



City of Madison

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

Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at www.madisoncitychannel.tv.

Wednesday, January 15, 2020

5:30 PM

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

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.

Applications will go to the Common Council Meeting of February 4, 2020.

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 18, 2019: <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.

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

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.

1. [58803](#) Operator License Application
Arik Grundahl - Establishment where employed: Walgreens
2. [59026](#) Operator License Application
Rhiannon L Ahrens - Establishment where employed: LJs Sports Tavern

Changes of Agent

3. [59030](#) Change of Agent
Metcalf Foods - West • dba Metcalfe's • 7455 Mineral Point Rd
New Agent: Kevin Metcalfe
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Skidmore)
4. [59031](#) Change of Agent
Ultimate Mart LLC • dba Pick 'n Save Express #183 • 1312 S Park St
New Agent: Michael Miller
Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Evers)

5. [59032](#) Change of Agent
State Street Brathaus of Madison Inc • dba State Street Brats
603 State St
New Agent: Keegan R Meuer
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

6. [59033](#) Change of Agent
Fraternal Order of Eagles • dba Eagles Club • 2109 Bartillon Dr
New Agent: Donald Hagen
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)

7. [59034](#) Change of Agent
Metcalfe Inc • dba Metcalfe's • 726 N Midvale Blvd
New Agent: Kevin Metcalfe
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Martin)

Business Name Change

8. [59038](#) Business Name Change
Metcalfe Inc • Current dba: Sentry Foods
726 N Midvale Blvd
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Martin)
New dba: Metcalfe's

9. [59039](#) Business Name Change
Metcalfe Foods - West • Current dba: Metcalfe Foods - West
7455 Mineral Point Rd
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Skidmore)
New dba: Metcalfe's

10. [59040](#) Business Name Change
508 State Street Golf LLC • Current dba: Game Day Madison
508 State St
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Heck)
New dba: 7 Iron Social Madison

Entity Reorganization

11. [59035](#) Entity Reorganization
Metcalfe Inc • dba Metcalfe's
726 N Midvale Blvd
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Martin)
Add one new officer, remove one officer

12. [59036](#) Entity Reorganization
Metcalfe Foods - West Inc • dba Metcalfe's
7455 Mineral Point Rd
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Skidmore)
Add one new officer, remove one officer

13. [59037](#) Entity Reorganization
Texas Roadhouse Inc • dba Texas Roadhouse
4841 Annamark Dr
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Remove one officer

Change of Licensed Premise

14. [58144](#) Change of Licensed Premise
T.C. Visions, Inc • dba Visions Nightclub
Current Capacity (in/out): 99/0 • Proposed Capacity (in/out): 99/0
3554 E Washington Ave • Agent: David Brown
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 15 (Alder Foster) • Police Sector 513
Request to remodel. Addition of partitions for private booths on first floor. Walls and doors for locker area for performers and for more secure beverage storage in the basement.

15. [59041](#) Change of Licensed Premise
Family Entertainment LLC • dba Point Cinema
Current Capacity (in/out): 1409/0 • Proposed Capacity (in/out): 1409/0
7825 Big Sky Dr • Agent: Timothy Ward
Class B Combination Liquor & Beer • 4.35% alcohol, 35.37% food, 60.28% other
Aldermanic District 9 (Alder Skidmore) • Police Sector 124
Request to add alcohol service at concession stand to licensed premises.

16. [59042](#) Change of Licensed Premise
Garcis LLC • dba Senor Machetes
Current Capacity (in/out): 50/24 • Proposed Capacity (in/out): 45/24
121 E Main St • Agent: Ofelia Garcia A
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406
Request to add 940 sq. ft. space on second floor for special events to the
licensed premises.

21+ Entertainment License

17. [58368](#) 21+ Entertainment License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club • Capacity: 150
3554 E Washington Ave • Agent: Kyle Zubke
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513
18. [59045](#) 21+ Entertainment License
Garver Events LLC • dba Garver Events • Capacity (in/out): 530/280
3241 Garver Green • Agent: Bryant Moroder
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 6 (Alder Rummel) • Police Sector 602

18+ Center for Visual & Performing Arts License

19. [59043](#) 18+ Center for Visual & Performing Arts License
Bakahri • dba Canopy • Capacity: 375
924 Williamson St • Agent: Austin Carl
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Adult Entertainment Tavern

20. [58369](#) Adult Entertainment Establishment License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club • Capacity: 150
3554 E Washington Ave • Agent: Kyle Zubke
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513

New License - Public Hearing

Recessed Public Hearing

21. [57917](#) Public Hearing - New License
Value Hospitality LLC • dba Baymont Inn and Suites
2810 Coho St. • Agent: Prabhu Kasthurirangaian
Estimated Capacity (In/Out): 40/10
Class B Combination Liquor & Beer • 5% alcohol, 2% food, 93% Other
Aldermanic District 14 (Alder Carter) • Police Sector 308

22. [57924](#) Public Hearing - New License
The Candle Bar Stores, LLC • dba Paddywax Candle Bar
542 N. Midvale Blvd. • Agent: Naomi Richardson • Estimated Capacity: 40
Class B Combination Liquor & Beer • 10% alcohol, 5% food, 85% Other
Aldermanic District 11 (Alder Martin) • Police Sector 215

23. [58367](#) Public Hearing - New License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club
3554 E Washington Ave • Agent: Kyle Zubke • Estimated Capacity: 150
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513

Public Hearing

24. [58762](#) Public Hearing - License Transfer
Two Kool Kids LLC • dba Jade Monkey
Transfer from 109 Cottage Grove Rd to 217 Cottage Grove Rd
Agent: Hawk Sullivan • Estimated Capacity (in/out): 99/30
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 15 (Alder Foster) • Police Sector 613

25. [58763](#) Public Hearing - New License
Paco's Tacos LLC • dba Paco's Tacos
1331 Greenway Cross • Agent: Celso Xelhua • Estimated Capacity: 60
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 14 (Alder Carter) • Police Sector 309

26. [58764](#) Public Hearing - New License
AMPM Market LLC • dba West Badger Liquor
714 W Badger Rd • Agent: Sanjay Bhandari
Class A Beer, Class A Liquor
Aldermanic District 14 (Alder Carter) • Police Sector 310

27. [58765](#) Public Hearing - New License
AMPM Market LLC • dba Madison Bazaar
1901 S Park St • Agent: Arfan Mithu
Class A Beer, Class A Liquor
Aldermanic District 14 (Alder Carter) • Police Sector 310
28. [58766](#) Public Hearing - New License
HJ Liquors LLC • dba City View Liquor
6420 Cottage Grove Red • Agent: Herbert Taylor
Class A Beer, Class A Liquor
Aldermanic District 3 (Alder Lemmer) • Police Sector 627
29. [58772](#) Public Hearing - New License
Garver Events LLC • dba Garver Events
3241 Garver Green • Agent: Bryant Moroder
Estimated Capacity (in/out): 530/280
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 6 (Alder Rummel) • Police Sector 602
30. [58773](#) Public Hearing - New License
Bakahri • dba Canopy
924 Williamson St • Agent: Austin Carl • Estimated Capacity: 375
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408
31. [58774](#) Public Hearing - New License
The Vale LLC • dba Wine & Design Madison, WI
167 S Fair Oaks Ave • Agent: Heather Reed • Estimated Capacity: 55
Class B Combination Liquor & Beer • 13% alcohol, 7% food, 80% other
Aldermanic District 6 (Alder Rummel) • Police Sector 602
32. [58776](#) Public Hearing - New License
Leopold LLC • dba Leopold Mens Salon
124 S Carroll St • Agent: Amber Kowalski
Class A Beer, Class A Liquor
Aldermanic District 4 (Alder Verveer) • Police Sector 405
33. [58777](#) Public Hearing - New License
Black Sheep Six LLC • dba Dark Horse
10 N Livingston St • Agent: Patrick DePula
Estimated Capacity (in/out): 120/40

Class B Combination Liquor & Beer • 20% alcohol, 79% food, 1% other
Aldermanic District 2 (Alder Heck) • Police Sector 407

34. [58778](#) Public Hearing - New License
Dandyfire Inc • dba Dino Vino
116 King St • Agent: Dino Maniaci
Estimated Capacity (in/out): 99/30
Class B Combination Liquor & Beer • 55% alcohol, 35% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 406

Discussion Items

35. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.

Review Committee Rules of Procedure

36. [59029](#) Review Alcohol License Review Committee Rules of Procedure

Report of Madison Police Department

37. [59046](#) Report of Recent Calls for Service

Report of City Clerk's Office

38. [59047](#) Summary of Licenses Issued

Discussion Items

39. [58134](#) Discussion as a Result of Alcohol Density Study
- Handling of capacity numbers for alcohol licensees.
 - Discuss City staffing resources related to issuance, monitoring, and enforcement activities associated with Alcohol Licenses.
 - Policy for high density areas anywhere in the city (not just in the current overlay district).
 - Discussion and potential adoption of recommendations to the Common Council arising from the results of the Density Study and related aspects of Alcohol licensing and monitoring.
 - Possible point system for reviewing and approving licenses.

Adjournment

