



# City of Madison

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

## Agenda - Amended 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, January 17, 2024

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 354 (City-County 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: 819 2224 3905

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 February 13, 2024

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**

December 20, 2023: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [81579](#) 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. [81567](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 269 • 1421 Monroe St  
New Agent: Christopher Turtenwald  
Class A Beer, Class A Liquor  
(District 5)
  
- 3. [81568](#) Change of Agent  
Steves Liquor West Inc • dba Steve's Wine Beer Spirits • 122 Junction Rd  
New Agent: Daniel Schwalbach  
Class A Beer, Class A Liquor  
(District 9)

**Change of Licensed Conditions**

- 4. [81581](#) Change of Licensed Conditions  
MacTaggart's Inc • dba MacTaggart's Market & Deli  
230 W Lakelawn Pl • Agent: Richard Schober  
Class A Beer, Class A Liquor  
Police Sector 403 (District 2)  
Request to change conditions to allow for sales of intoxicating liquor.
  
- 5. [81582](#) Change of Licensed Conditions  
Grewal Petroleum LLC • dba Grewal Petroleum  
3859 E Washington Ave • Agent: Gurpreet Singh  
Class A Beer, Class A Liquor  
Police Sector 605 (District 3)  
Request to change conditions one and two to allow for sale of single bottles or cans.

**21+ Entertainment License**

- 6. [80441](#) 21+ Entertainment License  
El Panzon Restaurant LLC • dba El Panzon  
Capacity (in/out): 90/0  
1310 S Midvale Blvd • Agent: Matilde anahi Rojas Munoz  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 213 (District 10)

**Legislative History**

11/22/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

12/20/23 ALCOHOL LICENSE REVIEW COMMITTEE RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER

**New License - Public Hearing**

**Recessed Public Hearing**

- 7. [80089](#) Public Hearing - License Transfer  
Dominique Johnson • dba Faded Kitchen  
Transfer from 1738 Fordem Ave to 1 Dempsey Rd  
Estimated Capacity (in/out): 40/20  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 610 (District 15)

Legislative History

9/26/23	Clerk's Office	Referred for Introduction
10/3/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
10/18/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
11/7/23	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
11/22/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

- 8. [81109](#) Public Hearing - New License  
The City of Four Lakes LLC • dba Super 8 Madison South  
1602 W Beltline Hwy • Agent: Mitesh Patel  
Estimated Capacity (in/out): 160/0  
Class B Beer • 2% alcohol, 0% food, 98% other  
Police Sector 308 (District 14)

Legislative History

12/20/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
1/9/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

- 9. [81317](#) Public Hearing - New License  
Mad Rabbit Cafe LLC • dba Mad Rabbit Cafe  
805 Williamson St • Agent: Nathaniel Anger  
Estimated Capacity (in/out): 24/10

Class B Beer, Class C Wine • 10% alcohol, 90% food  
Police Sector 408 (District 6)

Legislative History

12/22/23	Clerk's Office	Referred for Introduction
1/9/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

10. [81318](#) Public Hearing - New License  
Campo Mar LLC • dba La Playita Tacos Y Mariscos  
2601 W Beltline Hwy • Agent: Roger De La Cruz  
Estimated Capacity (in/out): 65/0  
Class B Beer • 25% alcohol, 75% food  
Police Sector 308 (District 10)

Legislative History

12/22/23	Clerk's Office	Referred for Introduction
1/9/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

11. [81319](#) Public Hearing - New License  
The Le Le Group LLC • dba Ha Long Bay  
1353 Williamson St • Agent: Jacqueline Le  
Estimated Capacity (in/out): 100/0  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Police Sector 410 (District 6)

Legislative History

12/22/23	Clerk's Office	Referred for Introduction
1/9/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Discussion Items**

12. [80734](#) Discussion on how the Alcohol License Review Committee can provide support to non-English speaking applicants to make informed decisions

Legislative History

11/22/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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**Report of Madison Police Department**

13. [81576](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

14. [81577](#) Summary of Licenses Issued

**Request to Extend License Issuance Deadline**

15. [81584](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
Roxxy Madison LLC • dba Roxxy  
331 W Gorham St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 500/0  
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other  
Police Sector 403 (District 4)
16. [81589](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
Stuffed Olive Madison LLC • dba The Stuffed Olive  
351 State St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 403 (District 4)

**Adjournment**