



City of Madison

City of Madison
Madison, WI 53703
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.*

Wednesday, March 20, 2024

5:30 PM

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

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

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: 864 0402 3644

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 ntauv, cov ntaub ntauv 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 April 16, 2024

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

February 21, 2024: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [82554](#) 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

Changes of Agent

2. [82540](#) Change of Agent
7005 TLM LLC • dba Casa Fiesta Mexican Grill • 7005 Tree Ln
New Agent: Paulina Venegas Santiago
Class B Combination Liquor & Beer
(District 9)

Attachments: [LICLIB-2022-01027 Agent Change App.pdf](#)

3. [82541](#) Change of Agent
Ultimate Mart LLC • dba Pick 'n Save Express #183 • 1312 S Park St
New Agent: Terrence Rock
Class A Beer
(District 13)

Attachments: [LICLIA-2015-00237 Agent Change App\(2\).pdf](#)

4. [82542](#) Change of Agent
Mega Marts LLC • dba Metro Market #434 • 6010 Cottage Grove Rd
New Agent: Andrew Hein
Class B Combination Liquor & Beer
(District 3)

Attachments: [LICLIB-2015-00046 Agent Change App\(2\).pdf](#)

5. [82543](#) Change of Agent
Red Robin International Inc • dba Red Robin Gourmet Burgers and Brews •
2440 East Springs Dr
New Agent: Jessica Strix
Class B Combination Liquor & Beer
(District 17)

Attachments: [72658-80568 Agent Change App\(2\) Redacted.pdf](#)

6. [82544](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 531 • 2601 Fish Hatchery Rd
New Agent: Michael Dineen
Class A Beer, Class A Cider
(District 14)

Attachments: [LICLIA-2017-00828 Agent Change App\(2\).pdf](#)

Entity Reorganization

7. [82545](#) Entity Reorganization
7005 TLM LLC • dba Casa Fiesta Mexican Grill
7005 Tree Ln

Class B Combination Liquor & Beer
(District 9)
Add one new officer, remove one officer

Attachments: [LICLIB-2022-01027 Officer Change App.pdf](#)

8. [82546](#) Entity Reorganization
Cracker Barrel Old Country Store Inc • dba Cracker Barrel #214
2147 East Springs Dr
Class B Beer, Class C Wine
(District 17)
Add two new officers, remove two officers

Attachments: [LICLIB-2021-00221 Officer Change App.pdf](#)

Request to Extend License Issuance Beyond the 180 Day Limit

9. [82555](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
Two Birds Madison LLC • dba Public Parking
709 E Johnson St • Agent: Clement Mocanu Jr
Estimated Capacity (in/out): 86/32
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Police Sector 407 (District 6)

Attachments: [Two birds madison, llc dba Public Parking.pdf](#)
[7515 Public Parking - Schedule.pdf](#)

10. [82556](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
LMMD LLC • dba The Red Shed
Transfer from 406 N Frances St to 508 State St, Unit A
Agent: Lynn Dieffenbach • Estimated Capacity (in/out): 80/12
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Police Sector 403 (District 2)

Attachments: [Fwd_LMMD LLC DBA The Red Shed Request to extend license issuance beyo](#)

Change of License Conditions

11. [82547](#) Change of Licensed Conditions
Prosit To You Inc • dba Essen Haus
Current Capacity (in/out): 240/150 • Proposed Capacity (in/out): 240/150
514 E Wilson St • Agent: Robert Worm
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 406 (District 6)
Request to allow Sunday and Monday outside music as per Planning
Commission

Attachments: [LICPCH-2024-00056 App.pdf](#)
[Leger Comments.pdf](#)

12. [82548](#) Change of Licensed Conditions
Prosit To You Inc • dba Up North
Current Capacity (in/out): 260/0 • Proposed Capacity (in/out): 260/0
524 E Wilson St • Agent: Robert Worm
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 406 (District 6)
Request to allow Sunday and Monday outside music as per Planning Commission

Attachments: [LICPCH-2024-00057 App.pdf](#)
[Leger Comments.pdf](#)

13. [82549](#) Change of Licensed Conditions
Prosit To You Inc • dba Come Back In
Current Capacity (in/out): 247/0 • Proposed Capacity (in/out): 247/0
508 E Wilson St • Agent: Robert Worm
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 406 (District 6)
Request to allow Sunday and Monday outside music as per Planning Commission

Attachments: [LICPCH-2024-00058 App.pdf](#)
[Leger Comments.pdf](#)

14. [82550](#) Change of Licensed Conditions
El Panzon Restaurant LLC • dba El Panzon • Capacity (in/out): 90/0
1310 S Midvale Blvd • Agent: Matilde A Rojas Munoz
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 213 (District 10)
Request to remove both conditions one and two.

Attachments: [LICPCH-2024-00051 App.pdf](#)

15. [82551](#) Change of Licensed Conditions
Pine Branch Holding • dba Mom's Bar • Capacity (in/out): 50/0
614 University Ave • Agent: Andrew Greenwood
Class B Combination Liquor & Beer • 90% alcohol, 0% food, 10% other
Police Sector 403 (District 2)
Request to remove conditions one and two.

Attachments: [LICPCH-2024-00135 App.pdf](#)

21+ Entertainment License

16. [80441](#) 21+ Entertainment License
El Panzon Restaurant LLC • dba El Panzon
Capacity (in/out): 90/0
1310 S Midvale Blvd • Agent: Matilde anahi Rojas Munoz
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 213 (District 10)

Attachments: [LICENT-2023-00689 Updated App.pdf](#)
[LICENT-2023-00689 App_Redacted.pdf](#)

Legislative History

11/22/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
1/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

17. [82537](#) 21+ Entertainment License
Triple Shift Entertainment LLC • dba Bowl-A-Vard
Capacity (in/out): 940/677
2121 East Springs Dr • Agent: Donald Bussan
Class B Combination Liquor & Beer • 43% alcohol, 24% food, 33% other
Police Sector 632 (District 17)

Attachments: [LICENT-2024-00103 App \(2\) Redacted.pdf](#)

18+ Center for Visual & Performing Arts License

18. [82538](#) 18+ Center for Visual & Performing Arts License
Spaulding Restaurant Enterprises Inc • dba Kavanaugh's Esquire Club
Capacity (in/out): 300/0
1025 N Sherman Ave • Agent: Craig Spaulding
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Police Sector 503 (District 12)

Attachments: [LICENT-2024-00087 App \(2\) Redacted.pdf](#)

19. [82539](#) 18+ Center for Visual & Performing Arts License
Spaulding Restaurant Enterprises Inc • dba Madison Masonic Center
Capacity (in/out): 2000/0
301 Wisconsin Ave • Agent: Craig Spaulding
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Police Sector 406 (District 2)

Attachments: [LICENT-2024-00085 App \(2\) Redacted.pdf](#)

Recessed Public Hearing

20. [81109](#) Public Hearing - New License
 The City of Four Lakes LLC • dba Super 8 Madison South
 1602 W Beltline Hwy • Agent: Mitesh Patel
 Estimated Capacity (in/out): 160/0
 Class B Beer • 2% alcohol, 0% food, 98% other
 Police Sector 308 (District 14)

Attachments: [LICLIB-2023-00736 App.pdf](#)
[LICLIB-2023-00736 Supplemental.pdf](#)
[1602 W Beltline Hwy map.pdf](#)

Legislative History

12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
		Alcohol License Review Committee- Public Hearing (1/17/24), Common Council (2/13/24)
1/9/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
1/17/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
2/13/24	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
2/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

21. [81630](#) Public Hearing - New License
 Sushi Lover In Madison LLC • dba Sushi Lover
 72 W Towne Mall • Agent: Zhenqi Li
 Estimated Capacity (in/out): 120/0
 Class B Combination Liquor & Beer • 10% alcohol, 90% food
 Police Sector 124 (District 9)

Attachments: [LICLIB-2024-00019 App.pdf](#)
[LICLIB-2024-00019 Supplemental.pdf](#)
[72 West Towne Mall map.pdf](#)

Legislative History

1/17/24	Clerk's Office	Referred for Introduction
		Alcohol License Review Committee- Public Hearing (2/21/24), Common Council (3/5/24)

2/13/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
2/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
3/5/24	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

22. [82004](#) Public Hearing - New License
ENR Investment Inc • dba Madison Pantry
2022 Fordem Ave • Agent: Mohammed N Farooqui
Class A Beer, Class A Liquor
Police Sector 501 (District 12)

Attachments: [LICLIA-2024-00015 Revised App.pdf](#)
[LICLIA-2024-00015 Supplemental.pdf](#)
[2022 Fordem Ave map.pdf](#)

Legislative History

2/7/24	Clerk's Office Alcohol License Review Committee- Public Hearing (2/21/24), Common Council (3/5/24)	Referred for Introduction
2/13/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
2/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
3/5/24	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

New License - Public Hearing

23. [82286](#) Public Hearing - New License
YT Foods Inc • dba Fresh Mart
3313 University Ave • Agent: Saniya Tairova
Class A Beer, Class A Liquor
Police Sector 208 (District 5)

Attachments: [LICLIA-2024-00036 App.pdf](#)
[LICLIA-2024-00036 Supplemental.pdf](#)
[3313 University Ave map.pdf](#)

Legislative History

2/27/24 Clerk's Office Referred for Introduction
Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)

3/5/24 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

24. [82287](#) Public Hearing - New License
Zen Ramen LLC • dba Zen Ramen Lounge
4674 Cottage Grove Rd • Agent: Zhenqi Li
Estimated Capacity (in/out): 30/0
Class B Beer, Class C Wine • 10% alcohol, 90% food
Police Sector 611 (District 3)

Attachments: [LICLIB-2024-00037 App.pdf](#)
[LICLIB-2024-00037 Supplemental.pdf](#)
[4674 Cottage Grove Rd map.pdf](#)
[Alder Field Comments.pdf](#)

Legislative History

2/27/24 Clerk's Office Referred for Introduction
Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)

3/5/24 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

25. [82289](#) Public Hearing - New License
Spaulding Restaurant Enterprises Inc • dba Kavanaugh's Esquire Club
1025 N Sherman Ave • Agent: Craig Spaulding
Estimated Capacity (in/out): 300/0
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Police Sector 503 (District 12)

Attachments: [LICLIB-2024-00086 App.pdf](#)
[LICLIB-2024-00086 Supplemental.pdf](#)
[1025 N Sherman Ave map.pdf](#)

Legislative History

2/27/24 Clerk's Office Referred for Introduction
Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)

3/5/24 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

26. [82293](#) Public Hearing - New License
Spaulding Restaurant Enterprises Inc • dba Madison Masonic Center
301 Wisconsin Ave • Agent: Craig Spaulding
Estimated Capacity (in/out): 2000/0
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Police Sector 406 (District 2)

Attachments: [LICLIB-2024-00084 App.pdf](#)
[LICLIB-2024-00084 Supplemental.pdf](#)
[301 Wisconsin Ave map.pdf](#)

Legislative History

2/27/24	Clerk's Office Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)	Referred for Introduction
3/5/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

27. [82294](#) Public Hearing - New License
Brass Biscuit LLC • dba Mint Mark
1874 E Washington Ave • Agent: Chad Vogel
Estimated Capacity (in/out): 100/80
Class B Combination Liquor & Beer • 45% alcohol, 55% food
Police Sector 501 (District 12)

Attachments: [LICLIB-2024-00083 App.pdf](#)
[LICLIB-2024-00083 Supplemental.pdf](#)
[1874 E Washington Ave map.pdf](#)
[North Street Neighborhood Association Comments.pdf](#)

Legislative History

2/27/24	Clerk's Office Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)	Referred for Introduction
3/5/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

28. [82299](#) Public Hearing - New License
Triple Shift Entertainment LLC • dba Bowl-A-Vard
2121 East Springs Dr • Agent: Donald Bussan
Estimated Capacity (in/out): 940/677
Class B Combination Liquor & Beer • 24% alcohol, 43% food, 33% other
Police Sector 632 (District 17)

Attachments: [LICLIB-2024-00095 App.pdf](#)
[Triple Shift Entertainment LLC Application Update.pdf](#)
[LICLIB-2024-00095 Supplemental.pdf](#)
[2121 East Springs Dr map.pdf](#)

Legislative History

2/28/24	Clerk's Office Alcohol License Review Committee- Public Hearing (3/20/24), Common Council (4/16/24)	Referred for Introduction
3/5/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Report of Madison Police Department

29. [82552](#) Summary of Recent Calls for Service

Report of City Clerk's Office

30. [82553](#) Summary of Licenses Issued
Attachments: [Summary of Licenses Issued.pdf](#)

Temporary Class B Concurrent with Street Use

31. [82534](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc.
Event Location: 700 Block Langdon Street
Event Date: 5/25/24 7 - 9pm, 5/26/24 8am - 12pm
Police District: 402 (District 8)
Event: Run Madtown
Attachments: [Run Madtown- Redacted.pdf](#)

Change of Licensed Premises

32. [82575](#) Change of Licensed Premises
Woodman's Food Market Inc • dba Woodman's Food Market
3817 Milwaukee St • Agent: Daniel Fredrickson
Class A Beer, Class A Liquor
Police Sector 610 (District 15)
Request to remodel.

Adjournment