



City of Madison

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

Agenda - Approved

ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, January 21, 2015

5:30 PM

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

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.

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 February 3, 2015.

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

Approval of Minutes

December 17, 2014: <http://madison.legistar.com/Calendar.aspx>

Public Comment

Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

Public Hearing

The Alcohol License Review Committee uses a consent agenda, which means that the Committee can consider any item at 5:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

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

Special Presentation: Business Mix on State Street

Presented by Bill Fruhling, Planning

Changes of Agent

1. [36460](#) Change of Agent
Busse's Markway Tavern Inc. • dba Busse's Markway Tavern
2005 N. Sherman Ave
New Agent: Daniel Bowden
Class B Combination Liquor & Beer
Aldermanic District 12 (Alder Palm)

2. [36733](#) Change of Agent
University Sports Inc • dba Bill's on University• 620 University Ave
New Agent: William Rudy
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

3. [36734](#) Change of Agent
OSI/Flemings LLC • dba Fleming's Prime Steakhouse
750 N Midvale Blvd
New Agent: Lesli Putman
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Schmidt)

Business Name Change

4. [36735](#) Business Name Change
Mr Brews Taphouse Holding LLC • Current dba: Brews Brothers Pub II LLC
610 Junction Rd #107
Class B Beer, Class C Wine • 40% alcohol, 60% food
Aldermanic District 9 (Alder Skidmore)

New dba: Mr Brews Taphouse II LLC

5. [36736](#) Business Name Change
Lange Hotel Associates Inc • Current dba: Holiday Inn Express of Madison
722 John Nolen Dr
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 14 (Alder Strasser)
New dba: Comfort Inn Madison Downtown

Entity Reorganization

6. [36737](#) Entity Reorganization
University Sports Inc • dba Bill's on University
620 University Ave
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 4 (Alder Verveer)
Add 1 new officer, Remove 1 officer

Change of Licensed Premise

7. [34419](#) Change of Licensed Premise
AJ Bombers MSN, LLC • AJ Bombers
Capacity: Indoor-137, Proposed Outdoor-30
201 W Gorham St • Agent: Joseph J. Sorge Jr.
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request proposed addition of "pilot program" Parklet.

Legislative History

6/18/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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8. [36269](#) Change of Licensed Premise
BAT Inc • dba Madhatter • Capacity: 200
322 W Gorham St • Agent: Ted Gervasi
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request to increase capacity to 320 as well as addition
of kitchen and food service.

Legislative History

12/17/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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9. [36739](#) Change of Licensed Premise
Curt Vaughn Brink LLC • dba The Brink Lounge • Capacity: 396
701 E Washington Ave #105 • Agent: Matt Brink
Class B Combination Liquor & Beer • 80% alcohol, 20% food

Aldermanic District 6 (Alder Rummel) • Police Sector 408
Request to sell liquor/wine/beer for off premise sale.

21+ Entertainment License

10. [35711](#) 21+ Entertainment License
Blair St BBQ LLC • dba Blair Street BBQ • Capacity: 90
605 E Washington Ave • Agent: Daryl Jones
Class B Combination Liquor & Beer • 20% alcohol, 75% food, 5% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Legislative History

10/15/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/17/14	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

11. [36740](#) 21+ Entertainment License
Atrium on King LLC • dba The Atrium • Capacity: 175
111 King St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 30% alcohol, 55% food, 15% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

New License - Public Hearing

12. [36663](#) Public Hearing - New License
HopCat-Madison LLC • dba HopCat
222 W Gorham St • Agent: Ron Trachtenberg • Estimated Capacity: 343
Class B Combination Liquor & Beer • 55% alcohol, 45% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

Legislative History

12/23/14	Clerk's Office	Referred for Introduction
1/6/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

13. [36665](#) Public Hearing - New License
Atrium on King LLC • dba The Atrium
111 King Street • Agent: Benjamin Attschul • Estimated Capacity: 175
Class B Combination Liquor & Beer • 30% alcohol, 55% food, 15% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Legislative History

12/23/14	Clerk's Office	Referred for Introduction
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1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

14. [36666](#) Public Hearing - New License
TK Restaurant LLC • dba Tavernakaya
33 E Main St • Agent: Jan-Min Michael Ding • Estimated Capacity: 116
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Legislative History

12/23/14 Clerk's Office Referred for Introduction
1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

15. [36667](#) Public Hearing - New License
Red Elephant LLC • dba Red Elephant Chocolate
119 State Street Unit 105 • Agent: Richard Koenings • Estimated Capacity: 30
Class C Wine • 20% alcohol, 70% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Legislative History

12/23/14 Clerk's Office Referred for Introduction
1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

16. [36668](#) Public Hearing - New License
R.I. Heritage Inn of Madison Opco LLC • dba Madison Residence Inn
4862 Hayes Road • Agent: Krystal Kimmerly • Estimated Capacity: 100
Class B Beer, Class C Wine • 2% alcohol, 4% food, 94% other
Aldermanic District 17 (Alder Clausius) • Police Sector 518

Legislative History

12/23/14 Clerk's Office Referred for Introduction
1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

17. [36669](#) Public Hearing - New License
New Orient House LLC • dba Orient House
626 S Park Street • Agent: Junfeng Hou • Estimated Capacity: 96
Class B Beer, Class C Wine • 20% alcohol, 80% food
Aldermanic District 13 (Alder Dailey) • Police Sector 305

Legislative History

12/23/14 Clerk's Office Referred for Introduction

1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

18. [36670](#) Public Hearing - New License
Mr Brews Taphouse V, LLC • dba Mr Brews Taphouse V
309 W Johnson Street Unit 1 • Agent: Steven Day • Estimated Capacity: 85
Class B Beer, Class C Wine • 40% alcohol, 60% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Legislative History

12/23/14 ALCOHOL LICENSE REVIEW COMMITTEE Referred for Introduction

1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

19. [36671](#) Public Hearing - New License
Bos Meadery LLC • dba Bos Meadery
849 E Washington Ave Suite 102 • Agent: Colleen Bos
Estimated Capacity: 49
Class B Combination Liquor & Beer • 100% alcohol
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Legislative History

12/23/14 ALCOHOL LICENSE REVIEW COMMITTEE Referred for Introduction

1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

20. [36672](#) Public Hearing - New License
Next Five LLC • dba Rudy's
15 N Pinckney Street • Agent: William T Rudy
Estimated Capacity: 150
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406

Legislative History

12/23/14 ALCOHOL LICENSE REVIEW COMMITTEE Referred for Introduction

1/6/15 COMMON COUNCIL Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE

Report of Madison Police Department

21. [34003](#) Summary of recent calls for service

Report of City Clerk's Office

22. [28524](#) Summary of licenses issued

Operator Licenses

23. [35914](#) Operator License Application
Gerard Zeier - Establishment where employed: PDQ

Legislative History

11/19/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/17/14	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

Adjournment