



# 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, May 15, 2024

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: 895 0391 0385

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 June 4, 2024

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**

April 17, 2024: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

April 29, 2024: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [83380](#) 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. [83010](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
SASY Neighborhood Association  
Event Location: 2000 Block of Atwood Avenue  
Event Date: 07/27/24 12:00PM - 10:00PM, 07/28/24 12:00PM - 8:00PM  
Police District: 410 (District 6)  
Event: AtwoodFest
  
3. [83011](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Museum of Contemporary Art  
Event Location: Around Capitol Square and at State Street, Wisconsin Avenue,  
N & S Hamilton Street, King Street, MLK JR Boulevard  
Event Date: 07/13/24 9:00AM - 6:00PM, 07/14/24 10:00AM - 5:00PM  
Police District: 406 (District 4)  
Event: Art Fair on the Square
  
4. [83012](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Wisconsin Chamber Orchestra, Inc.  
Event Location: Part of the Capitol Square; the 10 blocks of N & S Pinckney  
Streets, the 10 blocks of E & W Main Streets, the 100 blocks of E. Washington  
Avenue, MLK Boulevard, and King Street  
Event Date: 06/26/24 4:00PM - 9:00PM, 07/03/24 4:00PM - 9:00PM, 07/10/24  
4:00PM - 9:00PM, 07/17/24 4:00PM - 9:00PM, 07/24/24 4:00PM- 9:00PM,  
07/31/24 4:00PM - 9:00PM; Rain Dates each Thursday following.  
Police District: 405 (District 4)  
Event: Concerts on the Square
  
5. [83325](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Gay Straight Alliance for Safe Schools, Inc (GSAFE)  
Event Location: 100 Block King Street  
Event Date: 08/17/24  
Police District: 403 (District 4)  
Event: WOOF'S PRIDE (King Street) Block Party

**Changes of Agent**

6. [83329](#) Change of Agent  
Graduate Madison Leasee, LLC • dba Graduate Madison • 601 Langdon St

- New Agent: Aaron Liebgald  
Class B Combination Liquor & Beer  
(District 5)
7. [83332](#) Change of Agent  
The Renfro Refreshment Company LLC • dba The Sylvee • 25 S Livingston  
New Agent: Seth Meyrick  
Class B Combination Liquor & Beer  
(District 6)
8. [83333](#) Change of Agent  
The Renfro Refreshment Company Inc • dba The Majestic • 115 King St  
New Agent: Seth Meyrick  
Class B Combination Liquor & Beer  
(District 1)
9. [83334](#) Change of Agent  
The Renfro Refreshment Company, LLC • dba Madison Museum of  
Contemporary Art • 227 State St  
New Agent: Seth Meyrick  
Class B Combination Liquor & Beer  
(District 4)
10. [83336](#) Change of Agent  
Tacos & Tequila LLC • dba Atico Lounge • 823 East Washington Ave  
New Agent: Ann Corcoran  
Class B Combination Liquor & Beer  
(District 6)
11. [83337](#) Change of Agent  
SBG Apple North VIII, LLC • dba Applebee's Neighborhood Bar & Grill • 4710 E  
Towne Boulevard  
New Agent: David A. Oestreich  
Class B Combination Liquor & Beer  
(District 17)
12. [83338](#) Change of Agent  
Oakwood Lutheran Home Association, Inc. • dba Oakwood Village University  
Woods • 6209 Mineral Point Rd  
New Agent: Laurie Sachtjen  
Class B Beer, Class C Wine  
(District 19)
13. [83339](#) Change of Agent  
Papavero LLC • dba Osteria Papavero • 128 E Wilson St  
New Agent: Kate Markie  
Class B Combination Liquor & Beer  
(District 4)

14. [83340](#) Change of Agent  
Luigi's Diner • dba Luigi's Pizza • 515 S Midvale Blvd  
New Agent: Beethoven Contreras Guillen  
Class B Beer, Class C Wine  
(District 11)
15. [83341](#) Change of Agent  
DLUX Madison • dba DLUX • 117 Martin Luther King, Jr. Blvd.  
New Agent: Drew McCoy  
Class B Combination Liquor & Beer  
(District 4)
16. [83342](#) Change of Agent  
Basset Johnson Beverage LLC • dba Hampton Inn and Suites • 440 W  
Johnson St  
New Agent: Andrew Pollard  
Class B Combination Liquor & Beer  
(District 4)
17. [83343](#) Change of Agent  
Oakwood Lutheran Home Association Inc • dba Oakwood Village Prairie Ridge •  
5565 Tancho Dr  
New Agent: Laurie Sachtjen  
Class B Beer, Class C Wine  
(District 17)
18. [83346](#) Change of Agent  
North Central Management, Inc. • dba DoubleTree Madison East • 4402 E  
Washington Ave  
New Agent: Sheri Straka  
Class B Combination Liquor & Beer  
(District 17)

**Entity Reorganization**

19. [83022](#) Entity Reorganization  
Red Robin International, Inc. • dba Red Robin  
2440 East Springs Dr  
Class B Combination Liquor & Beer  
District 17  
Add 2 new officer(s), remove 2 officers
20. [83317](#) Entity Reorganization  
Eno Vino LLC • dba Eno Vino  
601 Junction Rd, Suite 9  
Class B Combination Liquor & Beer

- (District 9)  
Remove one officer
21. [83318](#) Entity Reorganization  
Reel Big Fish LLC • dba North and South Seafood & Smokehouse  
6604 Mineral Point Rd  
Class B Combination Liquor & Beer  
(District 10)  
Remove one officer
22. [83319](#) Entity Reorganization  
The Madison Club, Inc. • dba The Madison Club  
5 E Wilson St  
Class B Combination Liquor & Beer  
(District 4)  
Remove two officers, add two new officers
23. [83320](#) Entity Reorganization  
InnTowner LLC • dba The Highland Club  
2424 University Ave  
Class B Combination Liquor & Beer  
(District 5)  
Remove one officer
24. [83321](#) Entity Reorganization  
Oakwood Lutheran Home Association, Inc. • dba Oakwood Village University  
Woods  
6209 Mineral Point Rd  
Class B Beer, Class C Wine  
(District 19)  
Remove two officers, add two new officers
25. [83322](#) Entity Reorganization  
Oakwood Lutheran Home Association, Inc. • dba Oakwood Village Prairie Ridge  
5565 Tancho Dr  
Class B Beer, Class C Wine  
(District 17)  
Remove two officers, add two new officers
26. [83323](#) Entity Reorganization  
Aldi Inc • dba Aldi #21  
3925 Lien Rd  
Class A Liquor, Class A Beer  
(District 3)  
Remove one officer, add 1 new officer

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**Request to Extend License Issuance Beyond 180 Day Limit Under MGO 38.05**

27. [83401](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
The Guild Esports LLC • dba The Guild  
668 State St • Agent: Sonia Tan  
Estimated Capacity (in/out): 130/0  
Class B Combination Liquor & Beer • 20% alcohol, 45% food, 35% other  
Police Sector 403 (District 2)
28. [83402](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
MCKO LLC • dba Cielo  
118 State St • Agent: Sean Ortega  
Estimated Capacity (in/out): 250/0  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 406 (District 4)

#### Change of Licensed Premises

29. [83309](#) Change of Licensed Premises  
Deliciouser, LLC • dba The Deliciouser  
Current Capacity (in/out): 45/0 • Proposed Capacity (in/out): 49/40  
931 E Main St. Suite 7 • Agent: Michelle Oyamada  
Class B Combination Liquor & Beer • 25% alcohol, 50% food  
Police Sector 408 (District 6)  
Add suite 6 and outdoor patio to premises.
30. [83311](#) Change of Licensed Premises  
El Imperio Mexican Food LLC • dba El Imperio Mexican Food  
Current Capacity (in/out): 50/0 • Proposed Capacity (in/out): 50/12  
3162 Maple Grove Drive • Agent: Sandra Castro Reyes  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 121 (District 7)  
Request to add outdoor seating in the parking lot.
31. [83312](#) Change of Licensed Premises  
PX2 LLC • dba Prost!  
Current Capacity (in/out): 180/60 • Proposed Capacity (in/out): 180/200  
401 E Washington Ave • Agent: David Nau  
Class B Combination Liquor & Beer • % alcohol, % food  
Police Sector 106 (District #6)  
Expansion of outdoor premises and capacity on 6/22/2024.

#### 21+ Entertainment License

32. [83313](#) 21+ Entertainment License  
Cocina Nica LLC • dba Los Remedios  
Capacity (in/out): 104  
1701 Moorland Rd • Agent: Julio C. Jiron Ruiz  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 312 (District 14)
33. [83314](#) 21+ Entertainment License  
Tacos & Tequila LLC • dba Aticó Lounge  
Capacity (in/out): 180  
823 E Washington Ave, 8th floor • Agent: Ann Corcoran  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 408 (District 6)
34. [83316](#) 21+ Entertainment License  
Umami Dumpling & Ramen Bar LLC • dba Umami Ramen & Dumpling Bar  
Capacity (in/out): 50  
923 Williamson St. • Agent: Janmin Michael Ding  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 408 (District 6)

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

35. [83315](#) 18+ Center for Visual & Performing Arts License  
Fro Productions, LLC • dba Gamma Ray Bar  
Capacity (in/out): 129  
121 W Main St. • Agent: Addie Greenwood  
Class B Combination Liquor & Beer • 80% alcohol, 10% food  
Police Sector 405 (District 4)

#### License Renewals - Entertainment Licenses

36. [83374](#) To grant 18+ and 21+ Entertainment 2024-2025 License Renewals with restrictions as previously approved and to include any change of corporate structure and amended conditions as set forth in the report.

#### Recessed Public Hearing

37. [81109](#) Public Hearing - New License  
The City of Four Lakes LLC • dba Super 8 Madison South  
1602 W Beltline Hwy • Agent: Mitesh Patel  
Estimated Capacity (in/out): 160/0  
Class B Beer • 2% alcohol, 0% food, 98% other  
Police Sector 308 (District 14)



38. [82854](#) Public Hearing - New License  
The Lyric Live LLC • dba Boss Lady Cafe  
1 Dempsey Rd • Agent: Miracle Avington  
Estimated Capacity (in/out): 25/0  
Class B Combination Liquor & Beer • 25% alcohol, 50% food, 25% other  
Police Sector 610 (District 15)
39. [82855](#) Public Hearing - New License  
Viceroy Indian Cuisine Inc • dba Viceroy Indian Cuisine  
7475 Mineral Point Rd #12 • Agent: Inderjit Kaur  
Estimated Capacity (in/out): 80/0  
Class B Beer, Class C Wine • 15% alcohol, 85% food  
Police Sector 124 (District 9)
40. [82871](#) Public Hearing - New License  
Refuel Pantry Inc • dba Refuel Pantry  
2702 E Washington Ave • Agent: Melissa McPherson  
Class A Beer, Class A Liquor, Class A Cider  
Police Sector 502 (District 12)

**Public Hearing**

**New License - Public Hearing**

41. [83163](#) Public Hearing - New License  
RRK Investment Company • dba Stop 'N' Shop  
312 E Mifflin St • Agent: Rupinder Saini  
Class A Beer, Class A Liquor, Class A Cider  
Police Sector 406 (District 2)
42. [83164](#) Public Hearing - New License  
Apple TRS Madison 7131 LLC • dba Embassy Suites Madison Downtown  
231 S Pinckney St • Agent: Michael Luehrs  
Estimated Capacity (in/out): 153/45  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 405 (District 4)
43. [83165](#) Public Hearing - New License  
Ledmas Restaurant Group LLC • dba Amar Peru  
610 Junction Rd Unit 107 • Agent: Lucas Rodriguez  
Estimated Capacity (in/out): 50/10  
Class B Combination Liquor & Beer • 30% alcohol, 70% food

Police Sector 128 (District 9)

44. [83166](#) Public Hearing - New License  
The Lone Girl Brewing Company - Madison Taproom LLC • dba The Lone Girl  
Tap and Pizza  
1817 E Washington Ave • Agent: Kerry Abercrombie  
Estimated Capacity (in/out): 49/38  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 410 (District 6)
45. [83193](#) Public Hearing - New License  
Tacos & Tequila LLC • dba Atico Lounge  
823 E Washington Ave • Agent: Ann Corcoran  
Estimated Capacity (in/out): 180/56  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 408 (District 6)
46. [83194](#) Public Hearing - New License  
El Pollo Rumbero LLC • dba El Pollo Rumbero  
77 Sirloin Strip • Agent: Araceli Rivera  
Estimated Capacity (in/out): 204/0  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 310 (District 14)
47. [83195](#) Public Hearing - New License  
H & S Madison LLC • dba Sumo  
1745 Parkside Dr • Agent: Xuehui Jiang  
Estimated Capacity (in/out): 226/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 631 (District 17)
48. [83196](#) Public Hearing - New License  
Cocina Nica LLC • dba Los Remedios  
1701 Moorland Rd • Agent: Julio Jiron  
Estimated Capacity (in/out): 80/24  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 312 (District 14)
49. [83197](#) Public Hearing - New License  
Stadium Take Out LLC • dba Stadium  
1517 Monroe St • Agent: Desere Woods  
Estimated Capacity (in/out): 25/0  
Class B Beer, Class C Wine • 25% alcohol, 75% food  
Police Sector 205 (District 13)

- 50. [83198](#) Public Hearing - New License  
Sriram Retails 3 LLC • dba Regent Street Mini Mart  
1401 Regent St • Agent: Meenu Kaushal  
Estimated Capacity (in/out): 100/100  
Class B Beer • 30% alcohol, 60% food, 10% other  
Police Sector 205 (District 13)
  
- 51. [83199](#) Public Hearing - New License  
MPL Corporation Investment • dba Crown Liquor  
3510 E Washington Ave • Agent: Amit Kumar  
Class A Beer, Class A Liquor, Class A Cider  
Police Sector 513 (District 12)
  
- 52. [83237](#) Public Hearing - New License  
Nerdhaven Arcade LLC • dba Nerdhaven  
203 Cottage Grove Rd • Agent: Adam Wood  
Estimated Capacity (in/out): 260/0  
Class B Beer, Class C Wine • 10% alcohol, 0% food, 90% other  
Police Sector 613 (District 15)

**License Renewals - Public Hearing**

- 53. [83256](#) To grant Class A Liquor, Class A Beer, Class A Cider, Class B Beer, Class B Combination Liquor & Beer, Class C Wine 2024-2025 License Renewals with restrictions as previously approved and to include any change of corporate structure and amended conditions as set forth in the report.

**Election of Chair and Vice Chair**

- 54. [83376](#) Election of Alcohol License Review Committee Chair
- 55. [83379](#) Election of Alcohol License Review Committee Vice Chair

**ALRC Operators Subcommittee**

- 56. [83405](#) Fill Vacancy on ALRC Operators Subcommittee

**Discussion Items**

- 57. [83406](#) Guidance for new Producers Full-Service Retail Sales Application

**Report of Madison Police Department**

58. [83383](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

59. [83384](#) Summary of Licenses Issued

**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.

60. [83414](#) Operator License Application  
Amanda Brown - Establishment where employed: Blue Plate Catering

**Change of Licensed Conditions**

61. [83427](#) Change of Licensed Conditions  
Madison Elks Lodge #410 • dba Madison Elks Lodge #410 • Capacity (in/out):  
244/0  
711 Jenifer St • Agent: Don Geler  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Police Sector 410 (District 6)  
Request to remove condition to allow for alcohol sales on the outside on the lawn adjacent to the building.

**Adjournment**