday, September 21, 2005

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

---

### Roll Call

**Dawn Crim was present as the UW-Madison designee. Alcohol Policy Coordinator Joel Plant was present.**

**Present:** Olson, Verveer, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Wheaton, Hart and Kenneth R. Kamp

**Excused:** Rearick and LaMarr Q. Billups

### Approval of Minutes

**A motion was made by Ald. Verveer, seconded by Ald. Olson, to Approve the Minutes with an additional note under item 14 that Mr. Kamp attended the ALERT meeting. The motion passed by acclamation.**

### Change of Agent

1. Change of Agent  
GMRI Inc • Smokey Bones BBQ Sports Bar • cap. 336 • 418 S. Gammon Rd.  
Old Agent: Michael Cole • New Agent: Rodney Ladson  
Class B Combination Liquor & Beer • 13% alcohol, 87% food  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER**  
**The motion passed by acclamation.**
  
2. Change of Agent  
Copps Corporation • Copps Food Center • 620 S. Whitney Way  
Old Agent: Karl Wetzel • New Agent: Mark Elliott  
Class A Liquor, Class A Beer  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER**  
**The motion passed by acclamation.**

### Nightclub License Applications

3. Nightclub License Application  
Tamara, Inc. • dba Mr. Robert's Bar & Grill • capacity of 210  
2116 Atwood Avenue • Agent: Robert Hanson  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. --**  
**Appearances: Bob Hanson (applicant), Ryan Nelson, Adam Zierten, Alex Black, Michael Johns, Terry Cohn, Thomas Hebl. Registered but not wishing to speak: Aletha Jones. -- The motion passed by the following vote:**
- Aye:** Olson, Verveer, McNamara and Kamp  
**No:** Wheaton and Hart

### Challenge of Alcohol/Food Sales Percentages

4. Challenge of Alcohol/Food Sales Percentages  
Chug-A-Lug, Inc. • dba Club 5  
5 Applegate Court • Agent: Edward Grunewald  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
**A motion was made by Ald. Verveer, seconded by Hart, to Place On File --**  
**Appearances: Edward Grunewald, Rick Petri. -- The motion passed by acclamation.**

### Change of Licensed Premise

5. Application for Change of Licensed Premise  
Chug-A-Lug, Inc. • dba Club 5 • capacity of 388  
5 Applegate Court • Agent: Edward Grunewald  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Request to eliminate condition that establishment meet the definition of a restaurant.  
**A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearances: Edward Grunewald (applicant), Rick Petri. -- The motion passed by acclamation.**
6. Application for Change of Licensed Premise  
Bob & Gene's, Inc. • dba The Village Bar • capacity of 70  
3801 Mineral Point Road • Agent: Mark Kampa  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Request to remodel existing deck.  
**A motion was made by Ald. Olson, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 ALRC agenda. The motion passed by acclamation.**

7. Application for Change of Licensed Premise  
The Grid, LLC • dba Grid Iron • capacity 266  
1509 Monroe Street • Agent: Robert Sieger  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Request to change current conditions to:  
1) Include deck in licensed premise from 11 a.m. to 10:30 p.m. with special event hours controlled by and equal to beer garden requirements  
2) Allow windows to be opened for special events with security personnel  
3) Allow live amplified music inside the bar no louder than 90 decibels and no later than 11:30 p.m.  
**A motion was made by Hart, seconded by Ald. Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. -- Appearances: Robert Sieger (applicant), Brian Reddeman, Melissa Seeberger, Alderperson Isadore Knox Jr, Fraser Gurd, Troy Thiel, Hans Bercherding, JoAnn Feeney, Daniel Gruff. Registered but not wishing to speak: Ann Varda, Patricia Endicott, Nancy Webster, Katharine Adell, Audrey Highton, Mitchell Nussbaum, Peter Callies, Marvin Mejia, Erica Gehrig, Mark Gehrig, David Worzala, Richard Scott. -- Mr. Kamp asked to be recorded as voting No. The motion passed by acclamation.**
8. Application for Change of Licensed Premise  
LWS Investments Two, LLC • Good Times Neighborhood Bar • capacity 99  
47 S. Stoughton Road • Agent: Lawrence Schmock  
Class B Combination Liquor & Beer • 85% alcohol, 15% food  
Request to add patio/deck to licensed premise.  
**A motion was made by Ald. Verveer, seconded by McNamara, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. -- Appearances: Alderperson Lauren Cnare, Jim McCormick. -- The motion passed by acclamation.**
9. Application for Change of Licensed Premise  
Mike Losse • dba Catering by Mike Losse • capacity 500  
301 Wisconsin Avenue  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Request to add fenced-off area at the end of driveway to licensed premise for outdoor seating.  
**A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearances: Sean O'Brien. -- The motion passed by acclamation.**
10. Application for Change of Licensed Premise  
Crystal Corners, Inc. • dba Crystal Corners Bar • capacity 99  
1302 Williamson Street • Agent: David Day  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Request to expand licensed premise to include sidewalk cafe.  
**A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER -- Appearance: David Day (applicant). -- The motion passed by acclamation.**

## New License - Public Hearing

11. Public Hearing - New License  
R P Adler's LLC • dba R P Adler's • estimated capacity of 150  
8202 Watts Road • Agent: Randall P. Adler, Jr.  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
**A motion was made by McNamara, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING -- Appearance: Randy Adler (applicant). -- The motion passed by acclamation.**
12. Public Hearing - New License  
Thai Orchid, LLC • dba Thai Orchid • capacity of 44  
6714 Raymond Road • Agent: Saengrawee Pratoomtong  
Class B Beer, Class C Wine • 15% alcohol, 75% food  
**A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING -- Appearance: Saengrawee Pratoomtong (applicant). -- The motion passed by acclamation.**

## Operator's License Applications - Appearance Requested by MPD

13. Operator License Application  
Amber R. Ayres, 1217 E. Johnson Street #2  
**A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER for the following reason: applicant failed to appear before the committee. The motion passed by acclamation.**
14. Operator License Application  
Daniel J. Peterson, 1937 Spohn Avenue  
**A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER for the following reason: applicant failed to appear before the committee. The motion passed by acclamation.**
15. Operator License Application  
Aleah Kaldem, 2215 Woodview Court #17, Madison  
**A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER for the following reason: applicant failed to appear before the committee. The motion passed by acclamation.**
16. Operator License Application  
Brendon R. Svaglic, 4501 Hammersley Road  
**A motion was made by Ald. Olson, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. The motion passed by acclamation.**

17. Operator License Application  
Elisa Buleza, 5575 Riveredge Road, Waunakee  
**A motion was made by Ald. Olson, seconded by McNamara, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. -- Appearance: Elisa Buleza (applicant). -- The motion passed by acclamation.**
18. Operator License Application  
Nicholas P. Schram, 613 Morningstar Lane  
*with conditions*  
**A motion was made by Hart, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following condition: Contingent upon the Office of the City Clerk receiving a letter from Mr. Schram's employer, stating that they are aware of his record. -- Appearance: Nick Schram. -- The motion passed by acclamation.**
19. Operator License Application  
Lars A. Skolos, 306 Parkwood Lane  
**A motion was made by Ald. Olson, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. The motion passed by acclamation.**
20. Operator License Application  
Jaiss L. Grossman, 1831 S. Park Street  
**A motion was made by Ald. Olson, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. The motion passed by acclamation.**
21. Operator License Application  
Vinh C. Tran, 501 Northport Drive  
**A motion was made by Ald. Olson, seconded by Hart, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. -- Registered in Support: Vinh Tran. -- The motion passed by acclamation.**

### Ordinance

22. Amending Section 38.02 and creating Section 38.07(14) of the Madison General Ordinances to create a definition for keg and to regulate the sale and possession of alcohol beverages sold in kegs in the City of Madison.  
**A motion was made by Ald. Verveer, seconded by Ald. Olson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE for on the October 19 agenda. -- Registered but not wishing to speak: Rick Petri. -- The motion passed by acclamation.**

### Report of the Alcohol Policy Coordinator

23. Report on meetings to date and plan of action.

Mr. Price reported that he has met with all committee members with the exception of Mr. Hart. He said he is trying to meet with as many people and organization heads as possible, and is putting together a plan of action that may include business and community forums. Mr. Price said he is looking for guidance from the Alcohol License Review Committee on how to prioritize issues. He said advice, guidance and suggestions are welcome.

### Discussion

24. Alcohol Policy Coordinator Position

Mr. Kamp suggested that Mr. Price and the newest members of the committee (Mr. Hart and Mr. McNamara) talk to Captain Lengfeld about scheduling a ride-along with the Police Department. Mr. Hart said he would be interested in a ride-along.

Mr. Shapiro said he was embarrassed, frustrated and disappointed with how the committee handled the Grid Iron item on tonight's agenda. He said this may be an opportunity for the Alcohol Policy Coordinator to get the committee on the right track. Mr. Shapiro said Alderperson Olson had made two fine proposals to move this item along (tabling the item so the applicant, alderperson, and neighbors could step out to resolve their issues during tonight's meeting, or recommending to Council to grant, contingent on a neighborhood meeting being held prior to October 11). He said an inordinate amount of time was spent on this issue, and that the neighborhood would do anything to keep the Grid Iron out of business. Mr. Shapiro said there are six football Saturdays to put cash in the till, but only one football game will take place after the Common Council considers this item.

Alderperson Olson said she would have pressed Alderperson Knox if she thought the proposed changes would make a big difference for the applicant. Attorney Zilavy said Game Day Saturdays are a free-for-all, so nobody should be complaining about noise on those days.

25. Public Hearing/Special Meeting on consideration of license applications

Alderperson Olson suggested that the question of how to deal with the quota on Class B Combination Liquor & Beer licenses be referred to another meeting.

### Report of the City Clerk's Office

26. Summary of Licenses Issued

The following summary was provided for the current license year:

- Class A Beer (Liquor Store): 50 issued
- Class A Beer (Grocery): 60 issued
- Class A Liquor: 50 issued
- Class B Beer: 62 issued
- Class B Liquor & Beer: 333 issued
- Class C Wine: 37 issued
- Wholesale Beer: 5 issued
- Visual & Performing Arts: 4 issued
- Nightclub: 41 issued
- Adult Entertainment Tavern: 3 issued
- Operator: 1,860 issued
- Provisional Operator: 233 issued
- Food & Drink (\$1 to \$10,000): 130 issued
- Food & Drink (\$10,001 to \$100,000): 280 issued
- Food & Drink (\$100,001 to \$250,000): 202 issued
- Food & Drink (\$250,001 to \$1,000,000): 274 issued
- Food & Drink (\$1,000,001 to \$5,000,000): 95 issued
- Food & Drink (Greater than \$5,000,000): 18 issued
- Sidewalk Cafe: 54 issued
- Picnic Beer License: 29 issued

\* Madison has a quota of 389 Class B Combination Liquor & Beer license under state law. 60 of 64 Reserve licenses have been granted. 273 of 325 Grandfathered licensed have been granted.

Taking into consideration the Class B Combination license that the committee Recommended to Council to Grant at this meeting, 55 Class B Combination licenses are currently available in the city of Madison.

### Adjournment

A motion was made by McNamara, seconded by Ald. Olson, to Adjourn at 8:30 p.m. The motion passed by acclamation.