



# City of Madison

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

## Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, December 17, 2014

5:30 PM

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

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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.

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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.

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).

Applications will go to the Common Council Meeting of January 6, 2015

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.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### Call to Order/Roll Call

### Approval of Minutes

November 19, 2014: <http://madison.legistar.com/Calendar.aspx>

### Public Comment

### Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### Public Hearing

The Alcohol License Review Committee uses a consent agenda, which means that the Committee can consider any item at 5:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

### 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

### Changes of Corporate Control

1. [36465](#) Entity Reorganization  
SSP America Inc • dba Ancora Roasters-Pre Security  
4000 International Lane  
Class B Combination Liquor & Beer  
Aldermanic District 12 (Alder Palm)  
1 new officer and removal of 1 officer
  
2. [36467](#) Entity Reorganization  
SSP America Inc • dba Great Dane Restaurant  
4000 International Lane  
Class B Combination Liquor & Beer  
Aldermanic District 12 (Alder Palm)  
1 new officer and removal of 1 officer
  
3. [36468](#) Entity Reorganization  
SSP America Inc • dba Wurst German  
4000 International Lane  
Class B Combination Liquor & Beer  
Aldermanic District 12 (Alder Palm)  
1 new officer and removal of 1 officer
  
4. [36469](#) Entity Reorganization  
SSP America Inc • dba Ancora Roaster  
4000 International Lane  
Class B Combination Liquor & Beer  
Aldermanic District 12 (Alder Palm)  
1 new officer and removal of 1 officer

### Change of License Conditions

5. [35085](#) Change of Licensed Conditions  
Kelley Williamson Co. • dba Mobil Mart  
636 W Washington Ave • Agent: Suzanne Dorsey-Sterling  
Class A Liquor, Class A Beer  
Aldermanic District 4 (Alder Verveer) • Police Sector 404  
Request to alter conditions 1 and 2.
  
6. [35441](#) Change of Licensed Conditions  
Midwest Retail Group-Regent Street Inc • dba 7-11  
1401 W Regent St • Agent: James Fiene  
Class A Liquor, Class A Beer  
Aldermanic District 13 (Alder Dailey) • Police Sector 303  
Request to remove condition of "No sale of single cans or single bottles of beer or fermented malt beverages" and replace it with "No sale of single cans or single bottles of beer or fermented malt beverages over 25 oz."

**Change of Licensed Premise**

7. [36269](#) Change of Licensed Premise  
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  
Request to increase capacity to 320 as well as addition of kitchen and food service.

**21+ Entertainment License**

8. [35711](#) 21+ Entertainment License  
Blair St BBQ LLC • dba Blair Street BBQ • Capacity: 90  
605 E Washington Ave • Agent: Daryl Jones  
Class B Combination Liquor & Beer • 20% alcohol, 75% food, 5% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

**Recessed Public Hearing**

9. [35686](#) Public Hearing - New License  
Mijal Percevecz LLC • dba Tiki Shack  
126 State St. • Agent: Caleb Percevecz • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 33% alcohol, 65% food, 2% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

**New License - Public Hearing**

10. [36288](#) Public Hearing - New License

The Morrison Group Inc. • dba Vom Fass USA  
19 State Street Suite 102-103 • Agent: Ashley Morrison  
Estimated Capacity: 25  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

11. [36289](#) Public Hearing - New License  
Capitol Petroleum LLC • dba CP Mart West  
6702 Mineral Point Rd • Agent: Farooq Shahzad  
Class A Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 112

#### Disciplinary Matter

12. [35519](#) Disciplinary Matter - Conviction Report/Possible Point Assessment  
Joseph Vale • dba Tiki Shack • Capacity: 99  
126 State St  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

#### Discussion Items

13. [35253](#) Proposed Class A Regulations
14. [36292](#) Condition of Separated Liquor License Renewal  
Trixie's Liquor Store LLC • dba Trixie's Liquor Store  
2929 E Washington Ave • Agent: Colleen Welch  
Class A Beer & Class A Liquor  
Aldermanic District 6 (Alder Rummel) • Police Sector 603  
  
Report on progress made working with the Madison Police Department.
15. [36293](#) Condition of Separated Liquor License Renewal  
Chardo Inc • dba Bottle Stop  
2734 E Washington Ave • Agent: Todd Toycen  
Class A Beer & Class A Liquor  
Aldermanic District 12 (Alder Palm) • Police Sector 502  
  
Report on progress made working with the Madison Police Department.
- 15 a. [36596](#) Mayoral address regarding State Street issues.

#### Report of Alcohol Policy Coordinator

16. [36229](#) Tavern Safety Training update

**Report of Madison Police Department**

17. [34003](#) Summary of recent calls for service

**Report of City Clerk's Office**

18. [28524](#) Summary of licenses issued

**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.

19. [35914](#) Operator License Application  
Gerard Zeier - Establishment where employed: PDQ
20. [36463](#) Operator License Application  
Clifton Grefe - Establishment where employed: The Fountain
21. [36462](#) Operator License Application  
James M Ferris - Establishment where employed: Pyle Center

**Adjournment**