



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### 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](http://www.madisoncitychannel.tv).*

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Wednesday, June 18, 2025

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 206 (Madison Municipal Building)

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#### 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](mailto: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: 813 4767 9100

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 ntawv, cov ntaub ntawv 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 July 1, 2025

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**

May 21, 2025: <http://madison.legistar.com/Calendar.aspx>

#### **Approval of Minutes**

May 29, 2025: <http://madison.legistar.com/Calendar.aspx>

#### **Public Comment**

1. [88750](#) 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 separated out for discussion/debate purposes 3) items recommending ordinance

changes 4) operator license applications

### Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [88428](#) Operator License Application  
Sonia Montero- Establishment where employed: Badger Tavern

Legislative History

5/28/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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### Temporary Class B Concurrent with Street Use

3. [88611](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Museum of Contemporary Art  
Event Location: Capitol Square and 100 Block of State Street, Wisconsin Ave,  
N Hamilton, S. Hamilton, King St, MLK Blvd.  
Event Date: 7/12/2025 9am - 6pm and 7/13/2025 10am - 5pm  
Police District: 406 (District 4)  
Event: Art Fair on the Square

### Changes of Agent

4. [84955](#) Change of Agent  
North Central Management Inc • dba AC Hotel Madison • 1 N Webster St  
New Agent: Sheri Straka  
Class B Combination Liquor & Beer  
(District 2)
5. [88023](#) Change of Agent  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 4505 East Towne Blvd  
New Agent: Ricardo Ramirez  
Class B Combination Liquor & Beer  
(District 17)

6.     [88024](#)     Change of Agent  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 7230 West Towne Way  
New Agent: Ricardo Ramirez  
Class B Combination Liquor & Beer  
(District 9)
  
7.     [88122](#)     Change of Agent  
Nolen Hotel Investments LLC • dba Holiday Inn Express & Suites  
610 John Nolen Dr  
New Agent: John D Kothe  
Class B Combination Liquor & Beer  
(District 14)
  
8.     [88612](#)     Change of Agent  
Buffalo Wings Inc • dba Buffalo Wild Wings • 240 East Towne Mall  
New Agent: Satchel Morgan  
Class B Combination Liquor & Beer  
(District 17)
  
9.     [88613](#)     Change of Agent  
Target Corporation • dba Target Store T-1060 • 201 Junction Rd  
New Agent: Caleb Breecher  
Class A Beer, Class A Liquor  
(District 9)
  
10.    [88614](#)     Change of Agent  
Target Corporation • dba Target Store T-1069 • 4301 Lien Rd  
New Agent: Connor Erickson  
Class A Beer, Class A Liquor  
(District 17)
  
11.    [88615](#)     Change of Agent  
Mega Marts LLC • dba Metro Market #434 • 6010 Cottage Grove Rd  
New Agent: Bryn Smith  
Class B Combination Liquor & Beer  
(District 3)
  
12.    [88616](#)     Change of Agent  
K Street LLC • dba Madison's • 119 King St  
New Agent: Manuel Rubio  
Class B Combination Liquor & Beer

(District 4)

**Entity Reorganization**

13.     [88062](#)     Entity Reorganization  
                  Orange Tree Imports Inc • dba Orange Tree Imports  
                  1721 Monroe St  
                  Class C Wine  
                  (District 13)  
                  Remove 1 officer
  
14.     [88116](#)     Entity Reorganization  
                  MMJ Inc • dba Players Sports Bar  
                  2013 Winnebago St  
                  Class B Combination Liquor & Beer  
                  (District 6)  
                  Add 1 new officer
  
15.     [88142](#)     Entity Reorganization  
                  Bell Great Lakes LLC • dba Taco Bell  
                  534 State St  
                  Class B Combination Liquor & Beer  
                  (District 2)  
                  Remove 1 officer
  
16.     [88193](#)     Entity Reorganization  
                  Trader Joe's East Inc • dba Trader Joe's #712  
                  1810 Monroe St  
                  Class A Beer & Class A Liquor  
                  (District 13)  
                  Add 3 new officers and remove 1 officer
  
17.     [88583](#)     Entity Reorganization  
                  Ultimate Mart LLC • dba Metro Market #179  
                  261 Junction Rd  
                  Class A Beer & Liquor  
                  (District 9)  
                  Add 2 new officers, remove 1 Officer
  
18.     [88587](#)     Entity Reorganization  
                  Ultimate Mart LLC • dba Pick'n Save #178  
                  2502 Shopko Dr  
                  Class A Beer & Liquor

(District 12)  
Add 2 new officers, remove 1 officer

19.     [88589](#)     Entity Reorganization  
Ultimate Mart LLC • dba Pick'n Save #183  
1312 S Park St  
Class A Liquor & Beer  
(District 13)  
Add 2 new officers, remove 1 officer
  
20.     [88590](#)     Entity Reorganization  
Ultimate Mart LLC • dba Pick'n Save #131  
3197 Maple Grove Dr  
Class A Liquor & Beer  
(District 7)  
Add 2 new officers, remove 1 officer
  
21.     [88617](#)     Entity Reorganization  
Williamson Street Grocery Cooperative • dba Willy Street Co-op  
2817 N Sherman Ave  
Class A Beer, Class A Liquor  
(District 12)  
Add one new officer, remove one officer
  
22.     [88625](#)     Entity Reorganization  
Barrymore Corporation • dba Barrymore Theatre  
2090 Atwood Ave  
Class B Combination Liquor & Beer  
(District 6)  
Remove two officers
  
23.     [88626](#)     Entity Reorganization  
CEC Entertainment LLC • dba Chuck E Cheese's  
438 Grand Canyon Dr  
Class B Beer, Class C Wine  
(District 19)  
Add one new officer, remove one officer
  
24.     [88629](#)     Entity Reorganization  
Fraternal Order of Eagles • dba Eagles Club 623  
2109 Bartillon Dr  
Class B Combination Liquor & Beer  
(District 12)

Add one new officer, remove one officer

25.     [88630](#)     Entity Reorganization  
Schwoegler Park Towne Lanes • dba Schwoegler Park Towne Lanes  
444 Grand Canyon Dr  
Class B Combination Liquor & Beer  
(District 19)  
Add one new officer
26.     [88631](#)     Entity Reorganization  
Attic Angel Place • dba Attic Angel Place  
8301 Old Sauk Rd  
Class B Combination Liquor & Beer  
(District 9)  
Add seven new officers, remove three officers
27.     [88632](#)     Entity Reorganization  
Sai Mart Atwood Inc • dba Atwood Mart  
2801 Atwood Ave  
Class A Beer, Class A Liquor  
(District 15)  
Add one new officer, remove one officer
28.     [88633](#)     Entity Reorganization  
Mega Marts LLC • dba Metro Market #434  
6010 Cottage Grove Rd  
Class B Combination Liquor & Beer  
(District 3)  
Add 2 new officers, remove 1 officer
29.     [88634](#)     Entity Reorganization  
Williamson Street Grocery Cooperative • dba Willy Street Co-op  
1221 Williamson St  
Class A Beer, Class A Liquor  
(District 6)  
Add one new officer, remove one officer
30.     [88635](#)     Entity Reorganization  
Target Corporation • dba Target Store T-2765  
750 Hilldale Way  
Class A Beer, Class A Liquor  
(District 11)  
Add one new officer

31. [88636](#) Entity Reorganization  
Target Corporation • dba Target Store T-1069  
4301 Lien Rd  
Class A Beer, Class A Liquor  
(District 17)  
Add one new officer
32. [88637](#) Entity Reorganization  
Target Corporation • dba Target Store T-1060  
201 Junction Rd  
Class A Beer, Class A Liquor  
(District 9)  
Add one new officer
33. [88641](#) Entity Reorganization  
Dave & Buster's of Wisconsin Inc • dba Dave & Buster's  
414 West Towne Mall #C  
Class B Combination Liquor & Beer  
(District 9)  
Add two new officers
34. [88642](#) Entity Reorganization  
Steve's Liquors West Inc • dba Steve's Wine - Beer - Spirits  
122 Junction Rd  
Class B Combination Liquor & Beer  
(District 9)  
Add one new officer
35. [88643](#) Entity Reorganization  
SSP America Inc • dba Ancora Coffee Roaster (2), Wurst German Bar, Stella  
Bar, Goose Island Bar  
4000 International Ln  
Class B Combination Liquor & Beer  
(District 12)  
Remove one officer
36. [88644](#) Entity Reorganization  
Apple TRS Madison 7131 LLC • dba Embassy Suites Madison Downtown  
231 S Pinckney St  
Class B Combination Liquor & Beer  
(District 4)  
Add one new officer



37. [88645](#) Entity Reorganization  
CCG Enterprises LLC • dba Pizza Pit  
21 Atlas Ct  
Class B Beer  
(District 3)  
Add two new officers, remove one officer
38. [88646](#) Entity Reorganization  
The Grill BBQ LLC • dba Apex Grill  
422 State St  
Class B Combination Liquor & Beer  
(District 2)  
Add one new officer

#### **Change of Licensed Premises**

39. [88577](#) Change of Licensed Premises  
Fro Productions LLC • dba Gamma Ray Bar  
Current Capacity (in/out): 118/0 • Proposed Capacity (in/out): 118/20  
121 W Main St • Agent: Addie Greenwood  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Police Sector 405 (District 4)  
Request to extend premises to two parking spots in front of business for a roadway cafe from April 15 to November 15 every year.
40. [88579](#) Change of Licensed Premises  
MCKO LLC • dba Cielo  
Current Capacity (in/out): 168/0 • Proposed Capacity (in/out): 318/0  
118 State St • Agent: Sean Ortega McKinney  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 406 (District 4)  
Request to add new staircase and increase capacity.

#### **Items Referred**

41. [83669](#) Amending Section 38.05(9)(a) and creating 38.05(b) and (c) of the Madison General Ordinances related to Class A and Class "A" alcohol beverage licenses to impose geographic limitations on "Class A" and Class "A" license applications considered by the Common Council after adoption of this ordinance for purposes of regulating density of such alcohol beverage licenses.

#### **Legislative History**

5/28/24	Attorney's Office	Referred for Introduction
6/4/24	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Table
7/2/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/6/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
9/24/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/10/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
1/14/25	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
1/15/25	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
1/28/25	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
3/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer
4/15/25	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**21+ Entertainment License**

42. [88582](#) 21+ Entertainment License  
Stuffed Olive Madison LLC • dba The Stuffed Olive  
Capacity (in/out): 114/0  
351 State St • Agent: Steve Bassler  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 403 (District 4)
43. [88584](#) 21+ Entertainment License  
Two Pinners LLC • dba Cheba Hut  
Capacity (in/out): 75/16  
453 W Gilman St • Agent: Heather Huhn  
Class B Combination Liquor & Beer • 12% alcohol, 88% food  
Police Sector 2 (District 403)

**Public Hearing**

**New License - Public Hearing**

44. [88498](#) Public Hearing - New License  
Ian's Pizza on State LLC • dba Ian's Pizza on State  
100 State St • Agent: Nicholai Stratman  
Estimated Capacity (in/out): 111/44  
Class B Beer, Class C Wine • 5% alcohol, 95% food  
Police Sector 406 (District 4)

**Legislative History**

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

45. [88500](#) Public Hearing - New License  
Kai Lao LLC • dba Ba Lao  
811 Williamson St • Agent: Kenneth Brown-Soukaseume  
Estimated Capacity (in/out): 25/6  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 408 (District 6)

**Legislative History**

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

46. [88502](#) Public Hearing - New License  
Speedway LLC • dba Speedway 4132  
4902 Verona Rd • Agent: Charles Satterfield  
Class A Beer, Class A Liquor  
Police Sector 212 (District 10)

**Legislative History**

5/28/25	Clerk's Office	Referred for Introduction
6/3/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

47. [88503](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven #35851J  
2216 University Ave • Agent: Christopher Martinez Perez  
Class A Beer, Class A Liquor  
Police Sector 206 (District 5)

**Legislative History**

5/28/25	Clerk's Office	Referred for Introduction
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6/3/25 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

48. [88504](#) Public Hearing - New License  
OL Flamingo LLC • dba Pink Flamingo Brunch Cafe  
638 State St UPPR • Agent: Laura Moreno  
Estimated Capacity (in/out): 75/20  
Class B Beer, Class C Wine • 20% alcohol, 80% food  
Police Sector 403 (District 2)

**Legislative History**

5/28/25 Clerk's Office Referred for Introduction  
6/3/25 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

49. [88505](#) Public Hearing - New License  
Aishwarya Laxmi LLC • dba Ashirwad Indian Restaurant  
128 State St • Agent: Ashim Malla  
Estimated Capacity (in/out): 35/12  
Class B Beer, Class C Wine • 20% alcohol, 80% food  
Police Sector 406 (District 4)

**Legislative History**

5/28/25 Clerk's Office Referred for Introduction  
6/3/25 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

50. [88506](#) Public Hearing - New License  
Baked Wings Madison LLC • dba Baked Wings & Things  
250 State St • Agent: Jessica Beach  
Estimated Capacity (in/out): 120/16  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 403 (District 4)

**Legislative History**

5/28/25 Clerk's Office Referred for Introduction  
6/3/25 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

**Report of Madison Police Department**

51. [88748](#) Recent Calls for Service

**Report of City Clerk's Office**

52.     [88749](#)           Summary of Licenses Issued

Adjournment