



City of Madison

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

Meeting Minutes ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, March 19, 2014

5:30 PM

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

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Applications will go to the Common Council Meeting of April 8, 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

Ald. Subeck arrived at 5:39 pm and Ald. Verveer arrived at 5:41 pm. Ald. Bidar-Sielaff left at 8:36 pm.

Approval of Minutes

A motion was made by Landgraf, seconded by Stevenson, to Approve the Minutes. The motion passed by voice vote/other.

Public Comment

Disclosures and Recusals

Public Hearing

Presentation of the Consent Agenda

Changes of Agent

1. Change of Agent
GMRI Inc • The Olive Garden Italian Restaurant #1300

4320 East Towne Blvd.
New Agent: J D Duncan
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius)

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

2. Change of Agent
Aldi Inc • Aldi #22 • 8222 Watts Rd
New Agent: Monica Engel
Class A Liquor, Class A Beer
Aldermanic District 9 (Alder Skidmore)

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

3. Change of Agent
Hy-Vee Inc • Hy-Vee Madison #2 • 675 S Whitney Way
New Agent: Carl Haidar
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Cheeks)

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

4. Change of Agent
A La Brasa LLC • A La Brasa Mexican Grill
15 N Broom St
New Agent: Jose Zecua Mendez
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

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

5. Change of Agent
Wal-Mart Stores East LP • Walmart #1138
7202 Watts Rd
New Agent: James Sherman
Class A Liquor, Class A Beer
Aldermanic District 1 (Alder Subeck)

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

6. Change of Agent
Johnson Market Inc • Market Basket
312 E Mifflin St
New Agent: John Johnson

Class A Liquor, Class A Beer
Aldermanic District 2 (Alder Zellers)

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

Changes of Corporate Control

7. Entity Reorganization & Business Name Change
Jalapeno Mexican Grill, LTD • dba Jalapeno Mexican Grill
New dba: Sol Azteca Mexican Grill
1821 S Park St
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Strasser)
1 new officer

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

8. Entity Reorganization
A La Brasa LLC • dba A La Brasa Mexican Grill
15 N Broom
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Remove one officer

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

Change of Licensed Premise

9. Change of Licensed Premise
Tip Top Tap Inc • Tip Top Tavern • Capacity: 80
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 12 (Alder Palm) • Police Sector 502
Request to add outdoor patio space, with an additional capacity of 60

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

10. Change of Licensed Premise
Hy-Vee, Inc • Hy-Vee Madison #2 • Capacity: 175
675 S Whitney Way • Agent: Carl Haider
Class B Combination Liquor & Beer • 15% alcohol, 75% food
Aldermanic District 10 (Alder Cheeks) • Police Sector 107
Request to add patio area for outside dining, add 30 to capacity (outdoor)

A motion was made by Stevenson, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice

vote/other.

11. Change of Licensed Premise
Crescendo LLC • dba Crescendo Espresso Bar & Music Cafe • Capacity: 49
1859 Monroe St • Agent: Caitlin Shanahan
Class B Beer & Class C Wine • 15% alcohol, 35% food
Aldermanic District 13 (Alder Ellingson) • Police Sector 303
Request to extend closing time on license

A motion was made by Bidar-Sielaff, seconded by Zambie, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

21+ Entertainment License

12. 21+ Entertainment License
Tip Top Tap Inc • Tip Top Tavern • Capacity: 80
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 12 (Alder Palm) • Police Sector 500

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

18+ Performing Arts License

13. 18+ Center for Visual & Performing Arts License
Applicant • dba: Lagartos • Capacity: 500
802 Atlas Ave • Agent: Dale Beck
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Aldermanic District 3 (Alder Cnare) • Police Sector 611

A motion was made by Bidar-Sielaff, seconded by Subeck, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Temporary Class B Concurrent with Street Use

- 13a Temporary Class B Retailer license concurrent with
Street Use Permit
Madison Festivals, Inc.
Event Location: John Nolen Dr.
Event Date: June 28, 2014
Aldermanic Districts 4, 13 & 14 (Alds. Verveer, Ellingson & Strasser)
Police District: 300
Rhythm & Booms

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

New License - Public Hearing

14. Public Hearing - New License
Hoops of Dane County Inc • dba Lagartos
802 Atlas Ave • Agent: Dale Beck • Estimated Capacity: 500
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Aldermanic District 3 (Alder Cnare) • Police Sector 611

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

15. Public Hearing - New License
16 Bars LLC • dba Two Straws
1380 Williamson St • Agent: Joshua Michael Swentzel
Estimated Capacity: 50
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 6 (Alder Rummel) • Police Sector 410

A motion was made by Stevenson, seconded by Landgraf, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

16. Public Hearing - New License
LBR Northside LLC • dba The Spot Liquor
4521 Cottage Grove Rd • Agent: Larry Ring
Class A Liquor, Class A Beer
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

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

17. Public Hearing - New License
Ming Yang Enterprise LLC • dba World Buffet
499 D'onofrio Dr • Agent: James Min Jiang • Estimated Capacity: 300
Class B Beer & Class C Wine • 5% alcohol, 95% food
Aldermanic District 9 (Alder Skidmore) • Police Sector 124

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

Items Referred

18. Amending Section 11.06(7)(j) of the Madison General Ordinances to prohibit alcohol consumption while operating a pedal-cab or as a passenger of a pedal-cab.

A motion was made by Verveer, seconded by Stevenson, to Return to Lead with the Recommendation to Approve as Substituted to the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other.

19. Amending Sections 28.061, 28.072, 28.082, 28.091, 28.151 and 28.211 and creating Section 28.127 of the Madison General Ordinances to create an Alcohol Overlay District in the zoning code, create "Restaurant-Nightclub" and "Nightclub" as uses of land in the zoning code, establish supplemental regulations for "Restaurant-Tavern," "Tavern," "Restaurant-Nightclub," and "Nightclub," and to amend the definition for "Restaurant-Tavern," "Theater, Assembly hall," and "Outdoor stage, band shell, or amphitheater."
- A motion was made by Subeck, seconded by Donnelly, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION. The motion passed by voice vote/other.**

Report of the Alcohol Policy Coordinator

20. Report of Alcohol Sales for Next Door Brewing Co.
21. 2014 Revised Entertainment Best Practices

Report of Madison Police Department

22. Summary of recent calls for service.

Report of City Clerk's Office

23. Summary of licenses issued

Operator's License Applications

24. Operator License Application
Jesse Widen - Establishment where employed: Pedro's
- A motion was made by Verveer, seconded by Subeck, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

Adjournment