



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 18, 2017

5:30 PM

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

Applications will go to the Common Council Meeting of October 31, 2017

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

- Present:** 11 - Paul E. Skidmore; Michael E. Verveer; Jim Verbick; James Boxrud; Jason Freedman; Roger Allen; Fernando Cano Ospina; Thomas A. Landgraf; Patrick J. Grady; Alexander J. Toy and Shiva Bidar-Sielaff
- Absent:** 2 - Leslie G. Orrantia and Gloria Reyes
- Excused:** 3 - Kathryn D. Hill; Michael S. Donnelly and Stefan J. Fletcher

Approval of Minutes

A motion was made by Bidar-Sielaff, seconded by Grady, to Approve the Minutes. The motion passed by voice vote/other.

Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Operator's License Applications

1. [48704](#) Operator License Application
Erannia Potter - Establishment where employed: Seven-Eleven

A motion was made by Verveer, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

2. [49059](#) Operator License Application
Travis Estell - Establishment where employed: Bucky's Services

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

Appearance by: Travis Estell

3. [49153](#) Operator License Application
Jack Greenwood

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

Appearance by: Jack Greenwood.

4. [49173](#) Operator License Application
Alonzo C. Baston, Jr. - Establishment where employed: Stop-N-Go

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

Appearance by: Alonzo Baston Jr.

Changes of Agent

5. [48947](#) Change of Agent
Kwik Trip Inc • dba Tobacco Outlet Plus 514 • 1113 N Sherman Ave #A
New Agent: Katherine A Olson
Class A Beer
Aldermanic District Palm (Alder 12)

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

Appearance by: Katherine Olson.

6. [49010](#) Change of Agent
GMRI, Inc. • dba The Olive Garden Italian Restaurant #1300
4320 East Town Boulevard
New Agent: Christina R. Grosvenor
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)

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

7. [49051](#) Change of Agent
Ultimate Mart LLC • dba Pick 'n Save #8183 • 1312 S Park St
New Agent: Joshua Clarke
Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Eskrich)

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

8. [49052](#) Change of Agent
Oasis Cafe LLC • dba Oasis Cafe • 414 W Gilman Street
New Agent: Paul Schwoerer
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

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

Entity Reorganization

9. [48945](#) Entity Reorganization
Madison Elks Lodge #410 • dba Madison Elks Lodge #410
711 Jenifer St
Class B Combination Liquor & Beer
Aldermanic District Rummel (Alder 6)
Add three officers, remove two officers

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

10. [49053](#) Entity Reorganization
MOD Super Fast Pizza (Wisconsin) LLC • dba MOD Super Fast Pizza
2249 Zeier Rd
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Baldeh)
Add one officer, remove one officer

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

11. [49054](#) Entity Reorganization

Granite City Restaurant Operations Inc
dba Granite City Food & Beverage
72 West Towne Mall
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Add one officer, remove one officer

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

12. [49180](#) Entity Reorganization
Parthenon Gyros of WI Inc • dba Parthenon Gyros
316 State St
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Add one new officer, remove two officers

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

One registration in support.

13. [49182](#) 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

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

21+ Entertainment License

14. [49005](#) 21+ Entertainment License
Lucky's 13 Pub - Madison East Towne Mall LLC • dba LuLu's
Capacity: 178
232 East Towne Mall • Agent: Jake Ayers
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 631

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

Two registrations in support.

15. [49006](#) 21+ Entertainment License

Dominique Johnson • dba Faded Kitchen • Capacity: 160
1738 Fordem Avenue • Agent: Dominique Johnson
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 2 (Alder Zellers) • Police Sector 409

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

Appearance by: Dominique Johnson.

16. [49007](#)

21+ Entertainment License
Big Top Events LLC • dba Breese Stevens Field • Capacity: 9,333
917 E Mifflin Street • Agent: Conor Anthony Caloia
Class B Combination Liquor & Beer • 42% alcohol, 21% food, 37% other
Aldermanic District 2 (Alder Zellers) • Police Sector 407

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

The conditions are:

1. No sound allowed by the entertainment license will extend past 10:00 pm
2. Speakers will not face E Mifflin St
3. Renewal will be separated for 2018.

Two registrations in support, one in opposition.

17. [49040](#)

21+ Entertainment License
Blue Agave Restaurant & Lounge LLC • dba Blue Agave • Capacity: 120
117 S Butler Street • Agent: Sandra Alamilla Lopez
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 6 (Alder Rummel) • Police Sector 406

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

The conditions are:

1. No outdoor amplification.
2. Limited to accoustic performances only, except on Cinco de Mayo and New Year's Day.

Two registrations in support.

Items Referred

18. [47948](#)

Change of Licensed Conditions
East Washington Liquor Inc • dba Rocky's Liquor West

4217 W Beltline Highway • Agent: Gurpreet K Ghuman
Class A Liquor, Class A Beer
Aldermanic District 10 (Alder Cheeks) • Police Sector 104
Remove conditions 1 and 5.

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

One registration in support.

Recessed Public Hearing

19. [48139](#) Public Hearing - New License
Williamson Street Grocery Cooperative • dba Willy Street Co-op
1221 Williamson Street • Agent: Kristin Esselstrom
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 6 (Alder Rummel) • Police Sector 408

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

The condition is:

1. Limit Class A Liquor license to wine and cider.

Three registrations in support, one in opposition.

Public Hearing

New License - Public Hearing

20. [48937](#) Public Hearing - New License
Crostini's LLC • dba Crostini Sandwiches
231 North St • Agent: John Kokkines • Estimated Capacity: 25
Class B Beer • 10% alcohol, 90% food
Aldermanic District 12 (Alder Palm) • Police Sector 502

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.

One registration in support.

21. [48938](#) Public Hearing - New License
Badger Convenience Madison LLC • dba Pinkus McBride Market
301 N Hamilton St • Agent: Sandhu Barinder
Class A Beer, Class A Liquor
Aldermanic District 2 (Alder Zellers) • Police Sector 406

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. Class A Liquor license limited to wine and cider only.
2. The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands.
3. Flavored malt beverages containing up to 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a four pack of 12 ounce bottles or cans. Flavored malt beverages containing over 6% alcohol by volume may not be sold, dispensed or given away in the original container in amounts less than a six pack of 12 ounce bottles or cans.
4. The establishment shall not sell, dispense or give away flavored fortified wines in the original container with an alcohol content of more than 12.5% alcohol by volume, where spirits have been added to the wine that have not been produced from the same fruit as the wine, for consumption off the licensed premises. This prohibition shall not apply to any other wine product as defined by Wisconsin State Statute §125.02(22).

Three registrations in support.

22. [48939](#)

Public Hearing - New License
B2GO LLC • dba Ramen Kid
461 W Gilman St • Agent: Akira Ishikawa • Estimated Capacity: 40
Class B Beer, Class C Wine • 5% alcohol, 95% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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

The condition is:

1. The establishment must meet the definition of a restaurant under Madison General Ordinance 38.02 at all times.

Two registrations in support.

23. [48941](#) Public Hearing - New License
BQ10 LLC • dba Bistro Honda
1865 A Northport Dr • Agent: Akira Ishikawa • Estimated Capacity: 60
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 12 (Alder Palm) • Police Sector 504

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.

Two registrations in support.

24. [48944](#) Public Hearing - New License
Bassett Johnson Beverage LLC • dba TBD
440 W Johnson St • Agent: Michael Luehrs
Class A Beer, Class A Liquor
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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.

One registration in support.

25. [48946](#) Public Hearing - New License
Frank Productions Concerts LLC • dba Majestic Theatre
115 King St • Agent: Fred Frank • Estimated Capacity: 600
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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.

26. [48948](#) Public Hearing - New License
Luckys 13 Pub - Madison East Towne LLC • dba TBD
232 East Towne Mall • Agent: Jake Ayers • Estimated Capacity: 313
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 631

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

Prior to issuing a provisional license, a revised application must be submitted to the Clerk's Office and approved by the City Attorney's Office.

Two registrations in support.

27. [49035](#) Public Hearing - New License
Blue Agave Restaurant & Lounge LLC • dba Blue Agave
117 S Butler Street • Agent: Sandra Alamilla Lopez
Estimated Capacity: 120
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 6 (Alder Rummel) • Police Sector 406

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

The conditions are:

1. The hours of operation will be Sunday through Wednesday 10 AM until 11 PM, Thursday 10 AM until 1 AM, and Friday and Saturday 10 AM until 2 AM.
2. Patio will close at 10pm, daily.
3. Food will be available at all time.
4. The establishment must meet the definition of a restaurant as defined by Madison General Ordinance 38.02 at all times.
5. No outdoor amplification.

One registration in support.

28. [49039](#) Public Hearing - New License
Layla's Restaurant LLC • dba nuuNoosh
1431 Regent Street • Agent: Laila Borokhim • Estimated Capacity: 15
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 13 (Alder Eskrich) • 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.

One registration in support.

Disciplinary Matter

29. [48951](#) Disciplinary Matter - ALRC demerit point determination
East Washington Liquor Inc • dba Rocky's Liquor West
4217 W Beltline Highway • Agent: Gurpreet K Ghuman
Class A Liquor, Class A Beer
Aldermanic District 10 (Alder Cheeks) • Police Sector 104

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

The recommendations are to formally express concern for events that lead to disciplinary matter and assess 150 demerit points.

One registration in support.

Report of Madison Police Department

30. [49183](#) Report on Recent Calls for Service.

Madison Police Department submitted the attached report.

Report of City Clerk's Office

31. [49184](#) Summary of Licenses Issued

The Clerk's Office submitted the attached report.

Discussion Items

32. [48276](#) Discussion of recommendation to add end of May meeting to 2018 Alcohol License Review Committee calendar for the purpose of ALRC license renewal/non-renewal actions.

Clerk's Office will schedule additional meeting at end of May for the purpose of renewal/non-renewal actions.

Report of Chairperson

33. [49218](#) Update on presentations to ALRC regarding alcohol policy and consumption.

The chairperson expressed interest in having a separate committee meeting for presentations from the Health Department, compilers of a Place of Last Drink report, and the University of Wisconsin related to alcohol policy and consumption. Materials will be sent ahead of the meeting so more time can be spent on discussion. This meeting will likely occur next calendar year, when the city's budget has passed.

Adjournment

A motion was made by Cano Ospina, seconded by Grady, to Adjourn at 8:20pm. The motion passed by voice vote/other.