



City of Madison

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

Proceedings - Approved ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, July 18, 2012

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

Call to Order/Roll Call

at 5:43 p.m.

Present: 9 -

Michael E. Verveer; Sue Williams; Roger Allen; Thomas A. Landgraf;
David A. Hart; Thomas Sieger; Mark D. Woulf; Shiva Bidar-Sielaff and
Samuel B. Stevenson

Excused: 2 -

Lisa Subeck and Thomas J. Farley

Non Voting: 3 -

Eric Christianson; Andrew Schneider and Rachel D. Lepak

Approval of Minutes

A motion was made by Bidar-Sielaff, seconded by Landgraf, to Approve the
Minutes of the June 27, 2012 meeting. The motion passed by voice vote/other.

Public Comment

None

Disclosures and Recusals

None

Public Hearing

None

Presentation of the Consent Agenda

Changes of Corporate Control

1. [27068](#) Change of Corporate Control
Open Pantry Food Marts of Wisconsin Inc
• Open Pantry Food Mart #1335, 2216 University Ave
• Open Pantry Food Mart #1215, 1412 Pflaum Rd
Class A Beer
Aldermanic Districts 5 and 15 (Alders Bidar-Sielaff, Palm)
Police Sectors 301, 616
1 new officer: Justin Borchardt

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other. This does not apply to the location at 2216 University Avenue.

Change of Licensed Premise

2. [26703](#) Change of Licensed Premises
Madison Mallards LLC • Madison Mallards
Current Capacity: 6, 750 • Proposed Capacity: 10,000
2920 N Sherman Ave • Agent: Vern Stenman
Class B Combination Liquor & Beer
Aldermanic District (Alder Rhodes-Conway) • Police Sector 505
Request to allow additional capacity and additional beer stations 08/09/12,
2:30PM - 10:30PM

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

3. [26843](#) Change of Licensed Premises
TGRM LLC • dba Sotto • 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
Add outdoor patio seating, add 20 outdoor capacity to current
indoor capacity.

A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE regular meeting of 8/29/2012. The motion passed by voice vote/other.

Items Referred

4. [24399](#) Complaint for Suspension of:
Brice P's Inc • dba Regent Street Retreat (The Annex)
1206 Regent Street • Agent: Bruce Gerhartz
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 8 (Alder Resnick) • Police Sector 402

Recommend to accept the Stipulated Agreement.

A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. Recommend to accept the Stipulated Agreement. The motion passed by voice vote/other.

5. [24400](#) Composition of and scheduling for Alcohol License ad hoc subcommittee to conduct evidentiary hearing(s) on current revocation and/or suspension actions and make a licensing report to the ALRC.

No action taken on this item.

6. [26149](#) Request that the Finance Office audit Logans Madtown LLC, dba Logans, 322 W. Johnson St.

Recommend to accept the Audit Report of the Finance Office.

A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. Recommend to accept the Audit Report of the Finance Office. The motion passed by voice vote/other.

Recessed Public Hearing

7. [26521](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven store #35851
2216 University Ave • Agent: Eleri Baecker
Class A Beer
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 301

The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.

8. [26522](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven store #35849
1412 Pflaum Rd • Agent: Eleri Baecker
Class A Beer
Aldermanic District 15 (Alder Palm) • Police Sector 616

Alcohol License Review Committee 8/29/2012

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of 8/29/2012. The motion passed by voice vote/other.

Transfer of License Location - Public Hearing

9. [26894](#) Transfer of Location of Liquor/Beer License
Steve's Liquors West, Inc. • Steve's Wine Beer Spirit • Capacity:N/A
Current Address: 8302 Mineral Point Rd; Proposed Address: 122 Junction Rd
Agent: Karen Eigenberger
Class A Liquor & Beer
Aldermanic District 9 (Alder Skidmore) • Police Sector 128
Request to transfer license.

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

New License - Public Hearing

10. [26895](#) Public Hearing - New License
Las Islas Del Mar LLC • Las Islas Del Mar • Capacity:120
5696 Monona Dr • Agent: Mayra Fernandez
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 16 (Alder Johnson) • Police Sector 616
The conditions are: 1) the application will be revised to include the mailing address of the agent and percentages corrected to 20% alcohol, 80% food; 2) License to be issued September 1, 2012, at which time agent will meet statutory residency requirement of 90 days; 3) the establishment will meet the definition of a restaurant under Madison General Ordinances; 4) food will be available at all times the establishment is open.

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) the application will be revised to include the mailing address of the agent and percentages corrected to 20% alcohol, 80% food; 2) License to be issued September 1, 2012, at which time agent will meet statutory residency requirement of 90 days; 3) the establishment will meet the definition of a restaurant under Madison General Ordinances; 4) food will be available at all times the establishment is open.

11. [26896](#) Public Hearing - New License
Matterhorn Ventures Group LLC • Roast Public House
529 State St • Agent: Henry Aschauer • Estimated Capacity: 99
Class B Combination Liquor & Beer • 39% alcohol, 60% food, 1% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area

The conditions are: 1) the establishment will continue to meet the definition of a restaurant under Madison General Ordinances; 2) food will be available at all times the establishment is open.

A motion was made by Landgraf, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) the establishment will continue to meet the definition of a restaurant under Madison General Ordinances; 2) food will be available at all times the establishment is open.

12. [26898](#) Public Hearing - New License
Karben4 Brewing, LLC • Karben4 Brewing
3698 Kinsman Blvd • Agent: Erin Ogden • Estimated Capacity: 99
Class B Combination Liquor & Beer • 95% alcohol, 4% food, 1% other
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 514

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

13. [26900](#) Public Hearing - New License
AJ Bombers MSN, LLC • AJ Bombers
201 W Gorham St • Agent: Joseph J. Sorge, Jr • Estimated Capacity: 137
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area

The condition is that the agent notify the Clerk's Office of agent's address of residence.

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The condition being the agent notify the Clerk's Office of agent's address of residence.

14. [26901](#) Public Hearing - New License
A Good Sign LLC • Pizza Extreme
1614 Monroe St • Agent: Philip Scott Booras • Estimated Capacity: Not indicated
Class B Beer • 60% alcohol, 40% food
Aldermanic District 13 (Alder Ellingson) • Police Sector 301

The condition: inside capacity and outdoor capacity will be determined by Building Inspection.

A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The condition: inside capacity and outdoor capacity will be determined by Building Inspection.

15. [26904](#) Public Hearing - New License
Orpheum of Madison, Inc. • Orpheum Theatre
216 State Street • Agent: Olesya Kuzmenko • Estimated Capacity: 2,000
Class B Combination Liquor & Beer • 45% alcohol, 40% food, 15% other
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO DENY BECAUSE OF THE HEALTH, SAFETY, AND WELFARE OF THE COMMUNITY - PUBLIC HEARING. The motion passed by voice vote/other.

16. [26905](#) Public Hearing - New License
DLUX of Madison, LLC • DLUX
117 Martin Luther King Jr Blvd • Agent: Thomas Ray • Estimated Capacity: 99
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

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

17. [26906](#) Public Hearing - New License
First Madco, Inc • Rocky Rococo Pan-Style Pizza
1301 Regent St • Agent: Wayne Mosley • Estimated Capacity: 99
Class B Combination Liquor & Beer • 3% alcohol, 97% food
Aldermanic District 13 (Alder Ellingson) • Police Sector 303

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

18. [26907](#) Public Hearing - New License
Khullar Group #12 Inc. • Race Mart 12
4102 Commercial Ave • Agent: Ram Rakha Khullar
Class A Liquor & Class A Beer
Aldermanic District 15 (Alder Palm) • Police Sector 607

A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE and should be returned by 8/29/2012. The motion passed by voice vote/other.

19. [26908](#) Public Hearing - New License
La Guanajuatence LLC • La Guanajuatence Restaurant & Bar
1318 S Midvale Blvd • Agent: Miguel Caviedes • Estimated Capacity: 50
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 10 (Alder Solomon) • Police Sector 106

The condition: the application will be amended to include the name and address of the agent.

A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The condition: the application will be amended to include the name and address of the agent.

Appeal of Chief's Security Plan

- 19a. [27095](#) Chief's Security Plan Appeal
Wiggies Inc • dba Wiggies
1901 Aberg Ave • Agent: David Wiganowsky
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503

A motion was made by Bidar-Sielaff, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE meeting of 8/29/2012. The motion passed by voice vote/other.

Operator License - Appearance Requested

20. [27069](#) Operator License Application
Mitchell Kowaleski
Establishment where employed: VFW Post 1318

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

Report of the Alcohol Policy Coordinator

21. [26789](#) Audit Process Update

This matter was referred to August 29, 2012 meeting.

22. [27080](#) Downtown Hospitality Council update

This item was referred to the August 29, 2012 meeting.

Report of Madison Police Department

23. [25908](#) Summary of recent calls for service

The attached report was presented.

Report of City Clerk's Office

24. [25909](#) Summary of Licenses Issued

The attached report was presented.

Adjournment

A motion was made by Bidar-Sielaff, seconded by Stevenson, to Adjourn at 8:34 p.m. The motion passed by voice vote/other.