



City of Madison

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

Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at www.madisoncitychannel.tv.

Wednesday, September 17, 2025

5:30 PM

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

Hybrid Meeting

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel web
<https://www.cityofmadison.com/watchALRC>
- Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Webinar ID: 815 9634 2523

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntauv, cov ntaub ntauv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

Applications will go to the Common Council Meeting of October 7, 2025

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.

Notified Absences: Carter, Westra

Call to Order/Roll Call

Approval of Minutes

August 20, 2025: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [89979](#) Public Comment

Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

Presentation of the Consent Agenda

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

- 1) items which have registrants opposed wishing to speak
- 2) items which members have seperated out for discussion/debate purposes
- 3) items recommending ordinance changes
- 4) operator license applications

Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [89502](#) Operator License Application
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

Legislative History

8/20/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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Changes of Agent

3. [89683](#) Change of Agent
Metcalf Inc • dba Metcalfe Markets • 726 N Midvale Blvd
New Agent: Kelsey Peyton
Class A Beer, Class A Liquor
(District 11)
4. [89684](#) Change of Agent
Metcalf Foods-West Inc • dba Metcalfe Markets • 7455 Mineral Point Rd
New Agent: Jason Zutter
Class A Beer, Class A Liquor
(District 9)
5. [89685](#) Change of Agent
Ian's Pizza Frances LLC • dba Ian's Pizza • 319 N Frances St
New Agent: Aaron Brown
Class B Beer, Class C Wine
(District 2)
6. [89686](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 1522 • 6202 Schroeder Rd
New Agent: Marsha M Kruse-Velasco
Class A Beer, Class A Cider

(District 19)

Change of License Conditions

- 7. [89687](#) Change of Licensed Conditions
Pacos Tacos LLC • dba Pacos Tacos • Capacity (in/out): 94/0
1331 Greenway Cross • Agent: Celso Paco Xelhua
Class B Beer, Class C Wine • 15% alcohol, 85% food
21+ Entertainment
Police Sector 309 (District 14)
Request to revise condition 1 to allow alcohol sales until 2am daily.

21+ Entertainment License

- 8. [89691](#) 21+ Entertainment License
The Green Room Public House LLC • dba The Green Room
Capacity (in/out): 60/0
2001 Atwood Ave • Agent: John Hardy
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Police Sector 410 (District 6)

Recessed Public Hearing

- 9. [88502](#) Public Hearing - New License
Speedway LLC • dba Speedway 4132
4902 Verona Rd • Agent: Charles Satterfield
Class A Beer, Class A Liquor
Police Sector 212 (District 10)

Legislative History

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/18/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
7/1/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/16/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/5/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

8/20/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
9/2/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

10. [88503](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven #35851J
2216 University Ave • Agent: Christopher Martinez Perez
Class A Beer, Class A Liquor
Police Sector 206 (District 5)

Legislative History

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/18/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
7/1/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
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8/20/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
9/2/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

License Transfer - Public Hearing

11. [89651](#) Public Hearing - License Transfer
Little Palace LLC • dba Little Palace
Transfer from 225 King St to 1929 Winnebago St
Estimated Capacity (in/out): 50/15
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 410 (District 6)

Legislative History

8/21/25	Clerk's Office	Referred for Introduction
9/2/25	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

New License - Public Hearing

12. [89658](#) Public Hearing - New License
Ciao Guys LLC • dba Osteria Novella
2903 University Ave • Agent: Evan Ackers
Estimated Capacity (in/out): 70/20
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 208 (District 5)

Legislative History

8/22/25	Clerk's Office	Referred for Introduction
9/2/25	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

13. [89659](#) Public Hearing - New License
Chennis LLC • dba Oliva Italian Mediterranean Cuisine
751 N High Point Rd • Agent: Jayanthi Ramu
Estimated Capacity (in/out): 107/0
Class B Beer, Class C Wine • 25% alcohol, 75% food
Police Sector 126 (District 19)

Legislative History

8/22/25	Clerk's Office	Referred for Introduction
9/2/25	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

14. [89660](#) Public Hearing - New License
Toro & Pampa LLC • dba Toro y Pampa
508 State St • Agent: Carlos Roberto Lema
Estimated Capacity (in/out): 100/0
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Police Sector 403 (District 2)

Legislative History

8/22/25	Clerk's Office	Referred for Introduction
9/2/25	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [89661](#) Public Hearing - New License
Bernell LLC • dba Bernell's
2513 Seiferth Rd • Agent: Rita Ann Adair
Estimated Capacity (in/out): 99/0
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Police Sector 619 (District 16)

Legislative History

8/22/25	Clerk's Office	Referred for Introduction
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9/2/25 COMMON COUNCIL Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

16. [89692](#) 21+ Entertainment License
Bernell LLC • dba Bernell's
Capacity (in/out): 99/0
2513 Seiferth Rd • Agent: Rita Adair
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Police Sector 619 (District 16)

17. [89662](#) Public Hearing - New License
Paramount Fine Goods • dba Wisco Home Goods
4664 Cottage Grove Rd • Agent: Donald Backman-Aurit
Estimated Capacity (in/out): 30/0
Class B Combination Liquor & Beer • 15% alcohol, 0% food, 85% other
Police Sector 611 (District 3)

Legislative History

8/22/25 Clerk's Office Referred for Introduction
9/2/25 COMMON COUNCIL Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [89663](#) Public Hearing - New License
Bur Oak LLC • dba The Bur Oak
2262 Winnebago St • Agent: Corey Lockett
Estimated Capacity (in/out): 175/20
Class B Combination Liquor & Beer • 80% alcohol, 2% food, 18% other
Police Sector 410 (District 6)

Legislative History

8/22/25 Clerk's Office Referred for Introduction
9/2/25 COMMON COUNCIL Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

19. [89693](#) 21+ Entertainment License
Bur Oak LLC • dba The Bur Oak
Capacity (in/out): 175/20
2262 Winnebago St • Agent: Corey Lockett
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Police Sector 410 (District 6)

Report of Madison Police Department

20. [89970](#) Recent Calls for Service

Report of City Clerk's Office

21. [89978](#) Summary of Licenses Issued

Request to Extend License Issuance

22. [90030](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05
Rotunda Cafe LLC • dba Rotunda Cafe
1965 Atwood Ave • Agent: Melissa Schoechert
Estimated Capacity (in/out): 150/0
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Police Sector 410 (District 6)

Changes of Corporate Control

23. [90028](#) Entity Reorganization
Metcalfe Foods West Inc • dba Metcalfe's West Towne
7455 Mineral Point Rd
Class A Beer, Class A Liquor
Police Sector 124 (District 9)
New LLC: Metcalfe Foods West LLC
24. [90029](#) Entity Reorganization
Metcalfe Inc • dba Metcalfe's Hilldale
726 N Midvale Blvd
Class A Beer, Class A Liquor
Police Sector 215 (District 11)
New LLC: Metcalfe LLC

Adjournment