



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, August 19, 2015

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 immediately.

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Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntauv, cov ntaub ntauv 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.

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 September 1, 2015

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**

July 15, 2015: <http://madison.legistar.com/Calendar.aspx>

#### **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

### Temporary Class B Concurrent with Street Use

1. [39567](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Applicant: Jazz at Five Inc  
Event Location: 100 block of State St.  
Event Date: 9/2/15  
Aldermanic District 4 (Alder Verweer)  
Police District: 406  
Event: Jazz at Five

### Changes of Agent

2. [39616](#) Change of Agent  
BAT Inc • dba Madhatter  
322 W Gorham St  
New Agent: Susan McKinney  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verweer)
3. [39617](#) Change of Agent  
Kwik Trip Inc • dba Tobacco Outlet Plus 529  
3868 E Washington Ave  
New Agent: David P Doelger  
Class A Beer  
Aldermanic District 17 (Alder Baldeh)

4. [39618](#) Change of Agent  
Kwik Trip Inc • dba Tobacco Outlet Plus 514  
1113 N Sherman Ave #A  
New Agent: Joshua Gordon Wurtz  
Class A Beer  
Aldermanic District 12 (Alder Palm)
  
5. [39619](#) Change of Agent  
Charleys of Madison LLC • dba The Fountain  
122 State St  
New Agent: Luke Kuehling  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)
  
6. [39620](#) Change of Agent  
Minerva Indian Cuisine Inc • dba Minerva Indian Cuisine  
515 Junction Rd Ste A  
New Agent: Deepa Ramarajan  
Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Skidmore)

**Changes of Corporate Officers**

7. [39570](#) Entity Reorganization  
Minerva Indian Cuisine Inc • dba Minerva Indian Cuisine  
515 Junction Rd, Suite A  
Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Skidmore)  
1 new officer, remove 1 officer
  
8. [39613](#) Entity Reorganization  
Trader Joe's East Inc • dba Trader Joe's #712  
1810 Monroe St  
Class A Liquor & Class A Beer  
Aldermanic District 13 (Alder Eskrich)  
1 new officer, remove 1 officer.
  
9. [39614](#) Entity Reorganization  
BAT Inc • dba Madhatter  
322 W Gorham St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
1 new officer, remove 1 officer

**Change of DBA**

10. [39569](#) Business Name Change  
Segredo Inc • Current dba: Segredo/Liquid  
624 University Ave  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
New dba: Liquid/Ruby

**Change of Licensed Premise**

11. [38790](#) Change of Licensed Premise  
Blue Bandit Inc • dba Argus Bar & Grille • Capacity: 180  
123 E Main St • Agent: Rick Brahmer  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Extend outdoor seating to roof patio.

**Legislative History**

6/17/15	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/15/15	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

12. [39603](#) Change of Licensed Premise  
Weary Traveler Freehouse • dba Weary Traveler Freehouse  
Capacity: 99 indoor/149 outdoor  
1201 Williamson St • Agent: Bregan Fuller  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
Create an adjacent private dining room.

13. [39604](#) Change of Licensed Premise  
Stalzy's Deli LLC • dba Stalzy's Deli  
Capacity: 60 indoor/300 outdoor  
2701 Atwood Ave • Agent: Corbin Reynolds  
Class B Combination Liquor & Beer • 10% alcohol, 75% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 601  
Hold 5th Annual Oktoberfest event in parking lot.

- 14. [39606](#) Change of Licensed Premise  
Walmart Stores East LP • dba Walmart  
4198 Nakoosa Trl • Agent: Kyle T Jenson  
Class A Liquor, Class A Beer  
Aldermanic District 15 (Alder Ahrens) • Police Sector 607  
Expand to approximately 188,805 square feet.
  
- 15. [39607](#) Change of Licensed Premise  
Compass Group USA Inc • dba Compass Group USA Inc  
Capacity: Varies Per Location  
1000 Edgewood College Dr • Agent: Stephanie Durian  
Class B Combination Liquor & Beer • 0.3% alcohol, 99.7% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302  
Add parking lot for Family Weekend.
  
- 16. [39609](#) Change of Licensed Premise  
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  
Increase indoor capacity to 320.

**21+ Entertainment License**

- 17. [39204](#) 21+ Entertainment License  
Diego Enterprises • dba Cuco's Restaurant • Capacity: 80  
4426 Buckeye Rd • Agent: Carlos Quiroga  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

Legislative History

7/15/15	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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**New License - Public Hearing**

- 18. [39450](#) Public Hearing - New License  
Beebe Enterprises LLC • dba Mad City Frites  
320 State St • Agent: Taylor S Beebe • Estimated Capacity: 56  
Class B Beer • 20% alcohol, 80% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

Legislative History

7/27/15 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

8/4/15 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

19. [39459](#) Public Hearing - New License  
Badgerfest Inc • dba Festival Foods  
810 E Washington Ave • Agent: Paul Anderson  
Class A Liquor, Class A Beer  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

Legislative History

7/27/15 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

8/4/15 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

20. [39461](#) Public Hearing - New License  
Red Sushi 2 LLC • dba IN Restaurant  
846 E Washington Ave • Agent: Tatsiana Zhykharevich • Estimated Capacity: 150  
indoor, 50 outdoor  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

Legislative History

7/28/15 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

8/4/15 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

21. [39463](#) Public Hearing - New License  
Big Top Events LLC • dba Big Top Events  
917 E Mifflin St • Agent: Conor Caloia • Estimated Capacity: 7,720  
Class B Combination Liquor & Beer • 13% alcohol, 47% food, 40% other  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

Legislative History

7/28/15 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

8/4/15 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

22. [39464](#) Public Hearing - New License  
Luckys 1313 Brew Pub LLC • dba Lucky's 1313 Brew Pub  
1313 Regent St • Agent: Rodney J Ripley • Estimated Capacity: 716  
Class B Combination Liquor & Beer • 68% alcohol, 30% food, 2% other  
Aldermanic District 13 (Alder Eskrich) • Police Sector 303

**Legislative History**

7/28/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
8/4/15	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

23. [39465](#) Public Hearing - New License  
The Crafty Project LLC • dba The Crafty Project  
312 N 3rd St Suite 2 • Agent: Jennifer Gatzke • Estimated Capacity: 30  
Class B Beer, Class C Wine • 5% alcohol, 95% other  
Aldermanic District 12 (Alder Palm) • Police Sector 501

**Legislative History**

7/28/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
8/4/15	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

24. [39468](#) Public Hearing - New License  
Stag and Stein LLC • dba Freiburg Gastropub  
2616 Monroe St • Agent: Stephen Weber • Estimated Capacity: 99  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

**Legislative History**

7/28/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
8/4/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Demerit Point Assessments**

25. [39712](#) Disciplinary Matter - demerit point assessment  
BAT Inc • dba Madhatter  
322 W Gorham St  
Agent: Ted Gervasi  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

26. [39713](#) Disciplinary Matter - demerit point assessment  
Mad Towne Ventures LLC • Chasers • capacity of 144  
319 W Gorham St • Agent: William Rudy  
Class B Combination Liquor & Beer • 50% Alcohol, 50% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 403
27. [39714](#) Disciplinary Matter - demerit point assessment  
Halo of Madison LLC • dba Whiskey Jacks Saloon • Capacity: 297  
552 State St • Agent: Joshua Hurley  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 2 (Alder Zellers) • Police Sector 400
28. [39715](#) Disciplinary Matter - demerit point assessment  
Chinchilla JDK LLC • dba Red Rock Saloon • Capacity: 395  
322 W Johnson St • Agent: Jeffrey Kovacovich  
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403
29. [39716](#) Disciplinary Matter - demerit point assessment  
The Kollege Klub Inc • dba Kollege Klub  
529 N Lake St • Agent: Jordan Meier • Estimated Capacity: 305  
Class B Combination Liquor & Beer • 75% alcohol, 20% food 5% other  
Aldermanic District 8 (Alder Wood) • Police Sector 403
30. [39717](#) Disciplinary Matter - demerit point assessment  
State Street Brathaus of Madison, Inc. • dba State Street Brats • capacity 450  
603 State Street • Agent: Kelly Meuer  
Class B Combination Liquor & Beer • 48% alcohol, 52% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403
31. [39718](#) Disciplinary Matter - demerit point assesement  
Happy Sunshine Academy LLC • dba Alpine Liquors  
6420 Cottage Grove Rd Suite 2 • Agent: Theodore Wallace  
Class A Beer, Class A Liquor  
Aldermanic District 03 (Alder Hall) • Police Sector 627

**Report of Madison Police Department**

32. [34003](#) Summary of recent calls for service

**Report of City Clerk's Office**

33. [28524](#) Summary of licenses issued



**Report of the Chair**

- 34. [39729](#) Summary of discussion with Mayor Soglin on Alcohol License Review Committee (ALRC) membership, State Street Commercial Property initiatives and ALRC operations.
- 35. [39730](#) Discussion of Alcohol License Review Committee (ALRC) membership with ALRC members.
- 36. [39731](#) Discussion of potential Alcohol License Review Committee outreach efforts to neighborhood associations.
- 37. [39732](#) Discussion of City Clerk data on license conditions, capacity and outside seating.
- 38. [39733](#) Discussion of City Attorney routine report to the Alcohol License Review Committee.

**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.

- 39. [38573](#) Operator License Application  
Applicant - Harmanjit Singh  
Legislative History

6/17/15	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/15/15	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
- 40. [39278](#) Operator License Application  
Applicant - Joseph Fernholz

41. [39317](#) Operator License Application  
Applicant - Paul E Walker  
**Legislative History**  
7/15/15 ALCOHOL LICENSE REFER TO THE ALCOHOL LICENSE REVIEW  
REVIEW COMMITTEE COMMITTEE
42. [39621](#) Operator License Application  
Applicant - Christine K Mosher
43. [39623](#) Operator License Application  
Applicant - Sarah Zeimet

**Adjournment**