



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

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

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Wednesday, July 17, 2024

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 354 (City-County Building)

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### 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](mailto: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: 818 2304 5746

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 ntawv, cov ntaub ntawv 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 August 6, 2024

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:**

**Call to Order/Roll Call**

**Approval of Minutes**

June 26, 2024: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

July 11, 2024: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [84420](#) 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

separated 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. [84091](#)

Operator License Application

Zachary Thompson - Establishment where employed: Flix Brewhouse

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

### Changes of Agent

3. [83329](#)

Change of Agent

Graduate Madison Leasee, LLC • dba Graduate Madison • 601 Langdon St

New Agent: Aaron Liebgold

Class B Combination Liquor & Beer

(District 5)

Legislative History

5/15/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

4. [83337](#)

Change of Agent

SBG Apple North VIII, LLC • dba Applebee's Neighborhood Bar & Grill • 4710 E Towne Boulevard

New Agent: David A. Oestreich

Class B Combination Liquor & Beer

(District 17)

Legislative History

5/15/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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5.     [84395](#)     Change of Agent  
Kwik Trip Inc • dba Kwik Trip 950 • 4402 E Buckeye Rd  
New Agent: Mary Jane C Hooser  
Class A Beer, Class A Liquor  
(District 16)
  
6.     [84400](#)     Change of Agent  
Apple Nine Hospitality Management Inc • dba Hilton Garden Inn Madison  
770 Regent St  
New Agent: Daniel Hance  
Class B Combination Liquor & Beer  
(District 4)
  
7.     [84401](#)     Change of Agent  
Kwik Trip Inc • dba Kwik Trip 952 • 2538 Fish Hatchery Rd  
New Agent: Tami J Koeth  
Class A Beer, Class A Cider  
(District 14)

**Entity Reorganization**

8.     [84402](#)     Entity Reorganization  
Luigi's Diner LLC • dba Luigi's Diner  
515 S Midvale Blvd  
Class B Beer, Class C Wine  
(District 11)  
Remove one officer
  
9.     [84403](#)     Entity Reorganization  
La Pepe Inc • dba Tex Tubb's Taco Palace  
2009 Atwood Ave  
Class B Combination Liquor & Beer  
(District 6)  
Remove one officer
  
10.    [84404](#)     Entity Reorganization  
2089 Inc • dba Monty's Blue Plate Diner  
2089 Atwood Ave  
Class B Combination Liquor & Beer

(District 6)  
Remove one officer

11. [84408](#) Entity Reorganization  
Delmonico's of Madison LLC • dba Johnny Delmonico's  
130 S Pinckney St  
Class B Combination Liquor & Beer  
(District 4)  
Remove one officer
12. [84409](#) Entity Reorganization  
Wisconsin Fine Wines & Spirits LLC • dba Total Wine Spirits Beer & More  
400 West Towne Mall  
Class B Combination Liquor & Beer  
(District 9)  
Add one new officer

**18+ Center for Visual & Performing Arts License**

13. [84411](#) 18+ Center for Visual & Performing Arts License  
Cenote LLC • dba Liquid  
Capacity (in/out): 720/0  
624 University Ave • Agent: Riley Gasiorowski  
Class B Combination Liquor & Beer • 40% alcohol, 0% food, 60% other  
Police Sector 403 (District 2)

**Recessed Public Hearing**

15. [83704](#) Public Hearing - New License  
Black Sky Investments LLC • dba Wine & Design, Madison, WI  
167 S Fair Oaks Ave • Agent: Kelly Anderson  
Estimated Capacity (in/out): 65/0  
Class B Combination Liquor & Beer  
12.87% alcohol, 3.07% food, 84.06% other  
Police Sector 602 (District 15)

**Legislative History**

5/29/24	Clerk's Office	Referred for Introduction
6/4/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

7/2/24 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW COMMITTEE

16. [83712](#) Public Hearing - New License  
Madison Petroleum LLC • dba Deon's  
2301 Commercial Ave • Agent: Harminder Basra  
Class A Beer  
Police Sector 501 (District 12)

**Legislative History**

5/29/24 Clerk's Office Referred for Introduction  
6/4/24 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
6/26/24 ALCOHOL LICENSE RECOMMEND TO COUNCIL TO RE-REFER  
REVIEW COMMITTEE - PUBLIC HEARING to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
7/2/24 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

**New License - Public Hearing**

17. [84115](#) Public Hearing - New License  
Mega Marts, LLC • dba Metro Market #434  
6010 Cottage Grove Rd. • Agent: Andrew Hein  
Estimated Capacity (in/out): 200/200  
Class B Combination Liquor & Beer • 15% alcohol, 80% food  
Police Sector 627 (District 3)

**Legislative History**

6/21/24 Clerk's Office Referred for Introduction  
7/2/24 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

18. [84125](#) Public Hearing - New License  
Ultimate Mart, LLC • dba Metro Market #179  
261 Junction Rd. • Agent: Bryan Roth  
Class A Beer, Class A Liquor  
Police Sector 128 (District 9)

**Legislative History**

6/21/24 Clerk's Office Referred for Introduction  
7/2/24 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

19. [84126](#) Public Hearing - New License

Ultimate Mart, LLC • dba Pick N Save #178  
2502 Shopko Dr. • Agent: Mitchell Leggett  
Class A Beer, Class A Liquor  
Police Sector 513 (District 12)

Legislative History

6/21/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

20. [84128](#) Public Hearing - New License  
Ultimate Mart, LLC • dba Pick N Save Express #183  
1312 S. Park St. • Agent: Terrence Rock  
Class A Beer, Class A Liquor  
Police Sector 306 (District 13)

Legislative History

6/21/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

21. [84130](#) Public Hearing - New License  
Ultimate Mart, LLC • dba Pick N Save #131  
3197 Maple Grove Dr • Agent: Crystal Gulseth  
Class A Beer, Class A Liquor  
Police Sector 119 (District 7)

Legislative History

6/21/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

22. [84138](#) Public Hearing - New License  
Fresco LLC • dba Catering a Fresco  
201 State St • Agent: Megan Moderson  
Estimated Capacity (in/out): 2251/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 405 (District 4)

Legislative History

6/21/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

23. [84140](#) Public Hearing - New License  
On Regent Hospitality • dba Greenbush Bar  
914 Regent St • Agent: Samuel Brown

Estimated Capacity (in/out): 55/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 202 (District 8)

**Legislative History**

6/21/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

24. [84159](#) Public Hearing - New License  
Cenote LLC • dba Liquid  
624 University Ave • Agent: Riley Gasiorowski  
Estimated Capacity (in/out): 720/0  
Class B Combination Liquor & Beer • 40% alcohol, 0% food, 60% other  
Police Sector 403 (District 2)

**Legislative History**

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

25. [84160](#) Public Hearing - New License  
Molten Monkey LLC • dba Molten Monkey Pizza  
912 E Johnson St • Agent: Otto Dilba  
Estimated Capacity (in/out): 50/20  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Police Sector 407 (District 6)

**Legislative History**

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

26. [84161](#) Public Hearing - New License  
Consolidated Management Company • dba Consolidated Management  
Company  
1000 Edgewood College Dr • Agent: Michael DeLisle  
Estimated Capacity (in/out): 300/500  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 207 (District 13)

**Legislative History**

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

27. [84162](#) Public Hearing - New License



La Juquilita Mexican Restaurant & Grill • dba El Aguila Real  
226 State St • Agent: Paulina Venegas  
Estimated Capacity (in/out): 99/20  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 406 (District 4)

Legislative History

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

28. [84163](#) Public Hearing - New License  
Marie's Soul Food • dba Marie's Soul Food  
1637 Monroe St • Agent: Marissa Holmes  
Estimated Capacity (in/out): 40/0  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Police Sector 205 (District 13)

Legislative History

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

29. [84164](#) Public Hearing - New License  
El Sabor De Puebla LLC • dba El Sabor De Puebla  
1849 Northport Dr • Agent: Reyna Gonzalez Torres  
Estimated Capacity (in/out): 220/0  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 504 (District 18)

Legislative History

6/25/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

30. [84418](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

31. [84419](#) Summary of Licenses Issued

**Adjournment**