



# City of Madison

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

## Meeting Minutes - Approved 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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Applications will go to the Common Council Meeting of December 6, 2016

**Notified Absences: None**

**Call to Order/Roll Call**

**at 5:37 p.m. Mr. Landgraf in the Chair.**

**Present:** 9 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; Kathryn D. Hill; Michael S. Donnelly; Patrick J. Grady; Shiva Bidar-Sielaff and Stefan J. Fletcher

**Non Voting:** 6 - Eric Christianson; James Boxrud; Carl Gloede; Roger Allen; Leslie G. Orrantia and Gloria Reyes

**Approval of Minutes**

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

**Public Comment**

None heard.

**Disclosures and Recusals**

None heard.

**Presentation of the Consent Agenda**

**A motion was made by Verveer, seconded by Cano Ospina, to Adopt the Consent Agenda. The motion passed by voice vote/other.**

**Operator's License Applications**

1. Operator License Application  
Lashana Buckner

**A motion was made by Verveer, seconded by Donnelly, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice**

vote/other.

2. Operator License Application  
Consuelo Gilmore

**A motion was made by Verveer, seconded by Donnelly, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### Changes of Agent

3. 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

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

**One registrant in support.**

4. 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

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

5. 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

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

#### Changes of Corporate Control

6. 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

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

#### **Change of Licensed Conditions**

7. 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.

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

**Four registrants in support.**

#### **Change of Licensed Premise**

- 7a. 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).

**A motion was made by Cano Ospina, seconded by Donnelly, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **21+ Entertainment License**

8. 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

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

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

**One registrant in support.**

9.

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

The conditions are:

1. After 9 p.m., the back door will be used as an emergency exit only.
2. No trash will be dumped or collected between 9 p.m. and 7 a.m.
3. Live music will end by 12:30 a.m.
4. While there is live music, the front door will be kept closed.
5. On nights when there is live music, a staff member will manage the parking lot from 11 p.m. until it has cleared.

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

The conditions are:

1. After 9 p.m., the back door will be used as an emergency exit only.
2. No trash will be dumped or collected between 9 p.m. and 7 a.m.
3. Live music will end by 12:30 a.m.
4. While there is live music, the front door will be kept closed.
5. On nights when there is live music, a staff member will manage the parking lot from 11 p.m. until it has cleared.

**Three registrants in support.**

#### **Adult Entertainment Tavern License**

10.

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

**A motion was made by Verveer, seconded by Fletcher, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**One registrant in support.**

#### **Recessed Public Hearing**

11.

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

**A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**

### Public Hearing

#### New License - Public Hearing

12. 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
- A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Three registrants in support.**
13. 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
- A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- One registrant in support.**
14. 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
- The conditions are:
1. After 9 p.m., the back door will be used as an emergency exit only.
  2. No trash will be dumped or collected between 9 p.m. and 7 a.m.
  3. Live music will end by 12:30 a.m.
  4. While there is live music, the front door will be kept closed.
  5. On nights when there is live music, a staff member will manage the parking lot from 11 p.m. until it has cleared.
- A motion was made by Donnelly, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**
- Five registrants in support.**
15. Public Hearing - New License

16 Bars LLC • dba Gib's  
201 W Mifflin St • Agent: Gilbert Altschul • Estimated Capacity: 600  
Class B Combination Liquor & Beer • 95% alcohol, 0% food 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

License granted for the following spaces and capacities: third floor Auditorium & Art Gallery with capacity of 500, ground level Lobby & Program Room with capacity of 100. Total capacity of 600.

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

**One registrant in support.**

16. 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

**A motion was made by Verveer, seconded by Fletcher, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**One registrant in support.**

17. 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

**A motion was made by Cano Ospina, seconded by Verveer, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Fourteen registrants in support.  
Thirteen registrants in opposition.**

18. 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

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

**One registrant in support.**

19. 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

The condition is alcohol sales will cease at 10:00 p.m.

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

**The condition is:**

**No sales of alcohol after 10pm.**

**Four registrants in support.**

20.

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

**A motion was made by Fletcher, seconded by Grady, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.**

**One registrant in support.**

21.

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

The conditions are:

1. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.
2. Flavored malt beverages containing up to 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a four pack of 12 ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12 ounce bottles or cans.
3. The establishment shall not sell, dispense or give away intoxicating liquor in the original container in amounts of two hundred (200) milliliters or less in volume. 'Intoxicating liquor' shall not include wine in the original container with an alcohol content of 15% or less by volume.
4. The establishment shall not sell, dispense or give away flavored fortified wines in the original container with an alcohol content of more than 12.5% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).
5. The establishment shall have outdoor lights with motion sensors for all sides of the building.
6. The establishment shall have video surveillance equipment (inside and outside the building) that complies with Madison General Ordinance 38.05(13) in order to curtail drinking, drug use, and drug sales on the property. Exterior surveillance shall be continuous and not be limited to business hours.
7. The establishment shall report to police all illegal activities found on camera recordings or seen in person.
8. The establishment shall meet with the Dunn's Marsh Neighborhood Association once every three months.
9. The establishment shall post signs prohibiting loitering on the property.

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

**Five registrants in support.**

**Nine registrants in opposition.**

**One registrant neither in support nor opposition.**

### **Disciplinary Matter**

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

**A motion was made by Fletcher, seconded by Grady, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Two registrants in support.**

### **Appearance as a condition of license renewal**

- 21b.** 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.

The Conditions are:

1. Establishment will close Saturday through Thursday at 11 :00 pm. This condition is necessary to protect the health and safety of the community.
2. Establishment will close on Fridays at 2:30 am
3. Establishment will submit a written security plan to Madison Police South District for Saturday, December 31, 2016, no later than December 29, 2016.
4. Establishment will not use the outdoor trash bin or the rear door facing Beld Street after 9 pm.
5. Establishment will move the outdoor trash bin so that it is adjacent to the building and will have it surrounded with fencing.
6. Establishment will move interior speakers so they direct amplified sound towards South Park Street.
7. Establishment will sweep the parking lot for trash and alcohol containers at least once every day
8. Establishment will close and gate the parking lot exit onto Beld Street will after 9:00 pm every night (forcing traffic to come and go from Park St)
9. Establishment will hire Security to sweep through the lot at closing time to encourage patrons to leave the area.
10. Establishment must meet the definition of a restaurant as defined by Madison General Ordinance 38.02 always.
11. License holder will appear before the Alcohol License Review Committee at the February 2017 meeting.



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

Four registrants in support.

#### Ordinance

- 21c. 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.

A motion was made by Cano Ospina, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT AS SUBSTITUTED - REPORT OF OFFICER. The motion passed by voice vote/other.

#### Report of Madison Police Department

22. Summary of recent calls for service
- 22a. Presentation by Capt. Gloede regarding football game days.

A motion was made by Cano Ospina, seconded by Verveer, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

#### Report of City Clerk's Office

23. Summary of licenses issued

#### Adjournment

A motion was made by Cano Ospina, seconded by Fletcher, to Adjourn at 11:36 p.m. The motion passed by voice vote/other.