



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

*This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, September 20, 2023

5:30 PM

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

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### HYBRID MEETING

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel web  
<https://www.cityofmadison.com/watchALRC>
- Livestream on the City of Madison YouTube channel  
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)  
Webinar ID: 824 7818 4085

Applications will go to the Common Council Meeting of October 3, 2023

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.

**Notified Absences: Donnelly, Alder Knox, Reece**

**Call to Order/Roll Call**

**Present:** 5 - Charles Myadze; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley and Amy L. Westra

**Absent:** 2 - Amanda M. Jovaag and Linda Vakunta

**Excused:** 3 - Karen L. Reece; Michael S. Donnelly and Isadore Knox Jr.

**Non Voting:** 3 - Jim Verbick; James Boxrud and Michael Hanson

**Approval of Minutes**

**A motion was made by Barushok, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.**

**Approval of Minutes**

**A motion was made by Barushok, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.**

**Public Comment**

1. [79901](#) Public Comment

**Disclosures and Recusals**

**Presentation of the Consent Agenda**

**Operator's License Applications**

2. [79409](#) Operator License Application  
Michaela N Paulson - Establishment where employed:Target

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

**Changes of Agent**

3. [79429](#) Change of Agent  
Walgreens Company • dba Walgreens 02848 • 606 S Whitney Way  
New Agent: Colleen Luba  
Class A Liquor & Beer  
(District 19)

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

4. [79709](#) Change of Agent  
Marcus Hotels Hospitality LLC • dba Hilton Madison at Monona Terrace  
9 E Wilson St  
New Agent: Mark A Peterson Sr  
Class B Combination Liquor & Beer  
(District 4)

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

5. [79710](#) Change of Agent  
Family Entertainment LLC • dba Point Cinema • 7825 Big Sky Dr  
New Agent: Mark A Peterson Sr  
Class B Combination Liquor & Beer  
(District 9)

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

6. [79712](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 950 • 4402 Buckeye Rd  
New Agent: Dillon J Oliver  
Class A Beer, Class A Liquor  
(District 16)

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

7. [79713](#) Change of Agent  
Dark Star Art Bar LLC • dba Dark Star Art Bar • 756 E Washington Ave  
New Agent: Samuel D Johnson  
Class B Combination Liquor & Beer  
(District 6)

**A motion was made by Barushok, seconded by Verveer, to RECOMMEND TO**

**COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

**Entity Reorganization**

- 8. [78838](#) Entity Reorganization  
Servant 33 LLC • dba Madison Melting Pot  
6816 Odana Rd  
Class B Combination Liquor & Beer  
(District 19)  
Add one new officer

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

- 9. [79714](#) Entity Reorganization  
Wisconsin CVS Pharmacy LLC • dba CVS/pharmacy #4930  
2 S Bedford St  
Class A Beer, Class A Liquor  
(District 4)  
Add two new officers, remove two officers

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

- 10. [79715](#) Entity Reorganization  
Wisconsin CVS Pharmacy LLC • dba CVS/pharmacy #7147  
6701 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 19)  
Add two new officers, remove two officers

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

**Change of Licensed Premises**

- 11. [79614](#) Change of Licensed Premises  
SSP America Inc • dba Ancora Coffee Roasters (2), Wurst German Bar, Stella Bar, Goose Island Bar, Madtown Gastro Pub, Metcalfe's, Vintage Wine & Tapas  
Current Capacity (in/out): 114/0 • Proposed Capacity (in/out): 114/0  
4000 International Ln • Agent: Shanna Olivero  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 512 (District 12)

Request to remove Wurst German Bar, change name of Vintage Wine & Tapas Bar to Vinoteca Wine & Tapas, and remodel terminal to expand and add an additional point of sale called Launch Deck Bar.

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

**One registration in support.**

### 21+ Entertainment License

12. [79605](#) 21+ Entertainment License  
Roxxy Madison LLC • dba Roxxy  
Capacity (in/out): 500/0  
331 W Gorham St • Agent: Stephen Bassler  
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other  
Police Sector 403 (District 4)

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

**One registration in support.**

**The conditions are:**

- 1. Establishment shall meet the definition of an entertainment venue as defined in Madison General Ordinances section 38.05(9) at all times.**
- 2. Food shall be available at all time.**
- 3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.**

13. [79612](#) 21+ Entertainment License  
MoMo Sports Bar LLC • dba MoMo Bar N Grill  
Capacity (in/out): 160/16  
6402 Millpond Rd • Agent: Karl Tsering  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Police Sector 621 (District 16)

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

**One registration in support.**

14. [79613](#) 21+ Entertainment License  
La Pollera Colombiana LLC • dba La Pollera Colombiana  
Capacity (in/out): 80/0  
3579 E Washington Ave • Agent: Yineth Herrera  
Class B Combination Liquor & Beer • 30% alcohol, 70% food

Police Sector 604 (District 12)

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

**One registration in support.**

#### **18+ Center for Visual & Performing Arts License**

15. [79604](#) 18+ Center for Visual & Performing Arts License  
Oscar's Qcos Mexican Restaurant LLC • dba Q-Cos Mexican Restaurant  
Capacity (in/out): 250/35  
1824 S Park St • Agent: Oscar Zaragoza  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 307 (District 14)

**A motion was made by Barushok, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **Recessed Public Hearing**

16. [79088](#) Public Hearing - New License  
Oscar's Qcos Mexican Restaurant LLC • dba Q-Cos Mexican Restaurant  
1824 S Park St • Agent: Oscar Zaragoza  
Estimated Capacity (in/out): 250/35  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 307 (District 14)

**A motion was made by Barushok, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **Public Hearing**

#### **License Transfer - Public Hearing**

17. [79530](#) Public Hearing - License Transfer  
LMMD LLC • dba The Red Shed  
Transfer from 406 N Frances St to 508 State St, Unit A  
Agent: Lynn Dieffenbach • Estimated Capacity (in/out): 80/12  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Police Sector 403 (District 2)

**A motion was made by Barushok, seconded by Verveer, to Table. The motion passed by voice vote/other.**

**A motion was made by Barushok, seconded by Verveer, to Take Off The Table. The motion passed by voice vote/other.**

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

One registration in support.

The condition is:

1. No patrons are permitted to enter or re-enter the establishment after 1:30 am on Friday and Saturday nights.

18. [79531](#)

Public Hearing - License Transfer  
Sabaidee Thailand WI LLC • dba Monsoonsiam  
Transfer from 2045 Atwood Ave to 2326 Atwood Ave  
Agent: Dutdao Wonglaka • Estimated Capacity (in/out): 55/15  
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other  
Police Sector 601 (District 15)

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

Three registrations in support.

#### New License - Public Hearing

19. [79582](#)

Public Hearing - New License  
Whole Foods Market Group Inc • dba Whole Foods Market  
4710 Madison Yards Way • Agent: Paul Sigmund  
Estimated Capacity (in/out): 1166/0  
Class B Combination Liquor & Beer • 1% alcohol, 99% food  
Police Sector 215 (District 11)

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

One registration in support.

20. [79583](#)

Public Hearing - New License  
Baked Wings Madison LLC • dba Baked Wings  
152 W Johnson St • Agent: Jim Beach  
Estimated Capacity (in/out): 120/16  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 403 (District 4)

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

Three registrations in support.

The conditions are:

1. Establishment shall meet the definition of a restaurant as defined in Madison General Ordinances section 38.02 at all times.
2. Food shall be available at all time.

21. [79584](#)

Public Hearing - New License  
Breakfast A La Brasa LLC • dba  
45 S Bassett St • Agent: Jose Zecua  
Estimated Capacity (in/out): 70/20  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 404 (District 4)

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

**One registration in support.**

22. [79591](#)

Public Hearing - New License  
Rocky Tiko LLC • dba Reverie Baking Co  
2021 Winnebago St • Agent: Gwen Shales  
Estimated Capacity (in/out): 30/0  
Class B Beer, Class C Wine • 15% alcohol, 45% food, 40% other  
Police Sector 410 (District 6)

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

**One registration in support.**

23. [79592](#)

Public Hearing - New License  
Bowl New England Inc • dba Spare Time Madison  
7415 Mineral Point Rd • Agent: Jack Tenda  
Estimated Capacity (in/out): 922/0  
Class B Combination Liquor & Beer • 11% alcohol, 22% food, 67% other  
Police Sector 124 (District 9)

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

**One registration in support.**

24. [79596](#)

Public Hearing - New License  
Double Tap Madison LLC • dba Double Tap  
347 State St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 46% alcohol, 20% food, 34% other  
Police Sector 403 (District 4)



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

Two registrations in support.

The conditions are:

1. The sale of alcohol beverages shall account for not more than 50% of the establishment's gross receipts.
2. Food shall be available at all time.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.

25. [79600](#)

Public Hearing - New License  
Stuffed Olive Madison LLC • dba The Stuffed Olive  
351 State St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 403 (District 4)

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

One registration in support.

The conditions are:

1. Establishment shall meet the definition of a restaurant as defined in Madison General Ordinances section 38.02 at all times.
2. Food shall be available at all time.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.

26. [79601](#)

Public Hearing - New License  
Roxxy Madison LLC • dba Roxxy  
331 W Gorham St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 500/0  
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other  
Police Sector 403 (District 4)

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

Two registrations in support.

The conditions are:

1. Establishment shall meet the definition of an entertainment venue as defined in Madison General Ordinances section 38.05(9) at all times.
2. Food shall be available at all time.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am

on Friday or Saturday night.

27. [79602](#) Public Hearing - New License  
Two Birds Madison LLC • dba Public Parking  
709 E Johnson St • Agent: Clement Mocanu Jr  
Estimated Capacity (in/out): 86/32  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Police Sector 407 (District 6)

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

**Five registrations in support.**

28. [79603](#) Public Hearing - New License  
Northside Lounge LLC • dba Northside Lounge  
1022 N Sherman Ave • Agent: Simon Dettinger  
Estimated Capacity (in/out): 75/40  
Class B Combination Liquor & Beer • 73% alcohol, 25% food, 2% other  
Police Sector 503 (District 12)

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

**One registration in support.**

#### **Report of Madison Police Department**

29. [79899](#) Summary of Recent Calls for Service

**MPD submitted the attached report.**

#### **Report of City Clerk's Office**

30. [79900](#) Summary of Licenses Issued

**Clerk's Office submitted the attached report.**

#### **Adjournment**

**A motion was made by Barushok, seconded by Verveer, to Adjourn at 8:57pm. The motion passed by voice vote/other.**