



City of Madison

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

Meeting Minutes - Approved 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

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

Present: 5 - Carmella Glenn; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley and Yannette Figueroa Cole

Absent: 1 - Linda Vakunta

Excused: 1 - Amy L. Westra

Non Voting: 6 - Jim Verbick; James Boxrud; Kipp Hartman; Amber McReynolds; Katherine Loving and Kayley M. Bell

Approval of Minutes

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

Public Comment

1. 89979 Public Comment

Disclosures and Recusals

Alder Glenn disclosed that she knows the applicant for items 15 and 16.

Presentation of the Consent Agenda

Operator's License Applications

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

A motion was made by Verveer, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Changes of Agent

3. 89683 Change of Agent

Metcalfe Inc • dba Metcalfe Markets • 726 N Midvale Blvd
New Agent: Kelsey Peyton
Class A Beer, Class A Liquor
(District 11)

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

One registration in support.

4. [89684](#) Change of Agent
Metcalfe Foods-West Inc • dba Metcalfe Markets • 7455 Mineral Point Rd
New Agent: Jason Zutter
Class A Beer, Class A Liquor
(District 9)

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

One registration in support.

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)

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

One registration in support.

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)

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

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.

A motion was made by Figueroa Cole, seconded by Verveer, to Table. The motion passed by voice vote/other.

A motion was made by Figueroa Cole, seconded by Verveer, to Take Off The Table. The motion passed by voice vote/other.

A motion was made by Figueroa Cole, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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)

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

The condition is:

- 1. Entertainment shall cease by midnight.**

Two registrations in support.

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)

This License was RECOMMEND TO COUNCIL TO RE-REFER - 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)

This License was RECOMMEND TO COUNCIL TO RE-REFER - 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)

A motion was made by Verveer, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

One registration in support.

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)

A motion was made by Glenn, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Two registrations in support.

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)

A motion was made by Glenn, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

One registration in support, one registration in opposition.

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)

A motion was made by Glenn, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

1. Establishment shall meet the definition of a restaurant as defined in Madison General Ordinances section 38.02 at all times.
2. Food shall be available at all time.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.

One registration in support.

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)

A motion was made by Verveer, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

One registration in support.

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)

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

One registration in support.

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)

A motion was made by Verveer, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

One registration in support.

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)

A motion was made by Glenn, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

1. Entertainment must end by 10:30pm on Sunday - Wednesday and by 11pm on Thurs - Saturday.
2. Establishment must close by 11pm on Sunday - Wednesday and by midnight on Thursday - Saturday.
3. Sound level must not exceed 45 dbs at the property line.
4. Patio must close at 10pm, daily.
5. No outdoor amplified sound.

One registration in support, one in opposition.

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)

A motion was made by Glenn, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

The conditions are:

1. Entertainment must end by 10:30pm on Sunday - Wednesday and by 11pm on Thurs - Saturday.
2. Establishment must close by 11pm on Sunday - Wednesday and by midnight on Thursday - Saturday.
3. Sound level must not exceed 45 dbs at the property line.
4. Patio must close at 10pm, daily.
5. No outdoor amplified sound.

Two registrations in support.

Report of Madison Police Department

20. 89970 Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

21. 89978 Summary of Licenses Issued

Clerk's Office submitted the attached report.

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)

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

One registration in support.

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

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

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

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

Adjournment

A motion was made by Figueroa Cole, seconded by Glenn, to Adjourn at 7:34pm. The motion passed by voice vote/other.