



City of Madison

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

Agenda - Approved

ALCOHOL LICENSE REVIEW COMMITTEE

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Wednesday, May 20, 2009

5:30 PM

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

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Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg pab hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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Contact the Office of the City Clerk at (608) 266-4601, or TDD (608) 266-6573.

Applications will go to the Common Council Meeting of June 2, 2009.

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.

Call to Order/Roll Call

Approval of Minutes

April 15, 2009 <http://legistar.cityofmadison.com/calendar/#current>

Public Comment

Changes of Agent

1. [14657](#) Change of Agent
The Noodle Shop Co-Wisconsin Inc. • dba Noodles & Company
7050 Mineral Point Rd
New Agent: Amanda McKinney
Class B Beer, Class C Wine
Aldermanic District 09 (Alder Skidmore) • Police Sector 125

2. [14659](#) Change of Agent
Target Corporation • dba Target Store T-1060 • 201 Junction Rd
New Agent: David Gauder
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 128

3. [14660](#) Change of Agent
Ultramart Foods LLC • dba Copps #8131 • 6655 McKee Rd
New Agent: Timothy Smith
Class A Beer, Class A Liquor
Aldermanic District 07 (Alder King) • Police Sector 119

4. [14661](#) Change of Agent
Ultramart Foods LLC • dba Copps #8179 • 261 Junction Rd
New Agent: Terrence Rock
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 128

5. [14662](#) Change of Agent
Madison Club • dba The Madison Club • 5 E Wilson
New Agent: Mary Gaffney Ward
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 405

6. [14663](#) Change of Agent
Monroe St Bistro LLC • dba Monroe St Bistro • 2611 Monroe St
New Agent: James Palinkas
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 302

7. [14666](#) Change of Agent
Electric Earth Inc • dba Electric Earth • 546 W Washington Ave
New Agent: Gary Hoffman
Class B Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 404

8. [14668](#) Change of Agent
Comfort West Inc • dba Comfort Suites • 1253 John Q Hammonds Dr
New Agent: Todd Winkler
Class B Combination Liquor & Beer
Aldermanic District 09 (Alder Skidmore) • Police Sector 127
9. [14669](#) Change of Agent
Trek Hospitality • dba Mansion Hill Inn • 424 N Pinckney St
New Agent: Sarah Karls
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 406
10. [14671](#) Change of Agent
Logans Madtown LLC • dba Logans • 322 W Johnson St
New Agent: Tom Woodford
Class B Combination Liquor & Beer
Aldermanic District 04 (Alder Verveer) • Police Sector 403
11. [14672](#) Change of Agent
Bridges Golf Course LLC • dba Bridges Golf Course • 2702 Shopko Dr
New Agent: James Thomas
Class B Combination Liquor & Beer
Aldermanic District 15 (Alder Palm) • Police Sector 513
12. [14673](#) Change of Agent
Supervalu Holdings Inc. • dba Apollo Liquors • 7455 Mineral Point Rd
New Agent: Thomas Edwardson
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 124
13. [14674](#) Change of Agent
2089 Inc • dba Monty's Blue Plate Diner • 2089 Atwood Ave
New Agent: Joey Connaughty
Class B Combination
Aldermanic District 06 (Alder Rummel) • Police Sector 410

Changes of Corporate Control

14. [14644](#) Change of Corporate Control -- 1 new officer(s)
Gerald A Bartell Community Theatre Foundation • dba Bartell Theatre
113 E Mifflin St • Agent: Sarah Hoover
Class B Beer, Class C Wine
Aldermanic District 04 (Alder Verveer) • Police Sector 406
15. [14646](#) Change of Corporate Control -- 1 new officer(s)
Ultramart Foods LLC • dba Copps Food Center #8131
6655 McKee Rd • Agent: Timothy Smith
Class A Beer, Class A Liquor
Aldermanic District 07 (Alder King) • Police Sector 119

16. [14647](#) Change of Corporate Control -- 1 new officer(s)
Ultramart Foods LLC • dba Copps Food Center #8183
1312 S Park St • Agent: Tammy Lee
Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Kerr) • Police Sector 306
17. [14648](#) Change of Corporate Control -- 1 new officer(s)
Ultramart Foods LLC • dba Copps Food Center #8178
2502 Shopko Dr • Agent: Mark Elliott
Class A Beer, Class A Liquor
Aldermanic District 15 (Alder Palm) • Police Sector 513
18. [14649](#) Change of Corporate Control -- 1 new officer(s)
Ultramart Foods LLC • dba Copps Food Center #8114
620 S Whitney Way • Agent: Darlene Koch
Class A Beer, Class A Liquor
Aldermanic District 19 (Alder Clear) • Police Sector 113
19. [14650](#) Change of Corporate Control -- 1 new officer(s)
Ultramart Foods LLC • dba Copps Food Center #8179
261 Junction Rd • Agent: Terrence Rock
Class A Beer, Class A Liquor
Aldermanic District 09 (Alder Skidmore) • Police Sector 128

Change of Licensed Premise

20. [14190](#) Change of Licensed Premise
Mitat Ibrahim • dba Horseshoe Bar • capacity of 99
3900 Dempsey Rd
Class B Combination Liquor & Beer • 70% Alcohol, 30% food
Aldermanic District 15 (Alder Palm) • Police Sector 613
Request to remove all license conditions.
21. [14142](#) Change of Licensed Premise
RNF LLC • dba 24 Pump (changing to Liquor, Beer N Grocery)
2801 University Ave • Agent: Sid Kabir
Class A Beer, Class A Liquor
Aldermanic District 11 (Alder Gruber) • Police Sector 101
Applicant will be removing gas pumps and converting area to new parking area. No changes to the existing building structure. Applicant would like the restrictions lifted from his current Class A Liquor license. Liquor would be stored on gondola racks (see attached exhibit).

22. [14651](#) Change of Licensed Premise
Whiskey River LLC • dba Rev Jim's Roadhouse • capacity of 180
6402 Millpond Rd • Agent: Kevin Weaver
Class B Combination Liquor & Beer • 70% Alcohol, 30% food
Aldermanic District 16 (Alder Compton) • Police Sector 621
Request to expand licensed premise to include a portion of the parking lot (see attached) for specific outdoor-related events listed in Addendum A.
23. [14652](#) Change of Licensed Premise
Grid LLC • dba Grid Iron • capacity of 150 (new)
1501-1509 Monroe St • Agent: Bob Sieger
Class B Combination Liquor & Beer • 50% Alcohol, 50% food
Aldermanic District 13 (Alder Kerr) • Police Sector 303
New hotel replaces old tavern on same property.
24. [14653](#) Change of Licensed Premise
CEC Entertainment Inc • dba Chuck E Cheese's • capacity of 491
438 Grand Canyon Dr • Agent: Grant Dinehart
Class B Beer • 1% Alcohol, 65% food, 34% Other
Aldermanic District 19 (Alder Clear) • Police Sector 113
Proposed 2,450 square foot expansion to the front of existing building and restaurant remodel.
25. [14654](#) Change of Licensed Premise
Old Market Bistro LLC • dba Old Market Bistro • capacity of 99
15 N Butler St • Agent: Forrest Thomas
Class B Combination Liquor & Beer • 15% Alcohol, 85% food
Aldermanic District 02 (Alder Maniaci) • Police Sector 406
Request to add a sidewalk cafe.

New License - Public Hearing

26. [14459](#) Public Hearing - New License
Sendero Inc • dba Pizza Brutta • 11% alcohol, 89% food
1805 Monroe St • Agent: Derek Lee • Estimated Capacity: 60
Class B Beer, Class C Wine
Aldermanic District 13 (Alder Kerr) • Police Sector 303
27. [14159](#) Public Hearing - New License
Madison East Beverage LLC • dba Staybridge Suites
3301 City View Dr • Agent: Lisa Betow • Estimated Capacity: 90 guest rooms
Class C Wine
Aldermanic District 17 (Alder Clausius) • Police Sector 519
28. [14451](#) Public Hearing - New License
DGN Enterprise Inc • dba Rosati's Pizza • 3% alcohol, 97% food
6644 Mineral Point Rd • Agent: John Horner • Estimated Capacity: 24
Class B Beer, Class C Wine
Aldermanic District 19 (Alder Clear) • Police Sector 112

29. [14462](#) Public Hearing - New License (Changing from LLC to Inc.)
Verona Rd BP Mart Inc. • dba Verona Rd BP Mart
4501 Verona Rd • Agent: Suchinder Singh
Class A Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 105
30. [14463](#) Public Hearing - New License (Changing from LLC to Inc.)
SPS Self Service Inc • dba Marathon
4602 Verona Rd • Agent: Suchinder Singh
Class A Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 105
31. [14452](#) Public Hearing - New License
R&T Enterprises LLC • dba JT Whitney's Pub & Brewery • 35% alcohol, 65%
food, 5% Other
674 S Whitney Way • Agent: Richard Becker • Estimated Capacity: 410
Class B Combination Liquor & Beer & Wholesaler
Aldermanic District 19 (Alder Clear) • Police Sector 113
32. [14453](#) Public Hearing - New License
CTAWT LLC • dba Ha Long Bay • 20% alcohol, 80% food
1353 Williamson St • Agent: Jean Tran • Estimated Capacity: 65
Class B Beer, Class C Wine
Aldermanic District 06 (Alder Rummel) • Police Sector 410
33. [14569](#) Public Hearing - New License
Asian Persuasion, LLC • Lao Laan Xang • 20% alcohol, 80% food
2098 Atwood Ave. • Agent: Anousone Inthachinth • Estimated Capacity: 86
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Rummel) • Police Sector 410
34. [14454](#) Public Hearing - New License
Granite City Restaurant Operation Inc • dba Granite City• 16% alcohol, 84%
food
454 S Gammon Rd • Agent: Janna Watson • Estimated Capacity: 239
Class B Combination Liquor & Beer
Aldermanic District 09 (Alder Skidmore) • Police Sector 124
35. [14482](#) Public Hearing - New License
Prosit-To-You • dba Up North • 80% alcohol, 20% food
524 E Wilson • Agent: Robert Worm • Estimated Capacity: 185
Class B Combination Liquor & Beer
Aldermanic District 06 (Alder Rummel) • Police Sector 406 • Density Area
36. [14483](#) Public Hearing - New License
Prosit-To-You Inc • dba Come Back In • 60% alcohol, 40% food
508 E Wilson • Agent: Robert Worm • Estimated Capacity: 260
Class B Combination Liquor & Beer
Aldermanic District 06 (Alder Rummel) • Police Sector 406 • Density Area

37. [14567](#) Public Hearing - New License
HML, LLC • dba Electric Earth Cafe • 20% alcohol, 80% food
546 W. Washington Ave. • Agent: Sean Lee • Estimated Capacity: 78
Class B Beer
Aldermanic District 4 (Alder Verveer) • Police Sector 404
38. [14577](#) Public Hearing - New License
Lin, Guo Zhi • dba QQ Asian Buffet • 5% alcohol, 95% food
1291 N. Sherman Ave. • Estimated Capacity: 168
Class B Beer, Class C Wine
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503
39. [14455](#) Public Hearing - New License
Aebly Enterprises LLC • dba La Zacatecana
4915 Commercial Ave • Agent: Humberto Macias
Class A Beer
Aldermanic District 03 (Alder Cnare) • Police Sector 609
40. [14578](#) Public Hearing - New License
Antojitos El Toril, LLC • dba Antojitos El Toril • 20% alcohol, 80% food
515 Cottage Grove Rd. • Agent: Jose Gonzalez • Estimated Capacity: 60
Class B Combination Liquor & Beer
Aldermanic District 15 (Alder Palm) • Police Sector 613
41. [14456](#) Public Hearing - New License
Legends Unlimited Inc • dba Legends Unlimited • 20% alcohol, 80% food
439 Grand Canyon Dr • Agent: Ajdini Abdula • Estimated Capacity: 180
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113
42. [14476](#) Public Hearing - New License
El Pastor Inc • dba El Pastor • 20% alcohol, 80% food
2010 S Park St • Agent: Rosalino Antonio-Ruiz • Estimated Capacity: 78
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Kerr) • Police Sector 309
43. [14477](#) Public Hearing - New License
Guanajuato of Madison Inc • dba Guanajuato Groceries
916 S Whitney Way • Agent: Maria Silva
Class A Beer
Aldermanic District 01 (Alder Sanborn) • Police Sector 115
44. [14478](#) Public Hearing - New License
Guanajuato of Madison Inc • dba Guanajuato Supermercado
1326 S Midvale Blvd • Agent: Maria Silva
Class A Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 106

45. [14479](#) Public Hearing - New License
Guanajuato of Madison Inc • dba Taqueria Guanajuato • 20% alcohol, 80% food
1318 S Midvale Blvd • Agent: Maria Silva • Estimated Capacity: 60
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Solomon) • Police Sector 106
46. [14480](#) Public Hearing - New License
Sam and Ben Enterprises LLC • dba China One • 1% alcohol, 99% food
518 Grand Canyon Dr • Agent: Qiufang Chen • Estimated Capacity: 360
Class B Beer, Class C Wine
Aldermanic District 19 (Alder Clear) • Police Sector 113
47. [14484](#) Public Hearing - New License
TK JMPK LLC • dba Tilted Kilt - West • 40% alcohol, 58% food, 2% Other
420 Gammon Pl • Agent: Robert Rynes • Estimated Capacity: 199
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113
48. [14580](#) Public Hearing - New License
LSI Group, LLC • dba Europa • 89% alcohol, 10% food, 1% other
6676 Odana Rd. • Agent: Kami Eshraghi • Estimated Capacity: 420 (main floor), 300 (banquet)
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Clear) • Police Sector 113

21+ Entertainment License

49. [14656](#) 21+ Entertainment License
LSI Group LLC • dba Europa • Capacity: 720
6676 Odana Rd • Agent: Kami Eshraghi
Class B Combination Liquor & Beer • 89% alcohol, 10% food, 1% Other
Aldermanic District 19 (Alder Clear) • Police Sector 113

Operator's License Applications

50. [14255](#) Operator License Application
Sarah Hoffmaster - Establishment where employed: Tilted Kilt East
51. [14258](#) Operator License Application
Roy Schmitz - Establishment where employed: Edgewater Hotel
52. [14640](#) Operator License Application
Daniel Brown - Establishment where employed: Lazy Oaf Lounge
53. [14641](#) Operator License Application
Daniel Blake - Establishment where employed: Applebees

Separated License Renewals

54. [14783](#) Separated Liquor License Renewal
Azzalino's Bar and Grill LLC • dba Azzalino's • Capacity: 80
416 S Park St • Agent: Gerald Canon
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 13 (Alder Kerr) • Police Sector 305
Separation requested by Alder Kerr
55. [14784](#) Separated Liquor License Renewal
Brothers of Wisconsin Inc • dba Brothers • Capacity: 300
704 University Ave • Agent: Mark Fortney
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 08 (Alder Eagon) • Police Sector 402
Separation requested by Katherine Plominski.
56. [14781](#) Separated Liquor License Renewal
Liquor Baron LLC • dba Liquor Baron
2929 E Washington Ave • Agent: Jeremiah Hopwood
Class A Beer, Class A Liquor
Aldermanic District 15 (Alder Palm) • Police Sector 603
Separation requested by Alder Palm.
57. [14782](#) Separated Liquor License Renewal
Grid LLC • dba Grid Iron • Capacity: 150
1509 Monroe St • Agent: Robert Sieger
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 13 (Alder Kerr) • Police Sector 303
Separation requested by Alder Kerr.
58. [14785](#) Separated Liquor License Renewal
Orpheum Theatre Company of Madison Inc • dba Orpheum Theatre •
Capacity: 2000
216 State St • Agent: Eric Fleming
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 04 (Alder Verveer) • Police Sector 406
Separation requested by Katherine Plominski.
59. [14786](#) Separated Liquor License Renewal
McGoff LLC • dba Stadium Bar & Eatery • Capacity: 255
1410 Monroe St • Agent: Thomas Beach
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 05 (Alder Bidar-Sielaff) • Police Sector 402
Separation requested by Katherine Plominski.

60. [14787](#) Separated Liquor License Renewal
TC Visions Inc • dba Visions Nightclub • Capacity: 140
3554 E Washington Ave • Agent: Thomas Reichenberger
Class B Combination Liquor & Beer • 100% alcohol
Aldermanic District 17 (Alder Clausius • Police Sector 513
Separation requested by Katherine Plominski.
61. [14788](#) Separated Liquor License Renewal
MKS Petroleum LLC • dba Williamson Mini Mart
1130 Williamson St • Agent: Kuldeep Mavi
Class A Beer
Aldermanic District 06 (Alder Rummel) • Police Sector 408
Separation requested by Alder Rummel.
62. [14795](#) Separated Liquor License Renewal
Kollege Klub Inc • dba Kollege Klub • Capacity: 305
529 N Lake St • Agent: Bruce Meier
Class B Combination Liquor & Beer • 81% alcohol, 19% food
Aldermanic District 08 (Alder Eagon) • Police Sector 403
Separation requested by Katherine Plominski.
63. [14822](#) Separated Liquor License Renewal
Field Pass LLC • dba The Field Pass • Capacity: 550
702 W Johnson St • Agent: Matt Brink
Class B Combination Liquor & Beer • 37% alcohol, 60% food, 3% Other
Aldermanic District 08 (Alder Eagon) • Police Sector 402
Separation requested by Alder Verveer.
64. [14823](#) Separated Liquor License Renewal
One-Eleven Inc • dba Club One-Eleven • Capacity: 320
111 W Main St • Agent: Glenn Jahns
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Aldermanic District 04 (Alder Verveer) • Police Sector 405
Separation requested by Alder Verveer.

Action Item

65. [13568](#) Exploring an increase in the cost of Reserve Liquor Licenses
66. [14408](#) Amending Section 38.10(1)(ar) of the Madison General Ordinances relating to the issuance of a summons in retail alcohol beverage license revocation or suspension actions.
Sponsors: Michael E. Verveer and Michael Schumacher
67. [14805](#) To grant Class A Liquor, Class A Beer, Class B Beer, Class B Combination Liquor & Beer, Class C Wine, Wholesale Beer 2009-2010 License Renewals with restrictions as previously approved and to include any change of corporate structure and amended conditions as set forth in the report.

Discussion Items

- 68. [11648](#) Discussion and Appointment of Members to Subcommittees
- 69. [13569](#) ALRC License Suspension/Revocation Hearing Guidelines
- 70. [13630](#) Alcohol License Disciplinary Procedures

Report of the Alcohol Policy Coordinator

- 71. [14796](#)

Report of the City Attorney

- 72. [08455](#) Summary of Recent Office Enforcement Actions.

Report of Madison Police Department

- 73. [14797](#) Incident Report

Report of City Clerk's Office

- 74. [14798](#) Summary of Licenses Issued

Adjournment