



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, August 21, 2024

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: 854 8795 4874

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 September 10, 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

July 17, 2024: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

July 24, 2024: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [84810](#) 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. [84503](#) Operator License Application
Jericho Blades- Establishment where employed: Kelly's Market

Legislative History

7/24/24	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
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3. [84820](#) Operator License Application
Shaun Sobacki

Changes of Agent

4. [84039](#) Change of Agent
Cracker Barrel Old Country Store Inc • dba Cracker Barrel #214 • 2147 East
Springs Dr
New Agent: Amy Aures
Class B Beer, Class C Wine
(District 17)

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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5. [84071](#) Change of Agent
Red Rooster Madison LLC • dba Red Rooster • 2513 Seiferth Rd
New Agent: Timothy Payne
Class B Combination Liquor & Beer
(District 16)

Legislative History

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

- 6. [84506](#) Change of Agent
Graduate Madison Lessee LLC • dba Graduate Madison • 601 Langdon St
New Agent: Shawna M Lindenmeyer
Class B Combination Liquor & Beer
(District #2)

- 7. [84613](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 1514 • 5445 University Ave
New Agent: Heather Falkenstein
Class A Beer, Class A Cider
(District 19)

- 8. [84690](#) Change of Agent
The Great Dane Pub & Brewing Company Inc • dba The Great Dane Pub -
Downtown • 123 Doty St
New Agent: Camille Knudson
Class B Combination Liquor & Beer
(District 4)

Entity Reorganization

- 9. [84072](#) Entity Reorganization
Red Rooster Madison LLC • dba Red Rooster
2513 Seiferth Rd
Class B Combination Liquor & Beer
(District 16)
Add one new officer, remove one officer

Legislative History

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

- 10. [84616](#) Entity Reorganization
Regent Market Cooperative • dba Regent Market Cooperative
2136 Regent St
Class B Combination Liquor & Beer
(District 5)
Add three new officers, remove one officer

- 11. [84618](#) Entity Reorganization

Red Robin International Inc • dba Red Robin America's Gourmet Burger
2240 East Springs Dr
Class B Combination Liquor & Beer
(District 17)
Add two new officers, remove two officers

12. [84620](#) Entity Reorganization
Taste of Sichuan LLC • dba Taste of Sichuan
515 State St
Class B Beer, Class C Wine
(District 2)
Add one new officer, remove one officer

Change of License Conditions

13. [84076](#) Change of Licensed Conditions
Grewal Petroleum LLC • dba Grewal Petroleum LLC
3859 E Washington Ave • Agent: Gurpreet Singh
Class A Beer, Class A Liquor
Police Sector 605 (District 3)
Request to change conditions to allow for sale of single bottles or cans.

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
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Reconsider

14. [84078](#) Change of Licensed Conditions
Hoops of Dane County Inc • dba The Locker Room
Capacity: 99 (split between indoor and patio)
1810 Roth St • Agent: Dale Beck
Class B Combination Liquor & Beer • 90% alcohol, 10% food
21+ Entertainment License
Police Sector 503 (District 12)
Request to change conditions to allow for outdoor music.

Legislative History

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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Request to Extend License Issuance Beyond 180 Day Limit Under MGO 38.05

- 15. [84807](#) Second request to extend license issuance beyond the 180 day limit under MGO 38.05
LMMD LLC • dba The Red Shed
Transfer from 406 N Frances St to 508 State St, Unit A
Agent: Lynn Dieffenbach • Estimated Capacity (in/out): 80/12
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Police Sector 403 (District 2)

New License - Public Hearing

Recessed Public Hearing

- 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 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
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

- 17. [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
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

8/6/24 COMMON COUNCIL Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [84234](#)

Public Hearing - New License
Sriram Retails 3 LLC • dba Regent Street Mini Mart
1401 Regent St • Agent: Meenu Kaushal
Estimated Capacity (in/out): 25 total
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other
Police Sector 205 (District 13)

Legislative History

7/1/24	Clerk's Office	Referred for Introduction
7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	Amend
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING
7/11/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING
7/16/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

19. [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
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Grant With Condition(s)

20. [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
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7/2/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Grant With Condition(s)

21. [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
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Grant With Condition(s)

22. [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
7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Grant With Condition(s)

23. [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

7/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Grant With Condition(s)

Public Hearing

24. [84602](#) Public Hearing - New License
Sabaidee Thailand WI LLC • dba Monsoon Siam 2
2326 Atwood Ave • Agent: Dutdao Wonglaka
Estimated Capacity (in/out): 45/18
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other
Police Sector 601 (District 15)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

25. [84603](#) Public Hearing - New License
Bakery Garibaldi LLC • dba El Torito Cantina and Mexican Eats
4802 Annamark Dr • Agent: Patricia Doreteo
Estimated Capacity (in/out): 55/0
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 632 (District 17)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

26. [84610](#) Public Hearing - New License
True Legacy Hospitality LLC • dba Rocky Rococo
4556 Monona Dr • Agent: Jose Zavala
Estimated Capacity (in/out): 45/0
Class B Beer • 3% alcohol, 97% food
Police Sector 613 (District 15)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

27. [84611](#) Public Hearing - New License
Superstar Catering LLC • dba Sequoia
1843 Monroe St • Agent: ZhiQiang Li
Estimated Capacity (in/out): 99/0

Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 205 (District 13)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

28. [84621](#) Public Hearing - New License
Walgreen Co • dba Walgreens #03343
7810 Mineral Point Rd • Agent: Santa Lang
Class A Beer, Class A Liquor
Police Sector 125 (District 9)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

29. [84622](#) Public Hearing - New License
Walgreen Co • dba Walgreens #02848
606 S Whitney Way • Agent: Colleen Ann Luba
Class A Beer, Class A Liquor
Police Sector 218 (District 19)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

30. [84623](#) Public Hearing - New License
Walgreen Co • dba Walgreens #07536
8302 Old Sauk Rd • Agent: Joel Miller
Class A Beer, Class A Liquor
Police Sector 127 (District 9)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

31. [84625](#) Public Hearing - New License
Walgreen Co • dba Walgreens #04240
3710 E Washington Ave • Agent: Remington Trewyn
Class A Beer, Class A Liquor
Police Sector 516 (District 12)

Legislative History

7/30/24	Clerk's Office	Referred for Introduction
8/6/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Discussion Items

32. [84812](#) Discussion of implementing a list of standard conditions the committee applies to licenses.

Report of Madison Police Department

33. [84808](#) Summary of Recent Calls for Service

Report of City Clerk's Office

34. [84809](#) Summary of Licenses Issued

Adjournment