



City of Madison

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

Meeting Minutes - Draft 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.

Wednesday, January 19, 2011

5:30 PM

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

Call to Order/Roll Call

Present: 7 -

Michael Schumacher; Michael E. Verveer; Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Pamela Bean and Shiva Bidar-Sielaff

Non Voting: 6 -

Maribeth Witzel-Behl; Barb Mercer; Mary Schauf; Roger Allen; Dawn B. Crim and Austin J. Buerosse

Approval of Minutes

Minutes of December 15, 2010 meeting approved by voice vote.

Public Comment

Disclosures and Recusals

Ald. Schumacher remarked that with the departure of Chet Gerlach the position of Vice Chair of the Alcohol License Review Committee will need to be filled at the next meeting.

Change of Agent

1. [20921](#)

Change of Agent

Ultra Mart Foods, LLC • dba Copps Food Center • 620 S Whitney Way

New Agent: Catherine Maestas

Class A Liquor and Class A Beer

Aldermanic District 19 (Alder Clear) • Police Sector 113

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

Change of Corporate Control

2. [20990](#) Change of Corporate Control
Brothers of Wisconsin Inc • dba: Brothers Bar & Grill
704 University Ave • Agent: Eric M Fortney
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 8 (Alder Eagon) • Police Sector 402
0 new officer(s)
- A motion was made by Ald. Bidar-Sielaff, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

21+ Entertainment License

3. [20986](#) 21+ Entertainment License
BAT Inc • dba Madhatter • Capacity: 200
322 W Gorham St • Agent: Ted Gervasi
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

18+ Performing Arts License

4. [20722](#) 18+ Center for Visual & Performing Arts License
TGRM LLC • dba TC 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
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
5. [20723](#) 18+ Center for Visual & Performing Arts License
BAT Inc • dba Madhatter • Capacity: 200
322 W Gorham St • Agent: Ted Gervasi
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

Recessed Public Hearing

6. [20591](#) Public Hearing - New License
961Nolan Inc • dba Barriques
961 South Park St • Agent:Matt Weygandt • Estimated Capacity: 150
Class B Combination Liquor & Beer • 9% alcohol, 88% food, 3% other
Aldermanic District 13 (Alder Kerr) • Police Sector 306
- A motion was made by Bean, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING. The motion passed by voice vote/other. Upon taking up the next agenda item, Chair Hart wanted the record to reflect that two registrations to speak in opposition to agenda item 6 were not heard due to a clerical error with their registration forms. When the oversight was noted to the chair, an attempt was made to bring the registrants back to testify but they chose to depart.**

Public Hearing

7. [20913](#) Public Hearing - New License
Jose Gonzalez Arias • dba Pepe's Casa on State
449 State St • Agent: Jose Gonzalez • Estimated Capacity: 40
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area
- A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
8. [20915](#) Public Hearing - New License
Faouzi LLC • dba Faouzi's Restaurant
4245 W Beltline Hwy • Agent: Said Ridi • Estimated Capacity: 85
Class B Beer and Class C Wine • 10% alcohol, 90% food
Aldermanic District 10 (Alder Solomon) • Police Sector 104
- A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE April 27 meeting. The motion passed by voice vote/other.**
9. [20917](#) Public Hearing - New License
Puerto Escondido LLC • dba Puerto Escondido Mexican Restaurant
2705 W Beltline Hwy • Agent: Luis Gonzalez • Estimated Capacity: 100
Class B Beer and Class C Wine • 10% alcohol, 90% food
Aldermanic District 14 (Alder Bruer) • Police Sector 308
- A motion was made by Bean, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

10. [20919](#) Public Hearing - New License
Stalzy's Deli LLC • dba Stalzy's Deli
2701 Atwood Ave • Agent: Corbin Reynolds • Estimated Capacity: 60
Class B Combination Liquor & Beer • 5% alcohol, 85% food, 10% other
Aldermanic District 6 (Alder Rummel) • Police Sector 601
A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
11. [20920](#) Public Hearing - New License
Target Corporation • dba Target Store T-2765
750 Hilldale Way • Agent: Christopher Perras
Class A Liquor and Class A Beer
Aldermanic District 11 (Alder Schmidt) • Police Sector 108
A motion was made by Ald. Schumacher, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Operator's License Applications

12. [20732](#) Operator License Application
Levonte L Payton - Establishment where employed: Stop-N-Go
A motion was made by Ald. Schumacher, seconded by Bean, to Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE February 16 meeting to allow completion of paperwork and proper notice. The motion passed by voice vote/other.
13. [20983](#) Operator License Application
Heather Zvara - Establishment where employed: Pedro's East
A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE February 16 meeting. The motion passed by voice vote/other.
14. [20984](#) Operator License Application
Benjamin Duane - Establishment where employed: Kelley Williamson
A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE February 16 meeting. The motion passed by voice vote/other.
15. [20985](#) Operator License Application
Brittany Coenen - Establishment where employed: Kelley's
A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE February 16 meeting. The motion passed by voice vote/other.

Discussion Items

16. [18883](#) Sentencing Guidelines for Liquor License Non-Renewals.

Alcohol Policy Coordinator Woulf informed the committee that he will be prepared to speak on this issue at a future meeting.

Report of the Subcommittee on Downtown Alcohol Issues & Ordinances

17. [19841](#) Final report from the Subcommittee on Downtown Alcohol Issues and Ordinances.

Testimony was heard from several registrants, with the committee asking questions. Alcohol Policy Coordinator Woulf suggested an extension of the sunset date to allow proper review of proposed changes by the appropriate committees. The committee agreed on a July 5, 2011 sunset. Alders Bidar-Sielaff and Verveer asked the Assistant City Attorney to draft a motion to this effect for them to introduce at the next meeting of the Common Council.

Dr. Bean recommended corrections to the document, item 5 (a)(iv)- a Class A establishment cannot be an entertainment venue.

The committee also agreed that the window for replacing a class A or class B establishment within the Density area should be 730 days. The 730 day limit is not a guarantee that an establishment applying within that timeframe will be approved by the committee.

Report of Madison Police Department

18. [20981](#) Summary of Recent Calls for Service.

Captain Schauf distributed the attached report.

Report of City Clerk's Office

19. [20982](#) Summary of Licenses Issued.

The Clerk's Office distributed the attached report

Adjournment