



City of Madison

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

Agenda - Amended

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.*

Wednesday, July 16, 2025

5:30 PM

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

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

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: 890 4731 9968

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.

Applications will go to the Common Council Meeting of August 5, 2025.

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:

Call to Order/Roll Call

Approval of Minutes

May 28, 2025: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

June 18, 2025: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

June 25, 2025: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [89114](#) Public Comment

Disclosures and Recusals

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

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

Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [88836](#)

Operator License Application

Tony Meyer- Establishment where employed: Thrill Factory

Legislative History

6/25/25

ALCOHOL LICENSE
REVIEW COMMITTEE

Return to Lead with the Recommendation
for Approval

Temporary Class B Concurrent with Street Use

3. [88976](#)

Temporary Class B Retailer License

Concurrent with Street Use Permit

Schenk's Corners Art Society

Event Location: 1900 Block Atwood Ave

Event Date: 8/15/2025 5 -10pm & 8/16/2025 2 - 10 pm

Police District: 410 (District 6)

Event: Schenk's Corners Block Party

4. [88977](#)

Temporary Class B Retailer License

Concurrent with Street Use Permit

Madison Homebrewers and Tasters Guild

Event Location: Olin Park

Event Date: 8/9/2025 11am - 7pm

Police District: 313 (District 14)

Event: Great Taste of the Midwest

5. [88978](#)

Temporary Class B Retailer License

Concurrent with Street Use Permit

Jazz at Five Inc
Event Location: 2 E Main St
Event Date: 8/6, 8/13, 8/20, 8/27, and 9/3 4 - 8pm
Police District: 406 (District 4)
Event: Jazz at Five Summer Series

Changes of Agent

6. [88723](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 1514 • 5445 University Ave
New Agent: Joshua Burford
Class A Beer, Class A Cider
District 19
7. [88979](#) Change of Agent
Madison Axe LLC • dba Madison Axe • 2427 Stoughton Rd
New Agent: Brandon Long
Class B Beer
(District 16)

Business Name Change

8. [88980](#) Business Name Change
Mishqui Peruvian Cuisine LLC • Current dba: Mishqui Peruvian Cuisine
4604 Monona Dr
Class B Combination Liquor & Beer
(District 15)
New dba: Mishqui Peruvian Bistro

Entity Reorganization

9. [88981](#) Entity Reorganization
Triple Shift Entertainment LLC • dba Bowl-A-Vard
2121 East Springs Dr
Class B Combination Liquor & Beer
(District 17)
Add one new officer, remove one officer
10. [88982](#) Entity Reorganization
Madison Axe LLC • dba Madison Axe
2427 Stoughton Rd
Class B Beer
(District 16)

Remove two officers

11. [88983](#) Entity Reorganization
HJ Liquors LLC • dba University Avenue Liquor
525 University Ave
Class A Beer, Class A Liquor
(District 2)
Remove one officer

12. [88984](#) Entity Reorganization
HJ Liquors LLC • dba City View Liquor
6420 Cottage Grove Rd
Class A Beer, Class A Liquor
(District 3)
Remove one officer

13. [88985](#) Entity Reorganization
Vintage II Inc • dba Tangent
803 E Washington Ave
Class B Combination Liquor & Beer
(District 6)
Add one new officer, remove one officer

14. [88986](#) Entity Reorganization
Vintage II Inc • dba Vintage Brewing Co
674 S Whitney Way
Class B Combination Liquor & Beer
(District 19)
Add one new officer, remove one officer

Items Referred

15. [87483](#) Adopting the Updated Elected and Appointed Official Code of Ethical Conduct

Legislative History

3/5/25	Council Office	Referred for Introduction
3/11/25	COMMON COUNCIL	Refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the BOARD OF PUBLIC WORKS
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the PLAN COMMISSION
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the BOARD OF PARK COMMISSIONERS

3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the LANDMARKS COMMISSION
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the MADISON PUBLIC LIBRARY BOARD
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the EQUAL OPPORTUNITIES COMMISSION
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the POLICE CIVILIAN OVERSIGHT BOARD
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the TRANSPORTATION COMMISSION
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the AFFIRMATIVE ACTION COMMISSION
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the ECONOMIC DEVELOPMENT COMMITTEE
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE
3/12/25	COMMON COUNCIL EXECUTIVE COMMITTEE	Referred to the DISABILITY RIGHTS COMMISSION
3/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
3/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
3/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Table
5/7/25	BOARD OF PUBLIC WORKS	Return to Lead with the Recommendation for Approval to the Council Office
5/12/25	PLAN COMMISSION	Return to Lead with the Recommendation for Approval to the COMMON COUNCIL EXECUTIVE COMMITTEE
6/5/25	MADISON PUBLIC LIBRARY BOARD	Return to Lead with the Recommendation for Approval to the COMMON COUNCIL EXECUTIVE COMMITTEE
6/11/25	BOARD OF PARK COMMISSIONERS	Return to Lead with the Recommendation for Approval to the COMMON COUNCIL EXECUTIVE COMMITTEE
6/25/25	TRANSPORTATION COMMISSION	Return to Lead with the Recommendation for Approval to the COMMON COUNCIL EXECUTIVE COMMITTEE

16. [88744](#) Amending Section 38.05(3)(f) of the Madison General Ordinances to replace the word "church" with "place of worship" for the purpose of alcohol licensing distance restrictions.

Legislative History

6/11/25	Attorney's Office	Referred for Introduction
6/17/25	COMMON COUNCIL	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE

Change of Licensed Premises

17. [88972](#) Change of Licensed Premises
Stuffed Olive Madison LLC • dba The Stuffed Olive
Current Capacity (in/out): 114/0 • Proposed Capacity (in/out): 114/20
351 State St • Agent: Stephen Bassler
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Police Sector 403 (District 4)
Request to add a sidewalk cafe to the premises.
18. [88973](#) Change of Licensed Premises
Classic Arcade LLC • dba Aftershock Classic Arcade
Current Capacity (in/out): 54/0 • Proposed Capacity (in/out): 54/20
1444 E Washington Ave • Agent: Brad Van Kauwenbergh
Class B Combination Liquor & Beer • 75% alcohol, 5% food, 20% other
Police Sector 409 (District 6)
Request to add patio on the driveway side of the building to the premises.

New License - Public Hearing**Recessed Public Hearing**

19. [88502](#) Public Hearing - New License
Speedway LLC • dba Speedway 4132
4902 Verona Rd • Agent: Charles Satterfield
Class A Beer, Class A Liquor
Police Sector 212 (District 10)
- Legislative History**
- | | | |
|---------|-------------------------------------|--|
| 5/28/25 | Clerk's Office | Referred for Introduction |
| 6/3/25 | COMMON COUNCIL | Referred for Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE |
| 6/18/25 | ALCOHOL LICENSE
REVIEW COMMITTEE | RECOMMEND TO COUNCIL TO
RE-REFER - PUBLIC HEARING to the
ALCOHOL LICENSE REVIEW
COMMITTEE |
| 7/1/25 | COMMON COUNCIL | Re-refer for Recessed Public Hearing to the
ALCOHOL LICENSE REVIEW
COMMITTEE |
20. [88503](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven #35851J
2216 University Ave • Agent: Christopher Martinez Perez
Class A Beer, Class A Liquor
Police Sector 206 (District 5)
- Legislative History**

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/18/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
7/1/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

21. [88801](#) Public Hearing - New License
Go Forth LLC • dba This Is All Fabulous
1026 N Sherman Ave • Agent: Kyle Kiepert
Estimated Capacity (in/out): 40/30
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 503 (District 12)

Legislative History

6/18/25	Clerk's Office	Referred for Introduction
7/1/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

22. [88802](#) Public Hearing - New License
Rusk Avenue Master Tenant LLC • dba Spark by Hilton Madison Central
102 E Rusk Ave • Agent: John Kothe
Estimated Capacity (in/out): 150/75
Class B Beer, Class C Wine • 60% alcohol, 30% food, 10% other
Police Sector 300 (District 14)

Legislative History

6/18/25	Clerk's Office	Referred for Introduction
7/1/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

23. [88803](#) Public Hearing - New License
Light of the Moon Inc • dba Moon Bar
328 W Gorham St • Agent: Jeffrey Road
Estimated Capacity (in/out): 314/0
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Police Sector 403 (District 2)

Legislative History

6/18/25	Clerk's Office	Referred for Introduction
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		7/1/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
24.	<u>88971</u>	18+ Center for Visual & Performing Arts License Light of the Moon Inc • dba Moon Bar Capacity (in/out): 314/0 328 W Gorham St • Agent: Jeffrey Rood Class B Combination Liquor & Beer • 70% alcohol, 30% food Police Sector 403 (District 2)		
25.	<u>88804</u>	Public Hearing - New License Red Lobster Hospitality LLC • dba Red Lobster 4502 East Towne Blvd • Agent: Karen Marquis Estimated Capacity (in/out): 243/0 Class B Combination Liquor & Beer • 8.31% alcohol, 91.69% food Police Sector 631 (District 17) <u>Legislative History</u> 6/18/25 Clerk's Office Referred for Introduction 7/1/25 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE		
26.	<u>88806</u>	Public Hearing - New License Badger Lodging LLC • dba Home2 Suites & Tru by Hilton Madison 2403 East Springs Dr • Agent: Amanda Bubnitz Estimated Capacity (in/out): 219/0 Class B Combination Liquor & Beer • 50% alcohol, 50% food Police Sector 632 (District 17) <u>Legislative History</u> 6/18/25 Clerk's Office Referred for Introduction 7/1/25 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE		
27.	<u>88807</u>	Public Hearing - New License Madison Children's Museum • dba Madison Children's Museum 100 N Hamilton St • Agent: Susan Ramsbacher Estimated Capacity (in/out): 750/250 Class B Combination Liquor & Beer • 40% alcohol, 60% food Police Sector 406 (District 4) <u>Legislative History</u> 6/18/25 Clerk's Office Referred for Introduction 7/1/25 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE		
28.	<u>88970</u>	21+ Entertainment License		

Madison Children's Museum Inc • dba Madison Children's Museum
Capacity (in/out): 750/250
100 N Hamilton St • Agent: Susan Ramspacher
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Police Sector 403 (District 4)

Report of Madison Police Department

29. [89112](#) Recent Calls for Service

Report of City Clerk's Office

30. [89113](#) Summary of Licenses Issued

Request to Extend License Issuance

31. [89189](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
Wisco Cheese & Cheers LLC • dba TBD
4905 Commercial Ave Suite B • Agent: Keval Patel
Estimated Capacity (in/out): 20/0
Class B Beer • 20% alcohol, 80% food
Police Sector 609 (District 3)

Municipal Approval for Full Service Retail Alcohol Sales

32. [88394](#) Municipal Approval of Full Service Retail Alcohol Sales
State Line Distillery LLC • dba State Line Distillery
Event Location: 2219 Monroe St
Event Date: ~~July 6, 13, 20, 27;~~ August 3, 10, 17, 24, 31; September 7, 14, 21,
28; and October 5, 12, 19, and 26 9am - 2pm
Police District: 207 (District 13)
Event: Monroe Street Farmers' Market

Adjournment