



# 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).*

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Wednesday, October 16, 2024

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 354 (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: 850 9521 4518

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 October 29, 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: Westra**

#### **Call to Order/Roll Call**

#### **Approval of Minutes**

September 18, 2024: <http://madison.legistar.com/Calendar.aspx>

#### **Public Comment**

1. [85658](#) 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

#### **Changes of Agent**

- 2. [85371](#) Change of Agent  
Woodman's Food Market Inc • Woodman's Food Market Inc #16  
3817 Milwaukee St  
New Agent: Christian Keymolen  
Class A Beer and Class A Liquor  
(District #15)
  
- 3. [85428](#) Change of Agent  
Bowl New England Inc • dba Spare Time Madison • 7415 Mineral Point Rd  
New Agent: Jessica Miller  
Class B Combination Liquor & Beer  
(District 9)
  
- 4. [85470](#) Change of Agent  
Speedway LLC • dba Speedway 4132 • 4902 Verona Rd  
New Agent: April Harper  
Class A Beer  
(District 10)

**Entity Reorganization**

- 5. [84072](#) Entity Reorganization  
Red Rooster Madison LLC • dba Red Rooster  
2513 Seiferth Rd  
Class B Combination Liquor & Beer  
(District 16)  
Add one new officer, remove one officer

**Legislative History**

6/26/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/21/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
9/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/8/24	COMMON COUNCIL	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

- 6. [85471](#) Entity Reorganization  
Metcalfe Foods-West Inc • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Add two new officers

- 7. [85472](#) Entity Reorganization  
Metcalfe Foods-West Inc • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Add two new officers

**Change of Licensed Premises**

- 8. [85479](#) Change of Licensed Premises  
Mega Marts LLC • dba Metro Market #434  
Current Capacity (in/out): 200/200 • Proposed Capacity (in/out): 200/200  
6010 Cottage Grove Rd • Agent: Andrew Hein  
Class B Combination Liquor & Beer • 15% alcohol, 80% food, 5% other  
Police Sector 627 (District 3)  
Request to relocate pick-up parking spaces.

**New License - Public Hearing**

**Recessed Public Hearing**

- 9. [85007](#) Public Hearing - New License  
El Rancho Breakfast and Tacos LLC • dba El Rancho Breakfast and Tacos  
824 E Johnson St • Agent: Guadalupe Diaz  
Estimated Capacity (in/out): 50/50  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Police Sector 407 (District 6)

**Legislative History**

8/28/24	Clerk's Office	Referred for Introduction
9/10/24	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
9/18/24	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
10/8/24	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

- 10. [85483](#) Public Hearing - New License  
Dream Lanes LLC • dba Dream Lanes  
13 Atlas Ct • Agent: Robin Goldberg

Estimated Capacity (in/out): 863/25  
Class B Combination Liquor & Beer • 99% alcohol, 0% food, 1% other  
Police Sector 611 (District 3)

**Legislative History**

10/1/24	Clerk's Office	Referred for Introduction
10/8/24	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Report of Madison Police Department**

11. [85656](#) Summary of Recent Calls for Service

**Report of the City Attorney**

12. [85696](#) Update on Prosecutions from the City Attorney's Office

**Report of City Clerk's Office**

13. [85657](#) Summary of Licenses Issued

**Adjournment**