



# City of Madison

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

## Agenda - Amended

### ALCOHOL LICENSE REVIEW COMMITTEE

---

Wednesday, July 18, 2012

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 260 (Madison Municipal Building)

---

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 toj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Contact the City Clerk's Office at (608) 266-4601.

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).

Applications will go to the Common Council Meeting of August 7, 2012.

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

June 27, 2012: <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.

### Public Hearing

The Alcohol License Review Committee uses a consent agenda, which means that the Committee can consider any item at 5:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

### 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 separated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

### Changes of Corporate Control

1. [27068](#) Change of Corporate Control  
Open Pantry Food Marts of Wisconsin Inc  
• Open Pantry Food Mart #1335, 2216 University Ave  
• Open Pantry Food Mart #1215, 1412 Pflaum Rd  
Class A Beer  
Aldermanic Districts 5 and 15 (Alders Bidar-Sielaff, Palm )  
Police Sectors 301, 616  
1 new officer: Justin Borchardt

### Change of Licensed Premise

2. [26703](#) Change of Licensed Premises  
Madison Mallards LLC • Madison Mallards  
Current Capacity: 6, 750 • Proposed Capacity: 10,000  
2920 N Sherman Ave • Agent: Vern Stenman  
Class B Combination Liquor & Beer  
Aldermanic District (Alder Rhodes-Conway ) • Police Sector 505  
Request to allow additional capacity and additional beer stations 08/09/12,  
2:30PM - 10:30PM

#### Legislative History

6/27/12	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
---------	-------------------------------------	--

3. [26843](#) Change of Licensed Premises  
TGRM LLC • dba Sotto • 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  
Add outdoor patio seating, add 20 outdoor capacity to current  
indoor capacity.

**Legislative History**

6/27/12	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
---------	-------------------------------------	--

**Items Referred**

4. [24399](#) Complaint for Suspension of:  
Brice P's Inc • dba Regent Street Retreat (The Annex)  
1206 Regent Street • Agent: Bruce Gerhartz  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 8 (Alder Resnick) • Police Sector 402

**Legislative History**

11/30/11	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
12/21/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE Re-refer to the 3-14-12 Alcohol License Review Committee. - Respondent accepted delivery of the complaint and entered a plea of Not Guilty.
3/14/12	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE Re-refer to the Alcohol License Review Committee meeting on 4-25-2012.
4/25/12	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE <i>Alcohol License Review Committee meets on 6/11/12, so a recommendation will be made from the floor.</i>
6/27/12	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

5. [24400](#) Composition of and scheduling for Alcohol License ad hoc subcommittee to  
conduct evidentiary hearing(s) on current revocation and/or suspension actions  
and make a licensing report to the ALRC.

**Legislative History**

12/21/11	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE Re-refer to the 3-14-12 Alcohol License Review Committee.
4/25/12	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

6/27/12 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

6. [26149](#) Request that the Finance Office audit Logans Madtown LLC, dba Logans, 322 W. Johnson St.  
Finished report to be presented

### Recessed Public Hearing

7. [26521](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35851  
2216 University Ave • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 301

#### Legislative History

5/29/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

6/12/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

6/27/12 ALCOHOL LICENSE REVIEW COMMITTEE RECOMMEND TO COUNCIL TO  
RE-REFER - RECESSED PUBLIC  
HEARING to the ALCOHOL LICENSE  
REVIEW COMMITTEE  
*regular July 2012 meeting*

7/3/12 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE  
*Alcohol License Review Committee (7/18/12), Common Council Meeting  
(8/7/12)*

8. [26522](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35849  
1412 Pflaum Rd • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 15 (Alder Palm) • Police Sector 616

#### Legislative History

5/29/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

6/12/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

6/27/12 ALCOHOL LICENSE REVIEW COMMITTEE RECOMMEND TO COUNCIL TO  
RE-REFER - RECESSED PUBLIC  
HEARING to the ALCOHOL LICENSE  
REVIEW COMMITTEE  
*regular July 2012 meeting*

7/3/12 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE  
*Alcohol License Review Committee (7/18/12), Common Council Meeting  
(8/7/12)*

**Transfer of License Location - Public Hearing**

9. [26894](#) Transfer of Location of Liquor/Beer License  
Steve's Liquors West, Inc. • Steve's Wine Beer Spirit • Capacity:N/A  
Current Address: 8302 Mineral Point Rd; Proposed Address: 122 Junction Rd  
Agent: Karen Eigenberger  
Class A Liquor & Beer  
Aldermanic District 9 (Alder Skidmore) • Police Sector 128  
Request to transfer license.

**Legislative History**

6/27/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*  
7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

**New License - Public Hearing**

10. [26895](#) Public Hearing - New License  
Las Islas Del Mar LLC • Las Islas Del Mar • Capacity:120  
5696 Monona Dr • Agent: Mayra Fernandez  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Aldermanic District 16 (Alder Johnson) • Police Sector 616

**Legislative History**

6/27/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*  
7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

11. [26896](#) Public Hearing - New License  
Matterhorn Ventures Group LLC • Roast Public House  
529 State St • Agent: Henry Aschauer • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 39% alcohol, 60% food, 1% other  
Aldermanic District 4 (Alder Verveer ) • Police Sector 403 • Density Area

**Legislative History**

6/27/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*  
7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

12. [26898](#) Public Hearing - New License  
Karben4 Brewing, LLC • Karben4 Brewing  
3698 Kinsman Blvd • Agent: Erin Ogden • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 95% alcohol, 4% food, 1% other  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 514

**Legislative History**

6/27/12	Clerk's Office <i>Alcohol License Review Committee Public Hearing</i>	Referred for Introduction
7/3/12	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

13. [26900](#) Public Hearing - New License  
AJ Bombers MSN, LLC • AJ Bombers  
201 W Gorham St • Agent: Joseph J. Sorge, Jr • Estimated Capacity: 137  
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area

**Legislative History**

6/28/12	Clerk's Office <i>Alcohol License Review Committee Public Hearing</i>	Referred for Introduction
7/3/12	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

14. [26901](#) Public Hearing - New License  
A Good Sign LLC • Pizza Extreme  
1614 Monroe St • Agent: Philip Scott Booras • Estimated Capacity: Not  
indicated  
Class B Beer • 60% alcohol, 40% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 301

**Legislative History**

6/28/12	Clerk's Office <i>Alcohol License Review Committee Public Hearing</i>	Referred for Introduction
7/3/12	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [26904](#) Public Hearing - New License  
Orpheum of Madison, Inc. • Orpheum Theatre  
216 State Street • Agent: Olesya Kuzmenko • Estimated Capacity: 2,000  
Class B Combination Liquor & Beer • 45% alcohol, 40% food, 15% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 406 • Density Area

**Legislative History**

6/28/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

16. [26905](#) Public Hearing - New License  
DLUX of Madison, LLC • DLUX  
117 Martin Luther King Jr Blvd • Agent: Thomas Ray • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

**Legislative History**

6/28/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

17. [26906](#) Public Hearing - New License  
First Madco, Inc • Rocky Rococo Pan-Style Pizza  
1301 Regent St • Agent: Wayne Mosley • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 3% alcohol, 97% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 303

**Legislative History**

6/28/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

18. [26907](#) Public Hearing - New License  
Khullar Group #12 Inc. • Race Mart 12  
4102 Commercial Ave • Agent: Ram Rakha Khullar • Estimated Capacity: N/A  
Class A Liquor & Class A Beer  
Aldermanic District 15 (Alder Palm) • Police Sector 607

**Legislative History**

6/28/12 Clerk's Office Referred for Introduction  
*Alcohol License Review Committee Public Hearing*

7/3/12 COMMON COUNCIL Referred for Public Hearing to the  
ALCOHOL LICENSE REVIEW  
COMMITTEE

19. [26908](#) Public Hearing - New License  
La Guanajuatence LLC • La Guanajuatence Restaurant & Bar  
1318 S Midvale Blvd • Agent: Miguel Caviedes • Estimated Capacity: 50  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 10 (Alder Solomon) • Police Sector 106

**Legislative History**

6/28/12	Clerk's Office	Referred for Introduction <i>Alcohol License Review Committee Public Hearing</i>
7/3/12	COMMON COUNCIL	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE

**Appeal of Chief's Security Plan**

- 19a. [27095](#) Chief's Security Plan Appeal  
Wiggies Inc • dba Wiggies  
1901 Aberg Avenue • Agent: David Wiganowsky  
Class B Combination Liquor & Beer • 95% alcohol, 5% food  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503

**Operator License - Appearance Requested**

20. [27069](#) Operator License Application  
Mitchell Kowaleski  
Establishment where employed: VFW Post 1318

**Report of the Alcohol Policy Coordinator**

21. [26789](#) Audit Process Update
22. [27080](#) Downtown Hospitality Council update

**Report of Madison Police Department**

23. [25908](#) Summary of recent calls for service

**Report of City Clerk's Office**

24. [25909](#) Summary of Licenses Issued

**Adjournment**