



City of Madison

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

Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, June 17, 2015

5:30 PM

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

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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.

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

Applications will go to the Common Council Meeting of July 7, 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

May 20 and June 1, 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.

Election of Chair and Vice-Chair

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. [38776](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Literacy Network
Event Location: Olbrich Park, 3527 Atwood Ave
Event Date: July 30, 2015
Aldermanic District 15 (Ald. Ahrens)
Police District: 610
Event: Central Park Sessions

2. [38778](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar Inc
Event Location: Central Park, 202 S Ingersoll St
Event Date: July 9-12, 2015
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: La Fete de Marquette

3. [38779](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar Inc
Event Location: 2000 Atwood Ave
Event Date: July 25-26, 2015
Aldermanic District 6 (Ald. Rummel)
Police District: 410

Event: AtwoodFest

4. [38780](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar Inc
Event Location: 800, 900, 1000 block Williamson St
Event Date: September 19-20, 2015
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: Willy Street Fair

5. [38781](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Museum of Contemporary Art
Event Location: Capitol Square
Event Date: July 11-12, 2015
Aldermanic District 4 (Ald.)
Police District: 405
Event: Art Fair on the Square

Changes of Agent

6. [38386](#) Change of Agent
Badger Wings LLC • dba Wingstop
1234 Regent St
New Agent: Marcus Lee
Class B Beer
Aldermanic District 8 (Alder Wood)

Legislative History

5/20/15	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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7. [38768](#) Change of Agent
Francesca's Madison LLC • dba Francesca's Al Lago • 111 Martin Luther King Jr
Blvd
New Agent: Heather Imrie
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

8. [38769](#) Change of Agent
Brickhouse BBQ LLC • dba Brickhouse BBQ • 408 W Gorham St
New Agent: Matthew Bents
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

9. [38770](#) Change of Agent
Whiskey River LLC • dba Rev Jim's Roadhouse • 6402 Millpond Rd
New Agent: James R Halbach
Class B Combination Liquor & Beer
Aldermanic District 16 (Alder DeMarb)

10. [38771](#) Change of Agent
Church Key/Food Market/The Vineyard LLC • dba Church Key • 626 University Ave
New Agent: Matthew Bents
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

11. [38772](#) Change of Agent
Riley's/Badger Liquor LLC • dba Badger Liquor • 402 State St
New Agent: Matthew Bents
Class A Liquor, Class A Beer
Aldermanic District 4 (Alder Verveer)

12. [38773](#) Change of Agent
Riley's/Badger Liquor LLC • dba Riley's Wines of the World • 402 W Gorham St
New Agent: Matthew Bents
Class B Liquor, Class A Beer
Aldermanic District 4 (Alder Verveer)

13. [38774](#) Change of Agent
Church Key/Food Market/The Vineyard LLC • dba The Vineyard • 626 University Ave
New Agent: Matthew Bents
Class A Liquor, Class A Beer
Aldermanic District 4 (Alder Verveer)

14. [38775](#) Change of Agent
Samba LLC • dba Samba Brazilian Grill • 240 W Gilman St
New Agent: Matthew Bents
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Zellers)

15. [38801](#) Change of Agent
Bon Appetit Catering LLP • dba Chez Nanou • 805 Williamson St
New Agent: Anne Marie Rieunier
Class B Beer, Class C Wine

Aldermanic District 6 (Alder Rummel)

Entity Reorganization

16. [38794](#) Entity Reorganization
GMRI Inc • dba The Olive Garden Italian Restaurant #1316
7017 Mineral Point Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Remove 2 officers.

17. [38796](#) Entity Reorganization
Bolla Inc • dba Maharana Indian Restaurant
1707 Thierer Rd
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Add 1 officer, remove 1 officer.

18. [38797](#) Entity Reorganization
Select Hotels Group LLC • dba Hyatt Place Madison
333 W Washington Ave
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Add 3 officers, remove 4 officers.

19. [38798](#) Entity Reorganization
Nolen Hotel Investment LLC • dba Holiday Inn Express & Suites
610 John Nolen Dr
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Carter)
Add 1 new officer.

20. [38799](#) Entity Reorganization
Silly Yak Bakery & Bread Barn • dba Silly Yak Bakery
7866 Mineral Point Rd
Class A Beer
Aldermanic District 9 (Alder Skidmore)
Add 1 new officer.

21. [38800](#) Entity Reorganization
Bon Appetit Catering LLP • dba Chez Nanou
805 Williamson St
Class B Beer, Class C Wine
Aldermanic District 6 (Alder Rummel)

Remove 1 Officer.

22. [38802](#) Entity Reorganization
Henry Vilas Park Zoological Society • dba Henry Vilas Park Zoological Society
606 S Randall Ave
Class B Beer, Class C Wine
Aldermanic District 6 (Alder Eskrich)
Add 2 new officers, remove 1 officer.

Change of Licensed Premise

23. [38782](#) Change of Licensed Premise
Tip Top Tap Inc • dba Tip Top Tap • Capacity: 80
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 52% alcohol, 47% food
Aldermanic District 12 (Alder Palm) • Police Sector 502
Add former barber shop next door to premises. Increase capacity to 99.
24. [38784](#) Change of Licensed Premise
608 LLC • dba 608 • Capacity: 85
212 State St • Agent: Jonathan Enriquez
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406
Add outdoor sidewalk cafe with capacity of 12.
25. [38786](#) Change of Licensed Premise
Segredo LLC • dba Segredo • Capacity: 720
624 University Ave • Agent: Gregory Kostis
Class B Combination Liquor & Beer • 60% alcohol, 40% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Expanding bathrooms and increasing capacity from 720 to 960.
26. [38788](#) Change of Licensed Premise
Select Hotels Group LLC • dba Hyatt Place Madison • Capacity: 670
333 W Washington Ave • Agent: Mark Neubauer
Class B Combination Liquor & Beer • 22% alcohol, 62 % food
Aldermanic District 4 (Alder Verveer) • Police Sector 405
Add 100 square foot lobby-patio area to allow alcohol.
27. [38790](#) Change of Licensed Premise
Blue Bandit • 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.

Change of Licensed Conditions

- 28. [38792](#) Change of Licensed Conditions
SHM Investment • dba Stop n Shop
312 E Mifflin St • Agent: Rajan Talwar
Class A Liquor, Class A Beer
Aldermanic District s (Alder Zellers) • Police Sector 406
Request to remove Condition #1 and allow the sale of liquor.

21+ Entertainment License

- 29. [38803](#) 21+ Entertainment License
Winedown LLC • dba Winedown • Capacity: 300
118 State St • Agent: Jennie Shufelt
Class B Beer, Class C Wine • 50% alcohol, 50% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406
- 30. [38804](#) 21+ Entertainment License
Blair Street BBQ • dba Blair Street BBQ • Capacity: 90
605 E Washington Ave • Agent: Clifford Fisher
Class B Combination Liquor & Beer • 20% alcohol, 75% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Items Referred

- 31. [38141](#) Amending Section 33.02 of the Madison General Ordinances to revise the composition of the Alcohol License Review Committee.

Sponsors: Paul R. Soglin

Legislative History

4/23/15	Attorney's Office/Approval Group Alcohol License Review Committee, Common Council Organizational Committee	Referred for Introduction
5/5/15	COMMON COUNCIL Additional referral to Common Council Organizational Committee	Referred to the ALCOHOL LICENSE REVIEW COMMITTEE
5/5/15	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE
5/19/15	COMMON COUNCIL ORGANIZATIONAL COMMITTEE	Re-refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE

5/20/15 ALCOHOL LICENSE REVIEW COMMITTEE Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

New License - Public Hearing

32. [38575](#) Public Hearing - New License
Club LaMark LLC • dba Club LaMark
1525 N Stoughton Rd • Agent: Stanley Otis
Estimated Capacity: 85
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 516

Legislative History

5/21/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing
6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

33. [38576](#) Public Hearing - New License
Apollo Coffee Company LLC • dba The Froth House
11 N Allen St • Agent: Christine Lemmenes
Estimated Capacity: 50
Class B Combination Liquor & Beer
4% alcohol, 46% food, 50% other
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 301

Legislative History

5/21/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing
6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

34. [38577](#) Public Hearing - New License
Rockhound Brewing Company LLC • dba Rockhound Brewing Company
444 S Park St • Agent: Nathan Warnke
Estimated Capacity: 150
Class B Combination Liquor & Beer
65% alcohol, 30% food, 5% other
Aldermanic District 13 (Alder Eskrich) • Police Sector 305

Legislative History

5/21/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing
6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

35. [38578](#) Public Hearing - New License
TOTW LLC • dba Hamilton's on the Square
101 N Hamilton St • Agent: Joshua Kregness • Estimated Capacity: 80
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406

Legislative History

5/21/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/2/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

36. [38579](#) Public Hearing - New License
Buraka LLC • dba Buraka
1210 Williamson St • Agent: Markos Regassa
Estimated Capacity: 119
Class B Combination Liquor & Beer
30% alcohol, 65% food, 5% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Legislative History

5/21/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/2/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

37. [38580](#) Public Hearing - New License
Robin Room LLC • dba Robin Room
821 E Johnson St #B • Agent: Chad Vogel
Estimated Capacity: 40
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 2 (Alder Zellers) • Police Sector 407

Legislative History

5/21/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/2/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

38. [38587](#) Public Hearing - New License
El Sabor de Puebla LLC • dba El Sabor de Puebla
1133 Williamson St • Agent: Reyna Gonzalez • Estimated Capacity: 50
Class B Beer & Class C Wine • 10% alcohol, 90% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Legislative History

5/22/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing

6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

39. [38591](#) Public Hearing - New License
Next Five LLC • dba The Double U
620 University Ave • Agent: William Rudy • Estimated Capacity: 384
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

Legislative History

5/22/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing

6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

40. [38595](#) Public Hearing - New License
620 University LLC • dba The Corner Tap
322 W Gorham St • Agent: William Rudy • Estimated Capacity: 314
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

Legislative History

5/22/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing

6/2/15 COMMON COUNCIL Referred for Public Hearing to the ALCOHOL
LICENSE REVIEW COMMITTEE

41. [38596](#) Public Hearing - New License
Winedown LLC • dba Winedown
118 State St • Agent: Jennie Shufelt • Estimated Capacity: 300
Class B Beer & Class C Wine • 50% alcohol, 50% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406

Legislative History

5/22/15 Clerk's Office Referred for Introduction
Alcohol License Review Committee Public Hearing

6/2/15 COMMON COUNCIL Referred to the ALCOHOL LICENSE
REVIEW COMMITTEE

42. [38597](#) Public Hearing - New License
The Morrison Group Inc • dba Vom Fass USA
127 State St Ste 102-103 • Agent: Ashley S. Morrison • Estimated Capacity: 25
Class B Combination Liquor & Beer • 5% alcohol, 95% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Legislative History

5/22/15	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/2/15	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Special Request for Appearance

43. [38938](#) Riley's/Badger Liquor LLC • dba Badger Liquor
402 State St
Class A Beer, Class A Liquor
Potential license condition alterations.
44. [38939](#) City View Market Inc • dba Capitol Centre Market
111 N Broom St
Class A Beer, Class A Liquor
Potential license condition alterations.
45. [38941](#) Wisconsin CVS Pharmacy LLC • dba CVS Pharmacy #4930
2 S Bedford St
Class A Beer, Class A Liquor
Potential license condition alterations.
46. [38943](#) Kelley Williamson Co • dba Mobil Mart
636 W Washington Ave
Class A Beer, Class A Liquor
Potential license condition alterations.
47. [38945](#) Riley's/Badger Liquor LLC • dba Riley's Wines of the World
402 W Gorham St
Class A Beer, Class A Liquor
Potential license condition alterations.
48. [38946](#) Mahendren Namasivayam • dba Sadhana Wine Shop
40/41 S Bassett St
Class A Beer, Class A Liquor
Potential license condition alterations.
49. [38947](#) Church Key/Food Market/The Vineyard LLC • dba The Vineyard
626 University Ave
Class A Beer, Class A Liquor
Potential license condition alterations.
50. [38952](#) HJ Liquors LLC • dba University Avenue Liquor
525 University Ave
Class A Beer, Class A Liquor
Potential license condition alterations.

- 51. [38953](#) Regent Street Liquor LTD • dba Regent Street Liquor
916 Regent St
Class A Beer, Class A Liquor
Potential license condition alterations.

- 52. [38957](#) Fresh City Market LLC • dba Fresh Madison Market
703 University Ave
Class B Beer, Class C Wine
Potential license condition alterations.

- 53. [38961](#) Capital One Petroleum LLC • dba Capitol One Petroleum
735 E Washington Ave
Class A Beer, Class A Liquor
Potential license condition alterations.

- 54. [38964](#) Five Corners Inc • dba Pinkus McBride Market
301 N Hamiton St
Class A Beer, Class A Liquor
Potential license condition alterations.

Discussion Items

- 55. [33451](#) 2015 Revised Entertainment Best Practices

Report of Madison Police Department

- 56. [34003](#) Summary of recent calls for service

Report of City Clerk's Office

- 57. [28524](#) Summary of licenses issued

- 58. [38911](#) Class A single-serve conditions discussion.

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.

59. [38573](#) Operator License Application
Harmanjit Singh - Establishment where employed: Stop-n-go

60. [38805](#) Operator License Application
Christine Lemmenes

Adjournment