



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Agenda - Amended

ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, June 21, 2006

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room GR-27 (City-County Building)

If you need an interpreter or require other accommodations, contact the office of the City Clerk at (608) 266-4601, or TDD (608) 266-6573, at least 48 hours in advance.

Applications will go to the Common Council Meeting of July 18, 2006.

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 public speaking out of order may be asked to leave the meeting. The ALRC appreciates your cooperation.

Call to Order

Roll Call

Approval of Minutes

Change of Agent

1. [03508](#) Change of Agent
Pizza Hut of Madison, Inc. • dba Pizza Hut • 2649 East Springs Drive
Old Agent: John Holbrook • New Agent: Joseph Wach
Class B Combination Liquor & Beer • 1% alcohol, 99% food
Application withdrawn.
2. [03855](#) Change of Agent
Pizza Hut of Madison, Inc. • dba Pizza Hut • 2649 East Springs Drive
Old Agent: John Holbrook • New Agent: John Schweitzer
Class B Combination Liquor & Beer • 1% alcohol, 99% food
3. [03641](#) Change of Agent
White Horse Inn, Inc. • dba White Horse Inn • 202 N. Henry Street
Old Agent: Drew Roznowski • New Agent: Robert Glebs
Class B Combination Liquor & Beer

4. **03642** Change of Agent
White Horse Inn, Inc. • dba White Horse Inn • 3330 Atwood Avenue
Old Agent: Drew Roznowski • New Agent: Robert Glebs
Class B Combination Liquor & Beer

5. **03653** Change of Agent
Concourse Hotel, Inc. • dba Concourse Hotel & Governor's Club
1 W. Dayton Street • Old Agent: Cal Worrell • New Agent: Stephen Zaroni
Class B Combination Liquor & Beer

6. **03654** Change of Agent
Benvenuto's Madison, Inc. • dba Benvenuto's Italian Grill
1849 Northport Drive • Old Agent: Brian Dominick • New Agent: Lori Ewoldt
Class B Combination Liquor & Beer

7. **03734** Change of Agent
Aldi Inc. • dba Aldi #22
8222 Watts Road • Old Agent: Danielle Schweda • New Agent: Jeff Anderson
Class A Liquor, Class A Beer

8. **03735** Change of Agent
Supervalu Holdings Inc. • dba Apollo Liquors East
4141 Nakoosa Trail • Old Agent: Brad Miller • New Agent: Neal McLeod
Class A Liquor, Class A Beer

9. **03736** Change of Agent
Premier Catering, Inc. • dba Premier Catering
201 State Street • Old Agent: Drew Roznowski • New Agent: Robert Glebs
Class B Combination Liquor & Beer

10. **03737** Change of Agent
Speedway SuperAmerica LLC • dba Speedway #4090 • 1101 N. Sherman Ave
Old Agent: Mary Tillman • New Agent: Richard Nachreiner
Class A Beer

11. **03738** Change of Agent
M&M Madison Concessions LLC • dba Howard Johnson Plaza
3841 E. Washington Avenue • Old Agent: Larry Sloan • New Agent: Gary Bayer
Class B Combination Liquor & Beer

12. **03739** Change of Agent
International Commons Inc • dba CUNA International Commons
5810 Mineral Point Road
Old Agent: Frayne Born • New Agent: Dennis Westendorf
Class B Combination Liquor & Beer

13. **03740** Change of Agent
L.H. Wagner Oil, Inc. • dba Wagners Travel Center • 6410 Millpond Road
Old Agent: Steven Richardson • New Agent: Rebecca Carey
Class A Beer

Change of Corporate Control

14. **03640** Change of Corporate Control - one new Member
Saigon Noodle, LLC • dba Saigon Noodle • Agent: Chou Ha
6754 Odana Road • Class B Beer, Class C Wine

15. **03643** Change of Corporate Control - loss of one Officer
Through the Dardanelles, Inc. • dba The Dardanelles • Agent: Barbara Moran
1851 Monroe Street • Class B Combination Liquor & Beer

16. **03644** Change of Corporate Control - 1 new Officer
Fraternal Order of Eagles 623 • dba Eagles Club
2109 Bartillon Drive • Agent: Terry Thompson
Class B Combination Liquor & Beer • 85% alcohol, 15% food

17. **03705** Change of Corporate Control - 1 new Officer
The Grieg Social Club, Inc. • dba The Grieg Club
610 North Street • Agent: Richard Jowett
Class B Combination Liquor & Beer • 80% alcohol, 20% food

18. **03741** Change of Corporate Control - 2 new Directors
The Madison Club, Inc. • dba Madison Club
5 E. Wilson Street • Agent: Brian Johnson
Class B Combination Liquor & Beer • 27% alcohol, 70% food

19. **03742** Change of Corporate Control - loss of 1 Officer
El Mercadito Inc • dba El Mercadito Grocery Store
916 S. Whitney Way • Agent: Jose Jimenez
Class A Beer

20. **03743** Change of Corporate Control - 2 new Directors
Westside Businessman's Association Inc. • dba West Side Club
437 County Highway M • Agent: James Bresette
Class B Combination Liquor & Beer • 100% alcohol

21. **03744** Change of Corporate Control - 1 new Officer
Szechuan Palace, Inc. • dba China Palace
1291 N. Sherman Avenue • Agent: Dan Qi
Class B Combination Liquor & Beer • 10% alcohol, 90% food

22. **03771** Change of Corporate Control - 3 new Directors
International Commons, Inc. • dba CUNA International Commons
5810 Mineral Point Road • Agent: Dennis Westendorf
Class B Combination Liquor & Beer • .5% alcohol, 99.5% food

23. **03925** Change of Corporate Control - loss of one Officer
Neek, Inc. • dba Kimmia Lounge
14 W. Mifflin Street • Agent: Kami Eshraghi
Class B Combination Liquor & Beer • 89% alcohol, 11% food

Nightclub License

24. **03732** Nightclub License Application
Fraternal Order of Eagles • dba Eagles Club • capacity of 314
2109 Bartillon Drive • Agent: Terry Thompson
Class B Combination Liquor & Beer • 85% alcohol, 15% food
Liquor license granted 5/19/1998 with no conditions.
25. **03733** Nightclub License Application
Wonder Pub LLC • dba Wonders Pub • capacity of 100
1980 Atwood Avenue • Agent: Steve Weakley
Class B Combination Liquor & Beer • 51% alcohol, 49% food
Liquor license granted with no conditions.
26. **03769** Nightclub License
Madison Elks Lodge 410, Inc. • dba Madison Elks Lodge 410
711 Jenifer Street • Agent: Wayne Pickarts
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Liquor license granted with no conditions.
27. **03803** Nightclub License
Madison Mallards LLC • dba Madison Mallards
2920 N. Sherman Avenue • Agent: Joel Stenman
Class B Beer • 40% alcohol, 60% food
Beer license granted with no conditions.
28. **03806** Nightclub License
JT Whitney's Brewpub & Eatery LLC • dba JT Whitney's
674 S Whitney Way • Agent: David Bookstaff
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Liquor license granted with the following conditions: 1) Must meet definition of a restaurant pursuant to section 38.02, Madison General Ordinances. 2) Security plan to be adopted by ALRC.
29. **03850** Nightclub License
White Horse Inn, Inc. • dba White Horse Inn • capacity of 350
202 N. Henry Street • Agent: Robert Glebs
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Liquor license granted with no conditions.
30. **03851** Nightclub License
Madison Turners, Inc. • dba Madison Turners • capacity of 2,500
3001 S. Stoughton Road • Agent: Alice Soule
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Liquor license granted 8/20/1996 with the following condition: 1) Gym limited to membership only.

31. **03887** Nightclub License
Zor Shriners Aaonms • dba Zor Temple Aaonms • capacity of 250
575 Zor Shrine Place • Agent: Kent Englund
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Liquor license granted 12/2/1986 with no conditions.
32. **03888** Nightclub License
Bridges Golf Course LLC • dba Bridges Golf Course • capacity of 150
2702 Shopko Drive • Agent: Jason Baker
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Liquor license granted 4/18/2000 with no conditions.
33. **03926** Nightclub License
Monona Catering, LLC • dba Monona Catering
1 John Nolen Drive • Agent: Jon Prill
Class B Combination Liquor & Beer • 14% alcohol, 86% food
Liquor license granted 4/15/1997 with no conditions.
34. **03927** Nightclub License
Avenue Bar, Inc. • dba Avenue Bar
1128 E. Washington Avenue • Agent: Clare Zach
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Liquor license granted with no conditions.
35. **03928** Nightclub License
Madison Hospitality Partnership, LLC • dba Radisson Hotel
517 Grand Canyon Drive • Agent: Judy Zeman
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Liquor license granted 5/16/2006 with no conditions.
36. **03929** Nightclub License
Neverland, Inc. • dba Cue-Nique Billiards • capacity of 175
317 W. Gorham Street • Agent: Matthew McCabe
Class B Combination Liquor & Beer • 55% alcohol, 5% food, 40% other
Liquor license granted with no conditions.
37. **03930** Nightclub License
Park Hotel, Inc. • dba Inn on the Park • capacity of 442
22 S. Carroll Street • Agent: Carol Mullins
Class B Combination Liquor & Beer • 5% alcohol, 17% food, 78% other
Liquor license granted with the following condition: 1) Sidewalk cafe must meet and comply with section 9.13(6)(j)(2)&(3) of the Madison General Ordinances.
38. **03934** Nightclub License
Trojax, Inc. • dba Coliseum Bar • capacity of 501
232 Olin Avenue • Agent: Dennie Jax
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Liquor license granted 4/9/2002 with no conditions.

39. 03941

Nightclub License

Crave Restaurant & Lounge, Inc. • dba Crave Restaurant • capacity of 150
201 W. Gorham • Agent: Eric Fleming
Class B Combination Liquor & Beer • 60% alcohol, 40% food

Liquor License granted 6/17/2003 with the following conditions: 1) Food service must be available at all times. 2) Must meet the definition of a restaurant as defined by Section 38.0 of the the Madison General Ordinances. 3) Applicant must meet with the Madison Police Department, Central District, on a monthly basis. Licensee will initiate such meeting. 4) Familiarize all staff with the provisions of Section 38.06(10), Madison General Ordinances, the Unruly Patron Ordinance, and when a patron acts in a manner that is violent, abusive, indecent, profane, boisterous or otherwise disorderly, immediately contact the police and request the police to invoke the provisions of the ordinance. 5) Provide training curriculum to the Madison Police Department prior to the implementation and conduct training in accordance with the Madison Police Department approved curriculum to all personnel. All personnel shall sign a training voucher, copy to be provided to Madison Central Police District. 6) Capacity shall be the maximum number permitted by the Wisconsin Administrative Code. 7) Licensee will provide the Central Police District with written training and policy manuals. The documents will include, but not be limited to, liquor laws; use of the Unruly Patron Ordinance; guidance for determining when a person is under the influence of alcohol as defined in MGO Section 38.02; and the refusal to serve or allow such person on the premises; guidance on when to call the police; procedures and responsibilities assigned to create "no drugs" atmosphere; specific training on determining a patron's age; and specific policies and procedures to be used in allowing patrons entrance into any part of the licensed establishment. 8) Staff shall maintain an incident log and transit such log to the Central Police District Captain on a weekly basis. 9) Except to bona fide employees, licensee shall not assign, delegate, or in any manner cede supervision and control of security, finances, alcohol services, door receipts or duties placed upon licensee by State Statute, City Ordinances or these licensed conditions, with the exception of licensing private security business for security services.

Center for Visual & Performing Arts

40. 03889 Center for Visual & Performing Arts Application
Chou Family Holdings Inc • dba Peking Palace • capacity unknown
736 N. Midvale Boulevard • Agent: Su-Hua Kuo
Class B Combination Liquor & Beer • 20% alcohol, 80% food
- Liquor license granted 11/21/2000 with the following conditions: 1) Licensee will institute a written policy and train all staff in the provisions of Section 38.06(10) of the Madison General Ordinances, the Unruly Patron Ordinance, and when a patron acts in a manner that is violent, abusive, indecent, profane, boisterous or otherwise disorderly conduct, immediately contact the police and request that police invoke the provisions of this ordinance. 2) The establishment will institute a written policy and train all staff in that the police will be called, in a timely manner, any time management or staff has information to believe a crime has been or is about to be committed and/or whenever a threat of or act of violence occurs on the premises or off premises in areas that would be considered in view or earshot of the establishment. 3) With the exception of weddings, anniversary and similar events any time a "special event," "private party" or similar event is held, a ratio of one security employee to fifty patrons will be maintained at all times. These security employees will wear prominent clothing which identifies them as such. Management, wait-persons, maintenance, uniformed private security guards and bartenders are not included in the one to fifty ratio. It is the establishment's responsibility to estimate the number of patrons anticipated and have the appropriate number of security employees present. 4) With the exception of weddings, anniversary, and similar events, any time a "special event," "private party" or similar event is held, a uniformed private security guard will be present at the door to check IDs and maintain a running capacity count. This uniformed private security guard will maintain a log of all activities in the establishment for management purposes with a copy sent to Madison Police Department. 5) Need at least 51 percent of sales from food to meet the definition of a restaurant. 6) Food must be available the entire time the establishment is serving alcohol. Full menu to be served 11 am - 10 pm, and limited menu to be available to closing.*

Change of License Conditions

41. **03921** Change of License Conditions Application
Crave Restaurant & Lounge, Inc. • capacity of 150
201 W. Gorham Street • Agent: Eric Fleming
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Request to remove the following license conditions:
- 2) Must meet the definition of a restaurant as defined by Section 38.0 of the the Madison General Ordinances.
 - 3) Applicant must meet with the Madison Police Department, Central District, on a monthly basis. Licensee will initiate such meeting.
 - 5) Provide training curriculum to the Madison Police Department prior to the implementation and conduct training in accordance with the Madison Police Department approved curriculum to all personnel. All personnel shall sign a training voucher, copy to be provided to Madison Central Police District.
 - 7) Licensee will provide the Central Police District with written training and policy manuals. The documents will include, but not be limited to, liquor laws; use of the Unruly Patron Ordinance; guidance for determining when a person is under the influence of alcohol as defined in MGO Section 38.02; and the refusal to serve or allow such person on the premises; guidance on when to call the police; procedures and responsibilities assigned to create "no drugs" atmosphere; specific training on determining a patron's age; and specific policies and procedures to be used in allowing patrons entrance into any part of the licensed establishment.
- License granted 6/17/2003 with the above conditions, in addition to the following: 1) Food service must be available at all times. 4) Familiarize all staff with the provisions of Section 38.06(10), Madison General Ordinances, the Unruly Patron Ordinance, and when a patron acts in a manner that is violent, abusive, indecent, profane, boisterous or otherwise disorderly, immediately contact the police and request the police to invoke the provisions of the ordinance. 6) Capacity shall be the maximum number permitted by the Wisconsin administrative code. 8) Staff shall maintain an incident log and transit such log to the Central Police District Captain on a weekly basis. 9) Except to bona fide employees, licensee shall not assign, delegate, or in any manner cede supervision and control of security, finances, alcohol services, door receipts or duties placed upon licensee by State Statute, City Ordinances or these licensed conditions, with the exception of licensing private security business for security services.*

Change of License Premise

42. **03571** Change of License Premise Application
Wando Ventures, Inc. • dba Wando's • capacity of 99
602 University Avenue • Agent: Jay P. Wanserski
Class B Combination Liquor & Beer • 82% alcohol, 18% food
Request to add third floor to licensed premise.
Referred from May 17 ALRC meeting. Liquor license granted with no conditions.

43. **03724** Change of License Premise Application
V T of Madison, LLC • dba Villa Tap • capacity of 99
2302 Packers Avenue • Agent: Alan Tedeschi
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Request to add deck to licensed premise.
Liquor license granted with the following conditions: 1) Fence across two driveways to completely fence in parking lot for July 4th or Rhythm and Booms celebration. 2) Beer and music provided by Villa Tap, food provided by Warner Park football. Time of event: 1:00 pm - 8:00 pm.
44. **03759** Change of License Premise Application
La Rocca's Pizzeria, LLC • dba La Rocca's Pizzeria • capacity of 40
940 Williamson Street • Agent: Vita LaRocca
Class B Beer, Class C Wine • 20% alcohol, 70% food, 10% other
Request to add outdoor seating to licensed premise.
Beer and Wine licenses granted 1/3/2006 with no conditions.
45. **03922** Change of License Premise Application
Provisions & Merchantile, LLC • dba The Old Fashioned • capacity 80
23 N. Pinckney Street • Agent: Tami Lax
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Request to expand licensed premise to include sidewalk cafe.
Liquor license granted 8/2/2005 with no conditions.

New License - Recessed Public Hearing

46. **03010** Public Hearing - New License
Silva Associated, LLC • dba La Raza Grocery Store • Agent: Efrain Diaz
2608 E. Washington Avenue • Class A Liquor, Class A Beer
Referred from April 19 ALRC meeting. Grocery store has been open since November 2005. Conditions recommended by the ALRC at its March 15 meeting: 1) Liquor will be kept behind the counter. 2) No sale of single bottles or single cans of beer or fermented malt beverages. 3) No sale of 40 ounce bottles of fermented malt beverages. 4) Display of beer and wine will be limited to one 15-square-foot section of cooler. 5) Establishment will primarily be a grocery store.
47. **03520** Public Hearing - New License
Estefania Garcia • La Zacatecana
4921 Commercial Avenue
Class A Beer
Referred from May 17 ALRC meeting. Class A Liquor and Beer Licenses granted to Harry's Liquor, Inc., at this location on 12-2-2003 with no conditions.
48. **03522** Public Hearing - New License
Le Chardonnay, Inc. • dba Le Chardonnay • capacity 65
320 W. Johnson Street • Agent: Sami Fgaier
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Referred from May 17 ALRC meeting. Current license granted to Sami Fgaier on 01-21-03 with the following conditions: 1) There will be no more than six stools. 2) Alcohol will not be served without food. 3) In addition, this establishment must meet the definition of a restaurant as defined in Madison General Ordinance section 23.05.

49. [03300](#) Public Hearing - New License
The Family Business, LLC • dba Candessence • estimated capacity of 42
1821 S. Park Street • Agent: Roderick V. Flowers
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Referred from June 6 Common Council meeting. On April 19 the ALRC recommended this item to Council to grant with the following vote:
Aye - Hart, Kamp, McNamara
No - Verveer

New License - Public Hearing

50. [03749](#) Public Hearing - New License
Mexi II LLC • dba Mexicali Rose • capacity of 281
802 Atlas Avenue • Agent: Thomas Clarkson
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Liquor License granted to CJ's of Atlas Avenue, Inc., at this location on 6/4/1985 with no conditions.
51. [03751](#) Public Hearing - New License
Texas Roadhouse Holdings LLC • dba Texas Roadhouse • capacity of 237
4841 Annamark Drive • Agent: Peter Freeman
Class B Combination Liquor & Beer • 12% alcohol, 88% food
52. [03782](#) Public Hearing - New License
Oscar Lazada • dba Taqueria Morelos • capacity of 16
1033 S. Park Street • Class B Beer • 10% alcohol, 90% food
Restaurant has been open since April 14, 2006.
53. [03792](#) Public Hearing - New License
The Maxx Grill and Bar, LLC • dba The Maxx Grill and Bar • capacity of 100
320 N. Randall Avenue • Agent: Chantha Vong
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Liquor License granted to Cool Runnings Nikelwa, LLC, at this location on 12/13/2005 with no conditions.
54. [03794](#) Public Hearing - New License
Basilia Aguilar • dba Antojitos el Toril • capacity of 60
515 Cottage Grove Road • Class B Beer • 20% alcohol, 80% food
Restaurant has been open since May 23, 2006.
55. [03796](#) Public Hearing - New License
The Melting Pot of Madison, Inc. • dba The Melting Pot • seating for 165
6816 Odana Road • Agent: David M. Lenz
Class B Combination Liquor & Beer • 20% alcohol, 78% food, 2% other

56. [03815](#) Public Hearing - New License
West Towne PMG, LLC • dba Peppermill Grill • capacity of 200
420 Gammon Place • Agent: Drew Roznowski
Class B Combination Liquor & Beer • 30% alcohol, 70% food
*Liquor License granted to Wisconsin Bistros, Inc., dba TGI Fridays, at this location with
the following condition: Outside dining area includes a maximum of six tables.*

Nightclub License - New License Applicant

57. **03750** Nightclub License
Mexi II LLC • dba Mexicali Rose • capacity of 281
802 Atlas Avenue • Agent: Thomas Clarkson
Class B Combination Liquor & Beer • 35% alcohol, 65% food

Operator License - Appearance Requested

58. [03235](#) Operator License Application
Tim Kennedy, 4713 Cottage Grove Road
Referred from May 17 ALRC meeting.
59. [03500](#) Operator License Application
Mitchell L. Worth, 734 Fairmont Avenue
Referred from May 17 ALRC meeting.
60. **03656** Operator License Application
Chase G. Garren, 6008 Jeffrey Circle, Monona
61. **03884** Operator License Application
Paul Crow, 2401 Badger Lane
62. **03885** Operator License Application
Jennifer Thompson, 701 Pirate Island Road #107, Monona
63. **03923** Operator License Application
John D. Jones, 5945 Seminole Cour
64. **03924** Operator License Application
Mario Salzar, 3748 Frosted Leaf Drive

Discussion

65. **03938** Rescheduling November 15 ALRC meeting (prohibited from meeting during Board of
Estimates budget deliberations).
66. **03886** Violation of license conditions
The Grid, LLC • dba Grid Iron • capacity 262
1509 Monroe Street • Agent: Robert Sieger
Class B Combination Liquor & Beer • 90% alcohol, 10% food

Report of City Attorney

67. **03937** Primer on Alcohol Licenses

Report of Madison Police Department

68. [03238](#) Summary of Liquor License Violations

Report of Alcohol Policy Coordinator

69. [03936](#) License Density Plan
70. [03942](#) Update on Center for Visual & Performing Arts license holders.

Report of City Clerk

71. [01705](#) Summary of Licenses Issued

Adjournment