



City of Madison

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

Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at www.madisoncitychannel.tv.

Wednesday, October 17, 2018

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 354 (City-County Building)

Applications will go to the Common Council Meeting of October 30, 2018.

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: Roger Allen

Call to Order/Roll Call

Present: 13 - Paul E. Skidmore; Michael E. Verveer; Jim Verbick; James Boxrud; Jason Freedman; Fernando Cano Ospina; Thomas A. Landgraf; Kathryn D. Hill; Michael S. Donnelly; Patrick J. Grady; Leslie G. Orrantia; Shiva Bidar-Sielaff and Stefan J. Fletcher

Absent: 1 - Gloria Reyes

Excused: 1 - Roger Allen

Approval of Minutes

Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Operator's License Applications

1. [53388](#) Operator License Application
Butch Koestler - Establishment where employed: Aldi

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

Appearance by Butch Koestler.

2. [53506](#) Operator License Application
Paul Lema - Establishment where employed: Chuch Key

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

Changes of Agent

3. [52945](#) Change of Agent
Lalos Restaurant LLC • dba Lalo's Mexican Restaurant • 5510 University Ave
New Agent: Raquel Morales Vasquez
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Furman)

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 registration in support.

4. [53214](#) Change of Agent
Apple Hospitality Group LLC • dba Applebee's Neighborhood Grill and Bar
660 S Whitney Way • New Agent: Kevin James Rutkowski
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Furman)

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

A motion was made by Donnelly, seconded by Verveer, to Reconsider. The motion passed by voice vote/other.

A motion was made by Donnelly, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

5. [53217](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 531 • 2601 Fish Hatchery Rd
New Agent: Michael J Panka
Class A Beer, Class A Cider
Aldermanic District 14 (Alder Carter)

A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by voice vote/other.

6. [53357](#) Change of Agent
Ultimate Mart LLC • dba Pick 'n Save Express • 1312 S Park St
New Agent: Jeffrey Pfeiffer
Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Arntsen)

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

7. [53505](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 531 • 2601 Fish Hatchery Rd
New Agent: Sarah Cattanach
Class A Beer, Class A Cider
Aldermanic District 14 (Alder Carter)

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

Entity Reorganization

8. [52429](#) Entity Reorganization
LQ Management LLC • dba La Quinta Inn & Suites
5217 East Terrace Dr
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Add four new officers, remove two officers

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

One registration in support.

9. [52942](#) Entity Reorganization
Lalos Restaurant LLC • dba Lalo's Mexican Restaurant
5510 University Ave
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Furman)
Add one new officer, 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.

One registration in support.

10. [53473](#) Entity Reorganization
Madison High Crossing Lodging Investors LLC
dba Courtyard - Madison East
2505 Crossroads Dr
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Add one new officer, remove one officer

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

11. [53499](#) Entity Reorganization
Madison High Crossing Lodging Investors II LLC
dba Fairfield Inn & Suites - Madison East
2702 Crossroads Dr
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Baldeh)
Add one new officer, remove one officer

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

12. [53500](#) Entity Reorganization
Madison East Lodging Investors LLC
dba Hampton Inn - Madison East
4820 Hayes Rd
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Baldeh)
Add one new officer, remove one officer

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

13. [53501](#) Entity Reorganization
Madison West Princeton Hotel Investors II LLC
dba Hampton Inn & Suites - Madison West
483 Commerce Dr
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Add one new officer, remove one officer

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

14. [53502](#) Entity Reorganization
Madison West Princeton Hotel Investors I LLC
dba Homewood Suites - Madison West
479 Commerce Dr
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Add one new officer, remove one officer

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

Items Referred

15. [50110](#) SUBSTITUTE - Establishing a moratorium on issuance of new alcohol licenses in a high density, high police call area in downtown Madison and establishing a Task Force on Downtown violence.

Sponsors: Paul R. Soglin

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

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

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

One registration in opposition.

16. [52680](#) Acknowledging the City of Madison inter-disciplinary staff team tasked with analyzing alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, and propose steps to address such problems.

Sponsors: Ledell Zellers, Michael E. Verveer and Zach Wood

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

License Issuance Extension Request

17. [53509](#) Request to extend license issuance beyond the 90 day limit under MGO 38.05
Vintage II Inc • dba Tangent
803 E Washington Ave • Agent: Trent Kraemer
Estimated Capacity: 387 inside / 75 outside
Class B Combination Liquor & Beer • 41% alcohol, 55% food, 4% other
Aldermanic District 6 (Alder Rummel) • Police Sector 407
- A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

One registration in support.

Public Hearing

New License - Public Hearing

18. [53207](#) Public Hearing - New License
Philianni LLC • dba Crescendo Espresso Bar
719 Hilldale Way • Agent: Caitlin Sirianni • Estimated Capacity: 49
Class B Beer, Class C Wine • 2% alcohol, 48% food, 50% other
Aldermanic District 11 (Alder Martin) • Police Sector 108
- A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- One registration in support.
19. [53209](#) Public Hearing - New License
Brews Taphouse Junction Road LLC • dba Brews Taphouse Junction Rd
610 Junction Rd • Agent: Ozzie Clemmons • Estimated Capacity: 50 in/16 out
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 9 (Alder Skidmore) • Police Sector 128
- A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

One registration in support.

20. [53211](#) Public Hearing - New License
Cider Farm Brands LLC • dba The Cider Farm
8210 Watts Rd • Agent: John Biondi • Estimated Capacity: 50 in/25 out
Class B Combination Liquor & Beer • 45% alcohol, 55% food
Aldermanic District 9 (Alder Skidmore) • Police Sector 129

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

One registration in support.

21. [53213](#) Public Hearing - New License
Wasabi State Street Inc • dba Wasabi Sushi Restaurant
449 State St • Agent: Erica Xi Ni • Estimated Capacity: 50
Class B Beer, Class C Wine • 10% alcohol, 85% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403

The conditions are:

1. Must meet the definition of a restaurant as defined by MGO Section 38.02 at all times.
2. Alcohol service must end by 10 pm on Sunday through Thursday, and 11 pm on Friday and Saturday.

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

The conditions are:

1. Must meet the definition of a restaurant as defined by MGO Section 38.05.
2. Alcohol service must end by 10pm on Sunday through Thursday, and 11pm on Friday and Saturday.

One registration in support.

Report of Madison Police Department

22. [53507](#) Report of Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

23. [53508](#) Summary of Licenses Issued

The City Clerk's Office submitted the attached report.

Presentations to the Committee

24. [53522](#) Presentation on Place of Last Drink (POLD)
by Julia Sherman, Coordinator of Wisconsin Alcohol Policy Project
Julia Sherman gave the attached presentation.

25. [53529](#) Presentation on High-risk Drinking at UW-Madison
by UW-Madison University Health Services
UW University Health Services gave the attached presentation.

Adjournment

A motion was made by Fletcher, seconded by Grady, to Adjourn at 9:19pm. The motion passed by voice vote/other.