



# 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](http://www.madisoncitychannel.tv).*

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Wednesday, August 18, 2010

5:30 PM

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

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### Call to Order/Roll Call at 5:35 p.m.

**Present:** 11 -

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

**Excused:** 3 -

Michael Schumacher; Thomas J. Farley and Shiva Bidar-Sielaff

### Approval of Minutes

**A motion was made by Bean, seconded by Landgraf, to Approve the Minutes of July 21, 2010. The motion passed by voice vote/other.**

### Public Comment

**There was no public comment.**

### Changes of Agent

- 1. [19546](#)** Change of Agent  
Francesca's Madison LLC • dba Francesca al Lago  
111 Martin Luther King Jr Blvd  
New Agent: Edwin Arreola  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
**A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
- 2. [19548](#)** Change of Agent  
La Pepe Inc • dba Tex Tubb's Taco Palace East • 2009 Atwood Ave  
New Agent: Diana Velasquez  
Class B Combination Liquor & Beer  
30% alcohol, 69% food, 1% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 410  
**A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
- 3. [19549](#)** Change of Agent

Pierce's Supermarket Inc • dba Pierce's Northside Market  
2817 N Sherman Ave  
New Agent: Angela K Pierce  
Class A Liquor, Class A Beer  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 504

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

4. [19550](#)

Change of Agent  
Orange Tree Imports Inc • dba Orange Tree Imports • 1721 Monroe St  
New Agent: Gretchen Harrell  
Class C Wine • 0% alcohol, 100% food  
Aldermanic District 13 (Alder Kerr) • Police Sector 303

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

5. [19551](#)

Change of Agent  
Walgreen Co • dba Walgreens #03343 • 7810 Mineral Point Rd  
New Agent: Nicole L Skarda  
Class A Liquor, Class A Beer  
Aldermanic District 9 (Alder Skidmore) • Police Sector 125

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

6. [19552](#)

Change of Agent  
Madison Association of the Deaf Inc • 1109 Williamson St  
New Agent: Jeffrey Cucinotta  
Class B Combination Liquor & Beer • 20% alcohol, 30% food, 50% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

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

**Absent:** 1 -  
Thomas J. Farley

**Excused:** 2 -  
Michael Schumacher and Shiva Bidar-Sielaff

7. [19553](#)

Change of Agent  
Madison Turners Inc • dba Madison Turners • 3001 S Stoughton Rd  
New Agent: Alice M Soule  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 16 (Alder Compton) • Police Sector 619

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

**Change of Licensed Premise**

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8. [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 Gerlach, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
9. [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 Gerlach, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by voice vote/other.**
10. [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. Verveer, seconded by Gerlach, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
11. [19557](#) Change of Licensed Premise  
McGoff LLC • dba Stadium Sports Bar & Eatery  
Capacity: 266 indoors, 2,416 outdoors (No change in capacity.)  
1419 Monroe Street • Agent: Thomas Beach  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 402  
Request to add 102 N Randall Avenue property to existing Stadium Bar property.  
**A motion was made by Ald. Bidar-Sielaff, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
12. [19558](#) Change of Licensed Premise  
Johnson Market Inc • dba Market Basket

312 E Mifflin St • Agent: Susan Johnson  
Class A Liquor, Class A Beer  
Aldermanic District 2 (Alder Maniaci) • Police Sector 406  
Pursuant to instructions from the City Attorney's Office, request to remove the following condition from Class A Liquor License: No wines for sale for less than \$8.00.

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

### 21+ Entertainment License

13. [19561](#) 21+ Entertainment License  
Sconnie Bar LLC • dba Sconnie Bar • Capacity: 500  
317 W Gorham St • Agent: Troy Vosseller  
Class B Combination Liquor & Beer • 65% alcohol, 25% food, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
**A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
14. [19580](#) 21+ Entertainment License  
Brickhouse Barbeque LLC • dba Brickhouse Barbeque • Capacity: 180  
408 W Gorham St • Agent: Andrew Beaulieu  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
**A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the following condition; that this license applies only to private events. The motion passed by voice vote/other.**
15. [19591](#) 21+ Entertainment License  
Cilantro Bar and Grill LLC • dba Cilantro Bar and Grill • Capacity: 80  
7005 Tree Ln • Agent: Silvia De Santiago  
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other  
Aldermanic District 9 (Alder Skidmore) • Police Sector 125  
**A motion was made by Ald. Bidar-Sielaff, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the following condition; that there be live music only on Saturdays and the live music be of Mariachi style. The motion passed by voice vote/other.**

### 18+ Performing Arts License

16. [19559](#) 18+ Center for Visual & Performing Arts License  
The Frequency LLC • dba The Frequency • Capacity: 99  
121 W Main St • Agent: Darwin Sampson  
Class B Combination Liquor & Beer • 88% alcohol, 12% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

Roll Call at 6:30 p.m.

**Present:** 12 -

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

**Excused:** 2 -

Michael Schumacher and Thomas J. Farley

### **New License - Public Hearing**

17. [19364](#) Public Hearing - New License  
Cilantro Bar and Grill LLC • dba Cilantro Bar and Grill  
7005 Tree Ln • Agent: Silvia De Santiago • Estimated Capacity: 80  
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other  
Aldermanic District 9 (Alder Skidmore) • Police Sector 125  
**A motion was made by Ald. Bidar-Sielaff, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING . The motion passed by voice vote/other.**
18. [19365](#) Public Hearing - New License  
Guo Jian Enterprise Inc • dba QQ Asian Buffet  
1291 N Sherman Ave • Agent: Guo Jian Lin • Estimated Capacity: 200  
Class B Beer and Class C Wine • 7% alcohol, 93% food  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503  
**A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition; that the applicant cease selling alcohol until license approved by council or obtain a provisional license. The motion passed by voice vote/other.**  
**Absent:** 1 -  
Thomas J. Farley  
**Excused:** 2 -  
Michael Schumacher and Shiva Bidar-Sielaff  
**Ayes:** 3 -  
Thomas A. Landgraf; Michael E. Verveer and Mark D. Woulf  
**Noes:** 3 -  
Chet Gerlach; Pamela Bean and David A. Hart  
**Non Voting:** 2 -  
Barb Mercer; Carl Gloede; Steve Brist; Dawn B. Crim and Austin J. Buerosse
19. [19366](#) Public Hearing - New License  
Bub's Burger Palace LLC • dba Bub's Burger Joint  
2810 E Washington Ave • Agent: Michael H. B. Matty  
Estimated Capacity: 84  
Class B Beer • 10% alcohol, 90% food

Aldermanic District 15 (Alder Palm) • Police Sector 502

**A motion was made by Mr. Woulf, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING . The motion passed by voice vote/other.**

20. [19367](#)

Public Hearing - New License  
Hernandez & Hernandez • dba Enrique's Market  
1417 Northport Dr • Agent: Enrique Hernandez  
Class A Beer  
Aldermanic District 18 (Alder Schumacher) • Police Sector 505

**A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the following condition; no single serving sales. The motion passed by voice vote/other.**

21. [19368](#)

Public Hearing - New License  
Club One Eleven LLC • dba Retro Tavern  
111 W Main St • Agent: Curtis Brink • Estimated Capacity: 399  
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

**A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

22. [19369](#)

Public Hearing - New License  
Sconnie Bar LLC • dba Sconnie Bar  
317 W Gorham St • Agent: Troy Vosseller • Estimated Capacity: 500  
Class B Combination Liquor & Beer • 65% alcohol, 25% food, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area

**A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

23. [19370](#)

Public Hearing - New License  
Puerto Escondido LLC • dba Puerto Escondido Mexican Restaurant  
2705 W Beltline Highway • Agent: Eliezer Martinez  
Estimated Capacity: 100  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 14 (Alder Bruer) • Police Sector 308

**A motion was made by Ald. Bidar-Sielaff, seconded by Gerlach, to table until action by Plan Commission. The motion passed by voice vote/other.**

24. [19371](#)

Public Hearing - New License  
KBO Investments LLC • dba Fuzzy's Taco Shop  
3519 University Avenue • Agent: Blake Radtke  
Estimated Capacity: 60-80  
Class B Combination Liquor & Beer • 10-15% alcohol, 85-90% food  
Aldermanic District 11 (Alder Schmidt) • Police Sector 101

**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND**

**TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition; that capacity is 80. The motion passed by voice vote/other.**

25. [19372](#) Public Hearing - New License  
King Arthur LLC • dba Capital Tap Haus  
107 State Street • Agent: Julie Stoleson • Estimated Capacity: 120  
Class B Combination Liquor & Beer • 38% alcohol, 58% food, 4% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area
- A motion was made by Ald. Verveer, seconded by Mr. Woulf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition; that the establishment must meet the definition of a restaurant as defined by Madison General Ordinance Section 38.02. The motion passed by voice vote/other.**

#### Operator's License Applications

26. [19151](#) Operator License Application  
Abigail Dieckman - Establishment where employed: Toots Tap
- A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE - PUBLIC HEARING. The motion passed by voice vote/other.**
27. [19153](#) Operator License Application  
Lindsey Gleason - Establishment where employed: Buffalo Wild Wings
- A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE - PUBLIC HEARING. The motion passed by voice vote/other.**
28. [19154](#) Operator License Application  
Gerard Geraths - Establishment where employed: Kelly's Market
- A motion was made by Mr. Woulf, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
29. [19155](#) Operator License Application  
Jonny Worrell - Establishment where employed: Inn on the Park
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE - PUBLIC HEARING. The motion passed by voice vote/other.**
30. [19156](#) Operator License Application  
Lynn Baltz - Establishment where employed: Silver Dollar
- A motion was made by Ald. Verveer, seconded by Landgraf, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER . The motion passed by voice vote/other.**
31. [19481](#) Operator License Application  
Elijah McCloskey - Establishment where employed: Sushi Hut

A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

32. [19508](#)

Operator License Application  
Stanton Svaglic - Establishment where employed: Church Key

A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

33. [19520](#)

Operator License Application  
Jeramy Anderson - Establishment where employed: VFW Post #7591

A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

34. [19554](#)

Operator License Application  
Bradley Bingham - Establishment where employed: Nitty Gritty

A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

35. [19555](#)

Operator License Application  
Michael Potchoiba - Establishment where employed: Olive Garden

A motion was made by Ald. Verveer, seconded by Landgraf, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

#### Discussion Items

36. [19328](#)

Modifications to Supplemental Form for Temporary Class B Retailers License.

The Clerk's Office distributed the attached document.

#### Report of the Subcommittee on Downtown Alcohol Issues & Ordinances

37. [19198](#)

Status of Alcohol License Density Plan discussions and appointment of alternate subcommittee members.

#### Report of the City Attorney

38. [19588](#)

Municipal Court Prosecutions:  
▪ HJ Liquors LLC, 525 University Ave  
▪ Wiggie's Inc, 1901 Aberg Ave

39. [19589](#)

Request that the Comptroller's Office audit Alexander's Restaurants LLC, dba Frida Mexican Grill, 117 State St.

The Attorney's Office distributed the attached report.



**Report of Madison Police Department**

40. [19587](#) Summary of Recent Calls for Service.

**Captain Gloede provided the attached report.**

**Report of City Clerk's Office**

41. [19195](#) Clerk's Office new application overview brochure for new liquor license applicants.

**The Clerk's Office distributed the attached document.**

42. [19249](#) Alcohol License Review Committee proposed schedule for 2011.

**The Clerk's Office distributed the attached meeting schedule for 2011.**

43. [19586](#) Summary of Licenses Granted and Issued.

**The Clerk's Office distributed the attached summary.**

**Adjournment at 10:40 p.m.**

**A motion was made by Bean, seconded by Ald. Verveer, to Adjourn. The motion passed by voice vote/other.**