



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, April 17, 2019

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.

Applications will go to the first Common Council Meeting of May 2019.

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

March 20, 2019: <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. [54930](#) Operator License Application
Laonda Williams - Establishment where employed: Kelly's Market

2. [54936](#) Operator License Application
Tyler Benz

3. [55014](#) Operator License Application
Alex Xistris - Establishment where employed: Metcafes Market

4. [55213](#) Operator License Application
Ray Steger - Establishment where employed: The Brass Ring

Temporary Class B Concurrent with Street Use

5. [54819](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc
Event Location: Capitol Square and 100 blocks of MLK, W Washington, E Washington, State and King
Event Date: 8/31/19 - 9/1/19

Aldermanic District 4 (Ald. Verveer)
Police District: 406
Event: Taste of Madison

6. [55009](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison's Central Business Improvement District
Event Location: 100 Block King St
Event Date: June 11, June 14, June 28, July 19, Aug 2, Aug 97 & Sept 13, 2019
Aldermanic District 4 (Alder Verveer)
Police District: 405
Event: Live on King Street

7. [55095](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Back Porch Radio Broadcasting Inc
Event Location: 200 Block Martin Luther King Jr Blvd
Event Date: May 19, 2019
Aldermanic District 4 (Alder Verveer)
Police District: 406
Event: WORT Block Party

8. [55295](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Applicant: Madison Festivals
Event Location: Capitol Square
Event Date: May 25, 26 2019
Aldermanic District 4 (Ald. Verveer)
Police District: 400
Event: Run Madtown

9. [55316](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Applicant: Wisconsin Chamber Orchestra
Event Location: Capitol Square
Event Date: 6/26; 7/3, 10, 17, 24, 31 (Rain date: next day for all)
Aldermanic District 4 (Ald. Verveer)
Police District: 400
Event: Concerts on the Square

Changes of Agent

10. [55319](#) Change of Agent
Applicant: Kwik Trip, Inc. • dba: Kwik Trip 963 • Address: 1434 Northport Dr
New Agent: Stephanie L. Knuth
Class A Beer, Class A Cider

Aldermanic District 18 (Alder Kemble)

11. [55321](#) Change of Agent
Applicant: Fresh City Market, LLC • dba: Family Fresh Market - Madison •
Address: 703 University Blvd
New Agent: Neil Heidt
Class B Beer, Class C Wine
Aldermanic District 8 (Alder Reddy)

12. [55322](#) Change of Agent
Applicant: Deja Food, LLC • dba: L'Etoile & Graze • Address" 1 S Pinckney St,
Ste 107
New Agent: Diane Christensen
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

13. [55323](#) Change of Agent
Applicant: D'Asia Food, LLC • dba: Sujeo • Address: 10 N Livingston St
New Agent: Dianne Christensen
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Heck)

14. [55324](#) Change of Agent
Applicant: DESPANA Food, LLC • dba: Estrellon • Address: 313 W Johnson St
New Agent: Dianne Christensen
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

15. [55388](#) Change of Agent
MGROC LLC • dba Hu Hot
610 Junction Rd
New Agent: Craig Bosshard
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)

16. [55427](#) Change of Agent
Apple Hospitality Group • dba Applebee's • 660 S Whitney Way
New Agent: Kevin Rutkowski
Class B Combination Liquor & Beer
Aldermanic District 19 (Alder Furman)

Business Name Change

17. [55313](#) Business Name Change
BQ10 LLC • Current dba: Bistro Honda
1865 Northport Dr.
Class B Combination Liquor & Beer
Aldermanic District 12 (Alder Palm)
New dba: Ramen Kid
18. [55317](#) Business Name Change
Applicant: Sundance Cinemas, LLC • Current dba: Sundance Cinemas
Address: 430 Midvale Blvd
Class B Combination Liquor & Beer
Aldermanic District: 11 (Alder: Martin)
New dba: AMC Madison 6

Entity Reorganization

19. [55148](#) Entity Reorganization
Bassett Johnson Beverage LLC • dba Hampton Inn & Suites - Treat Shop
440 W Johnson St
Class A Beer and Class A Liquor
Aldermanic District 4 (Alder Verveer)
Adding 1 new officer and removing 1 officer
20. [55188](#) Entity Reorganization
Brennan's Cellars LLC • dba Brennan's Cellars
8210 Watts Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Adding 1 new officer
21. [55233](#) Entity Reorganization
Deja Food LLC • dba L'Etoile & Graze Restaurant
1 S Pinckney St Ste 107
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Removing 2 officers
22. [55234](#) Entity Reorganization
D'Asia Food LLC • dba Sujeo
10 N Livingston St Ste 101
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Zellers)
Removing 2 officers

23. [55235](#) Entity Reorganization
Despana Food LLC • dba Estrellon
313 W Johnson St
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Removing 2 officers
24. [55318](#) Entity Reorganization
Applicant: Lake Management, LLC • dba: Atwood BP
Address: 2801 Atwood Ave
Class A Beer
Aldermanic District: 6 (Alder Rummel)
Remove 1 officer
25. [55401](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CG Mobil
Address: 605 Cottage Grove Rd.
Class A Beer
Aldermanic District 15 (Alder Foster)
1 new officer, remove 1 officer
26. [55403](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba VR Mobil
Address: 4601 Verona Rd.
Class A Beer
Aldermanic District 10 (Alder Henak)
1 new officer, remove 1 officer
27. [55405](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CP Mart SA
Address: 1010 N Sherman Ave
Class A Beer
Aldermanic District 12 (Alder Abbas)
1 new officer, remove 1 officer
28. [55406](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CP Mart West
Address: 6702 Mineral Point Rd.
Class A Beer
Aldermanic District 19 (Alder Furman)
1 new officer. remove 1 officer

29. [55407](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CP Mart NE
Address: 4905 Commercial Ave.
Class A Beer
Aldermanic District 3 (Alder Lemmer)
1 new officer, remove 1 officer
30. [55410](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CP Mart AW
Address: 4601 Cottage Grove Rd.
Class A Beer
Aldermanic District 16 (Alder Tierney)
1 new officer, remove 1 officer
31. [55411](#) Entity Reorganization
Applicant: Capitol Petroleum LLC • dba CP Mart North
Address: 1101 N. Sherman Ave.
Class A Beer
Aldermanic District 12 (Alder Abbas)
1 new officer, remove 1 officer

Change of License Conditions

32. [55191](#) Change of Licensed Conditions
North American Group of Companies Inc • dba Madison Bazaar
1901 S Park St • Agent: Nadeem Syed
Class A Beer, Class A Liquor
Aldermanic District 14 (Alder Carter) • Police Sector 310
Request to change condition 4 to allow containers greater than 50mL.
33. [55192](#) Change of Licensed Conditions
Macro Inc • dba West Badger Liquor
714 W Badger Rd • Agent: Nadeem Syed
Class A Beer, Class A Liquor
Aldermanic District 14 (Alder Carter) • Police Sector 310
Request to change condition 4 to allow containers greater than 50mL.
34. [55314](#) Change of Licensed Conditions
Wisconsin CVS Pharmacy LLC • dba CVS / pharmacy #4930
2 S Bedford St • Agent: Daniel Peterson
Class A Beer
Aldermanic District 4 (Alder Verveer) • Police Sector 404
Request to change condition 5 from a beer display area limited to one cooler
accessible by two doors to accessible by four doors.

35. [55315](#) Change of Licensed Conditions
Full Belly LLC • dba The Tin Fox • Capacity: 85
2616 Monroe St • Agent: Marissa Neal
Class B Combination Liquor & Beer • 33% alcohol, 66% food
Aldermanic District 13 (Alder Arntsen) • Police Sector 207
Request to change condition one to all operations from 9am - Midnight on Saturday and Sunday, and from 11am - Midnight on Monday through Friday.

Change of Licensed Premise

36. [55305](#) Change of Licensed Premise
Gallery 1444 LLC • dba Maria's
Current Capacity (in/out): 49/0 • Proposed Capacity (in/out): 49/0
1444 E Washington Ave • Agent: John Chandler
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 2 (Alder Zellers) • Police Sector 409
Clarification of operation and delineation of licensed premises.
37. [55306](#) Change of Licensed Premise
SP Roberts LLC • dba Pasqual's Cantina
Current Capacity (in/out): 273/97 • Proposed Capacity (in/out): 273/1000
1344 E Washington Ave • Agent: Seth Wilson
Class B Combination Liquor & Beer • 34% alcohol, 65% food, 1% other
Aldermanic District 2 (Alder Zellers) • Police Sector 409
Request to expand the premises to include the perimeter of the adjacent parking lot one day per year for Margarita and Taco Fest: July 20, 2019.
38. [55307](#) Change of Licensed Premise
Apple Hospitality Group LLC • dba Applebee's
Current Capacity (in/out): 180/0 • Proposed Capacity (in/out): 180/3
660 S Whitney Way • Agent: David Oestrich
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 19 (Alder Furman) • Police Sector 113
Request to expand premises to include Carside ToGo parking spots for purchasing alcohol for off-premises consumption.
39. [55309](#) Change of Licensed Premise
Apple Hospitality Group LLC • dba Applebee's
Current Capacity (in/out): 132/0 • Proposed Capacity (in/out): 132/3
4710 East Towne Blvd • Agent: Larry Cook
Class B Combination Liquor & Beer • 15% alcohol, 85% food

Aldermanic District 17 (Alder Baldeh) • Police Sector 632
Request to expand premises to include Carside ToGo parking spots for purchasing alcohol for off-premises consumption.

40. [55311](#) Change of Licensed Premise
Samba LLC • dba Samba Brazilian Grill
Current Capacity (in/out): 358/42 • Proposed Capacity (in/out): 358/426
240 W Gilman St • Agent: Matthew Bents
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 2 (Alder Zellers) • Police Sector 403
Request to expand premises to allow sale of beer within perimeter of adjacent parking lot on the following dates only (in conjunction with Madison Night Market): 5/9/2019, 6/13/2019, 8/8/2019, and 9/12/2019 from 6pm - 10pm.
41. [55312](#) Change of Licensed Premise
Ultimate Mart LLC • dba Pick 'n Save #131
6655 McKee Rd • Agent: Crystal Gulseth
Class A Beer, Class A Liquor
Aldermanic District 7 (Alder King) • Police Sector 119
Request to expand premises to add exterior parking stalls to be utilized for online grocery pick-up service.

Recessed Public Hearing

42. [54555](#) Public Hearing - New License
Laura Garden LLC • dba TBD
1403 Regent St • Agent: Xi Wang Filion
Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Arntsen) • Police Sector 303
43. [54822](#) Public Hearing - New License
Layla's Restaurant LLC • dba Joon
1835 Monroe St • Agent: Laila Borokhim • Estimated Capacity: 40
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 13 (Alder Arntsen) • Police Sector 205

Public Hearing

New License - Public Hearing

44. [55303](#) Public Hearing - License Transfer
BQ10 LLC • dba Bistro Honda
Transfer from 1865 Northport Dr to 461 W Gilman St

Agent: Akira Ishikawa • Estimated Capacity: 48
Class B Combination Liquor & Beer • 5% alcohol, 90% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403

45. [55260](#) Public Hearing - New License
Dandyfire Inc • dba Dino Vino
116 King St • Agent: Dino Maniaci • Estimated Capacity(in/out): 99/30
Class B Beer, Class C Wine • 50% alcohol, 40% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 406
46. [55242](#) Public Hearing - New License
Lake Management LLC • dba BP
2801 Atwood Ave • Agent: Felisa Corona-Forte
Class A Cider
Aldermanic District 6 (Alder Rummel) • Police Sector 602
47. [55270](#) Public Hearing - New License
Qin's Bistro LLC • dba Sequoia Ramen & Sushi
1843 Monroe St • Agent: Zhiqiang Li • Estimated Capacity: 99
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 13 (Alder Evers) • Police Sector 205
48. [55272](#) Public Hearing - New License
North Central Management Inc • dba Home2 Suites Madison Central
2153 Rimrock Rd • Agent: Ana Marie Carolina Duhr
Estimated Capacity(in/out): 572/38
Class B Beer, Class C Wine • 30% alcohol, 50% food, 20% other
Aldermanic District 14 (Alder Carter) • Police Sector 312
49. [55273](#) Public Hearing - New License
Ian's Pizza Garver LLC • dba Ian's Pizza Garver
3241 Garver Green • Agent: Adam Nagy • Estimated Capacity: 60
Class B Beer, Class C Wine • 10% alcohol, 85% food, 5% other
Aldermanic District 6 (Alder Rummel) • Police Sector 602
50. [55302](#) Public Hearing - New License
B's Hospitality LLC • dba B's Social
107 State St • Agent: Nathan Mergen • Estimated Capacity(in/out): 93/30
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Discussion Items

51. [55105](#) Discuss and Provide Recommendation on Entertainment License Requirements.

1. Should theaters and other statutory performing arts venues be required to get the 21+ license?
2. Establishments that play music through devices-should they be required to have an entertainment license? Is this considered amplified music?

Report of Madison Finance Department

52. [55424](#) Presentation
Second briefing on the progress of the Alcohol Outlet Study
City of Madison Finance Department

Report of Madison Police Department

53. [55425](#) Report of Recent Calls for Service

Report of City Clerk's Office

54. [55426](#) Summary of Licenses Issued

Operator's License Applications

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55. [55448](#) Operator License Application
Samantha Estremera - Establishment where employed: Crucible

56. [55467](#) Operator License Application
Charles Lorge - Establishment where employed: Regent Liquor

License Issuance Extension

57. [55468](#) Fourth request to extend license issuance beyond the 90 day limit under MGO 38.05
Nippon LLC • dba Sakura Restaurant
6654 Mineral Point Rd • Agent: Eiji Sharai
Estimated Capacity: 120 indoor, 20 outdoor
Class B Beer, Class C Wine • 20% alcohol, 80% food
Aldermanic District 19 (Alder Furman) • Police Sector 112

License Renewal Separations

58. [55469](#) Discuss list of licenses for renewal separation.

Adjournment