



City of Madison

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

Agenda - Approved

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, May 24, 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: 897 5601 5186

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 ntauv, cov ntaub ntauv 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 June 6, 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: Reece, Alder Knox

Call to Order/Roll Call

Approval of Minutes

April 19, 2023: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [77913](#) 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.

- 2. [77633](#) Operator License Application
Aurora Eggers - Establishment where employed: Library Bar & Cafe

Temporary Class B Concurrent with Street Use

- 3. [77844](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Museum of Contemporary Art (MMOCA)
Event Location: Around the Capitol Square and State Street
Event Date: July 8 & 9, 2023
Alder District 4 (Alder Verveer)
Police District: 400
Event: Art Fair on the Square

- 4. [77845](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc
Event Location: 700 Block State Street
Event Date: May 27 & 28, 2023
Alder District 2 (Alder Bennett)
Police District: 403
Event: Run Madtown

Legislative History

5/12/23	Clerk's Office	RECOMMEND TO COUNCIL TO GRANT UNDER SUSPENSION OF MADISON GENERAL ORDINANCE 2.055
5/16/23	COMMON COUNCIL	Place On File Without Prejudice
5/16/23	COMMON COUNCIL	Grant With Condition(s)

- 5. [77846](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Gay Straight Alliance For Safe Schools Inc (GSAFE)

Event Location: 100 Block King St
Event Date: 8/12/23
Alder District 4 (Alder Verveer)
Police District: 403
Event: Woof's Pride

6. [77847](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Gay Straight Alliance For Safe Schools Inc (GSAFE)
Event Location: 100 Block King St
Event Date: 9/16/23
Alder District 4 (Alder Verveer)
Police District: 403
Event: Octobear Fest

Changes of Agent

7. [77435](#) Change of Agent
Bartaco Hilldale LLC dba bartaco • 464 N Midvale Blvd
New Agent: Kirsten Roddy
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Tishler)
8. [77436](#) Change of Agent
Wisconsin Apple LLC • dba Applebee's • 4710 East Town Blvd
New Agent: Colin Pluta
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Madison)
9. [77437](#) Change of Agent
The Cheesecake Factory Restaurants Inc dba The Cheesecake Factory
1 West Towne Mall
New Agent: Steve Shirvinski
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Figueroa Cole)
10. [77438](#) Change of Agent
Hy-Vee Inc • dba Hy-Vee Wine & Spirits • 7475 Mineral Point Rd
New Agent: Samantha Jones
Class A Liquor & Beer
Aldermanic District 9 (Alder Conklin)
11. [77439](#) Change of Agent
Hy-Vee Inc • dba Hy-Vee • 3801 E Washington Ave

- New Agent: Samantha Jones
Class B Combination Liquor & Beer
Aldermanic District 3 (Alder Field)
12. [77440](#) Change of Agent
Hy-Vee Inc • dba Hy-Vee • 675 Whitney Way
New Agent: Samantha Jones
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Tischler)
13. [77848](#) Change of Agent
Shake Shack Wisconsin LLC • dba Shake Shack • 558 N Midvale Blvd
New Agent: Bryan Condra
Class B Combination Liquor & Beer
Alder District 11 (Alder Tishler)
14. [77849](#) Change of Agent
AC Madison Hospitality LLC • dba Cambria • 5045 Eastpark Blvd
New Agent: Konrad Arnold
Class B Combination Liquor & Beer
Alder District 17 (Alder Madison)
15. [77890](#) Change of Agent
Central Florida Restaurants Inc • dba TGI Fridays • 2502 East Springs Blvd
New Agent: Albino Martinez
Class B Combination Liquor & Beer
Alder District 17 (Alder Madison)
16. [77891](#) Change of Agent
Skogen's Foodliner Inc • dba Festival Foods • 810 E Washington Ave
New Agent: Jacob Donahue
Class B Combination Liquor & Beer
Alder District 6 (Alder Rummel)
17. [77892](#) Change of Agent
Speedway LLC • dba Speedway #4132 • 4902 Verona Rd
New Agent: Tammy Woodson
Class A Beer
Alder District 10 (Alder Figueroa Cole)
18. [77893](#) Change of Agent
Madison Hospitality Partnership LLC • dba Radisson Hotel Madison • 517

Grand Canyon Dr
New Agent: Nicole S Dobbins
Class B Combination Liquor & Beer
Alder District 19 (Alder Slack)

19. [77894](#) Change of Agent
VFW Post #7591 • dba VFW Post #7591 • 301 Cottage Grove Rd
New Agent: Kathryn E DeRosa
Class B Combination Liquor & Beer
Alder District 10 (Alder Figueroa Cole)

20. [77895](#) Change of Agent
Wal-Mart Stores East LP • dba Walmart #1138 • 7202 Watts Rd
New Agent: Roger Bailey
Class A Beer, Class A Liquor
Alder District 1 (Alder Duncan)

21. [77896](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip 954 • 7717 Mineral Point Rd
New Agent: Donald Soderman
Class A Beer, Class A Cider
Alder District 9 (Alder Conklin)

Business Name Change

22. [77905](#) Business Name Change
SPS Self Service Inc • Current dba: Citgo Mart
4602 Verona Rd
Class A Beer
Alder District 10 (Alder Figueroa Cole)
New dba: Amoco Mart

Entity Reorganization

23. [77434](#) Entity Reorganization
Bartaco Hilldale LLC dba bartaco
464 N Midvale Blvd
Class B Combination Liquor & Beer
Alder District 11 (Alder Tischler)
1 new officer
24. [77897](#) Entity Reorganization
Famous Dave's RIBS Inc • dba Famous Dave's

- 900 S Park St
Class B Combination Liquor & Beer
Alder District 13 (Alder Evers)
Add six new officers, remove two officers
25. [77898](#) Entity Reorganization
Shake Shack Wisconsin LLC • dba Shake Shack
558 N Midvale Blvd
Class B Combination Liquor & Beer
Alder District 11 (Alder Tishler)
Add one new officer, remove one officer
26. [77899](#) Entity Reorganization
Red Lobster Hospitality LLC • dba Red Lobster #0377
4502 East Towne Blvd
Class B Combination Liquor & Beer
Alder District 17 (Alder Madison)
Add one new officer, remove one officer
27. [77900](#) Entity Reorganization
Speedway LLC • dba Speedway
4902 Verona Rd
Class A Beer
Alder District 10 (Alder Figueroa Cole)
Add five new officers, remove one officer
28. [77901](#) Entity Reorganization
Graduate Madison Lessee LLC • dba Graduate Madison
601 Langdon St
Class B Combination Liquor & Beer
Alder District 2 (Alder Bennett)
Add one new officer, remove one officer
29. [77902](#) Entity Reorganization
Madison Association of the Deaf • dba Madison Association of the Deaf
1109 Williamson St
Class B Combination Liquor & Beer
Alder District 6 (Alder Rummel)
Add two new officers, remove two officers
30. [77903](#) Entity Reorganization
Nakoma Golf Club • dba Nakoma Golf Club
4145 Country Club Rd

Class B Combination Liquor & Beer
Alder District 10 (Alder Figueroa Cole)
Add two new officers, remove two officers

31. [77904](#) Entity Reorganization
The Madison Club Inc • dba The Madison Club Inc
5 E Wilson St
Class B Combination Liquor & Beer
Alder District 4 (Alder Verveer)
Add two new officers, remove two officers

Change of Licensed Premises

32. [77906](#) Change of Licensed Premises
2116 AWA LLC • dba The Atwood
Current Capacity (in/out): 160/0 • Proposed Capacity (in/out): 160/20
2116 Atwood Ave • Agent: Brian Mason
Class B Combination Liquor & Beer • 85% alcohol, 10% food, 5% other
Alder District 6 (Alder Rummel) • Police Sector 410
Request to extend premises outdoors to rear patio for four 10' x 10' tents, at
time a perimeter fence will be present with signage reading "No Alcohol
Beyond This Point."

Request for License Issuance Extension

33. [77915](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
Tacos & Tequila LLC • dba TBD
1925 Monroe St • Agent: Julie Chamberlin • Estimated Capacity: 60
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Alder District 13 (Alder Evers) • Police Sector 205
34. [77916](#) Request to extend license issuance beyond the 180 day limit under MGO
38.05
Hayes Place LLC • dba Hayes Place
1145 N Sherman Ave • Agent: Connee Jones • Estimated Capacity (in/out):
100/0
Class B Combination Liquor & Beer • 30% alcohol, 10% food, 60% other
Alder District 12 (Alder Latimer Burris) • Police Sector 503

21+ Entertainment License

35. [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
Alder District 2 (Alder Bennett) • Police Sector 403

Legislative History

3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	Table
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Table

36. [77186](#) 21+ Entertainment License
La Pollera Colombiana LLC • dba La Pollera Colombiana • Capacity (in/out):
80/0
3579 E Washington Ave • Agent: Yineth Herrera
Class B Beer • 30% alcohol, 70% food
Alder District 12 (Alder Burriss) • Police Sector 604

Legislative History

4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Table

37. [77908](#) To grant 18+ and 21+ Entertainment 2023-2024 License Renewals with
restrictions as previously approved and to include any change of corporate
structure and amended conditions as set forth in the report,

New License - Public Hearing

Recessed Public Hearing

38. [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 Bennett) • Police Sector 403

Legislative History

3/1/23	Clerk's Office	Referred for Introduction
3/7/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
3/15/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
4/18/23	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
4/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
5/2/23	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Public Hearing

39. [77691](#) Public Hearing - New License
ENR Investment Inc • dba East Wash Mobil
3859 E Washington Ave • Agent: Mohammed Farooqui
Class A Beer
Alder District 3 (Alder Field) • Police Sector 605

Legislative History

5/5/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

40. [77693](#) Public Hearing - New License
Self Made Forever LLC • dba The 360
1 Dempsey Rd • Agent: Heaven Grant
Class A Liquor
Alder District 17 (Alder Madison) • Police Sector 610

Legislative History

5/5/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

41. [77700](#) Public Hearing - New License
C & W Restaurant of Madison LLC • dba Takumi Restaurant
4323 East Towne Blvd • Agent: Rong Chen • Estimated Capacity (in/out):
192/130
Class B Combination Liquor & Beer • 15% alcohol, 82% food, 3% other
Alder District 17 (Alder Madison) • Police Sector 631

Legislative History

5/5/23 Clerk's Office Referred for Introduction
5/16/23 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

42. [77777](#) Public Hearing - New License
BB1 LLC • dba Butterbird
1134 Regent St • Agent: Shaina Papach • Estimated Capacity (in/out): 140/38
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Alder District 8 (Alder Govindarajan) • Police Sector 202

Legislative History

5/9/23 Clerk's Office Referred for Introduction
5/16/23 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

43. [77781](#) Public Hearing - New License
7-Eleven Inc • dba 7-Eleven #35851J
2216 University Ave • Agent: Brandon Kahl
Class A Beer
Alder District 5 (Alder Vidaver) • Police Sector 206

Legislative History

5/9/23 Clerk's Office Referred for Introduction
5/16/23 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

44. [77782](#) Public Hearing - New License
The Guild Esports LLC • dba Roll Play
3421 Garver Green Suite 115 • Agent: Sonia Tan • Estimated Capacity (in/out):
45/0
Class B Beer • 1.5% alcohol, 97% food, 1.5% other
Alder District 15 (Alder Martinez-Rutherford) • Police Sector 602

Legislative History

5/9/23 Clerk's Office Referred for Introduction
5/16/23 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

45. [77783](#) Public Hearing - New License
Kettle Black Kitchen LLC • dba Kettle Black Kitchen
1835 Monroe St • Agent: Brian Hamilton • Estimated Capacity (in/out): 60/0
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Alder District 13 (Alder Evers) • Police Sector 205

Legislative History

5/9/23 Clerk's Office Referred for Introduction
5/16/23 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

46. [77784](#) Public Hearing - New License
Tricky Foods LLC • dba Tricky Foods
121 E Lakeside St • Agent: Therese Merkel • Estimated Capacity (in/out):
49/40
Class B Beer, Class C Wine • 10% alcohol, 90% food
Alder District 13 (Alder Evers) • Police Sector 306

Legislative History

5/9/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

47. [77785](#) Public Hearing - New License
Badger Tavern Seminole LLC • dba Badger Tavern
1612 Seminole Hwy • Agent: Clayton Carlson • Estimated Capacity (in/out):
53/49
Class B Combination Liquor & Beer • 43% alcohol, 57% food
Alder District 10 (Alder Figueroa Cole) • Police Sector 210

Legislative History

5/9/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

48. [77786](#) Public Hearing - New License
K Peppers Inc • dba K Pepper
601 Junction Rd Suite 2 • Agent: Kim Seungwook • Estimated Capacity
(in/out): 40/10
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Alder District 9 (Alder Conklin) • Police Sector 128

Legislative History

5/10/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

License Renewals - Public Hearing

49. [77837](#) To grant Class A Liquor, Class A Beer, Class A Cider, Class B Beer, Class B
Combination Liquor & Beer, Class B Liquor (Wine Only), Class C Wine
2023-2024 License Renewals with restrictions as previously approved and to
include any change of corporate structure and amended conditions as set forth
in the report.

Legislative History

5/10/23	Clerk's Office	Referred for Introduction
5/16/23	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

50. [77907](#) Separated Liquor License Renewal
MKS Petroleum LLC • dba Williamson Mini Mart
1130 Williamson St • Agent: Amanprit Dhanoa
Class A Beer
Alder District 6 (Alder Rummel) • Police Sector 408
Separation requested by City Attorney's Office for conviction.

Election of Chair and Vice Chair

51. [77909](#) Election of Alcohol License Review Committee Chair
52. [77910](#) Election of Alcohol License Review Committee Vice Chair

ALRC Operators Subcommittee

53. [77914](#) Fill Vacancy on ALRC Operators Subcommittee

Report of Madison Police Department

54. [77911](#) Summary of Recent Calls for Service

Report of City Clerk's Office

55. [77912](#) Summary of Licenses Issued

Adjournment