



City of Madison

City of Madison
Madison, WI 53703
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Master

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File Name: Composition, Terms, Duties of ALRC

Final Action:

Title: Amending Section 33.02 of the Madison General Ordinances to update the composition, terms, and duties of the Alcohol License Review Committee.

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Sponsors: Satya V. Rhodes-Conway, Yannette Figueroa Cole
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1	Attorney's Office	09/30/2025	Referred for Introduction				
Action Text: This Ordinance was Referred for Introduction							
Notes: Alcohol License Review Committee (10/15/25), Common Council (10/28/25)							

Text of Legislative File 90190

Fiscal Note

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Title

Amending Section 33.02 of the Madison General Ordinances to update the composition, terms, and duties of the Alcohol License Review Committee.

Body

DRAFTER'S ANALYSIS: This amendment updates the composition of the Alcohol License Review Committee (ALRC) and clarifies terms of Alders on the committee. The amendment also brings the ordinance in line with state law regarding the duty of reviewing a specific type of state alcohol permit application called "Full-Service Retail Sales".

The Common Council of the City of Madison do hereby ordain as follows:

1. Subsection (2) entitled "Composition" of Section 33.02 entitled "Alcohol License Review

Committee” of the Madison General Ordinances is amended as follows:

“(2) Composition. The Alcohol License Review Committee shall consist of ~~nine (9)~~ seven (7) members, ~~three (3) of whom two (2) who~~ shall be alderpersons; and six (6) four (4) who shall be adult residents of the City; and one (1) member who may be either an adult resident or an alderperson. ~~The President of the Dane County Tavern League, the Chief of Police, the chair of the Student Council of the Associated Students of Madison, and the University of Wisconsin Chancellor, or their designees, shall serve as technical advisors to the Committee. The City Clerk Clerk's Office, the Office of the City Attorney, and the Madison Police Department or their designees, and the city of Madison Alcohol Policy Coordinator (or other Mayoral designee) shall serve as staff to the Committee. Technical advisors to the Committee, upon proper recognition by the Chair, may question witnesses who appear before the Committee and may take part in debate, but shall not have a vote and shall not take part in any deliberations held in closed session. All aldermanic appointees shall hold office for a term expiring on the third Tuesday in April in the second year following their appointment or until their successors are appointed and qualified, except that alderpersons appointed to fill an unexpired term shall only serve the remainder of such unexpired term. Resident appointments shall be made by the third Tuesday in April and such appointees shall hold office for a term expiring on the third Tuesday in April in the second year following their confirmation by the Common Council or until their successors are appointed and qualified, except that residents appointed to fill an unexpired term shall only serve the remainder of such unexpired term. Resident appointments shall all be for a term of three years.~~

Notwithstanding Madison General Ordinance Sec. 33.01(6)(d), terms for resident members of the Committee shall be three (3) years with the term expiring the third Tuesday in April or until their successors are appointed and confirmed. Any appointment to fill a vacancy shall expire at the end of the term for which the initial appointment was made or until their successor is appointed and confirmed.

The term of any alderperson appointed to the Committee shall be one (1) year with the term expiring the third Tuesday in April.”

2. Subsection (3) entitled “Duties” of Section 33.02 entitled “Alcohol License Review Committee” of the Madison General Ordinances is amended as follows:

“(3) Duties. The Alcohol License Review Committee shall be charged with the responsibility and duty to review and examine all applications for ~~the granting of all~~ fermented malt beverage licenses, intoxicating liquor licenses, ~~and operator's licenses, and~~ entertainment licenses. The Committee shall receive recommendations from staff and review and make recommendations as to the granting of all such licenses by the Common Council. Per Wis. Stat. Chapter 125, the Committee shall review State of Wisconsin “Producer Full-Service Retail Sales” applications and make recommendations to the Council regarding requirements or restrictions of full-service retail sales in a manner consistent with the evaluation and approval of retail licenses. to receive all recommendations relating thereto from staff personnel and to review and make recommendations as to the subsequent granting of all such licenses by the Common Council, and be further charged with the responsibility and duty to review the triennial “Alcohol License Problem Reports” submitted by the Chief of Police and may conduct such additional review of problems reported therein with the licenses affected and make such further recommendations or take such further action as they may deem appropriate. The committee is further charged with providing a reason to the Common

Council whenever the committee recommends that a new Chapter 38 license or permit not be approved.”