



# 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, November 21, 2018

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.

Applications will go to the Common Council Meeting of December 4, 2018.

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.

### **Notified Absences:**

### **Call to Order/Roll Call**

### **Approval of Minutes**

October 17, 2018: <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. [53506](#) Operator License Application  
Paul Lema - Establishment where employed: Chuch Key

Legislative History

10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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**Items Referred**

- 2. [50110](#) SUBSTITUTE - Establishing a moratorium on issuance of new alcohol licenses in a high density, high police call area in downtown Madison and establishing a Task Force on Downtown violence.

Legislative History

1/10/18	Attorney's Office	Referred for Introduction
1/16/18	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
1/16/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the PUBLIC SAFETY REVIEW COMMITTEE

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1/16/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
2/6/18	COMMON COUNCIL	Add Referral(s)
2/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the DOWNTOWN COORDINATING COMMITTEE
2/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ECONOMIC DEVELOPMENT COMMITTEE
2/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the EQUAL OPPORTUNITIES COMMISSION
2/14/18	PUBLIC SAFETY REVIEW COMMITTEE	Refer to the PUBLIC SAFETY REVIEW COMMITTEE
2/21/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
2/21/18	ECONOMIC DEVELOPMENT COMMITTEE	Referred to the ECONOMIC DEVELOPMENT COMMITTEE
3/8/18	EQUAL OPPORTUNITIES COMMISSION	Re-refer to the ECONOMIC DEVELOPMENT COMMITTEE
3/14/18	PUBLIC SAFETY REVIEW COMMITTEE	Re-refer to the PUBLIC SAFETY REVIEW COMMITTEE
3/21/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
6/14/18	EQUAL OPPORTUNITIES COMMISSION	Refer to the EQUAL OPPORTUNITIES COMMISSION
7/18/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/7/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Re-refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
9/4/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Re-refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
10/2/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Re-refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
10/16/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Table
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Take Off The Table
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/18/18	DOWNTOWN COORDINATING COMMITTEE	Return to Lead with the Recommendation to Place on File to the ALCOHOL LICENSE REVIEW COMMITTEE
11/8/18	PUBLIC SAFETY REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

3. [52680](#) SUBSTITUTE - **Acknowledging Directing** the City of Madison **Finance Director inter-disciplinary staff team tasked with analyzing to analyze** alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, **and to** propose steps to address such problems **to engage stakeholders and to report on the analysis to the Alcohol License Review Committee.**

**Legislative History**

8/2/18	Council Office	Referred for Introduction
8/7/18	COMMON COUNCIL	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
8/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
8/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the PUBLIC SAFETY REVIEW COMMITTEE
8/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the DOWNTOWN COORDINATING COMMITTEE
8/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ECONOMIC DEVELOPMENT COMMITTEE
8/7/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the EQUAL OPPORTUNITIES COMMISSION
9/4/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Re-refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
9/17/18	PUBLIC SAFETY REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
9/26/18	ECONOMIC DEVELOPMENT COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
10/2/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Re-refer to the COMMON COUNCIL EXECUTIVE COMMITTEE
10/16/18	COMMON COUNCIL EXECUTIVE COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Re-refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/18/18	DOWNTOWN COORDINATING COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
11/8/18	PUBLIC SAFETY REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

**Changes of Agent**

4. [53214](#) Change of Agent  
Apple Hospitality Group LLC • dba Applebee's Neighborhood Grill and Bar  
660 S Whitney Way • New Agent: Kevin James Rutkowski  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Furman)

**Legislative History**

10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Reconsider
10/17/18	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

5. [53784](#) Change of Agent  
Strings Ramen Wisconsin LLC • dba Strings Ramen • 311 N Frances St  
New Agent: Yang Yang  
Class B Beer, Class C Wine  
Aldermanic District 4 (Alder Verveer)

6. [53785](#) Change of Agent  
Rising Dough Inc • dba Madison Sourdough • 916 Williamson St  
New Agent: Molly Maciejewski  
Class B Beer, Class C Wine  
Aldermanic District 6 (Alder Rummel)

**Change of Licensed Premise**

7. [53782](#) Change of Licensed Premise  
CMWI Associates LLC • dba Crowne Plaza Madison  
Current Capacity (in/out): 53/0 • Proposed Capacity (in/out): 600/0  
4402 E Washington Ave • Agent: Paul Popovich  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 518  
Correcting capacity. Application only listed capacity for bar, not whole hotel.

**21+ Entertainment License**

8. [53783](#) 21+ Entertainment License  
Maduro Wrapper LLC • dba Maduro • Capacity: 50  
117 E Main St • Agent: Brian Haltinner  
Class B Combination Liquor & Beer • 90% alcohol, 10% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

**Public Hearing**

9. [53680](#) Public Hearing - New License  
CocoVaa LLC • dba CocoVaa Chocolatier  
1815 E Washington Ave ste 100 • Agent: Syovata Edaari  
Estimated Capacity: 10  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 410

**Legislative History**

10/30/18 Clerk's Office Referred for Introduction

10. [53681](#) Public Hearing - New License  
Beef Butter BBQ LLC Owned by Patrick J Riha • dba Beef Butter BBQ  
3001 N Sherman Ave • Agent: Patrick J Riha • Estimated Capacity: 75  
Class B Combination Liquor & Beer • 5% alcohol, 95% food  
Aldermanic District 12 (Alder Palm) • Police Sector 504

**Legislative History**

10/30/18 Clerk's Office Referred for Introduction

11. [53682](#) Public Hearing - New License  
VFMAD LLC • dba vomFASS  
66 West Towne Mall Unit B-01 • Agent: Justin Gibson  
Estimated Capacity: 20  
Class B Combination Liquor & Beer • 45% alcohol, 55% food  
Aldermanic District 9 (Alder Skidmore) • Police Sector 124

**Legislative History**

10/30/18 Clerk's Office Referred for Introduction

**Report of Madison Police Department**

12. [53787](#) Report of Recent Calls for Service

**Report of City Clerk's Office**

13. [53788](#) Summary of Licenses Issued

**License Issuance Extension**

14. [53813](#) Second request to extend license issuance beyond the 90 day limit under MGO 38.05  
Looking For Group Brewing Madison LLC  
dba Looking For Group Brewing Madison LLC  
2438 Winnebago St • Agent: Eric Peterson  
Estimated Capacity: 120 (40 outdoor)  
Class B Beer, Class C Wine • 60% alcohol, 30% food, 10% other  
Aldermanic District 6 (Alder Rummel) • Police Sector 600
15. [53828](#) Third request to extend license issuance beyond the 90 day limit under MGO 38.05  
Encore Adventure LLC • dba Tiny's Tap House  
308 S Paterson Street • Agent: Holly Alexander • Estimated Capacity: 30  
Class B Combination Liquor & Beer • 75% alcohol, 20% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 408

**Operator's License Applications**

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16. [53859](#) Operator License Application  
Danielle Paquette - Establishment where employed: Lucky's 1313 Brew Pub

**Audit Requests**

17. [53865](#) Audit request for Divine Orders Catering LLC - 2122 Luann Lane.

**Adjournment**