



# City of Madison

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

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Wednesday, July 16, 2025

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: 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-FERER - 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. [88971](#) 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. [88804](#) 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)

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

26. [88806](#) Public Hearing - New License  
Badger Lodging LLC • dba Home2 Suites & Tru by Hilton Madison  
2403 East Springs Dr • Agent: Amanda Bublitz  
Estimated Capacity (in/out): 219/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 632 (District 17)

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

27. [88807](#) Public Hearing - New License  
Madison Children's Museum • dba Madison Children's Museum  
100 N Hamilton St • Agent: Susan Ramspacher  
Estimated Capacity (in/out): 750/250  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 406 (District 4)

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

28. [88970](#) 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**