



# 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).*

---

Wednesday, March 15, 2017

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.

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.

Applications will go to the Common Council Meeting of April 18, 2017.

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**

February 15, 2017: <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. [45725](#) Operator License Application  
Robert Van Eaton
2. [46198](#) Operator License Application  
Emily George
3. [46476](#) Operator License Application  
Nathan McCollough

## Temporary Class B Concurrent with Street Use

4. [45733](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Outreach Inc  
Event Location: 100 Block of King St  
Event Date: 08/19/2017  
Aldermanic District 4 (Alder Verveer)  
Police District: 406  
Event: Woof's King St Pride
  
5. [46061](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Parks Foundation  
Event Location: John Nolen Drive (Broom to Breese)  
Event Date: June 24, 2016 (Rain Date: June 25, 2016)  
Aldermanic District 4 (Ald. Verveer)  
Police District: 306  
Event: Shake the Lake
  
6. [46062](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison's Central Business Improvement District  
Event Location: 100 Block of King Street  
Event Dates: June 23, July 14, July 28, August 4, August 18, September 15 and  
September 29, 2017  
Aldermanic District 4 (Ald. Verveer)  
Police District: 406  
Event: Live on King Street Concert Series

#### Changes of Agent

7. [46254](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 268 • 1421 Monroe St.  
New Agent: Heather Williams  
Class A Beer and Class A Liquor  
Aldermanic District 5 (Alder Bidar-Sielaff) Police Sector 402
  
8. [46257](#) Change of Agent  
Madison Concessions LLC • dba Sheraton Madison • 706 John Nolen Dr.  
New Agent: Andrew Myer  
Class B Combination Liquor & Beer  
Aldermanic District 14 (Alder Carter) Police Sector 313

#### Changes of Corporate Control

9. [46258](#) Entity Reorganization  
Red Zone of Madison Inc. • dba Red Zone  
1212 Regent St.  
Class B Combination Liquor & Beer  
Aldermanic District 8 (Alder Wood) Police Sector 402  
1 new officer

**Business Name Change**

10. [46256](#) Business Name Change  
Gallery 1444 LLC • Current dba: The Blind Pig  
1444 E. Washington Ave.  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Zellers) Police Sector 409  
New dba: Maria's

**Items Referred**

11. [45218](#) Change of Licensed Conditions  
E Washington Liquor Inc. • dba Rocky's Liquor West  
4217 W Beltline Hwy • Agent: Gurpreet Ghuman  
Class A Liquor, Class A Beer  
Aldermanic District 10 (Alder Cheeks) • Police Sector 104  
Request to remove original conditions 1, 2, 3 and 4.

**Legislative History**

12/21/16	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
1/18/17	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE

12. [45430](#) Appearance as a condition of 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  
At the request of the Alcohol License Review Committee 11-16-2016 meeting  
this applicant must come before the committee at their regular  
February 2017 meeting.

**Legislative History**

2/15/17	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
---------	-------------------------------------	--

13. [46111](#) Creating Section 38.05(9)(d)10. of the Madison General Ordinances to clarify fermented malt beverage seasonal license renewal limits.

**Sponsors:** Paul E. Skidmore, Shiva Bidar-Sielaff and Michael E. Verveer

**Legislative History**

2/13/17 Attorney's Office/Approval Referred for Introduction  
Group  
Alcohol License Review Committee

2/28/17 COMMON COUNCIL Refer to the ALCOHOL LICENSE REVIEW  
COMMITTEE

**Public Hearing**

**New License - Public Hearing**

14. [46239](#) Public Hearing - New License  
Capitol Petroleum LLC • dba CP Mart AW  
4601 Cottage Grove Rd • Agent: Zahid Shakeel  
Class A Beer  
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

**Legislative History**

2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

15. [46240](#) Public Hearing - New License  
Capitol Petroleum LLC • dba CP Mart NE  
4905 Commercial Ave • Agent: Zahid Shakeel  
Class A Beer  
Aldermanic District 3 (Alder Hall) • Police Sector 609

**Legislative History**

2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

16. [46241](#) Public Hearing - New License  
El Rancho Mexican Grill LLC • dba El Rancho Mexican Grill  
819 S Park St • Agent: Jose Torres • Estimated Capacity: 20  
Class B Beer • 2% alcohol, 98% food  
Aldermanic District 13 (Alder Eskrich) • Police Sector 305

**Legislative History**

2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17          COMMON COUNCIL          Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

17.      [46242](#)          Public Hearing - New License  
L & J Deli Store LLC • dba L & J Deli Store  
447 W Gilman St • Agent: Juan Gonzales  
Estimated Capacity: 10 indoor/32 outdoor  
Class B Beer, Class C Wine • 10% alcohol, 90% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Legislative History**

2/22/17          Clerk's Office          Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17          COMMON COUNCIL          Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

18.      [46243](#)          Public Hearing - New License  
Oakwood Lutheran Homes Association, Inc  
dba Oakwood Village University Woods  
6209-6175 Mineral Point Rd • Agent: Julie Holden  
Estimated Capacity: 120 indoor/40 outdoor  
Class B Beer, Class C Wine • 10% alcohol, 90% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113

**Legislative History**

2/22/17          Clerk's Office          Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17          COMMON COUNCIL          Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

19.      [46244](#)          Public Hearing - New License  
Oakwood Lutheran Homes Association, Inc  
dba Oakwood Village Prairie Ridge  
5565 Tancho Dr • Agent: Jean Jacobson • Estimated Capacity: 100  
Class B Beer, Class C Wine • 5% alcohol, 95% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 520

**Legislative History**

2/22/17          Clerk's Office          Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17          COMMON COUNCIL          Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

20. [46245](#) Public Hearing - New License  
High Noon Saloon, LLC • dba High Noon Saloon  
701 E. Washington Ave • Agent: Fred Frank • Estimated Capacity: 400  
Class B Combination Liquor & Beer • 94% alcohol, 3% food, 3%  
Aldermanic District 6 (Alder Rummel) • Police Sector 408  
**Legislative History**  
2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing  
2/28/17 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
21. [46246](#) Public Hearing - New License  
Madison Mallards, LLC • dba Madison Mallards  
2920 N Sherman Ave • Agent: Tyler Isham  
Estimated Capacity: 6,750-20,000  
Class B Combination Liquor & Beer • 13% alcohol, 27% food, 40% other  
Aldermanic District 12 (Alder Palm) • Police Sector 505  
**Legislative History**  
2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing  
2/28/17 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
22. [46247](#) Public Hearing - New License  
Oasis Cafe, LLC • dba Paul's Pelmeni  
414 West Gilman St • Agent: Paul Schwoerer  
Estimated Capacity: 80 indoor/28 outdoor  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
**Legislative History**  
2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing  
2/28/17 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE
23. [46248](#) Public Hearing - New License  
Takara Madison LLC • dba Takara Japanese Restaurant  
696 S Whitney Way • Agent: Xiuyu You • Estimated Capacity: 85  
Class B Combination Liquor & Beer • 10% alcohol, 85% food, 5% other  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
**Legislative History**  
2/22/17 Clerk's Office Referred for Introduction  
Alcohol License Review Committee Public Hearing

2/28/17

COMMON COUNCIL

Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

**28. Report of Madison Police Department**

24. [34003](#) Summary of recent calls for service

**29. Report of City Clerk's Office**

25. [28524](#) Summary of licenses issued

**Adjournment**