



# City of Madison

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

## Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, November 16, 2016

5:30 PM

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

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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 December 6, 2016

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.

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

**Notified Absences: None**

**Call to Order/Roll Call**

**Approval of Minutes**

October 5, 2016 and 17, 2016: <http://madison.legistar.com/Calendar.aspx>

### 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 seperated 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.

1. [45095](#) Operator License Application  
Lashana Buckner
2. [45096](#) Operator License Application  
Consuelo Gilmore

### Changes of Agent

3. [44848](#) RBSchultz LLC • dba Baldwin Street Grille  
1304 E Washington Ave • New Agent: Timothy Trpkosh  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Zellers) • Police Sector 409
4. [44849](#) Kwik Trip Inc • dba Kwik Trip 187  
4825 American Pkwy • New Agent: Jeremy Hubbard  
Class A Beer, Class A Liquor  
Aldermanic District 17 (Alder Baldeh) • Police Sector 520

5. [44850](#) Town Center Dining LLC • dba Steenbock's on Orchard  
330 N Orchard Street  
New Agent: Megan Ann Moderson  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 8 (Alder Wood) • Police Sector 402

**Changes of Corporate Control**

6. [44852](#) Town Center Dining LLC • dba Steenbock's on Orchard  
330 N Orchard Street  
Current Agent: Lisa Loup  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 8 (Alder Wood) • Police Sector 402  
Add one and remove one officer

**Change of Licensed Conditions**

7. [44851](#) FlyHigh4vr LLC • dba That BBQ Joint • Capacity: 50  
901 Williamson St • Agent: Maureen White  
Class B Beer • 10% alcohol, 90% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Request to remove the condition requiring the entity meet  
monthly with the Marquette Neighborhood Association.

**Change of Licensed Premise**

- 7a. [45137](#) Change of Licensed Premise  
Compass Group USA, Inc. • dba Edgewood College  
1000 Edgewood College Drive • Agent: Brandon Kahl  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302  
Remove high school from current license premise, and include all of Edgewood  
College in the license premise, with the exception of the floors on which  
students reside.

The current premise description reads: Regina Hall (Washburn Heritage Room,  
Lake Room, Dining Room, Regina Terrace), Predolin Humanities (Nona  
McGreal Room, Wingra Commons, Predolin Terrace), DeRicci Hall (Gathering  
Space), Edgedome, Edgewood High School (Commons, WilkesGym, Library),  
Sonderegger Science Center (Rotunda Lobby), The Stream (Atrium, Gallery,  
2nd Floor Gathering Area, Lower Level Gathering Area).

**Attachments:** [original application](#)  
[original legislative file](#)

**Legislative History**

10/19/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT AS AMENDED - REPORT OF OFFICER
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Change in licensed premises was granted only for the addition of the high school lawn  
for Oct. 29, 2016 special event.

**21+ Entertainment License**

- 8. [44853](#) 21+ Entertainment License  
Madison Concessions LLC • dba Sheraton Madison Hotel  
706 John Nolen Dr • Agent: Jeffery Stewart • Estimated Capacity: 604  
Class B Combination Liquor & Beer • 16% alcohol, 84% food  
Aldermanic District 14 (Alder Carter) • Police Sector 313  
**Attachments:** [attachment](#)
  
- 9. [44854](#) 21+ Entertainment License  
2116 AWA LLC • dba The New Mr. Roberts  
2116 Atwood Ave • Agent: Kevin Miller • Estimated Capacity: 210  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 410  
**Attachments:** [application](#)

**Adult Entertainment Tavern License**

- 10. [44856](#) Public Hearing - New License  
Adult Entertainment Tavern  
Infamous • dba Visions  
3554 E Washington Ave • Agent: Apollo Marquez • Estimated Capacity: 160  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 15 (Alder Ahrens) • Police Sector 513

**Recessed Public Hearing**

- 11. [44107](#) Public Hearing - New License  
Arigato Express Inc • dba Arigato Express  
785 University Ave • Agent: John Li • Estimated Capacity: 100  
Class B Combination Liquor & Beer • 10% alcohol, 85% food, 5% other  
Aldermanic District 8 (Alder Wood) • Police Sector 402  
**Attachments:** [Arigato Express license application](#)

**Legislative History**

8/17/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
9/6/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
9/21/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
10/4/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

10/19/16	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
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**Public Hearing**

**New License - Public Hearing**

12. [44837](#) Public Hearing - New License  
 Dave & Buster's of Wisconsin, Inc. • dba Dave & Buster's  
 53 West Town Mall • Agent: Paul Voelz • Estimated Capacity: 1500  
 Class B Combination Liquor & Beer • 15% alcohol, 34% food 51% other  
 Aldermanic District 9 (Alder Skidmore) • Police Sector 124  
Attachments: [application](#)
- Legislative History
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
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13. [44838](#) Public Hearing - New License  
 Cuco's Fusion Grill, Inc. • dba Cuco's Fusion Grill  
 225 King St • Agent: Mysael De Vicente Claudio • Estimated Capacity: 170  
 Class B Combination Liquor & Beer • 30% alcohol, 70% food  
 Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Attachments: [application](#)
- Legislative History
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
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14. [44839](#) Public Hearing - New License  
 2116 AWA LLC • dba The New Mr. Roberts  
 2116 Atwood Ave • Agent: Kevin Miller • Estimated Capacity: 210  
 Class B Combination Liquor & Beer • 90% alcohol, 10% food  
 Aldermanic District 6 (Alder Rummel) • Police Sector 410  
Attachments: [application](#)
- Legislative History
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |

15. [44840](#) Public Hearing - New License  
16 Bars LLC • dba Gib's  
201 W Mifflin St • Agent: Gilbert Altschul • Estimated Capacity: 500  
Class B Combination Liquor & Beer • 95% alcohol, 0% food 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
**Attachments:** [application](#)
- Legislative History**
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
16. [44841](#) Public Hearing - New License  
Infamous • dba Visions  
3554 E Washington Ave • Agent: Apollo Marquez • Estimated Capacity: 160  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 15 (Alder Ahrens) • Police Sector 513  
**Attachments:** [application](#)
- Legislative History**
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
17. [44842](#) Public Hearing - New License  
BKM Group LLC • dba Olbrich Biergarten  
3527 Atwood Ave • Agent: Erik Kesting • Estimated Capacity: 300  
Class B Beer, Class C Wine • 70% alcohol, 30% food  
Aldermanic District 15 (Alder Ahrens) • Police Sector 610  
**Attachments:** [application](#)  
[SASY Letter of Support - Olbrich Biergarten .pdf - Google Drive.mht](#)
- Legislative History**
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |

18. [44843](#) Public Hearing - New License  
Helbach's Cafe, LLC • dba Helbachs Coffee House  
410 D'Onofrio Dr • Agent: Casey Helbach • Estimated Capacity: 25  
Class B Beer, Class C Wine • 5% alcohol, 20% food, 75% other  
Aldermanic District 9 (Alder Skidmore) • Police Sector 124  
**Attachments:** [application](#)
- Legislative History**
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
19. [44844](#) Public Hearing - New License  
Bloom Bake Shop LLC • dba Bloom Bake Shop  
1851 Monroe St • Agent: Annemarie Maitri • Estimated Capacity: 34  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 303  
**Attachments:** [application](#)
- Legislative History**
- |          |   |   |
|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
20. [44845](#) Public Hearing - New License  
Greenview Brewing LLC • dba ALT Brew  
1808 Wright St • Agent: Trevor Easton • Estimated Capacity: 50  
Class C Wine • 80% alcohol, 9% food, 11% other  
Aldermanic District 12 (Alder Palm) • Police Sector 514  
**Attachments:** [application](#)
- Legislative History**
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|----------|---|---|
| 10/19/16 | Clerk's Office<br>Alcohol License Review Committee Public Hearing | Referred for Introduction   |
| 11/1/16  | COMMON COUNCIL  | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |
21. [44846](#) Public Hearing - New License  
East Washington Liquor Inc • dba Rocky's Liquor West  
4217 W Beltline Hwy • Agent: Gupreet Ghuman  
Class A Liquor, Class A Beer  
Aldermanic District 10 (Alder Cheeks) • Police Sector 104  
**Attachments:** [application](#)
- Legislative History**

10/19/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
11/1/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

### Disciplinary Matter

- 21a. [44483](#) Disciplinary Matter - Revocation Action  
RB Schultzy LLC • dba Baldwin Street Grille  
1304 E Washington Ave • Agent: Ryan B Schultz  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 409

**Attachments:** [44483.pdf](#)  
[Revocation Report.pdf](#)

**Legislative History**

9/21/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/5/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER  This License was RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER to Revoke.

### Appearance as a condition of license renewal

- 21b. [43836](#) Appearance as a condition of license  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310  
At the request of the Alcohol License Review Committee 7-20-2016 meeting  
this applicant must come before the committee at their regular  
October 2016 meeting.

### Ordinance

- 21c. [44916](#) Amending Sections 38.10(1)(b)1.b. and 2.a. of the Madison General Ordinances  
to delete the requirement that the ALRC Chair serve on subcommittees  
addressing disciplinary matters and when the Chair is absent, the senior  
member of the Hearings Subcommittee shall serve as chair.

**Sponsors:** Michael E. Verveer

**Legislative History**



10/25/16	Attorney's Office/Approval Group Alcohol License Review Committee	Referred for Introduction
11/1/16	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

22. [34003](#) Summary of recent calls for service  
**Attachments:** [alrc 1 oct 16 to 22.pdf](#)  
[alrc 2 oct 16 to 22.pdf](#)  
[alrc 1 oct 23 to 29.pdf](#)  
[alrc 2 oct 23 to 29.pdf](#)  
[alrc 1 nov 6 to 12.pdf](#)  
[alrc 2 nov 6 to 12.pdf](#)
- 22a. [45136](#) Presentation by Capt. Gloede regarding football game days.

**Report of City Clerk's Office**

23. [28524](#) Summary of licenses issued  
**Attachments:** [Summary of Licenses Issued](#)

**Adjournment**