



# City of Madison

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

## Agenda - Amended 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](http://www.madisoncitychannel.tv).*

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Wednesday, May 20, 2020

5:30 PM

Virtual Meeting

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The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)
2. Register but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, 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 will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting in several ways:
  - Livestream on the Madison City Channel website  
<https://media.cityofmadison.com/mediasite/showcase>
  - Livestream on the City of Madison YouTube channel  
<https://www.youtube.com/user/CityofMadison>
  - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
  - Listen to audio via phone:  
(877) 853-5257 (Toll Free)  
Webinar ID: 666-426-707

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 ntauwv, cov ntauwv 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 June 2, 2020

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.

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**

April 23, 2020: <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. [59572](#) Operator License Application  
Covey A Wooden - Establishment where employed: The Icon

2. [59586](#) Operator License Application  
Seth Krantz - Establishment where employed: Blue Plate Catering
  
3. [59964](#) Operator License Application  
Amalia Watrud - Establishment where employed: Glass Nickel
  
4. [59968](#) Operator License Application  
Jesse Hernandez
  
5. [59970](#) Operator License Application  
Amber Horst - Establishment where employed: Fluno Center
  
6. [60290](#) Operator License Application  
William Fitzsimmons - Establishment where employed: Stop & Go
  
7. [60552](#) Operator License Application  
Cristal Damiani - Establishment where employed: Stop N Go
  
8. [60553](#) Operator License Application  
Elloyd Gonzalez
  
9. [60574](#) Operator License Application  
Lydia Looper - Establishment where employed: Paul's Pelmeni

**Election of Chair and Vice Chair**

10. [60555](#) Election of Alcohol License Review Committee Chair
  
11. [60556](#) Election of Alcohol License Review Committee Vice-Chair

**Temporary Class B Concurrent with Street Use**

12. [59619](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Wil-Mar Neighborhood Center  
Event Location: McPike Park  
Event Date: July 9-12  
Aldermanic District 6 (Ald. Rummel)

Police District: 408  
Event: Fete De Marquette

13. [59620](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Wil-Mar Neighborhood Center  
Event Location: 4000 Block of Atwood Ave  
Event Date: July 25 & 26  
Aldermanic District 6 (Ald. Rummel)  
Police District: 408  
Event: AtwoodFest
14. [60528](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Festivals Inc.  
Event Location: Capitol Square  
Event Date: 9/5/2020 (2 - 8:30pm) & 9/6/2020 (11am - 7pm)  
Aldermanic District 4 (Alder Verveer)  
Police District: 405  
Event: Taste of Madison

#### Changes of Agent

15. [60529](#) Change of Agent  
GD3 LLC • dba Great Dane Pub • 357 Price Pl  
New Agent: Hayley Bergum  
Class B Combination Liquor & Beer  
Aldermanic District 11 (Alder Martin)
16. [60530](#) Change of Agent  
Great Dane Pub & Brewing Co. • dba Great Dane Pub • 123 E Doty St  
New Agent: Hayley Bergum  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)
17. [60532](#) Change of Agent  
Speedway LLC • dba Speedway #4132 • 4902 Verona Rd  
New Agent: Edwin Benitez  
Class A Beer  
Aldermanic District 10 (Alder Henak)
18. [60533](#) Change of Agent  
Tex Mess LLC • dba Eldorado Grill • 744 Williamson St  
New Agent: Byron Brown

Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)

19. [60534](#) Change of Agent  
Cento Restaurant LLC • dba Cento • 122 W Mifflin St  
New Agent: Alexandra Essenburg  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)
  
20. [60535](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 950 • 4402 E Buckeye Rd  
New Agent: Carrie Swenson  
Class A Beer, Class A Liquor  
Aldermanic District 16 (Alder Tierney)
  
21. [60536](#) Change of Agent  
North Central Management Inc • dba AC Hotel Madison • 1 N Webster St  
New Agent: Joellyn Stewart  
Class A Beer, Class A Liquor  
Aldermanic District 2 (Alder Heck)
  
22. [60537](#) Change of Agent  
Palette Grill LLC • dba Palette Bar & Grill • 901 E Washington Ave  
New Agent: Alison Bing  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)
  
23. [60538](#) Change of Agent  
Atwood Restaurant LLC • dba Bar Corallini • 2004 Atwood Ave  
New Agent: Richard Layton  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)
  
24. [60539](#) Change of Agent  
Garver Events LLC • dba Garver Events • 3241 Garver Green  
New Agent: Daniel Smith  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)
  
25. [60540](#) Change of Agent  
Busse's LLC • dba Busse's Tavern • 2005 N Sherman Ave  
New Agent: Benjamin Altschul

Class B Combination Liquor & Beer  
Aldermanic District 12 (Alder Abbas)

**Entity Reorganization**

26. [59615](#) Entity Reorganization  
Famous Dave's Ribs, Inc • dba Famous Dave's  
900 S Park St  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Evers)  
Add one officer, remove one officer
  
27. [60281](#) Entity Reorganization  
Outback Steakhouse of Florida LLC • dba Outback Steakhouse  
4520 East Towne Blvd  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Baldeh)  
Add two new officers, remove two officers
  
28. [60282](#) Entity Reorganization  
Bonefish Grill LLC • dba Bonefish Grill  
7345 Mineral Point Rd  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)  
Add two new officers, remove two officers
  
29. [60284](#) Entity Reorganization  
Outback Steakhouse of Florida LLC • dba Outback Steakhouse  
279 Junction Rd  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)  
Add two new officers, remove two officers
  
30. [60527](#) Entity Reorganization  
Home Slice Inc • dba Glass Nickel Pizza Co.  
5003 University Ave  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Furman)  
Remove one officer
  
31. [60531](#) Entity Reorganization  
Shriners International • dba Zor Shriners  
575 Zor Shrine Pl  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Alder Skidmore)  
Remove one officer

32. [60543](#) Entity Reorganization  
Whole Foods Market Group Inc • dba Whole Foods Market  
3313 University Ave  
Class B Combination Liquor & Beer  
Aldermanic District 11 (Alder Martin)  
Add one new officer, remove one officer
33. [60547](#) Entity Reorganization  
Palette Grill LLC • dba Palette Bar & Grill  
901 E Washington Ave  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Add one new officer, remove one officer
34. [60557](#) Entity Reorganization  
GD3 LLC • dba Great Dane Pub  
357 Price Pl  
Class B Combination Liquor & Beer  
Aldermanic District 11 (Alder Martin)  
Remove one officer
35. [60558](#) Entity Reorganization  
Great Dane Pub & Brewing Co. • dba Great Dane Pub  
123 E Doty St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Remove one officer

#### License Issuance Extension

36. [60554](#) Second request to extend license issuance beyond the 180 day limit under MGO 38.05  
Small Change LLC • dba Muskellounge  
4102 Monona Dr • Agent: Chad Vogel • Estimated Capacity: 88 in/20 out  
Class B Combination Liquor & Beer • 90% alcohol, 5% food, 5% other  
Aldermanic District 15 (Alder Foster) • Police Sector 613

#### Change of Licensed Premise

37. [59588](#) Change of Licensed Premise  
Next Five LLC • dba The Double U  
Current Capacity (in/out): 386/120 • Proposed Capacity (in/out): 486/195  
620 University Ave • Agent: William Rudy

Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
Request to increased licensed capacity

38. [59618](#) Change of Licensed Premise  
High Noon Saloon, LLC • dba High Noon Saloon  
Current Capacity (in/out): 400/34 • Proposed Capacity (in/out): 400/500  
701 East Washington Ave • Agent: Fred Frank  
Class B Combination Liquor & Beer • 94 % alcohol, 6 % food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Request to extend premises into parking lot for Labor Day, outdoor capacity to 500 for this event.
39. [60509](#) Change of Licensed Premise  
Musonics LLC • dba Cafe Coda  
Current Capacity (in/out): 99/0 • Proposed Capacity (in/out): 99/8  
1224 Williamson St • Agent: Hanah Jon Taylor  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Request to extend premises for outside seating during seven hours of an operating day from June 1 through October 31.

#### 21+ Entertainment License

40. [59587](#) 21+ Entertainment License  
Mohammad Hinnawi • dba Nile Restaurant • Capacity: 80  
6119 Odana Rd • Agent: Mohammad Hinnawi  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 19 (Alder Furman) • Police Sector 218
41. [60262](#) 21+ Entertainment License  
TGRM LLC • dba Sotto • Capacity: 240  
303 N Henry St. • Agent: Carla Ortega  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403
42. [60490](#) 21+ Entertainment License  
MadJar LLC • dba The Mason Lounge  
416 S Park St • Agent: Matthew Kleiser  
Estimated Capacity (in/out): 89/28  
Class B Combination Liquor & Beer • 85% alcohol, 10% food, 5% other  
Aldermanic District 13 (Alder Evers) • Police Sector 203
43. [60526](#) 21+ Entertainment License  
Ohio Tavern Inc • dba Ohio Tavern • Capacity: 49



224 Ohio Ave • Agent: Josh Swentzel  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 601

### Recessed Public Hearing

44. [59690](#) Public Hearing - New License  
Global Market LLC • dba Global Market & Food Hall  
2161 Zeier Rd • Agent: Amanda Chen  
Class A Beer, Class A Liquor, Class A Cider  
Aldermanic District 17 (Alder Baldeh) • Police Sector 632
45. [59691](#) Public Hearing - New License  
Greenview Brewing LLC • dba ALT Brew  
1808 Wright St • Agent: Trevor Easton • Estimated Capacity (in/out): 50/15  
Class C Wine • 49% alcohol, 19% food, 32% other  
Aldermanic District 12 (Alder Abbas) • Police Sector 514
46. [59694](#) Public Hearing - New License  
Feast Modern Cuisine • dba Feast  
904 Williamson St • Agent: Qiyu Wang • Estimated Capacity (in/out): 100/20  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408
47. [60174](#) Public Hearing - New License  
TGRM LLC • dba Sotto  
303 N Henry St • Agent: Carla Ortega • Estimated Capacity: 240  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

### Public Hearing

#### New License - Public Hearing

48. [60452](#) Public Hearing - New License  
Servant 33 LLC • dba The Melting Pot  
6816 Odana Rd • Agent: Andrea Johnson • Estimated Capacity: 148  
Class B Combination Liquor & Beer • 14% alcohol, 86% food  
Aldermanic District 19 (Alder Furman) • Police Sector 218
49. [60466](#) Public Hearing - New License  
Don Beto Groceries LLC • dba Don Beto Groceries  
916 S Whitney Way • Agent: Norberto Rojas  
Class A Beer  
Aldermanic District 20 (Alder Albouras) • Police Sector 115

50. [60485](#) Public Hearing - New License  
MadJar LLC • dba The Mason Lounge  
416 S Park St • Agent: Matthew Kleiser  
Estimated Capacity (in/out): 89/28  
Class B Combination Liquor & Beer • 85% alcohol, 10% food, 5% other  
Aldermanic District 13 (Alder Evers) • Police Sector 203

**License Renewals - Public Hearing**

51. [60379](#) To grant Class A Liquor, Class A Beer, Class B Beer, Class B Combination Liquor & Beer, Class C Wine, Wholesale Beer 2020-2021 License Renewals with restrictions as previously approved and to include any change of corporate structure and amended conditions as set forth in the report.
52. [60380](#) To grant 18+ and 21+ Entertainment 2020-2021 License Renewals with restrictions as previously approved and to include any change of corporate structure and amended conditions as set forth in the report.

**Discussion and Possible Action Items**

53. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.
54. [60575](#) Discussion and possible decision about upcoming ALRC meetings, including renewal separations and density study recommendations.

**Report of Madison Police Department**

55. [60559](#) Report of Recent Calls for Service

**Report of City Clerk's Office**

56. [60560](#) Summary of Licenses Issued

**Adjournment**