



City of Madison
Meeting Minutes - Final
ALCOHOL LICENSE REVIEW
COMMITTEE

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

*David Hart; Ken Kamp; Ald. Judy Olson; Ald. Mike Verveer;
Stephanie A. Rearick; John McNamara; Janice C. Wheaton;
LaMarr Q. Billups; Captain Jay Lengfeld; Marsh Shapiro; Jennifer Zilavy; Maribeth Witzel-
Behl*

Wednesday, December 14, 2005

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room GR-27 (City-County Building)

Call to Order & Roll Call

Alcohol Policy Coordinator Joel Plant was Present.

Present: Olson, Verveer, Maribeth Witzel-Behl, Marsh Shapiro, Jay Lengfeld, Jennifer Zilavy, McNamara, Kenneth R. Kamp, Rearick and LaMarr Q. Billups

Excused: Wheaton and Hart

Approval of Minutes

A motion was made by Ald. Olson, seconded by Ald. Verveer, to Approve the Minutes. The motion passed by acclamation.

Presentation & Discussion

1. [02070](#) Discrimination complaints against license holders and applicants

A motion was made by Ald. Verveer, seconded by Ald. Olson, to Rerefer to the ALCOHOL LICENSE REVIEW COMMITTEE January 18 meeting. The motion passed by acclamation.

Change of Licensed Premise

2. [01744](#) Application for Change of Licensed Premise
LWS Investments Two, LLC • Good Times Neighborhood Bar • capacity 99
47 S. Stoughton Road • Agent: Lawrence Schmock
Class B Combination Liquor & Beer • 85% alcohol, 15% food
Request to add patio/deck to licensed premise.

Appearances: Larry Schmock (applicant) and Alderperson Lauren Cnare.

**A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following conditions: 1) Deck will be located in the front of the building, facing Highway 51, and fully visible to the bouncer and staff at the bar, accessible from the front door. 2) Tables to seat 20. 3) No live music on deck, but music as background, not to rise above conversation level, from small speakers facing this deck. 4) Waited food and beverage service every day of the week from 9 a.m. until midnight. The staff will have the discretion to not serve food if the kitchen is closed. 5) The back door, facing the homes, will not be propped open.
The motion passed by acclamation.**

Nightclub License Application - Current Liquor License Holder

3. [02522](#) Nightclub License Application
Szechuan Palace, Inc. • dba China Palace • capacity of 250
1291 N. Sherman Avenue • Agent: Dan Qi
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Appearance: Dan Qi (applicant).
- A motion was made by Olson, seconded by Rearick, to refer to the Alcohol License Review Committee January 18 meeting, with an ALERT meeting held in the meantime. No action taken.**
- A motion was made by Ald. Olson, seconded by Ald. Verveer, to Table. The motion passed by acclamation.**
- A motion was made by Ald. Verveer, seconded by Ald. Olson, to Take Off The Table. The motion passed by acclamation.**
- A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.**

Capacity Review

4. [02352](#) Capacity Review
Neek, Inc. • dba Kimia Lounge • Capacity increase from 100 to 225
14 W. Mifflin Street • Agent: Kami Eshraghi
Class B Combination Liquor & Beer • 89% alcohol, 11% food
- Appearances in support: Kami Eshraghi (applicant), Terese Berceau.**
Appearances in opposition: Jamie McCarville representing Capitol Neighborhoods Alcohol Issues Committee, Ledell Zellers. Registrations in support: Randy Page, David Tiefel, Peggy Burke, Guillermo Vivanco, Vera Varlanov, Brittany Kubes, Hayley Spohn, Sean Michael, Dargan, Attorney Rick Petri.
- A motion was made by Ald. Olson, seconded by Rearick, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.**

Center for Visual & Performing Arts Application

5. [02350](#) Center for Visual & Performing Arts License Application
Neek, Inc. • dba Kimia Lounge • Capacity of 100-225
14 W. Mifflin Street • Agent: Kami Eshraghi
Class B Combination Liquor & Beer • 89% alcohol, 11% food
- Appearance in support: Kami Eshraghi (applicant). Registrations in support: David Tiefel, Peggy Burke, Guillermo Vivanco, Vera Varlanov, Brittany Kubes, Hayley Spohn, Sean Michael, Dargan, Attorney Rick Petri.**
- A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.**

New Licenses - Public Hearing

6. [02347](#) Public Hearing - New License
La Rocca's Pizzeria, LLC • dba La Rocca's Pizzeria • est. capacity of 40
940 Williamson Street • Agent: Vito La Rocca
Class B Beer, Class C Wine • 20% alcohol, 70% food, 10% other
Appearances: Vito LaRocca (applicant), Caterina LaRocca (applicant).
- A motion was made by McNamara, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by the following vote:**
- Excused:** Wheaton and Hart
- Aye:** Olson, Verveer, McNamara and Kamp
- Abstain:** Rearick
7. [02355](#) Public Hearing - New License
Capitol Petroleum, LLC • dba EW Mobil
3505 E. Washington Avenue • Agent: Farooq Shahzad • Class A Beer
Appearances: Jawwad Sheikh (applicant).
- A motion was made by Ald. Olson, seconded by McNamara, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) Display of beer limited to one 15 square foot section of cooler. 2) No sale of single bottles or single cans of beer or fermented malt beverages. 3) No sale of 40 ounce bottles of fermented beverages.**
The motion passed by acclamation.
8. [02357](#) Public Hearing - New License
Capitol Petroleum, LLC • dba CG Marathon
605 Cottage Grove Road • Agent: Farooq Shahzad • Class A Beer
Appearance: Jawwad Sheikh (applicant).
- A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) Display of beer limited to one 15 square foot section of cooler. 2) No sale of single bottles or single cans of beer or fermented malt beverages. 3) No sale of 40 ounce bottles of fermented beverages.**
The motion passed by acclamation.
9. [02360](#) Public Hearing - New License
Resham & Manjit, LLC • dba to be determined
6717 Odana Road • Agent: Resham Singh • Class A Beer
Appearances: Resham Singh (applicant), Anwar Abbas (applicant).
- A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**

10. [02354](#) Public Hearing - New License
Palace Latin Club, LLC • dba Palace Latin Club • est. capacity of 450
1401 University Avenue • Agent: Javier Palacios
Class B Combination Liquor & Beer • 60% alcohol, 10% food, 30% other
Appearances in support: Javier Palacios (applicant), Martin Palacios (applicant), Alderperson Robbie Webber, Steve Murphy, Peter Munoz. Registrations in support: Rafael Ruiz, Donovan Ott, Justina Morgan, Elizabeth Martin.
A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
11. [02358](#) Public Hearing - New License
M&M Madison Concessions, LLC • dba Howard Johnson Madison
3841 E. Washington Avenue • Agent: Ron Trachtenberg
Class B Combination Liquor & Beer • 3.3% alcohol, 16.5% food, 80.2% other
Appearances: Rob Davis (applicant), Attorney Rick Petri.
A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the understanding that Ron Trachtenberg will be the agent initially, and the license holder will apply for a change of agent in January.
The motion passed by acclamation.

Nightclub License Applications - New Liquor License Applicants

12. [02494](#) Nightclub License Application
Palace Latin Club, LLC • dba Palace Latin Club • est. capacity of 450
1401 University Avenue • Agent: Javier Palacios
Class B Combination Liquor & Beer • 60% alcohol, 10% food, 30% other
Appearances: Javier Palacios (applicant), Martin Palacios (applicant).
A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.
13. [02523](#) Nightclub License Application
M&M Madison Concessions, LLC • dba Howard Johnson Madison
3841 E. Washington Avenue • Agent: Ron Trachtenberg
Class B Combination Liquor & Beer • 3.3% alcohol, 16.5% food, 80.2% other
Appearances: Rob Davis (applicant), Attorney Rick Petri.
A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.

Discussion

14. [02471](#) Standards for Granting Operator's Licenses

A motion was made by Ald. Olson, seconded by Rearick, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE January 18 meeting. The motion passed by acclamation.

Report of the City Clerk's Office

15. [01705](#) Summary of Licenses Issued

The following summary was provided for the current license year:

Class A Beer (Liquor Store): 51 issued
Class A Beer (Grocery): 60 issued
Class A Liquor: 50 issued
Class B Beer: 66 issued
Class B Liquor & Beer: 338 issued
Class C Wine: 40 issued
Wholesale Beer: 5 issued
Visual & Performing Arts: 6 issued
Nightclub: 49 issued
Adult Entertainment Tavern: 3 issued
Operator: 2,083 issued
Provisional Operator: 327 issued
Food & Drink (\$1 to \$10,000): 140 issued
Food & Drink (\$10,001 to \$100,000): 292 issued
Food & Drink (\$100,001 to \$250,000): 209 issued
Food & Drink (\$250,001 to \$1,000,000): 282 issued
Food & Drink (\$1,000,001 to \$5,000,000): 95 issued
Food & Drink (Greater than \$5,000,000): 18 issued
Sidewalk Cafe: 53 issued
Picnic Beer License: 36 issued

* Madison has a quota of 396 Class B Combination Liquor & Beer licenses under state law. 59 of 71 Reserve licenses have been granted. 280 of 325 Grandfathered licenses have been granted. Taking into consideration the Class B Combination licenses that the committee Recommended to Council to Grant at this meeting, 56 Class B Combination licenses are currently available in the city of Madison.

Adjournment

A motion was made by Rearick, seconded by McNamara, to Adjourn at 7:38 p.m. The motion passed by acclamation.