



# City of Madison

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

## Agenda - Amended

### ALCOHOL LICENSE REVIEW COMMITTEE

*This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, June 15, 2011

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 at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

Contact the City Clerk's Office at (608) 266-4601, or TDD (608) 266-6573.

Applications will go to the Common Council Meeting of July 5, 2011

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.

#### **Call to Order/Roll Call**

### Approval of Minutes

May 18, 2011: <http://legistar.cityofmadison.com/calendar/#current>

### Public Comment

### Disclosures and Recusals

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

### Changes of Agent

1. [22467](#) Change of Agent  
La Pepe Inc • dba Tex Tubb's Taco Palace • 2009 Atwood Ave  
New Agent: Stephanie Allen  
Class B Combination Liquor & Beer • 30% alcohol, 69% food, 1% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 410
2. [22714](#) Change of Agent  
Flat Out Crazy LLC • dba Flat Top Grill • 538 N Midvale Blvd  
New Agent: Robert J Koch  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 11 (Alder Schmidt) • Police Sector 108
3. [22715](#) Change of Agent  
Ultra Mart Foods, LLC • dba Copps Food Center • 620 S Whitney Way  
New Agent: Martin Chy  
Class A Liquor and Class A Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 113
4. [22716](#) Change of Agent  
Ultramart Foods LLC • dba Copps Food Center #8179  
261 Junction Rd • Agent: Timothy J Smith  
Class A Beer, Class A Liquor  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128
5. [22717](#) Change of Agent  
Ultra Mart Foods • dba Copps Food Center #8178 • 2502 Shopko Dr  
New Agent: Toni M Gagliano  
Class A Beer, Class A Liquor  
Aldermanic District 15 (Alder Palm) • Police Sector 513
6. [22718](#) Change of Agent  
Orpheum Theatre Company of Madison Inc • dba Orpheum Theatre  
216 State St  
New Agent: Henry Doane  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 406

7. [22719](#) Change of Agent  
Bridges Golf Course LLC • dba Bridges Golf Course • 2702 ShopKo Dr  
New Agent: Omar Plata  
Class B Combination Liquor & Beer  
23% alcohol, 20% food, 57% other  
Aldermanic District 15 (Alder Palm) • Police Sector 513
8. [22720](#) Change of Agent  
Movin North LLC • dba Upstairs Downstairs/Lazy Oaf Lounge  
1617 N Stoughton Rd  
New Agent: Thomas Alswager  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 516
9. [22722](#) Change of Agent  
Chipotle Mexican Grill of Colorado LLC • dba Chipotle Mexican Grill  
658 State St • 8422 Old Sauk Rd • 4628 E Washington Ave  
New Agent: John K Garde  
Class B Combination Liquor & Beer • 1% Alcohol, 99% food  
Aldermanic Districts 8, 9, 17 (Alders Resnick, Skidmore, Clausius)  
Police Sectors 403, 127, 518
10. [22723](#) Change of Agent  
Walmart Stores East LP • dba Walmart Store #2335 • 4198 Nakoosa Tr  
New Agent: Kirk U'Ren  
Class A Liquor, Class A Beer  
Aldermanic District 3 (Alder Cnare) • Police Sector 607
11. [22727](#) Change of Agent  
Walmart Stores East LP • dba Walmart Store #1138  
7202 Watts Rd • New Agent: Ed Kligora  
Class A Liquor and Class A Beer  
Aldermanic District 1 (Alder Subeck) • Police Sector 123
12. [22762](#) Change of Agent  
Wisconsin Ventures Inc • dba Segredo Madison  
624 University Ave • New Agent: Michael Hierl  
Class B Combination Liquor & Beer • 62% alcohol, 25% food, 13% Other  
Aldermanic District 08 (Alder Resnick) • Police Sector 403

**Changes of Corporate Control**

13. [22756](#) Change of Corporate Control  
JYW LLC • dba EDO Japanese Restaurant  
532 South Park St • Agent: Jin Xiu Wu • Estimated Capacity: 80  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 305  
Removal of one member.

14. [22757](#) Change of Corporate Control  
Walmart Stores East LP • dba Walmart Store #1138  
7202 Watts Rd • Agent: Ed Kligora  
Class A Liquor and Class A Beer  
Aldermanic District 1 (Alder Subeck) • Police Sector 123  
Six new officers.
15. [22758](#) Change of Corporate Control  
Wisconsin Ventures Inc • dba Segredo Madison  
624 University Ave • New Agent: Michael Hierl  
Class B Combination Liquor & Beer • 62% alcohol, 25% food, 13% Other  
Aldermanic District 08 (Alder Resnick) • Police Sector 403  
One new officer.

**Changes of Corporate Control & Agent**

16. [22759](#) Change of Corporate Control & Agent  
Madison Elk Lodge 410 Inc • Madison Elks Lodge 410  
711 Jenifer St • New Agent: James C Neis  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Four new officers.

**Change of Licensed Premise**

17. [22103](#) Change of Licensed Premise - amended application  
Hooters of East Madison LLC • dba Hooters of East Madison  
Capacity: 500 outdoor; no change indoor  
2639 East Springs Dr • Agent: Laura Clark  
Class B Combination Liquor & Beer • 28% alcohol, 69% food, 3% other  
Aldermanic District 17 (Alder Clausius) • Police Sector 517  
Permitting the sale of alcohol in a controlled area in the restaurant's parking lot  
for special events held each Wednesday beginning July 7, 2011 and ending on  
September 28, 2011.

Legislative History

4/27/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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18. [22511](#) Change of Licensed Premise  
Dandyfire Inc • dba Woofs  
Estimated Capacity of 80 indoors, 80 outdoors  
Proposed Outdoor Capacity of 300  
114 King St • Agent: Dino Maniaci  
Class B Combination Liquor & Beer • 100% Alcohol  
Aldermanic District 04 (Alder Verveer) • Police Sector 406  
One day expansion of premise to include King street. August 20, 2011

19. [22618](#) Change of Licensed Premise  
Majestic Theatre LLC • dba Majestic Theatre  
Capacity: Curr 600, Proposed 2600  
115 King St • Agent: Scott Leslie  
Class B Combination Liquor & Beer • 89.5% alcohol, 0% food, 10.5% Other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Expansion of premise for one event to include King St. The event is 8/26/2011.
  
20. [22620](#) Change of License Conditions  
Majestic Theatre LLC • dba Majestic Theatre • Capacity: Curr 600  
115 King St • Agent: Scott Leslie  
Class B Combination Liquor & Beer • 89.5% alcohol, 0% food, 10.5% Other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Request to remove restrictions from alcohol license
  
21. [22692](#) Change of Licensed Premise  
NDZ Enterprises LLC • dba Dexter's Pub • Capacity: 143  
310 North St • Agent: Nicholas Zabel  
Class B Combination Liquor & Beer  
60.11% alcohol, 37.10% food 2.79% other  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 502  
Extend premises to include Northside parking lot for several events each year.
  
22. [22702](#) Change of Licensed Premise  
GVC GD LLC • dba The Great Dane Pub & Brewing Co  
Current Capacity: 272 • Proposed Capacity: 358  
876 Jupiter Dr • Agent: Theodore H Peterson  
Class B Combination Liquor & Beer • 30% alcohol, 68% food, 2% other  
Aldermanic District 3 (Alder Cnare) • Police Sector 627  
Request to add a banquet room in existing vacant office space.
  
23. [22703](#) Change of Licensed Premise  
Walmart Stores East LP • dba Walmart Store #1138  
7202 Watts Rd • Agent: Michael D Marchese  
Class A Liquor and Class A Beer  
Aldermanic District 1 (Alder Subeck) • Police Sector 123  
Request to move alcohol from behind the cash registers to the grocery department. Product selection will be expanded in this process.
  
24. [22705](#) Change of Licensed Premise  
Walmart Stores East LP • dba Walmart Store #2335  
4198 Nakoosa Tr • Agent: Kirk U'Ren  
Class A Liquor and Class A Beer  
Aldermanic District 3 (Alder Cnare) • Police Sector 607  
Request to move alcohol from enclosed bullpen registers to a 96-foot shelf space adjacent to the grocery department.

25. [22706](#) Change of Licensed Premise  
 TGRM LLC • dba T C Katz • Capacity: 240  
 303 N Henry St • Agent: Ted Gervasi  
 Class B Combination Liquor & Beer • 95% alcohol, 5% food  
 Aldermanic District 4 (Alder Verveer) • Police Sector 403  
 Request to add an outdoor patio and a small service bar upstairs to service the outdoor patio.
26. [22707](#) Change of Licensed Premise  
 Grieg Club, The • dba Grieg Social Club  
 Current Capacity: 99 • Proposed Capacity: 69 indoors, 30 outdoors  
 610 North St • Agent: Richard Jowett  
 Class B Combination Liquor & Beer • 86% alcohol, 14% food  
 Aldermanic District 15 (Ald. Palm ) • Police Sector 503  
 Request to add an outdoor area for smoking and drinking alcoholic beverages.

**21+ Entertainment License**

27. [22085](#) 21+ Entertainment License  
 Francisco Gonzalez Trejo • dba Francisco's Mexican Restaurant  
 121 E Main St • Agent: Francisco Gonzalez Trejo  
 Estimated Capacity: 60  
 Class B Combination Liquor & Beer • 10% alcohol, 90% food  
 Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area  
Legislative History
- |         |                                     |  |
|---------|-------------------------------------|--|
| 4/27/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | Refer to the ALCOHOL LICENSE REVIEW<br>COMMITTEE |
| 5/18/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | Refer to the ALCOHOL LICENSE REVIEW<br>COMMITTEE |
28. [22460](#) 21+ Entertainment License  
 East Main 119 LLC • dba The Rigby • Capacity: 164  
 119 E Main St • Agent: Stephanie Yager  
 Class B Combination Liquor & Beer • 30% alcohol, 70% food  
 Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Legislative History
- |         |                                     |  |
|---------|-------------------------------------|--|
| 5/18/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | Refer to the ALCOHOL LICENSE REVIEW<br>COMMITTEE |
|---------|-------------------------------------|--|
29. [22689](#) 21+ Entertainment License  
 NDZ Enterprises LLC • dba Dexter's Pub • Capacity: 143  
 310 North St • Agent: Nicholas Zabel  
 Class B Combination Liquor & Beer  
 60.11% alcohol, 37.10% food 2.79% other  
 Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 502

30. [22700](#) 21+ Entertainment License  
Headliners LLC • dba Headliners • Capacity: 500  
6718 Odana Rd • Agent: Tanya Driese  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113

**Recessed Public Hearing**

31. [22268](#) Public Hearing - New License  
Brocach Three LLC • dba Brocach Irish Pub  
1843 Monroe St • Agent: Cliff McDonald • Estimated Capacity:125  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 303
- Legislative History**
- |         |                                     |   |
|---------|-------------------------------------|---|
| 4/26/11 | Clerk's Office                      | Referred for Introduction   |
| 5/3/11  | COMMON COUNCIL                      | Referred for Public Hearing to the<br>ALCOHOL LICENSE REVIEW<br>COMMITTEE                                   |
| 5/18/11 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | RECOMMEND TO COUNCIL TO GRANT -<br>PUBLIC HEARING   |
| 5/26/11 | Clerk's Office                      | RECOMMEND TO COUNCIL TO<br>RE-REFER - RECESSED PUBLIC<br>HEARING to the ALCOHOL LICENSE<br>REVIEW COMMITTEE |
| 6/7/11  | COMMON COUNCIL                      | Re-refer for Recessed Public Hearing to the<br>ALCOHOL LICENSE REVIEW<br>COMMITTEE                          |

32. [22264](#) Public Hearing - New License  
East Main 119 LLC • dba The Rigby  
119 E Main St • Agent: Angela Ziehme • Estimated Capacity: 164  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

**Legislative History**

4/26/11	Clerk's Office	Referred for Introduction
5/3/11	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

33. [22267](#) Public Hearing - New License  
Maricruz Silva • dba La Raza Grocery  
2608 E Washington Ave • Agent: Maricruz Silva  
Class A Beer Class A Liquor  
Aldermanic District 15 (Alder Palm) • Police Sector 502

Legislative History

4/26/11	Clerk's Office	Referred for Introduction
5/3/11	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

34. [22261](#) Public Hearing - New License  
Noodle Express LLC • dba Noodle Express  
2817 E Washington Ave • Agent: Ming Fu • Estimated Capacity: 100  
Class B Beer • 5% alcohol, 95% food  
Aldermanic District 15 (Alder Palm) • Police Sector 603

Legislative History

4/26/11	Clerk's Office	Referred for Introduction
5/3/11	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**New License - Public Hearing**

35. [22291](#) Public Hearing - New License  
The Mermaid Cafe LLC • dba The Mermaid Cafe  
1929 Winnebago St • Agent: Lisa Jacobson • Estimated Capacity: 35  
Class B Beer, Class C Wine • 20% alcohol, 80% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 410  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
36. [22513](#) Public Hearing - New License  
Stop-N-Go of Madison Inc • dba Stop-N-Go # 231  
4624 Monona Dr • Agent: Andrew Bowman  
Class A Beer, Class A Liquor  
Aldermanic District 15 (Alder Palm) • Police Sector 613  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
37. [22514](#) Public Hearing - New License  
Rishi Corp • dba Swagat Indian Groceries  
6717 Odana Rd • Agent: Natwarlal Patel  
Class A Beer, Class A Liquor  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
38. [22515](#) Public Hearing - New License  
Mount Everest Inc • dba Flavor of India  
14 W Mifflin St • Agent:Gokel Silwal • Estimated Capacity: 85 indoor 30  
outdoor  
Class B Beer, Class C Wine • 10% alcohol, 90% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

39. [22516](#) Public Hearing - New License  
Dumpling Haus LLC • dba Dumpling Haus  
702 N Midvale Blvd • Agent: Jenny Yin • Estimated Capacity: 30  
Class B Beer, Class C Wine • 5% alcohol, 95% food  
Aldermanic District 11 (Alder Schmidt) • Police Sector 108  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
40. [22517](#) Public Hearing - New License  
AJ Bombers MSN LLC • dba AJ Bombers  
201 W Gorham St • Agent: Joseph Sorge • Estimated Capacity: 137  
Class B Combination Liquor & Beer • 30% alcohol, 65% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
41. [22518](#) Public Hearing - New License  
Vincent Pugliese and Stephanie Pugliese • dba Cafe Porta Alba  
558 N Midvale Blvd • Agent: Vincent Pugliese • Estimated Capacity: 62  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 11 (Alder Schmidt) • Police Sector 108  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
42. [22519](#) Public Hearing - New License  
Headliners LLC • dba Headliners  
6718 Odana Rd • Agent: Tanya Driese • Estimated Capacity: 500  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
**Legislative History**  
6/2/11 Clerk's Office Referred for Introduction  
6/7/11 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

**Density Ordinance**

43. [22548](#) Amending Sec. 38.05(9)(o) of the Madison General Ordinances to create entertainment venues, extend time limits for applying for new licenses in closed premises, modify annual reporting requirements, and extend the sunset provisions.

**Sponsors:** Shiva Bidar-Sielaff, Lisa Subeck and Michael E. Verveer

**Legislative History**

5/16/11	Attorney's Office/Approval Group	Referred for Introduction
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT (BID) BOARD
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the BOARD OF HEALTH FOR MADISON AND DANE COUNTY
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the PUBLIC SAFETY REVIEW COMMITTEE
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the DOWNTOWN COORDINATING COMMITTEE
5/18/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ECONOMIC DEVELOPMENT COMMITTEE

**Revocation Subcommittee**

44. [22229](#) Creating a revocation subcommittee

**Report of the Alcohol Policy Coordinator**

45. [18883](#) Sentencing Guidelines for Liquor License Non-Renewals.
46. [22581](#) Summary of recent changes

**Report of Madison Police Department**

47. [22579](#) Summary of recent calls for service

**Report of City Clerk's Office**

48. [22580](#) Summary of licenses issued

### Revocation Hearing

The ALRC may meet from time to time in closed session pursuant to Wis. Stats. 19.85(1)(g) to confer with legal counsel for the purposes of rendering oral or written advice concerning legal strategy to be adopted by the ALRC with respect to litigation it is or is likely to become involved in and may meet from time to time in closed session pursuant to Wis. Stats. 19.85 (1)(a) to deliberate concerning the case that is the subject of this quasi-judicial hearing before the ALRC. The ALRC may reconvene in open session following any such closed session.

49. [20314](#)

Hearing on Complaint for Revocation of:  
The Family Business LLC • Dba R Place on Park  
1821 S Park St • Agent: Roderick Flowers  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 310

Legislative History

10/25/10	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/27/10	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
11/8/10	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/2/10	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/15/10	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

### Adjournment