



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, August 18, 2021

5:30 PM

Virtual Meeting

The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com
2. Register but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, 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 will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting in several ways:
 - Livestream on the Madison City Channel website
<https://media.cityofmadison.com/mediasite/showcase>
 - Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 948 4438 8143

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 ntauv, cov ntaub ntauv 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 October 5, 2021.

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.

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

July 21, 2021: <http://madison.legistar.com/Calendar.aspx>

Approval of Minutes

August 5, 2021: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [66964](#) 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 seperated out for discussion/debate purposes
- 3) items recommending ordinance changes
- 4) operator license applications

Changes of Agent

2. [66950](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 1511 • 4624 Monona Dr
New Agent: Carol Lockard
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 15 (Alder Foster)
3. [66951](#) Change of Agent

Tex Mess LLC • dba Eldorado Grill • 744 Williamson St
New Agent: Garrett Schumacher
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)

4. [66952](#) Change of Agent
R.I. Heritage Inn of Madison Opco LLC • dba Madison Residence Inn • 4862
Hayes Rd
New Agent: Nicholas Wagner
Class B Beer, Class C Wine
Aldermanic District 17 (Alder Halverson)

5. [66954](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 961 • 3528 E Washington Ave
New Agent: Derek Bamford
Class A Beer, Class A Liquor
Aldermanic District 15 (Alder Foster)

6. [66955](#) Change of Agent
Marcus Hotels Hospitality LLC • dba Hilston Madison at Monona Terrace
9 E Wilson St
New Agent: Carrie Amaya
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

7. [66982](#) Change of Agent
Wonderstate Madison LLC • dba Wonderstate • 27 W Main St
New Agent: David Blair
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

Entity Reorganization

8. [66953](#) Entity Reorganization
Volume Services Inc • dba Centerplate
606 S Randall Ave
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Evers)
Add one new officer, remove one officer

Change of Licensed Premise

9. [66016](#) Change of Licensed Premise
Brinker Restaurant Corporation • dba Chili's Grill and Bar
Current Capacity (in/out): 231/0 • Proposed Capacity (in/out): 231/0
7301 Mineral Point Rd • Agent: Terence Miller
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 9 (Alder Conklin) • Police Sector 124
Request to add parking spots to premises for curbside sales.
10. [66017](#) Change of Licensed Premise
Brinker Restaurant Corporation • dba Chili's Grill and Bar
Current Capacity (in/out): 225/0 • Proposed Capacity (in/out): 225/0
4344 East Towne Blvd • Agent: Terence Miller
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 17 (Alder Halverson) • Police Sector 631
Request to add parking spots to premises for curbside sales.
11. [66956](#) Change of Licensed Premise
Blazin Wings Inc • dba Buffalo Wild Wings #414
Current Capacity (in/out): 229/0 • Proposed Capacity (in/out): 229/0
789 University Ave • Agent: Carl Alwin
Class B Combination Liquor & Beer
4.36% alcohol, 93.32% food, 2.31% other
Aldermanic District 8 (Alder Bennett) • Police Sector 402
Request to remodel.
12. [66957](#) Change of Licensed Premise
I/O Arcade Bar LLC • dba I/O Arcade Bar
Current Capacity (in/out): 298/0 • Proposed Capacity (in/out): 298/2540
924 Williamson St • Agent: Mitchell Turino
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other
Aldermanic District 6 (Alder Benford) • Police Sector 408
Allow premises to be expanded for Marquette Neighborhood festivals: Fruitfest
and Willy Street Fair.

Change of Licensed Conditions

13. [66958](#) Change of Licensed Conditions
I/O Arcade Bar LLC • dba I/O Arcade Bar • Capacity (in/out): 298/0
924 Williamson St • Agent: Mitchell Turino
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other
Aldermanic District 6 (Alder Benford) • Police Sector 408
Request to amend condition 2 to allow alcohol service on Thursdays until 2AM.
14. [66959](#) Change of Licensed Conditions

Servant 33 LLC • dba The Melting Pot • Capacity (in/out): 289/0
6816 Odana Rd • Agent: Robert Cuba
Class B Combination Liquor & Beer • 12.6% alcohol, 82.9% food, 4.5% other
Aldermanic District 19 (Alder Furman) • Police Sector 218
Request to amend condition to allow alcohol service until midnight.

Public Hearing

New License - Public Hearing

15. [66596](#) Public Hearing - New License
Greenview Brewing LLC • dba ALT Brew
1808 Wright St • Agent: Trevor Easton • Estimated Capacity (in/out): 49/48
Class B Liquor (Wine Only) • 95% alcohol, 5% food
Aldermanic District 12 (Alder Abbas) • Police Sector 514

16. [66601](#) Public Hearing - New License
Defying Gravity LLC • dba Cordial
516 S Park St • Agent: Travis Knight • Estimated Capacity (in/out): 75/0
Class B Combination Liquor & Beer • 85% alcohol, 15% food
Aldermanic District 13 (Alder Evers) • Police Sector 203

17. [66602](#) Public Hearing - New License
Kwik Trip Inc • dba Tobacco Outlet Plus 514
1117 N Sherman Ave • Agent: Paul Thurston
Class A Beer, Class A Cider
Aldermanic District 12 (Alder Abbas) • Police Sector 503

18. [66603](#) Public Hearing - New License
Ginza LLC • dba Ginza
6654 Mineral Point Rd • Agent: Ting Cai Zhou • Estimated Capacity (in/out):
150/0
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 19 (Alder Furman) • Police Sector 219

19. [66604](#) Public Hearing - New License
Red Rooster Madison LLC • dba Red Rooster
2513 Seiferth Rd • Agent: Jesse Steinberg • Estimated Capacity (in/out):
160/125
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 16 (Alder Currie) • Police Sector 619

20. [66960](#) 18+ Center for Visual & Performing Arts License
Red Rooster Madison LLC • dba Red Rooster • Capacity (in/out): 160/125
2513 Seiferth Rd • Agent: Jesse Steinberg
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 16 (Alder Currie) • Police Sector 619
21. [66605](#) Public Hearing - New License
French House Inc • dba The French House
633 N Frances St • Agent: Anne Theobald • Estimated Capacity (in/out): 50/0
Class C Wine • 20% alcohol, 80% food
Aldermanic District 2 (Alder Heck) • Police Sector 403
22. [66606](#) Public Hearing - New License
Lush Lounge LLC • dba Lush Lounge
3769 E Washington Ave • Agent: Alisa Davis • Estimated Capacity (in/out): 50/0
Class B Combination Liquor & Beer • 75% alcohol, 25% food
Aldermanic District 17 (Alder Halverson) • Police Sector 605
23. [66607](#) Public Hearing - New License
Odilon Ford Winery Inc • dba Odilon Ford Winery
4614 Femrite Dr • Agent: Jerrold Robaidek
Class A Liquor
Aldermanic District 16 (Alder Currie) • Police Sector 619
24. [66608](#) Public Hearing - New License
Growlers to Go-Go LLC • dba Growlers to Go-Go
2927 E Washington Ave • Agent: Chris Welch • Estimated Capacity (in/out):
20/10
Class B Combination Liquor & Beer • 95% alcohol, 2% food, 3% other
Aldermanic District 6 (Alder Benford) • Police Sector 603
25. [66609](#) Public Hearing - New License
Lush Adult Entertainment LLC • dba Lush Adult Entertainment
7333 West Towne Way • Agent: Amarion James • Estimated Capacity (in/out):
3500/0
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 9 (Alder Conklin) • Police Sector 124
26. [66961](#) 21+ Entertainment License
Lush Adult Entertainment • dba Lush Adult Entertainment
Capacity (in/out): 3500/0
7333 West Towne Way • Agent: Amarion James

Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 9 (Alder Conklin) • Police Sector 124

**Items Referred from Alcohol License Review Committee Operating Practices
Subcommittee**

- 27. [66657](#) Membership of the ALRC Operating Practices Subcommittee
- 28. [59029](#) Review Alcohol License Review Committee Rules of Procedure
- 29. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.
- 30. [66658](#) Alcohol Operator's License Review Subcommittee
- 31. [66659](#) Entertainment License Application Forms

Discussion and Decision for Future Alcohol License Review Committee Meetings

- 32. [66965](#) Discussion and decision on Alcohol License Review Committee meeting virtual or in-person for future meetings.

Report of Madison Police Department

- 33. [66962](#) Summary of Recent Calls for Service

Report of City Clerk's Office

- 34. [66963](#) Summary of Licenses Issued

Adjournment