



# City of Madison

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

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Wednesday, November 22, 2023

5:30 PM

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

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### 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 3899 4142

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 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 December 5, 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**

October 18, 2023: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [80732](#) 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. [80728](#) Operator License Application  
Kacper Lupa
3. [80729](#) Operator License Application  
Edwin M Henderson

#### Changes of Agent

4. [80097](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 1513 • 3401 University Ave  
New Agent: Alexis C Schlueter  
Class A Beer, Class A Liquor  
(District 5)
5. [80435](#) Change of Agent  
Lhotse LLC • dba AMA • 809 Williamson St  
New Agent: Akash Pradhan  
Class B Combination Liquor & Beer  
(District 6)
6. [80436](#) Change of Agent  
7-Eleven Inc • dba 7-Eleven #35851 • 2216 University Ave  
New Agent: Donna Thornton  
Class A Beer  
(District 5)
7. [80437](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 956 • 3153 Maple Grove Dr  
New Agent: Heather L Williams

Class A Beer, Class A Cider  
(District 7)

**Business Name Change**

8. [80438](#) Business Name Change  
Ultimate Mart LLC • Current dba: Pick 'n Save #179  
261 Junction Rd  
Class A Beer, Class A Liquor  
(District 9)  
New dba: Metro Market #179

**Change of Licensed Premises**

9. [80439](#) Change of Licensed Premises  
Dandyfire Inc • dba DVino  
Current Capacity (in/out): 80/35 • Proposed Capacity (in/out): 90/35  
116 King St • Agent: Dino Maniaci  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 406 (District 4)  
Request to expand kitchen service area between 116 King St and 106 Webster  
(attached building) to incorporate retail area.

10. [80440](#) Change of Licensed Premises  
SSP America Inc • dba Ancora Coffee Roasters (2), Stella Bar, Goose Island  
Bar, Madtown Gastro Pub, Metcalfe's, Vinoteca Winne & Tapas, Launch Deck  
Bar  
Current Capacity (in/out): 114/0 • Proposed Capacity (in/out): 114/0  
4000 International Ln • Agent: Shanna K Olivero  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 512 (District 12)  
Request to add two additional points of sale being added: Look Mom, No Hands;  
and Picnic Point Public House.

**Request to Extend License Issuance Deadline**

11. [80733](#) Second 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  
Police Sector 205 (District 13)

12. [80806](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
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

**21+ Entertainment License**

13. [80441](#) 21+ Entertainment License  
El Panzon Restaurant LLC • dba El Panzon  
Capacity (in/out): 90/0  
1310 S Midvale Blvd • Agent: Matilde anahi Rojas Munoz  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 213 (District 10)

**Recessed Public Hearing**

14. [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)
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)
16. [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)
17. [80089](#) Public Hearing - License Transfer  
Dominique Johnson • dba Faded Kitchen  
Transfer from 1738 Fordem Ave to 1 Dempsey Rd  
Estimated Capacity (in/out): 40/20  
Class B Combination Liquor & Beer • 40% alcohol, 60% food

Police Sector 610 (District 15)

**Public Hearing**

**New License - Public Hearing**

18. [80443](#) Public Hearing - New License  
57 Ford Entertainment LLC • dba The Electric Eye  
121 W Main St • Agent: Samuel Johnson • Estimated Capacity (in/out): 135/0  
Class B Combination Liquor & Beer • 70% alcohol, 10% food, 20% other  
Police Sector 405 (District 4)
  
19. [80442](#) 18+ Center for Visual & Performing Arts License  
57 Ford Entertainment LLC • dba The Electric Eye  
Capacity (in/out): 135/0  
121 W Main St • Agent: Samuel D Johnson  
Class B Combination Liquor & Beer • 70% alcohol, 15% food, 15% other  
Police Sector 405 (District 4)
  
20. [80444](#) Public Hearing - New License  
Ernie's Liquor LLC • dba Ernie's Liquor  
4521 Cottage Grove Rd • Agent: Aaron Ring  
Class A Beer, Class A Liquor, Class A Cider  
Police Sector 614 (District 16)

**Discussion Items**

21. [80734](#) Discussion on how the Alcohol License Review Committee can provide support to non-English speaking applicants to make informed decisions

**Report of Madison Police Department**

22. [80730](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

23. [80731](#) Summary of Licenses Issued

**Business Name Change**

24. [80951](#) Business Name Change  
Sass Madison LLC • Current dba: Sass of Madison  
10 W Mifflin St  
Class B Combination Liquor & Beer

(District 4)  
New dba: Tutto with a Touch of Sass

**Changes of Agent**

25. [80953](#) Change of Agent  
Sass Madison LLC • dba Sass of Madison • 10 W Mifflin St  
New Agent: Joseph Perkins  
Class B Combination Liquor & Beer  
(District 4)

**Changes of Corporate Control**

26. [80954](#) Entity Reorganization  
Sass Madison LLC • dba Sass of Madison  
10 W Mifflin St  
Class B Combination Liquor & Beer  
(District 4)  
Remove one officer

**Adjournment**