



# City of Madison

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

## Meeting Minutes - Approved 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](http://www.madisoncitychannel.tv).*

---

Wednesday, January 15, 2020

5:30 PM

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

---

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**

**Present:** 9 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; Amy L. Westra; Michael S. Donnelly; Patrick J. Grady; Sheri Carter and Stefan J. Fletcher

**Absent:** 2 - Amanda M. Jovaag and Linda Vakunta

**Non Voting:** 5 - Jim Verbick; James Boxrud; Kelly Donahue; Roger Allen and David Adam

### **Approval of Minutes**

**A motion was made by Westra, seconded by Grady, to Approve the Minutes.  
The motion passed by voice vote/other.**

### **Public Comment**

### **Disclosures and Recusals**

**Items 18 & 29 - Donnelly disclosed that he serves on Tenny Lapham Neighborhood Association with current license holder at that location.**

### **Presentation of the Consent Agenda**

### **Operator's License Applications**

1. [58803](#) Operator License Application

Arik Grundahl - Establishment where employed: Walgreens

**A motion was made by Grady, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Appearance by Arik Grundahl**

2. [59026](#)

Operator License Application  
Rhiannon L Ahrens - Establishment where employed: LJs Sports Tavern

**A motion was made by Fletcher, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Appearance by Rhiannon Ahrens**

#### 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)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

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)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

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)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

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)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support.**

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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support**

**Business Name Change**

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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support**

9. [59039](#) Business Name Change  
Metcalf 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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO**

**COUNCIL TO GRANT - REPORT OF OFFICER.** The motion passed by voice vote/other.

**One registration in support**

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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER.** The motion passed by voice vote/other.

**One registration in support**

**Entity Reorganization**

11. [59035](#) Entity Reorganization  
Metcalf 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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER.** The motion passed by voice vote/other.

**One registration in support**

12. [59036](#) Entity Reorganization  
Metcalf 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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER.** The motion passed by voice vote/other.

**One registration in support**

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

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support**

**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.

**A motion was made by Fletcher, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**One in support, five in opposition.**

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.

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**One registration in support**

16. [59042](#) Change of Licensed Premise  
Garcis LLC • dba Senor Machetes  
Current Capacity (in/out): 50/24 • Proposed Capacity (in/out): 107/24  
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.

A motion was made by Fletcher, seconded by Cano Ospina, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

A motion was made by Verveer, seconded by Donnelly, to Reconsider. The motion passed by voice vote/other.

A motion was made by Verveer, seconded by Donnelly, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

Two registrations in support.

A motion was made by Verveer, seconded by Fletcher, to Take A Recess at 9:32pm. The motion passed by voice vote/other.

A motion was made by Verveer, seconded by Fletcher, to Reconvene. The motion passed by voice vote/other.

### 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

A motion was made by Donnelly, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO DENY BECAUSE OF THE HEALTH, SAFETY, AND WELFARE OF THE COMMUNITY - REPORT OF OFFICER. The motion passed by voice vote/other.

Four registrations in support, seven registrations in opposition.

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

A motion was made by Donnelly, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

The conditions are:

1. The establishment must cease sales of alcohol Sunday through Thursday by 11 p.m. and Friday and Saturday by midnight.
2. All outdoor space in the licensed premises shall close by 10 p.m.
3. There must be no amplified sound outdoors.
4. Food must be available at all times alcohol is served.
5. Licensee must develop a parking management plan acceptable to the east district MPD captain and the city's transportation director prior to renewal of

this license in 2020.

Five registrations in support.

#### 18+ Center for Visual & Performing Arts License

19. [59043](#) 21+ Entertainment License  
Bakahri • dba Canopy • Capacity: 296  
924 Williamson St • Agent: Austin Carl  
Class B Combination Liquor & Beer • 55% alcohol, 25% food, 20% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

**A motion was made by Westra, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**One registration in support, six registrations in opposition.**

#### 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

**A motion was made by Donnelly, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO DENY BECAUSE OF THE HEALTH, SAFETY, AND WELFARE OF THE COMMUNITY - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Four registrations in support, eight registrations in opposition.**

#### 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

**A motion was made by Westra, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

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

**A motion was made by Grady, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**

**One registration in support.**

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

**A motion was made by Donnelly, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO DENY BECAUSE OF THE HEALTH, SAFETY AND WELFARE OF THE COMMUNITY - RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**

**Four registrations in support, one registration in opposition.**

#### 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

**A motion was made by Fletcher, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**One registration in support, two registrations in opposition.**

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 • 5% alcohol, 95% food  
Aldermanic District 14 (Alder Carter) • Police Sector 309

**A motion was made by Cano Ospina, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**

**The conditions are:**

**1. Alcohol sales shall cease at 10:00 pm Sunday through Thursday, and at midnight Friday and Saturday.**



- 2. Establishment shall provide MPD South District with a security plan
- 3. Establishment shall have food available at all times during operating hours.
- 4. Establishment shall meet the definition of a restaurant as defined by Madison General Ordinance 38.02, at all times.

Two registrations in support.

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

A motion was made by Cano Ospina, seconded by Verveer, to RECOMMEND TO COUNCIL TO DENY - PUBLIC HEARING. The motion passed by voice vote/other.

Three registrations in support, three registrations in opposition.

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

A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.

Two registrations in opposition.

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

A motion was made by Fletcher, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.

Two registrations in support.

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

A motion was made by Donnelly, seconded by Fletcher, to RECOMMEND TO

---

**COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING.** The motion passed by voice vote/other.

The conditions are:

1. The establishment must cease sales of alcohol Sunday through Thursday by 11 p.m. and Friday and Saturday by midnight.
2. All outdoor space in the licensed premises shall close by 10 p.m.
3. There must be no amplified sound outdoors.
4. Food must be available at all times alcohol is served.
5. Licensee must develop a parking management plan acceptable to the east district MPD captain and the city's transportation director prior to renewal of this license in 2020.

Two registrations in support.

30. [58773](#)

Public Hearing - New License  
Bakahri • dba Canopy  
924 Williamson St • Agent: Austin Carl • Estimated Capacity: 296  
Class B Combination Liquor & Beer • 55% alcohol, 25% food, 20% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE.** The motion passed by voice vote/other.

Two registrations in support, seven registrations in opposition.

31. [58774](#)

Public Hearing - New License  
The Vale LLC • dba Wine & Design Madison, WI  
167 S Fair Oaks Ave • Agent: Heather Reed • Estimated Capacity: 65  
Class B Combination Liquor & Beer • 13% alcohol, 7% food, 80% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 602

**A motion was made by Fletcher, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING.** The motion passed by voice vote/other.

One registration in support.

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

**A motion was made by Fletcher, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING.** The motion passed by voice vote/other.

One registration in support.

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

**A motion was made by Donnelly, seconded by Westra, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**

**The conditions are:**

- 1. No outdoor service will occur after 10pm.**
- 2. No live music will occur on the licensed premises.**

**Three registrations in support.**

34. [58778](#) Public Hearing - New License  
Dandyfire Inc • dba D'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

**A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**

**The condition is:**

- 1. Must meet the definition of a restaurant as defined by MGO Section 38.02 at all times.**

**One registration in support.**

#### **Discussion Items**

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

**A motion was made by Westra, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **Review Committee Rules of Procedure**

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

**A motion was made by Westra, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Report of Madison Police Department**

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

**Madison Police Department submitted the attached report.**

**Report of City Clerk's Office**

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

**City Clerk's Office submitted the attached report.**

**Discussion Items**

39. [58134](#) Discussion and Recommendations 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.

**A motion was made by Westra, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Adjournment**