



City of Madison

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

Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, January 21, 2015

5:30 PM

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

Roll Call

at 5:37 pm.

Present: 6 - Lisa Subeck; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; David A. Hart and Shiva Bidar-Sielaff

Excused: 5 - Eric Christianson; Michael S. Donnelly; Everett D. Mitchell; Mark D. Woulf and Hoyon Mephokee

Non Voting: 3 - James Boxrud; Richard Bach and Roger Allen

Approval of Minutes

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

Public Comment

Disclosures and Recusals

Landgraf disclosed an association with Urban Land Interests (Item #12).

Public Hearing

Presentation of the Consent Agenda

[36923](#) Business Mix on State Street

Report accepted.

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)

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

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)

The condition is: Agent shall immediately close the business on the day of the Common Council approval of the ALRC action. Business shall remain closed until a new liquor license is approved by the Common Council.

A motion was made by Landgraf, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other. The condition is: Agent shall immediately close the business on the day of the Common Council approval of the ALRC action. Business shall remain closed until a new liquor license is approved by the Common Council.

Three registrants in support.

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)

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

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

One registrant in support.

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

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

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

The condition is: Agent shall immediately close the business on the day of the Common Council approval of the ALRC action. Business shall remain closed until a new liquor license is approved by the Common Council.

A motion was made by Landgraf, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other. The condition is: Agent shall immediately close the business on the day of the Common Council approval of the ALRC action. Business shall remain closed until a new liquor license is approved by the Common Council.

Three registrants in support.

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.

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

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.

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

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.

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

Two registrants in support.

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

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

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

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Two registrants in support.

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

The conditions are:

- 1) Food must be available at all times;
- 2) Change of Agent application must be approved prior to opening.

A motion was made by Subeck, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are:

- 1) Food must be available at all times;
- 2) Change of Agent application must be approved prior to opening.

Six registrants in support.

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

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Two registrants in support.

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

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

Two registrants in support.

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

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

One registrant in support.

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

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

One registrant in support.

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

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

One registrant in support.

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

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

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

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

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

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

Three registrants in support.

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

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

Adjournment

A motion was made by Subeck, seconded by Verveer, to Adjourn at 7:52 pm.
The motion passed by voice vote/other.