



# Liquor/Beer Agent

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

licensing@cityofmadison.com  
608-266-4601

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

\_\_\_\_\_  
(Agenda Item Number) -If change-

\_\_\_\_\_  
(Legistar file number) -If change-

UCLIB.2020.00342  
(License number)

17 - MADISON  
(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Jeffrey Lenz, officer/member for North Central Management, Inc. (Corp/LLC),

doing business as DoubleTree Madison East, authorize and appoint Sheri Straka  
Name

as the liquor/beer agent for the premise located at 4402 E. Washington Avenue, Madison, WI 53704.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

[Signature], 4/2/2024  
Signature of corporate officer/member, Date

## To be completed by appointed Liquor/Beer Agent

I, Sheri Straka, appointed liquor/beer agent for North Central Management, Inc. (Corp/LLC),

being first duly sworn, affirm that I have full authority and control of the premise described in this license, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee. The percent of the business I own is 0 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

[Signature], 4/9/2024  
Signature of corporate Agent, Date