



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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](http://www.madisoncitychannel.tv).*

---

Wednesday, September 20, 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](mailto: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: 824 7818 4085

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 October 3, 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**

September 16, 2023: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

September 23, 2023: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [79901](#) 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. [79409](#) Operator License Application  
Michaela N Paulson - Establishment where employed:Target

Legislative History

8/23/23	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
---------	-------------------------------------	---

### Changes of Agent

3. [79429](#) Change of Agent  
Walgreens Company • dba Walgreens 02848 • 606 S Whitney Way  
New Agent: Colleen Luba  
Class A Liquor & Beer  
(District 19)
4. [79709](#) Change of Agent  
Marcus Hotels Hospitality LLC • dba Hilton Madison at Monona Terrace  
9 E Wilson St  
New Agent: Mark A Peterson Sr  
Class B Combination Liquor & Beer  
(District 4)
5. [79710](#) Change of Agent  
Family Entertainment LLC • dba Point Cinema • 7825 Big Sky Dr  
New Agent: Mark A Peterson Sr  
Class B Combination Liquor & Beer  
(District 9)

- 6. [79712](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 950 • 4402 Buckeye Rd  
New Agent: Dillon J Oliver  
Class A Beer, Class A Liquor  
(District 16)
  
- 7. [79713](#) Change of Agent  
Dark Star Art Bar LLC • dba Dark Star Art Bar • 756 E Washington Ave  
New Agent: Samuel D Johnson  
Class B Combination Liquor & Beer  
(District 6)

**Entity Reorganization**

- 8. [78838](#) Entity Reorganization  
Servant 33 LLC • dba Madison Melting Pot  
6816 Odana Rd  
Class B Combination Liquor & Beer  
(District 19)  
Add one new officer

Legislative History

7/19/23	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
---------	-------------------------------------	--

- 9. [79714](#) Entity Reorganization  
Wisconsin CVS Pharmacy LLC • dba CVS/pharmacy #4930  
2 S Bedford St  
Class A Beer, Class A Liquor  
(District 4)  
Add two new officers, remove two officers
  
- 10. [79715](#) Entity Reorganization  
Wisconsin CVS Pharmacy LLC • dba CVS/pharmacy #7147  
6701 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 19)  
Add two new officers, remove two officers

**Change of Licensed Premises**

- 11. [79614](#) Change of Licensed Premises

SSP America Inc • dba Ancora Coffee Roasters (2), Wurst German Bar, Stella Bar, Goose Island Bar, Madtown Gastro Pub, Metcalfe's, Vintage Wine & Tapas  
Current Capacity (in/out): 114/0 • Proposed Capacity (in/out): 114/0  
4000 International Ln • Agent: Shanna Olivero  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 512 (District 12)  
Request to remove Wurst German Bar, change name of Vintage Wine & Tapas Bar to Vinoteca Wine & Tapas, and remodel terminal to expand and add an additional point of sale called Concourse Bar.

### 21+ Entertainment License

12. [79605](#) 21+ Entertainment License  
Roxxy Madison LLC • dba Roxxy  
Capacity (in/out): 500/0  
331 W Gorham St • Agent: Stephen Bassler  
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other  
Police Sector 403 (District 4)
  
13. [79612](#) 21+ Entertainment License  
MoMo Sports Bar LLC • dba MoMo Bar N Grill  
Capacity (in/out): 160/16  
6402 Millpond Rd • Agent: Karl Tsering  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Police Sector 621 (District 16)
  
14. [79613](#) 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 Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 604 (District 12)

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

15. [79604](#) 18+ Center for Visual & Performing Arts License  
Oscar's Qcos Mexican Restaurant LLC • dba Q-Cos Mexican Restaurant  
Capacity (in/out): 250/35  
1824 S Park St • Agent: Oscar Zaragoza  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 307 (District 14)

### Recessed Public Hearing

16. [79088](#) Public Hearing - New License  
Oscar's Qcos Mexican Restaurant LLC • dba Q-Cos Mexican Restaurant  
1824 S Park St • Agent: Oscar Zaragoza  
Estimated Capacity (in/out): 250/35  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 307 (District 14)

**Legislative History**

7/24/23	Clerk's Office	Referred for Introduction
8/1/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
8/16/23	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
9/5/23	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

**License Transfer - Public Hearing**

17. [79530](#) Public Hearing - License Transfer  
LMMD LLC • dba The Red Shed  
Transfer from 406 N Frances St to 508 State St, Unit A  
Agent: Lynn Dieffenbach • Estimated Capacity (in/out): 99/20  
Class B Combination Liquor & Beer • 90% alcohol, 10% food  
Police Sector 403 (District 2)

**Legislative History**

8/24/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [79531](#) Public Hearing - License Transfer  
Sabaidee Thailand WI LLC • dba Monsoonsiam  
Transfer from 2045 Atwood Ave to 2326 Atwood Ave  
Agent: Dutdao Wonglaka • Estimated Capacity (in/out): 55/15  
Class B Combination Liquor & Beer • 20% alcohol, 70% food, 10% other  
Police Sector 601 (District 15)

**Legislative History**

8/24/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**New License - Public Hearing**

19. [79582](#) Public Hearing - New License  
Whole Foods Market Group Inc • dba Whole Foods Market  
4710 Madison Yards Way • Agent: Paul Sigmund  
Estimated Capacity (in/out): 1166/0  
Class B Combination Liquor & Beer • 1% alcohol, 99% food  
Police Sector 215 (District 11)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

20. [79583](#) Public Hearing - New License  
Baked Wings Madison LLC • dba Baked Wings  
152 W Johnson St • Agent: Jim Beach  
Estimated Capacity (in/out): 120/16  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 403 (District 4)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

21. [79584](#) Public Hearing - New License  
Breakfast A La Brasa LLC • dba  
45 S Bassett St • Agent: Jose Zecua  
Estimated Capacity (in/out): 70/20  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 404 (District 4)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

22. [79591](#) Public Hearing - New License  
Rocky Tiko LLC • dba Reverie Baking Co  
2021 Winnebago St • Agent: Gwen Shales  
Estimated Capacity (in/out): 30/0  
Class B Combination Liquor & Beer • 15% alcohol, 45% food, 40% other  
Police Sector 410 (District 6)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

23. [79592](#) Public Hearing - New License  
Bowl New England Inc • dba Spare Time Madison  
7415 Mineral Point Rd • Agent: Jack Tenda  
Estimated Capacity (in/out): 922/0  
Class B Combination Liquor & Beer • 38.9% alcohol, 60.1% food  
Police Sector 124 (District 9)

Legislative History

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

24. [79596](#) Public Hearing - New License  
Double Tap Madison LLC • dba Double Tap  
347 State St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 46% alcohol, 20% food, 34% other  
Police Sector 403 (District 4)

Legislative History

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

25. [79600](#) Public Hearing - New License  
Stuffed Olive Madison LLC • dba The Stuffed Olive  
351 State St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 150/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 403 (District 4)

Legislative History

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

26. [79601](#) Public Hearing - New License  
Roxxy Madison LLC • dba Roxxy  
331 W Gorham St • Agent: Stephen Bassler  
Estimated Capacity (in/out): 500/0  
Class B Combination Liquor & Beer • 49% alcohol, 23% food, 28% other  
Police Sector 403 (District 4)

Legislative History

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE



27. [79602](#) Public Hearing - New License  
Two Birds Madison LLC • dba Public Parking  
709 E Johnson St • Agent: Clement Mocanu Jr  
Estimated Capacity (in/out): 86/32  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Police Sector 407 (District 6)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

28. [79603](#) Public Hearing - New License  
Northside Lounge LLC • dba Northside Lounge  
1022 N Sherman Ave • Agent: Simon Dettinger  
Estimated Capacity (in/out): 75/40  
Class B Combination Liquor & Beer • 73% alcohol, 25% food, 2% other  
Police Sector 503 (District 12)

**Legislative History**

8/29/23	Clerk's Office	Referred for Introduction
9/5/23	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

29. [79899](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

30. [79900](#) Summary of Licenses Issued

**Adjournment**