



# City of Madison

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

## Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

*This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, July 20, 2016

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.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

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 AT&T U-Verse channel 99 or Madison City Channel at [www.cityofmadison.com/citychannel](http://www.cityofmadison.com/citychannel).

Applications will go to the Common Council Meeting of August 2, 2016.

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.

**Notified Absences: None.**

**Call to Order/Roll Call**

**Approval of Minutes**

June 15, 2016: <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.

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

## 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.

1. [43472](#) Operator License Application  
Kelly Jean Meyers - Establishment where employed: Target
  
2. [43784](#) Operator License Application  
Amber Schultz - Establishment where employed: Benvenutos
  
- 2a. [43800](#) Operator License Application  
Willliam Hoekstra- Establishment where employed: Rocky Rococo
  
- 2b. [43801](#) Operator License Application  
Matthwew M Gately - Establishment where employed: UW Madison

## Temporary Class B Concurrent with Street Use

3. [43458](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Jazz at Five Inc  
Event Location: 100 Block State Street  
Event Date: 8/10/16, 8/17/16, 8/24/16, 8/31/16, 9/7/16  
Aldermanic District 4 (Alder Verveer)  
Police District: 405  
Event: Jazz at Five
  
4. [43661](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Parks Foundation  
Event Location: 202 S Ingersoll St  
Event Date: August 21, 2016  
Aldermanic District 6 (Alder Rummel)  
Police District: 408  
Event: Yum Yum Fest

#### Entity Reorganization

5. [43462](#) Entity Reorganization  
El Sabor de Puebla LLC • dba El Sabor de Puebla  
1133 Williamson St  
Class B Beer & Class C Wine  
Aldermanic District 6 (Alder Rummel)  
Add 1 new officer and remove 1 officer.
  
6. [43463](#) Entity Reorganization  
Fraternal Order of Eagles #623 • dba Eagles Club 623  
2109 Bartillon Dr  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Baldeh)  
Add 2 new officers and remove 2 officers.
  
7. [43465](#) Entity Reorganization  
Irwin A & Robert D Goodman Community Center Inc • dba Goodman  
Community Center  
149 Waubesa St  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Add 4 new officers and remove 4 officers.

8. [43466](#) Entity Reorganization  
Bull Ring of Madison • dba Irish Pub  
317 State St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Add 2 new officers.
9. [43467](#) Entity Reorganization  
Kelley Williamson Co • dba:
- Mobil Mart, 3859 E Washington Ave, District 17 (Alder Baldeh)
  - Mobil Mart, 636 W Washington Ave, District 4 (Alder Verveer)
  - Old Sauk Mobil, 33 Junction Ct, District 9 (Alder Skidmore)
  - Mobil Mart, 8230 Watts Rd, District 9 (Alder Skidmore)
  - Mobil Mart, 2601 Shopko Dr, District 12 (Alder Palm)
  - Kelley's Market, 901 S Gammon Rd, District 1 (Alder McKinney)
- Add 1 new officer.
10. [43468](#) Entity Reorganization  
Mega Marts LLC • dba Metro Market #6434  
6010 Cottage Grove Rd  
Class B Combination Liquor & Beer  
Aldermanic District 3 (Alder Hall)  
Remove 1 officer.

#### Change of Licensed Premise

11. [43469](#) Change of Licensed Premise  
Blazin Wings Inc • dba Buffalo Wild Wings • Capacity: 312 indoor/60 outdoor  
240 East Towne Blvd • Agent: William J Wikert  
Class B Combination Liquor & Beer • 18.9% alcohol, 81.1% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 631  
Interior/exterior remodel and increased interior seat count.

Attachments: [43469 APP and FLOOR PLAN.pdf](#)

#### 21+ Entertainment License

12. [42983](#) 21+ Entertainment License  
Divine Orders Catering LLC • dba Divine Orders Catering LLC • Capacity: 75  
2122 Luann Ln • Agent: Sebrina Smith  
Class B Combination Liquor & Beer • 40% alcohol, 50% food  
Aldermanic District 14 (Alder Carter) • Police Sector 308

**Attachments:** [LICENT-2016-00386 APP and Security Plan.pdf](#)

**Legislative History**

6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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13. [43785](#) 21+ Entertainment License  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310

**Attachments:** [application](#)

**Items Referred**

- 13a. [43529](#) SUBSTITUTE Creating Section 38.05(3)(a)12. of the Madison General Ordinances to require an applicant to provide a statement of intent to operate under the alcohol license within 90 days of Common Council granting the license and if license is not issued within 90 days of said granting, the license shall be surrendered.

**Sponsors:** Michael E. Verveer, David Ahrens, Shiva Bidar-Sielaff, Sheri Carter, Barbara Harrington-McKinney, Marsha A. Rummel and Ledell Zellers

**Attachments:** [Version 1](#)

**Legislative History**

6/28/16	Attorney's Office/Approval Group Alcohol License Review Committee	Referred for Introduction
7/5/16	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

**Recessed Public Hearing**

14. [42984](#) Public Hearing - New License  
Star UWM LLC • dba 5 Star Barbeque  
605 E Washington Ave • Agent: Matthew Reich  
Estimated Capacity: 134  
Class B Beer, Class C Wine • 10% alcohol, 90% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 400

**Attachments:** [App and Floor Plan](#)  
[Sale of Membership Interest](#)

**Legislative History**

5/17/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/7/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
7/5/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [42993](#) Public Hearing - New License  
Divine Orders Catering LLC • dba Divine Orders Catering  
2122 Luann Ln • Agent: LaVerne Buchanan • Estimated Capacity: 75  
Class B Combination Liquor & Beer • 40% alcohol, 50% food, 10% other  
Aldermanic District 14 (Alder Carter) • Police Sector 308

**Attachments:** [App and Floor Plan](#)  
[42993 Additional Answers.pdf](#)  
[42993 Public Comment.pdf](#)  
[DivORdersRevisedFloorPlan.pdf](#)

**Legislative History**

5/17/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
6/7/16	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
6/15/16	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
7/5/16	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

**New License - Public Hearing**

16. [43449](#) Public Hearing - New License  
Glaze Madison One LLC • dba Glaze Teriyaki  
563 State St • Agent: David Sanborn • Estimated Capacity: 100  
Class B Combination Liquor & Beer • 2% alcohol, 98% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Attachments:** [43449 APP.pdf](#)

**Legislative History**

6/20/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

17. [43450](#) Public Hearing - New License  
Madison Express LLC • dba Holiday Inn Express and Suites Madison  
5150 High Crossing Blvd • Agent: John D Hartman • Estimated Capacity: 517  
Class B Combination Liquor & Beer • 1% alcohol, 99% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 633

**Attachments:** [43450 APP.pdf](#)

**Legislative History**

6/20/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

18. [43451](#) Public Hearing - New License  
Elies Inc • dba Elie's  
4102 Monona Dr • Agent: Vebi Hodza • Estimated Capacity: 210  
Class B Beer, Class C Wine • 20% alcohol, 80% food  
Aldermanic District 15 (Alder Ahrens) • Police Sector 613

**Attachments:** [43451 APP.pdf](#)  
[43451 Menu.pdf](#)

**Legislative History**

6/21/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

19. [43452](#) Public Hearing - New License  
Williamson Street Grocery Coop • dba Willy Street Coop  
2817 N Sherman Ave • Agent: Jennifer Skowronek  
Class A Beer and Class A Liquor  
Aldermanic District 12 (Alder Palm) • Police Sector 504

**Attachments:** [43452 APP.pdf](#)

**Legislative History**

6/21/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

20. [43453](#) Public Hearing - New License  
Hue Art Gallery LLC • dba Macha Tea Company  
823 E Johnson St, Suite 5 • Agent: Anthony Verbrick • Estimated Capacity: 40  
Class B Beer, Class C Wine • 5% alcohol, 45% food, 50% other  
Aldermanic District 2 (Alder Zellers) • Police Sector 407

**Attachments:** [43453 APP.pdf](#)  
[Macha Tea letter of support 07152016.pdf](#)  
[Macha Tea closing time agreement.pdf](#)

**Legislative History**

6/21/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

21. [43457](#) Public Hearing - New License  
Lomo TRC LLC • dba Roman Candle Pizza  
2623 Monroe St, Suite 100 • Agent: James Ember • Estimated Capacity: 95  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 302

**Attachments:** [43457 APP.pdf](#)

**Legislative History**

6/21/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE



22. [43509](#) Public Hearing - New License  
LM Madison LLC • dba Lotsa  
506 State St • Agent: Mark Karels • Estimated Capacity: 75  
Class B Beer & Class C Wine • 5% alcohol, 95% food  
Aldermanic District 2 (Alder Zellers) • Police Sector 403

**Attachments:** [App. Floor Plan. Menu](#)

**Legislative History**

6/27/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
7/5/16	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

23. [43558](#) Public Hearing - New License  
Jalapeno Mexican Grill Ltd • dba Sol Azteca Fusion Grill  
1821 S. Park St. • Agent: Maria Fernanda Velasquez Schettini  
Estimated Capacity: 160  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310

**Attachments:** [application](#)

**Legislative History**

6/29/16	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
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**Discussion Items**

24. [36923](#) Update and discussion on proposed temporary downtown moratorium.

**Attachments:** [Ground Floor Use Change over 25 years - report format 21JAN15.pdf](#)  
[Downtown Retail Letter.pdf](#)  
[Mayor Draft Moratorium Policy.pdf](#)

**Report of the Food and Alcohol Policy Director**

25. [43786](#) Madison Food and Alcohol Policy Director remarks to the committee.

**Report of Madison Police Department**

26. [34003](#) Summary of recent calls for service  
**Attachments:** [alrc 1 june 12 to 18.pdf](#)  
[alrc 2 june 12 to 18.pdf](#)  
[alrc 1 june 19 to 25.pdf](#)  
[alrc 2 june 19 to 25.pdf](#)  
[alrc 1 june 26 to july 2.pdf](#)  
[alrc 2 june 26 to july 2.pdf](#)  
[alrc 1 july 3 to 9.pdf](#)  
[alrc 1 july 3 to 9.pdf](#)

**Report of City Clerk's Office**

27. [28524](#) Summary of licenses issued  
**Attachments:** [Summary of Licenses Issued.pdf](#)

**Adjournment**