



# City of Madison

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

## Agenda - Amended ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, November 20, 2019

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 3, 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**

September 24, 2019: <http://madison.legistar.com/Calendar.aspx>

### **Approval of Minutes**

October 16, 2019: <http://madison.legistar.com/Calendar.aspx>

### **Approval of Minutes**

October 23, 2019: <http://madison.legistar.com/Calendar.aspx>

### Approval of Minutes

October 29, 2019: <http://madison.legistar.com/Calendar.aspx>

### Approval of Minutes

October 30, 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. [57671](#) Operator License Application  
Sidney Smith - Establishment where employed: Stop-N-Go
2. [58172](#) Operator License Application  
Winona Slock - Establishment where employed: The Red Zone Madison
3. [58175](#) Operator License Application

Sarah J Mathewson

4. [58285](#) Operator License Application  
Shane Quesinberry - Establishment where employed: Park Hotel

**Disciplinary Matter**

Possible Closed Session: Please take notice that when considering the following item, the ALRC may go into closed session from time to time pursuant to secs. 19.85(1)(a), (1)(b), and (1)(g) Wis. Stats., which read in relevant parts:

(a) Deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before the governmental body.

(b) Considering ... licensing or discipline of any ... person licensed by...[the ALRC]... or the investigation of charges against such person, ... and the taking of formal action on such matter...

(g) Conferring with legal counsel for [the ALRC] who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.

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.

5. [57099](#) Disciplinary Matter - Revocation Action  
T.C. Visions • dba Visions Nightclub  
3554 E Washington Ave • Agent: David Brown  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
21+ Entertainment License  
Aldermanic District 15 (Alder Foster) • Police Sector 513

6. [58105](#) Disciplinary Matter - ALRC demerit point determination  
Segredo LLC • dba Liquid/Ruby • Capacity: 720  
624 University Ave • Agent: Benjamin Churley  
Class B Combination Liquor & Beer  
18+ Center for Visual and Performing Arts  
40% alcohol, 0% food, 60% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

**Appearance as a Condition of License**

7. [56030](#) Appearance as a condition of separated renewal  
Orbut of State Street, Inc. • dba Mondays • Capacity: 151 total including 30 outdoor.  
523 State Street • Agent: Gary Garten  
Class B Combination Liquor & Beer • 100% alcohol

Aldermanic District 4 (Alder Verveer) • Police Sector 403

8. [56031](#) Appearance as a condition of separated renewal  
Kollege Klub Inc • dba Kollege Klub • Capacity: 305  
529 N Lake St • Agent: Jordan Meier  
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other  
21+ Entertainment  
Aldermanic District 8 (Alder Reddy) • Police Sector 403

**Changes of Agent**

9. [58169](#) Change of Agent  
Matterhorn Ventures Group LLC • dba Roast Public House • 558 State St  
New Agent: Brano Kruger  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Heck)
10. [58174](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 954 • 7717 Mineral Point Rd  
New Agent: Randy D Tilk  
Class A Beer, Class A Cider  
Aldermanic District 9 (Alder Skidmore)

**Business Name Change**

11. [58171](#) Business Name Change  
Matterhorn Ventures Group LLC • Current dba: Roast Public House  
558 State St  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Heck)  
New dba: Luchador Tequila & Taco Bar

**Entity Reorganization**

12. [57835](#) Entity Reorganization  
HOA Restaurant Holder LLC • dba Hooters  
2639 East Springs Dr  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Baldeh)  
Removing 1 officer
13. [58114](#) Entity Reorganization  
Atwood Restaurant LLC • dba Bar Corallini

- 2004 Atwood Ave  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Add 1 new officer and remove 1 officer
14. [58115](#) Entity Reorganization  
Cento Restaurant LLC • dba Cento  
122 W Mifflin St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 1 new officer and removing 1 officer
15. [58117](#) Entity Reorganization  
2089 Inc • dba Monty's Blue Plate Diner  
2089 Atwood Ave  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Adding 2 new officers and removing 1 officer
16. [58118](#) Entity Reorganization  
Avenue Restaurant LLC • dba Avenue Club & Bubble Up Bar  
1128 E Washington Ave  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Heck)  
Adding 2 new officers and removing 1 officer
17. [58120](#) Entity Reorganization  
BSBC LLC • dba Bassett Street Brunch Club  
444 W Johnson St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 1 new officer and removing 1 officer
18. [58121](#) Entity Reorganization  
Knickerbocker Restaurant LLC • dba Everly and Miko Poke  
2701 Monroe St  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Evers)  
Adding 1 new officer and removing 1 officer
19. [58122](#) Entity Reorganization  
Hamilton Canteen LLC • dba Canteen  
111 S Hamilton St

Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 1 new officer and removing 1 officer

20. [58123](#) Entity Reorganization  
DLUX of Madison LLC • dba DLUX  
117 Martin Luther King Jr Blvd  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 1 new officer and removing 1 officer
21. [58124](#) Entity Reorganization  
Luigi's Diner LLC • dba Luigi's Diner  
515 S Midvale Blvd  
Class B Beer and Class C Wine  
Aldermanic District 11 (Alder Martin)  
Adding 2 new officers and removing 1 officer
22. [58125](#) Entity Reorganization  
La Pepe Inc • dba Tex Tubb's Taco Palace  
2009 Atwood Ave  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Adding 2 new officers and removing 1 officer
23. [58127](#) Entity Reorganization  
Delmonico's of Madison LLC • dba Johnny Delmonico's  
130 S Pinckney St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 2 new officers and removing 1 officer
24. [58128](#) Entity Reorganization  
Fresco LLC • dba Catering a Fresco  
201 State St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 2 new officers and removing 1 officer
25. [58129](#) Entity Reorganization  
Riverbrew LLC • dba The Cooper's Tavern  
20 W Mifflin St  
Class B Combination Liquor & Beer

Aldermanic District 4 (Alder Verveer)  
Adding 2 new officers and removing 1 officer

26. [58131](#) Entity Reorganization  
Fresco LLC • dba Fresco Restaurant  
227 State St  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)  
Adding 2 new officers and removing 1 officer
27. [58132](#) Entity Reorganization  
Tex Mess LLC • dba Eldorado Grill  
744 Williamson St  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Rummel)  
Adding 2 new officers and removing 1 officer
28. [58170](#) Entity Reorganization  
Matterhorn Ventures Group LLC • dba Roast Public House  
558 State St  
Class B Combination Liquor & Beer  
Aldermanic District 2 (Alder Heck)  
Add two new officers, remove three officers
29. [58287](#) Entity Reorganization  
Chipotle Mexican Grill of Colorado LLC • dba Chipotle Mexican Grill #312  
658 State St  
Class B Combination Liquor & Beer  
Aldermanic District 8 (Alder Rohrer)  
Add two new officers, remove two officers
30. [58288](#) Entity Reorganization  
Chipotle Mexican Grill of Colorado LLC • dba Chipotle Mexican Grill #1106  
4628 E Washington Ave  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Baldeh)  
Add two new officers, remove two officers
31. [58289](#) Entity Reorganization  
MOD Super Fast Pizza (Wisconsin) LLC • dba MOD Pizza  
2249 Zeier Rd  
Class B Beer, Class C Wine  
Aldermanic District 17 (Alder Baldeh)

Remove one officer

32. [58290](#) Entity Reorganization  
MOD Super Fast Pizza (Wisconsin) LLC • dba MOD Pizza  
7015 Sligo Dr  
Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Skidmore)  
Remove one officer

#### Change of License Conditions

33. [58173](#) Change of Licensed Conditions  
MCNZ LLC • dba Dubai Bar and Restaurant • Capacity: 60  
419 State St • Agent: Samantha M Schuette  
Class B Combination Liquor & Beer • 11% alcohol, 80% food, 9% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
Request to revise condition one to allow alcohol sales until midnight on weekdays and 1am on weekends.

#### Change of Licensed Premise

34. [58144](#) Change of Licensed Premise  
T.C. Visions, Inc • dba Visions Nightclub  
Current Capacity (in/out): 99/0 • Proposed Capacity (in/out): 99/0  
3554 E Washington Ave • Agent: David Brown  
Class B Combination Liquor & Beer • 100% alcohol, 0% food  
Aldermanic District 15 (Alder Foster) • Police Sector 513  
Request to remodel. Addition of partitions for private booths on first floor. Walls and doors for locker area for performers and for more secure beverage storage in the basement.
35. [58145](#) Change of Licensed Premise  
Settle Down LLC • dba The Settle Down Tavern  
Current Capacity (in/out): 99/12 • Proposed Capacity (in/out): 99/12  
117 S Pinckney St • Agent: Samuel J Parker  
Class B Combination Liquor & Beer • 55% alcohol, 45% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Request to include the entire atrium space located at 111 King St as part of licensed premises.

#### 18+ Center for Visual & Performing Arts License



36. [57535](#) 18+ Center for Visual & Performing Arts License  
BK Madison Investments LLC • dba Luchador Tequila & Taco Bar  
Capacity: 150  
558 State St • Agent: Brano Kruger  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 2 (Alder Heck) • Police Sector 403

#### Items Referred

37. [58004](#) Amending Section 38.05(3)(a)12. of the Madison General Ordinances to extend the time for issuance of a new license from 90 days to 180 days, after which the license becomes void if the applicant has not obtained an extension of that time period.
38. [58225](#) Amending Sections 28.127(1)(a) and (2), repealing Sections 28.127(3) and (4) of the Madison General Ordinances to expand the Alcohol Overlay District, remove the requirement that there be an annual review, and remove the previous sunset provision.

#### Public Hearing

#### Recessed Public Hearing

39. [57536](#) Public Hearing - New License  
BK Madison Investments LLC • dba Luchador Tequila & Taco Bar  
558 State St • Agent: Brano Kruger • Estimated Capacity: 150  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Aldermanic District 2 (Alder Heck) • Police Sector 403

#### New License - Public Hearing

40. [57917](#) Public Hearing - New License  
Value Hospitality LLC • dba Baymont Inn and Suites  
2810 Coho St. • Agent: Prabhu Kasthurirangaian  
Estimated Capacity (In/Out): 40/10  
Class B Combination Liquor & Beer • 5% alcohol, 2% food, 93% Other  
Aldermanic District 14 (Alder Carter ) • Police Sector 308
41. [57921](#) Public Hearing - New License  
La Torta Loca LLC • dba La Torta Loca LLC  
7005 Tree Lane • Agent: Jose Maya • Estimated Capacity (In/Out): 100/24  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 9 (Alder Skidmore) • Police Sector 125

42. [57922](#) Public Hearing - New License  
Doc's Madison Smokehouse LLC • dba Doc's Smokehouse Madison  
72 West Towne Mall • Agent: Brian Atkinson • Estimated Capacity (In/Out):  
185/60  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 9 (Alder Skidmore ) • Police Sector 124
43. [57923](#) Public Hearing - New License  
Grace Coffee East• dba Grace Coffee  
1216 East Washington • Agent: Nicole Bloomer  
Estimated Capacity (In/Out): 30-50/10-20  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 2 (Alder Heck) • Police Sector 407
44. [57924](#) Public Hearing - New License  
The Candle Bar Stores, LLC • dba Paddywax Candle Bar  
702 N. Midvale Blvd. • Agent: Naomi Richardson • Estimated Capacity: 80  
Class B Combination Liquor & Beer • 10% alcohol, 5% food, 85% Other  
Aldermanic District 11 (Alder Martin ) • Police Sector 215
45. [57925](#) Public Hearing - New License  
Wisconsin Apple LLC • dba Applebee's Neighborhood Grill & Bar  
4710 East Town Blvd. • Agent: Kent Billingsley • Estimated Capacity: 168  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 17 (Alder Baldeh) • Police Sector 632
46. [57926](#) Public Hearing - New License  
Arandas Zoniga LLC• dba Arandas Mexican Bar & Grill  
1821 S. Park St. • Agent: Jesus T. Ramirez • Estimated Capacity: 60  
Class B Combination Liquor & Beer • 35% alcohol, 65% food  
Aldermanic District 14 (Alder Carter) • Police Sector 310
47. [57927](#) Public Hearing - New License  
Drop In LLC • dba Fairchild  
2611 Monroe St. • Agent: Itaru Nagano • Estimated Capacity: 50  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 13 (Alder Evers ) • Police Sector 207

**Discussion Items**

48. [58134](#) Discussion as a Result of Alcohol Density Study

- Handling of capacity numbers for alcohol licensees.
- Discuss City staffing resources related to issuance, monitoring, and enforcement activities associated with Alcohol Licenses.
- Policy for high density areas anywhere in the city (not just in the current overlay district).
- Discussion and potential adoption of recommendations to the Common Council arising from the results of the Density Study and related aspects of Alcohol licensing and monitoring.

**Report of Madison Police Department**

49. [58283](#) Report of Recent Calls for Service

**Report of City Clerk's Office**

50. [58284](#) Summary of Licenses Issued

**Entity Reorganization**

51. [56929](#) Entity Reorganization  
T.C. Visions Inc • dba Visions Nightclub  
3554 E Washington Ave  
Class B Combination Liquor & Beer  
Aldermanic District 15 (Alder Foster)  
Add three new officers

**Adjournment**