



# City of Madison

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

## Agenda - Amended

### 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](http://www.madisoncitychannel.tv).*

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Wednesday, January 19, 2011

5:30 PM

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

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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 at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

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 peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

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

Applications will go to the Common Council Meeting of February 1, 2011.

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.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**Call to Order/Roll Call**

**Approval of Minutes**

December 15, 2010: <http://legistar.cityofmadison.com/calendar/#current>

**Public Comment**

**Disclosures and Recusals**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**Change of Agent**

1. [20921](#) Change of Agent  
Ultra Mart Foods, LLC • dba Copps Food Center • 620 S Whitney Way  
New Agent: Catherine Maestas  
Class A Liquor and Class A Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 113

**Change of Corporate Control**

2. [20990](#) Change of Corporate Control  
Brothers of Wisconsin Inc • dba: Brothers Bar & Grill  
704 University Ave • Agent: Eric M Fortney  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 8 (Alder Eagon) • Police Sector 402  
0 new officer(s)

**21+ Entertainment License**

3. [20986](#) 21+ Entertainment License  
BAT Inc • dba Madhatter • Capacity: 200  
322 W Gorham St • Agent: Ted Gervasi  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**18+ Performing Arts License**

4. [20722](#) 18+ Center for Visual & Performing Arts License  
TGRM LLC • dba TC Katz • Capacity: 240  
303 N Henry St • Agent: Ted Gervasi  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 4 (Alder Verveer ) • Police Sector 403

5. [20723](#) 18+ Center for Visual & Performing Arts License  
BAT Inc • dba Madhatter • Capacity: 200  
322 W Gorham St • Agent: Ted Gervasi  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
Applicant is withdrawing this application.

**Recessed Public Hearing**

6. [20591](#) Public Hearing - New License  
961Nolan Inc • dba Barriques  
961 South Park St • Agent: Matt Weygandt • Estimated Capacity: 150  
Class B Combination Liquor & Beer • 9% alcohol, 88% food, 3% other  
Aldermanic District 13 (Alder Kerr) • Police Sector 306 • Density Area

**Public Hearing**

7. [20913](#) Public Hearing - New License  
Jose Gonzalez Arias • dba Pepe's Casa on State  
449 State St • Agent: Jose Gonzalez • Estimated Capacity: 40  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area
8. [20915](#) Public Hearing - New License  
Faouzi LLC • dba Faouzi's Restaurant  
4245 W Beltline Hwy • Agent: Said Ridi • Estimated Capacity: 85  
Class B Beer and Class C Wine • 10% alcohol, 90% food  
Aldermanic District 10 (Alder Solomon) • Police Sector 104
9. [20917](#) Public Hearing - New License  
Puerto Escondido LLC • dba Puerto Escondido Mexican Restaurant  
2705 W Beltline Hwy • Agent: Luis Gonzalez • Estimated Capacity: 100  
Class B Beer and Class C Wine • 10% alcohol, 90% food  
Aldermanic District 14 (Alder Bruer) • Police Sector 308
10. [20919](#) Public Hearing - New License  
Stalzy's Deli LLC • dba Stalzy's Deli  
2701 Atwood Ave • Agent: Corbin Reynolds • Estimated Capacity: 60  
Class B Combination Liquor & Beer • 5% alcohol, 85% food, 10% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 601
11. [20920](#) Public Hearing - New License  
Target Corporation • dba Target Store T-2765  
750 Hilldale Way • Agent: Christopher Perras  
Class A Liquor and Class A Beer  
Aldermanic District 11 (Alder Schmidt) • Police Sector 108

**Operator's License Applications**

- 12. [20732](#) Operator License Application  
Levonte L Payton - Establishment where employed: Stop-N-Go  
Referred from December ALRC meeting.
- 13. [20983](#) Operator License Application  
Heather Zvara - Establishment where employed: Pedro's East
- 14. [20984](#) Operator License Application  
Benjamin Duane - Establishment where employed: Kelley Williamson
- 15. [20985](#) Operator License Application  
Brittany Coenen - Establishment where employed: Kelley's

**Discussion Items**

- 16. [18883](#) Discussion of Sentencing Guidelines for Liquor License Non-Renewals.

**Report of the Subcommittee on Downtown Alcohol Issues & Ordinances**

- 17. [19841](#) Final report from the Subcommittee on Downtown Alcohol Issues and Ordinances.

**Report of Madison Police Department**

- 18. [20981](#) Summary of Recent Calls for Service.

**Report of City Clerk's Office**

- 19. [20982](#) Summary of Licenses Issued.

**Adjournment**