



# City of Madison

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

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, December 18, 2013

5:30 PM

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

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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).

Applications will go to the Common Council Meeting of January 7, 2014.

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.

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

### Call to Order/Roll Call

**Present:** 5 -  
Michael E. Verveer; Thomas A. Landgraf; Michael S. Donnelly; Ann E. Zambie and Shiva Bidar-Sielaff

**Absent:** 1 -  
David A. Hart

**Excused:** 3 -  
Lisa Subeck; Eric Christianson and Samuel B. Stevenson

**Non Voting:** 6 -  
Andrew Schneider; Richard Bach; Roger Allen; Everett D. Mitchell; Mark D. Woulf and Rachel D. Lepak

### Approval of Minutes

**A motion was made by Donnelly, seconded by Landgraf, to Approve the Minutes with changes. The motion passed by voice vote/other.**

### Public Comment

**Disclosures and Recusals**

**Public Hearing**

**Presentation of the Consent Agenda**

1. [32319](#) Reminder that all members of City of Madison committees, commissions, or boards must file a Statement of Interests form with the City Clerk's Office by January 7, 2014.

**Changes of Agent**

2. [32488](#) Change of Agent  
Outback Steakhouse of Florida LLC • dba Outback Steakhouse  
4520 East Towne Blvd.  
New Agent: Donald Heinz  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Clausius)

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

3. [32489](#) Change of Agent  
Aldi Inc • dba Aldi #22 • 8222 Watts Rd  
New Agent: Gina Gardner  
Class A Beer & Liquor  
Aldermanic District 9 (Alder Skidmore)

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

4. [32490](#) Change of Agent  
Rare Hospitality International Inc • dba Longhorn Steakhouse #5361  
418 S Gammon Rd  
New Agent: Cale E. Bolinger  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)

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

**Changes of Corporate Control**

- 5. [32491](#) Entity Reorganization  
Hy-Vee Inc • dba Hy-Vee Madison  
3801 E Washington  
Class A Liquor & Beer  
Aldermanic District 17 (Alder Clausius)  
Add 1 officer and remove 1 officer

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

- 6. [32495](#) Entity Reorganization  
Fresh City Market LLC • dba Frest Madison Market #361  
703 University Ave  
Class B Beer & Class C Wine  
Aldermanic District 8 (Alder Resnick)  
Add 3 officers and remove 2 officers

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

**Business Name Change**

- 7. [32494](#) Business Name Change  
Mr Tequila Inc • Current dba: Cancun Mexican Restaurant  
704 S Whitney Way  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear)  
New dba: Nonno's Ristorante Italiano

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

**Items Referred**

8. [31848](#) Change of Agent  
Dragon I LLC • dba Dragon I  
422 State St • New Agent: Jin Xing Sze  
Estimated Capacity: 90 indoors/15 sidewalk cafe  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**A motion was made by Verveer, seconded by Donnelly, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

**New License - Public Hearing**

9. [32287](#) Public Hearing - New License  
Orpheum Management LLC • dba Orpheum Theatre  
216 State St • Agent: Gus Paraskevoulakos • Estimated Capacity: 2,000  
Class B Combination Liquor & Beer • 40% alcohol, 10% food, 50% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

Conditions

- 1) Capacity is 2148, sidewalk café included
- 2) The licensed premise will include a sidewalk café
- 3) License will become effective upon surrender of previous license

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

10. [32289](#) Public Hearing - New License  
Lake Managemet LLC • dba BP Gas Station  
2801 Atwood Ave • Agent: Shariff Syed  
Class A Beer  
Aldermanic District 6 (Alder Rummel) • Police Sector 602

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING. The motion passed by voice vote/other.**

**Excused:** 2 -

Lisa Subeck and Samuel B. Stevenson

**Discussion Items**

11. [32204](#) Entertainment licensing

**Motion by Donnelly and seconded by Landgraf that the ALRC direct the Alcohol Policy Coordinator to work with the City Attorney's office to draft legislation to the following ends:**

- 1. Establish liquor licensing for Visual and Performing Arts centers with the following traits:
  - a. no restrictions on percentages of income
  - b. can only be open on days when there is an event
  - c. 18+ allowed whenever establishment wants**
- 2. Clarify that a bona fide restaurant does not need an 18+ VPA license for occasional events such as wedding receptions**
- 3. Repeal the existing legislation regarding 18+ VPA licenses, grandfathering in current licensees**
- 4. Work with the city attorney's office to determine an appropriate # of times a year that an establishment can get a temporary entertainment license**

Call to Order/Roll Call

**Chair Hart arrives.**

**Present:** 6 -

Michael E. Verveer; Thomas A. Landgraf; David A. Hart; Michael S. Donnelly; Ann E. Zambie and Shiva Bidar-Sielaff

**Excused:** 2 -

Lisa Subeck and Samuel B. Stevenson

**Non Voting:** 7 -

Eric Christianson; Andrew Schneider; Richard Bach; Roger Allen; Everett D. Mitchell; Mark D. Woulf and Rachel D. Lepak

12. [32601](#) Alcohol Licensing Definitions

**Motion by Donnelly and seconded by Landgraf that the ALRC request that the City Attorney's office draft the alcohol licensing definitions in ordinance language:**

- 1. both with and without the overlay option,**
- 2. as well as the anticipated intra-committee processes/process changes and/or posit an anticipated model of those interactions,**
- 3. and an alternative where the new proposed geographic area be incorporated into the current ALDO language, effectively creating a new/different ALDO district.**

**Report of the Alcohol Policy Coordinator**

13. [23200](#) Tavern Safety Training Updates

**Report of Madison Police Department**

14. [28523](#) Summary of recent calls for service

**Report of City Clerk's Office**

15. [28524](#) Summary of licenses issued

**Operator's License Applications**

16. [32461](#) Operator License Application  
Andrew Meyers - Establishment where employed: Red Zone

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

17. [32418](#) Operator License Application  
Yotam Israeli - Establishment where employed: The Roost Pub & Grill

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

**Adjournment**

**A motion was made by Zambie, seconded by Donnelly, to Adjourn. The motion passed by voice vote/other.**