



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; Joel Plant; Marsh Shapiro; Jennifer Zilavy;
Maribeth Witzel-Behl*

Wednesday, March 15, 2006

5:30 PM

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

Roll Call

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

Approval of Minutes

A motion was made by Rearick, seconded by Hart, to Approve the Minutes of February 15, 2006. The motion passed by acclamation.

Items Referred

1. [02070](#) Discrimination complaints against license holders and applicants
A motion was made by Hart, seconded by Ald. Olson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE April 19 meeting. The motion passed by acclamation.

Changes of Agent

2. [02970](#) Change of Agent
Westside Restaurant I, LLC • dba Bluephies • capacity of 90
2701 Monroe St • Old Agent: Melanie Horzuesky • New Agent: Lisa Sterletske
Class B Combination Liquor & Beer • 7% alcohol, 93% food
A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.
3. [02971](#) Change of Agent
Firefly, LLC • dba Firefly • capacity of 96 • 2701 University Avenue
Old Agent: Bari Deprey • New Agent: Melanie Horzuesky
Class B Combination Liquor & Beer • 20% alcohol, 80% food
A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.

4. [02972](#) Change of Agent
LaPepe, Inc. • dba Tex Tubb's Taco Palace • capacity of 96
2009 Atwood Avenue • Old Agent: Joseph Tachovsky • New Agent: Travis Hill
Class B Combination Liquor & Beer • 30% alcohol, 70% food
- 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 License - Recessed Public Hearing

5. [02735](#) Public Hearing - New License
Shish Cafe of Madison, Inc. • dba The Shish Cafe • estimated capacity 114
5510 University Avenue • Agent: Rabeh Bnyat
Class B Beer, Class C Wine • 15% alcohol, 85% food
- Appearances: Rabeh Bnyat (applicant), Maria Heidenreich.**
- A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING. The motion passed by acclamation.**

License Transfer - Public Hearing

6. [02958](#) Public Hearing - Transfer of License
Coreana LLC • dba Coreana Restaurant • estimated capacity of 60
1401 University Avenue • Transfer from 35 University Square
Class B Beer, Class C Wine • Agent: James Lee • 1% alcohol, 99% food
- Appearance: James Lee (applicant).**
- A motion was made by Rearick, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.**

New License - Public Hearing

7. [02816](#) Public Hearing - New License
Kelley Williamson Company • dba Mobil Mart
2601 Shopko Drive • Agent: Ron Trachtenberg • Class A Liquor
- Appearance: Ron Trachtenberg.**
- A motion was made by Ald. Olson, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) Limited to wine and wine coolers only. 2) Display of wine coolers will be limited to one shelf of cooler space. 3) Display of wine will be limited to a five-square-foot wine rack.**
The motion passed by acclamation.

8. [02817](#) Public Hearing - New License
Hot Soup II, LLC • dba Sardine • estimated capacity 190
617 Williamson Street • Agent: John Gadau
Class B Combination Liquor & Beer • 33% alcohol, 67% food
Appearances: John Gadau (applicant), Sybil Better, Donald Last, Maurice Better.
A motion was made by Ald. Olson, seconded by Rearick, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE April 19 meeting. The motion passed by acclamation.
9. [02920](#) Public Hearing - New License
Stop-N-Go of University Avenue, Inc. • dba Stop-N-Go #287
3734 Speedway Road • Agent: John N. Becker • Class A Beer
Appearance: John Becker (applicant).
A motion was made by Hart, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) No sale of single bottles or single cans of beer or fermented malt beverages. 2) No sale of 40 ounce bottles of fermented malt beverages.
The motion passed by acclamation.
10. [02961](#) Public Hearing - New License
Madison Museum of Contemporary Art, Inc. • capacity of 1,818 plus rooftop
227 State Street • Agent: Stephen Fleischman
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Appearances: Stephen Fleischman (applicant), Attorney Rick Petri.
A motion was made by Ald. Verveer, seconded by Ald. Olson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following condition: Establishment will meet the definition of a restaurant.
The motion passed by acclamation.
11. [02967](#) Public Hearing - New License
Dream Lanes East, Inc. • dba Dream Lanes • capacity of 700
13 Atlas Court • Agent: Robin Goldberg
Class B Combination Liquor & Beer • 100% alcohol
Appearance: Robin Goldberg (applicant).
A motion was made by Ald. Verveer, seconded by Rearick, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.
12. [03007](#) Public Hearing - New License
Moi Moi, Inc. • dba Buddha Lounge/Piano Bar • estimated capacity of 70
116 W. Mifflin Street • Agent: Jia Yi Syed
Class B Combination Liquor & Beer • 100% alcohol
Appearances: Jia Yi Syed (applicant), Patti Caputo. Registered in Support: Rosemary Lee.

A motion was made by Ald. Verveer, seconded by Hart, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by acclamation.

13. [03010](#)

Public Hearing - New License
Silva Associated, LLC • dba La Raza Grocery Store • Agent: Efrain Diaz
2608 E. Washington Avenue • Class A Liquor, Class A Beer

Appearance: Efrain Diaz (applicant).

A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following conditions: 1) Liquor will be kept behind the counter. 2) No sale of single bottles or single cans of beer or fermented malt beverages. 3) No sale of 40 ounce bottles of fermented malt beverages. 4) Display of beer and wine will be limited to one 15-square-foot section of cooler. 5) Establishment will primarily be a grocery store.

The motion passed by acclamation.

Nightclub License Applications

14. [02962](#)

Nightclub License Application
Madison Museum of Contemporary Art, Inc. • capacity of 1,818 plus rooftop
227 State Street • Agent: Stephen Fleischman
Class B Combination Liquor & Beer • 10% alcohol, 90% food

Appearances: Stephen Fleischman (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.

15. [03063](#)

Nightclub License Application
Tropical Copa Cabana, Inc. • dba Copa Cabana Nightclub • capacity unknown
4005 Lien Road • Agent: Martha Hernandez
Class B Combination Liquor & Beer • 100% alcohol

Appearances: Martha Hernandez (applicant), Humberto Mucios.

A motion was made by Rearick, seconded by Hart, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER

The motion passed by acclamation.

Center for Visual & Performing Arts Applications

16. [02981](#)

Center for Visual & Performing Arts Application
Palace Latin Club, LLC • dba Palace Latin Club • capacity 450
1401 University Avenue • Agent: Javier Palacios
Class B Combination Liquor & Beer • 60% alcohol, 10% food

A motion was made by Ald. Olson, seconded by Chair Kamp, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE April 19 meeting. The motion passed by acclamation.

17. [03033](#) Center for Visual & Performing Arts Application
Genna's Cocktail Lounge, Inc. • dba Slipper Club • capacity 99
121 W. Main Street • Agent: Kristi Genna
Class B Combination Liquor & Beer • 100% alcohol
Registered in Support: Rosemary Lee.

A motion was made by Ald. Olson, seconded by Chair Kamp, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE April 19 meeting. The motion passed by acclamation.

Operator License Application referred from February 15 meeting

18. [02777](#) Operator License Application
Brooks J. Jewell, 309 Memphis
A motion was made by Ald. Verveer, seconded by Ald. Olson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE April 19 meeting. The motion passed by acclamation.

Operator Applications - Appearance Requested

19. [02915](#) Operator License Application
Shannon Anderson, 6509 University Avenue
Appearance: Shannon Anderson (applicant).
A motion was made by Rearick, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
The motion passed by acclamation.

Report of the Subcommittee on Process

20. [02756](#) Application procedures for Nightclub Licenses and Center for Visual & Performing Arts Licenses.
Alderson Olson reported that the Subcommittee on Process had discussed concerns about the Center for Visual & Performing Arts application process being simpler than the Nightclub application process. The subcommittee recommended requiring Center for Visual & Performing Arts applicants to submit Security Plans along with their application. The subcommittee also discussed having Center for Visual & Performing Arts applicants meet with a subcommittee before appearing before the ALRC, the issue of defining a DJ as a live performance, and gathering information about Center for Visual & Performing Arts venues prior to renewing those licenses.
Ms. Rearick said the ALRC had initially talked about requiring applicants to have a six month track record, and had ruled out placing a limit on the number of Center for Visual & Performing Arts licenses.
Mr. Kamp said the ALRC had decided to include DJs in the definition of live entertainment because these licenses were replacing the Cabaret license.

Attorney Zilavy said the definition of live entertainment needs to be narrowly crafted for the Center for Visual & Performing Arts ordinance because it is an exception to the State Statute.

Aldersperson Verveer said DJs were discussed from day one because DJs are artists and musicians, and 18 to 21 year olds dance to DJs. If DJs were taken off the table, there would hardly be any Center for Visual & Performing Arts licenses downtown, he said.

Mr. Billups said the art of being a DJ is more than spinning a record because the DJ is as involved with the crowd as a band. He said other venues are needed for the 2/3 of UW-Madison students who are under age 21. Mr. Hart added that the Smithsonian Institution has called this an art form.

Attorney Zilavy said it would not be unreasonable to ask applicants what type of live entertainment they will be offering, then ask some follow-up questions.

Ms. Rearick said she doesn't see why the committee cares about what young people are doing as long as they're doing something other than drinking.

Captain Lengfeld said the Police Department would be concerned if an establishment had staff put in a CD every 45 minutes, and call that a DJ.

Attorney Zilavy said ALRC members had talked about Center for Visual & Performing Arts applications being strictly scrutinized, but that certainly doesn't happen. Ms. Rearick said that, once the application process has been streamlined and a Security Plan is required, applications could be referred to an ALERT meeting in situations where questions remain.

Captain Lengfeld said he hasn't been asked to run reports on underage violations for establishments applying for a Center for Visual & Performing Arts license. He suggested doing this across the board. If an establishment is unable to control underage with just a liquor license, it would be harder to control with a Center for Visual & Performing Arts license, he said.

21. [02959](#) Establishing a more efficient suspension/revocation process.

Aldersperson Olson told the committee that the suspension/revocation process was in shambles when it was used for Club Hilltop. She said Attorney Zilavy has suggested a way to proceed, and will attend a suspension/revocation hearing in Milwaukee to see how they complete their hearings in less than one day.

Report of the City Clerk's Office

22. [01705](#) Summary of Licenses Issued

The following summary was provided for the current license year:

Class A Beer (Liquor Store): 53 issued

Class A Beer (Grocery): 63 issued

Class A Liquor: 53 issued

Class B Beer: 69 issued

Class B Liquor & Beer: 339 issued*

Class C Wine: 43 issued

Wholesale Beer: 5 issued
Visual & Performing Arts: 9 issued
Nightclub: 56 issued
Adult Entertainment Tavern: 3 issued
Operator: 2,231 issued
Provisional Operator: 413 issued
Food & Drink (\$1 to \$10,000): 146 issued
Food & Drink (\$10,001 to \$100,000): 306 issued
Food & Drink (\$100,001 to \$250,000): 214 issued
Food & Drink (\$250,001 to \$1,000,000): 286 issued
Food & Drink (\$1,000,001 to \$5,000,000): 96 issued
Food & Drink (Greater than \$5,000,000): 19 issued
Sidewalk Cafe: 54 issued
Picnic Beer License: 44 issued

Madison has a quota of 396 Class B Combination Liquor & Beer licenses under state law. 59 of 71 Reserve licenses have been granted. 281 of 325 Grandfathered licenses have been granted. 56 Class B Combination licenses are currently available in the city of Madison.

*At this meeting the ALRC recommended that one additional Class B Combination license be granted, but the Portal Music Cafe has closed and surrendered its Reserve License. This would make 43 Grandfathered licenses and 13 Reserve licenses available in the City of Madison.

23. [03024](#) Separation of Liquor License Renewal Applications.

The following renewal applicants will be asked to appear before the ALRC in May:

1. Club Majestic (requested by Madison Police Department)
2. Brothers (requested by Madison Police Department)
3. University Avenue Liquor (requested by Madison Police Department)
4. Good Times Neighborhood Bar (requested by Madison Police Department)
5. Brennan's on University Avenue (requested by Subcommittee on Process)
6. Brennan's on Northport Drive (requested by Subcommittee on Process)
7. Brennan's on Watts Road (requested by Subcommittee on Process)
8. The Clinic (requested by a Madison resident)
9. State Bar & Grill (requested by Madison Police Department)
10. Warehouse Liquor (requested by the Alderperson)
11. Tropical Copa Cabana (requested by the ALRC)

Report of the Madison Police Department

24. [03114](#) Meeting with Good Times Bar and Alderperson Cnare.

Captain Lengfeld reported that Lt. Carl Strasburg and Alderperson Lauren Cnare met with the owners of Good Times Neighborhood Bar to discuss concerns about police calls to the establishment and to come up with a plan for reducing the number of fights and disturbances there.

25. [03115](#) Club Majestic disturbance.

Captain Lengfeld distributed a police report on an unsubstantiated call regarding Club Majestic.

26. [03116](#) Madison Police Department liaisons for bars.

Captain Lengfeld reported that the East District is assigning police officers as liaisons for bars in the district.

ADJOURNMENT

A motion was made by Hart, seconded by Ald. Olson, to Adjourn at 8:03 p.m. The motion passed by acclamation.