



City of Madison

City of Madison
Madison, WI 53703
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.*

Wednesday, March 15, 2023

5:30 PM

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

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

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: 892 6933 4176

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 ntauwv, cov ntauwv 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 April 18, 2023

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

February 15, 2023: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [76688](#) 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

Temporary Class B Concurrent with Street Use

2. [76538](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc
Event Location: Capitol Square
Event Date: 9/2/2023 2pm - 8:30pm & 9/3/2023 11am - 7pm
Aldermanic District 4 (Alder Verveer)
Police District: 405
Event: Taste of Madison

Changes of Agent

3. [76541](#) Change of Agent
Madison Association of the Deaf • dba Madison Association of the Deaf • 1109
Williamson St
New Agent: Ted J Trenkamp
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)

4. [76543](#) Change of Agent
Blue Plate Catering Inc • dba Blue Plate Catering • 702 S High Point Rd
New Agent: David Porto
Class B Combination Liquor & Beer
Aldermanic District 1 (Alder Harrington-McKinney)

Business Name Change

5. [76544](#) Business Name Change
Delicacies of Asia LLC • Current dba: Delicacies of Asia
506 State St
Class B Beer, Class C Wine
Aldermanic District 2 (Alder Heck)
New dba: Hot Pot 608 All You Can Eat

6. [76545](#) Business Name Change
HML LLC • Current dba: Sushi Tora
546 W Washington Ave
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
New dba: Bar Tora

Change of Licensed Premise

7. [76546](#) Change of Licensed Premise
El Panzon Restaurant LLC • dba El Panzon Restaurant
Current Capacity (in/out): 30/0 • Proposed Capacity (in/out): 90/0
1310 S Midvale Blvd • Agent: Matilde anahi Rojas Muñoz
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 10 (Alder Figueroa Cole) • Police Sector 213
Request to expand premises to include recently acquired adjacent property
that was at 1306 S Midvale Blvd.
8. [76552](#) Change of Licensed Premise
Tip Top Tap Inc • dba Tip Top Tavern
Current Capacity (in/out): 99/99 • Proposed Capacity (in/out): 99/99
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 45% alcohol, 51% food, 4% other
Aldermanic District 12 (Alder Vedder) • Police Sector 503
Request to expand premises to include sidewalk cafe on North St and
Commercial Ave. Extend use of outdoor patio until midnight on Friday &
Saturdays.

21+ Entertainment License

9. [76574](#) 21+ Entertainment License
Serrato Entertainment Inc • dba The Capital • Capacity: 250
430 W Gilman St • Agent: Luis Serrato
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 2 (Alder Heck) • Police Sector 403

Public Hearing

New License - Public Hearing

10. [76483](#) Public Hearing - New License
Bhago Properties LLC • dba Lucky's Market - Park Street
2201 S Park St • Agent: Lakhvir Kaur
Class A Beer, Class A Liquor
Alder District 14 (Alder Carter) • Police Sector 310
11. [76484](#) Public Hearing - New License
Bhago Properties LLC • dba Lucky's Market - Beltline Highway
2703 W Beltline Hwy • Agent: Lakhvir Kaur
Class A Beer, Class A Liquor
Alder District 10 (Alder Figueroa Cole) • Police Sector 308
12. [76492](#) Public Hearing - New License

Ameer Investment Inc • dba I Mart WI0104
5551 Eastpark Blvd • Agent: William Clark
Class A Beer, Class A Liquor
Alder District 17 (Alder Madison) • Police Sector 520

13. [76494](#) Public Hearing - New License
El Vaquero LLC • dba El Vaquero Mexican Grill
3904 E Washington Ave • Agent: Erik Francisco Doroteo • Estimated Capacity
(in/out): 50/8
Class B Beer • 25% alcohol, 75% food
Alder District 12 (Alder Vedder) • Police Sector 516

14. [76495](#) Public Hearing - New License
Serrato Entertainment Inc • dba The Capital
430 W Gilman St • Agent: Luis Serrato • Estimated Capacity (in/out): 250/0
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Alder District 2 (Alder Heck) • Police Sector 403

15. [76499](#) Public Hearing - New License
Cultura Cali LLC • dba Jalisco Cocina Mexicana
108 King St • Agent: Brooke Ann Hernandez-Barajas • Estimated Capacity
(in/out): 75/50
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Alder District 4 (Alder Verveer) • Police Sector 406

Items Referred

16. [76461](#) Amending Sections 38.06(11) and (12) of the Madison General Ordinances to
clarify exemptions related to alcohol beverage service and entertainment
licenses.

ALRC Operators Subcommittee

17. [76218](#) Fill Vacancy on ALRC Operator Subcommittee

Report of Madison Police Department

18. [76686](#) Summary of Recent Calls for Service

Report of City Clerk's Office

19. [76687](#) Summary of Licenses Issued

Change of Licensed Premise

20. [76823](#) Change of Licensed Premise
Ultimate Mart LLC • dba Pick 'n Save #131
6655 McKee Rd • Agent: Crystal Gulseth
Class A Beer, Class Liquor
Aldermanic District 7 (Alder Wehelie) • Police Sector 119
Request to expand number of parking stalls in premises for curbside pick-up to
the eight parking stalls along the side of the building, closest to the southwest
corner of the building.

Adjournment