



City of Madison

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

Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, September 19, 2007

5:30 PM

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

Roll Call

- Present:** 10 - Michael Schumacher; Michael E. Verveer; Frank Furillo; Marsh Shapiro; Carl Gloede; Steve Brist; John A. McNamara; Stephanie A. Rearick; Dawn B. Crim and Joel Plant
- Absent:** 1 - David A. Hart
- Excused:** 2 - Brian Benford and Jose M. Sentmanat

Approval of Minutes

of August 15, 2007.

Public Comment

There was no public comment.

Discussion

1. [07537](#) Common Council referral of LWS Investments Two LLC (Good Times Neighborhood Bar) for a non renewal hearing or revocation hearing.
Appearances: Alderperson Cnare, Larry Schmock (Applicant), Tracy Schmock (Applicant.)

Change of Agent

2. [07532](#) Change of Agent
Trader Joe's East Inc. • Trader Joe's #712 • 1810 Monroe Street
Old Agent: Melanie Lee • New Agent: Carlos Caamal
Class A Beer, Class A Liquor
Aldermanic District 10 (Ald. Solomon) • Police Sector 301

Changes of Corporate Control

3. 07533 Change of Corporate Control -- One new officer
 Westside Businessman's Assoc. Inc. • Westside Club • 100% Alcohol
 437 County Road M • Agent: James Bresette
 Class B Combination Liquor & Beer
 Aldermanic District 9 (Ald. Skidmore) • Police Sector 129

4. 07534 Change of Corporate Control -- Replacement of one officer
 Amrit and Satnam Inc • dba Taj Indian Restaurant • 20% alcohol, 80% food
 1256 S Park St • Agent: Simranjit Singh
 Class B Combination Liquor & Beer
 Aldermanic District 13 (Ald. Kerr) • Police Sector 306

5. 07535 Change of Corporate Control -- Replacement of one member
 Grandview Restaurant Partners LLC • dba Cloud Nine Grille
 40% alcohol, 60% food
 876 Jupiter Dr • Agent: J Frederick Engle
 Class B Combination Liquor & Beer
 Aldermanic District 3 (Ald. Cnare) • Police Sector 627

6. 07536 Change of Corporate Control -- Two new officers
 Dionysus Inc • dba Old Town Pub • 70% alcohol, 30% food
 724 S Gammon Rd • Agent: Jennifer Kane
 Class B Combination Liquor & Beer
 Aldermanic District 1 (Ald. Sanborn) • Police Sector 123

Change of Licensed Premise

7. [07545](#) Application for Change of Licensed Premise
Family Entertainment LLC • dba Westgate Cinemas • capacity of 800
304 Westgate Mall • Agent: Timothy Ward
Class B Combination Liquor & Beer • 19% alcohol, 26% food, 55% other
Aldermanic District 20 (Ald. Pham-Remmele) • Police Sector 107
Request to change proposed premise.

Appearance: Tim Ward.

New License - Public Hearing

8. [07377](#) Public Hearing - New License
La Mestiza Mexican Cuisine, Inc • dba La Mestiza Mexican Cuisine
30% alcohol, 70% food
6644 Odana Road • Agent: Antonio Estrada
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113

Appearance: Antonio Estrada.

Roll Call

- Present:** 11 - Michael Schumacher; Michael E. Verveer; Frank Furillo; Marsh Shapiro;
Carl Gloede; Steve Brist; John A. McNamara; David A. Hart; Stephanie A.
Rearick; Dawn B. Crim and Joel Plant
- Excused:** 2 - Brian Benford and Jose M. Sentmanat

9. [07378](#) Public Hearing - Transfer of License from one location to another
BAT, Inc • dba Madhatter • 70% alcohol, 30% food
651 State Street (transferred from 3 University Square)
Agent: Ted Gervasi
Class B Combination Liquor & Beer
Aldermanic District 8 (Alder Judge) • Police Sector 403
- Appearances: Ted Gervasi (Applicant), Alderperson Judge, Bill Cosh, Rick Eberhardt, Jamie Mc Carville, Hiede Hokanson, Ralph Hokanson, Caryl Askins, Rosemary Lee, Cynthia Schuster, Proletina K. Veltcher.**
- with the following conditions: 1. Capacity shall be 150. 2. Alcohol sales shall cease one hour before bartime. 3. Food service shall be available at all times alcohol is served.**
- Ayes:** 4 - Michael E. Verveer; John A. McNamara; David A. Hart and Stephanie A. Rearick
- Noes:** 1 - Michael Schumacher
- Excused:** 2 - Brian Benford and Jose M. Sentmanat

10. [07465](#) Public Hearing - Transfer of License from one location to another
Circolo LLC • dba Pasqual's • 17% alcohol, 80% food, 3% other
670 N. Midvale Boulevard (transferred from 702 N. Midvale Boulevard)
Agent: Benjamin Roberts
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Gruber) • Police Sector 108

21+ Entertainment License

11. [07214](#) 21+ Entertainment License
Whiskey River, LLC • dba Rev. Jim's Roadhouse
6402 Millpond Road • Agent: Kevin Weaver
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 16 (Ald. Compton) • Police Sector 621
- Appearances: Kevin Weaver (Applicant), Steve Werner.**

Consideration of Stipulated Agreement

12. [07562](#) Disciplinary Matter - Suspension/Revocation Hearing
ALRC consideration of stipulated agreement
Orbut of State Street Inc • dba Mondays • capacity 151
523 State Street • Agent: Gary Garten
Class B Combination Liquor & Beer • 100% alcohol
Aldermanic District 4 (Ald. Verveer) • Police Sector 403
Appearances: Gary Garten (License Holder), Rick Petri.
accept stipulated agreement.

Operator License Applications - Appearance Requested

13. [07205](#) Operator License Application
Robert Chapman - Establishment where employed: Famous Dave's
14. [07538](#) Operator License Application
Rachel Edge - Establishment Where Employed: Good Times
Appearances: Rachel Edge (Applicant), Gary Edge.
15. [07539](#) Operator License Application
Nathan Hoffmann - Establishment where employed: Shopko
meeting of October 17, 2007.
16. [07540](#) Operator License Application
Shannon Anderson - Establishment where employed: Citgo
meeting of October 17, 2007.

- 17. [07541](#) Operator License Application
 Daniel Hoffman - Establishment where employed: Brother's
Appearance: Daniel Hoffman (Applicant).

- 18. 07542 Operator License Application
 Odis Jones - Establishment where employed: Avenue Shell
Appearance: Odis Jones (Applicant). No action was taken due to prior issuance of license.

- 19. [07543](#) Operator License Application
 Stephanie Henry - Establishment where employed: Pierce's
meeting of October 17, 2007.

Report of the Alcohol Policy Coordinator

- 20. 07560 Reminder regarding important ALRC policies.

Mr. Plant reminded committee members about the triage for license application: Location, establishment, operator. He also reminded the committee to use rebuttable presumption when considering license applications.

- 21. 07561 Update on the Alcohol Policy Coordinator recruitment process.

Mr. Plant reported that the City may hire an Alcohol Policy Coordinator before the October 17th ALRC meeting.

Report of Madison Police Department

- 22. [03238](#) Summary of Liquor License Violations

Captain Gloede distributed the attached report.

Report of City Clerk's Office

23. [01705](#) Summary of Licenses Issued

The following summary was distributed for the current license year:

Class A Beer (Liquor Store): 66 issued
Class A Beer (Grocery): 62 issued
Class A Liquor: 64 issued
Class B Beer: 73 issued
Class B Liquor & Beer: 362 issued*
Class C Wine: 51 issued
Wholesale Beer: 4 issued
21+ Entertainment: 74 issued
18+ Visual & Performing Arts: 8 issued
Operator: 2,896 issued
Provisional Operator: 393 issued
Food & Drink (\$1 to \$10,000): 134 issued
Food & Drink (\$10,001 to \$100,000): 275 issued
Food & Drink (\$100,001 to \$250,000): 265 issued
Food & Drink (\$250,001 to \$1,000,000): 292 issued
Food & Drink (\$1,000,001 to \$5,000,000): 107 issued
Food & Drink (Greater than \$5,000,000): 17 issued

Madison has a quota of 399 Class B Combination Liquor & Beer licenses under state law. 51 of 74 Reserve licenses have been granted. 307 of 325 Grandfathered licenses have been granted. Taking into consideration the Class B Combination Liquor & Beer Licenses that were recommended to Council to Grant at tonight's meeting, 36 Class B Combination licenses are currently available in the City of Madison.

Adjournment

at 8:05 pm.