



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.

Thursday, April 23, 2020

5:30 PM

Virtual Meeting

The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com.
2. Register but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting in several ways:
 - Livestream on the Madison City Channel website:
<https://media.cityofmadison.com/mediasite/showcase>
 - Livestream on the City of Madison YouTube channel:
<https://www.youtube.com/user/CityofMadison>
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 860-935-226

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 ntauwv, cov ntauwv 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 May 5, 2020

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.

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

February 19, 2020: <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 separated 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. [59572](#) Operator License Application
Covey A Wooden - Establishment where employed: The Icon

2. [59586](#) Operator License Application
Seth Krantz - Establishment where employed: Blue Plate Catering

3. [59744](#) Operator License Application
Beth Ryan - Establishment where employed: Crucible

4. [59797](#) Operator License Application
Alexandra Coxhead - Establishment where employed: HyVee

5. [59964](#) Operator License Application
Amalia Watrud - Establishment where employed: Glass Nickel

6. [59965](#) Operator License Application
Bryce Hammen

7. [59966](#) Operator License Application
Gabriel Davis

8. [59968](#) Operator License Application
Jesse Hernandez

9. [59970](#) Operator License Application
Amber Horst - Establishment where employed: Fluno Center

10. [59971](#) Operator License Application
Joshua Ujke - Establishment where employed: Ho-Chunk Madison

11. [60290](#) Operator License Application
William Fitzsimmons - Establishment where employed: Stop & Go

Temporary Class B Concurrent with Street Use

12. [59619](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Wil-Mar Neighborhood Center
Event Location: McPike Park
Event Date: July 9-12
Aldermanic District 6 (Ald. Rummel)

Police District: 408
Event: Fete De Marquette

13. [59620](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Wil-Mar Neighborhood Center
Event Location: 4000 Block of Atwood Ave
Event Date: July 25 & 26
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: AtwoodFest

14. [60277](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Wisconsin Chamber Orchestra
Event Location: Capitol Square between corner of S Carroll & W Main and the
corner of E Mifflin & N Pinckney
Event Dates: July 28, August 4, August 11, August, 18, August 25, and
September 1
Aldermanic District 4 (Alder Verveer)
Police District: 403
Event: Concerts on the Square

15. [60279](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison's Central BID
Event Location: 100 Block of King St
Event Date: June 26, July 17, July 24, August 7, August 28, and September 18;
6-11pm
Aldermanic District 4 (Alder Verveer)
Police District: 405
Event: Live on King Street

16. [60288](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc
Event Location: Library Mall/State Street Mall
Event Date: 5/23 6pm - 10pm and 5/24 7am - 12pm
Aldermanic District 8 (Alder Prestigiacomo)
Police District: 402
Event: Run Madtown Half Marathon

Changes of Agent

17. [59608](#) Change of Agent

HopCat Madison LLC • dba HopCat • 222 W Gorham St
New Agent: Emmaline Jurek
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

18. [59609](#) Change of Agent
Frey Street Beverage LLC • dba Springhill Sutes - Madison • 4601 Frey St
New Agent: Ashley Morrow
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Martin)
19. [59610](#) Change of Agent
Walgreen Co • dba Walgreens #02848 • 606 S Whitney Way
New Agent: Jason Ewing
Class A Liquor, Class A Beer
Aldermanic District 19 (Alder Furman)
20. [59611](#) Change of Agent
The Mason Lounge LLC • dba The Mason Lounge • 416 S Park St
New Agent: Matthew Kleiser
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Evers)
21. [60280](#) Change of Agent
Knickerbocker LLC • dba Everyly & Miko Poke • 2701 Monroe St
New Agent: Benjamin Brady
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Evers)
22. [60285](#) Change of Agent
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 4505 East Towne Mall
New Agent: Chad Carson
Class B Beer
Aldermanic District 17 (Alder Baldeh)
23. [60286](#) Change of Agent
BSBC LLC • dba Basset Street Brunch Club • 444 W Johnson St
New Agent: Michelle Duvall
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
24. [60287](#) Change of Agent
Fresco LLC • dba Catering a Fresco • 201 State St
New Agent: Megan Moderson
Class B Combination Liquor & Beer

Aldermanic District 4 (Alder Verveer)

25. [60289](#) Change of Agent
Dave & Buster's of Wisconsin Inc • dba Dave & Buster's
414 West Towne Mall Dr
New Agent: Aaron Wheeler
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)

Business Name Change

26. [59612](#) Business Name Change
Layla's Restaruant LLC • Current dba: Joon
1835 Monroe St
Class B Beer, Class C Wine
Aldermanic District 13 (Alder Evers)
New dba: Gentrified Tacos and More

Entity Reorganization

27. [59613](#) Entity Reorganization
The Mason Lounge LLC • dba The Mason Lounge
416 S Park St
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Evers)
Add one officer, remove one officer
28. [59614](#) Entity Reorganization
HOA Restaurant Holder, LLC • dba Hooters
2639 East Springs Dr
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
1 new officer
29. [59615](#) Entity Reorganization
Famous Dave's Ribs, Inc • dba Famous Dave's
900 S Park St
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Evers)
Add one officer, remove one officer
30. [60273](#) Entity Reorganization
SSP America Inc • dba Ancora Roaster Coffee (2), Wurst German Bar, Stella
Bar, Goose Island Bar
4000 International Ln
Class B Combination Liquor & Beer

Aldermanic District 12 (Alder Abbas)
Remove one officer

31. [60274](#) Entity Reorganization
Bartaco Hilldale LLC • dba Bartaco
464 N Midvale Blvd Suite M464
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Martin)
Add two new officers, remove two officers
32. [60281](#) Entity Reorganization
Outback Steakhouse of Florida LLC • dba Outback Steakhouse
4520 East Towne Blvd
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Add two new officers, remove two officers
33. [60282](#) Entity Reorganization
Bonefish Grill LLC • dba Bonefish Grill
7345 Mineral Point Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Add two new officers, remove two officers
34. [60284](#) Entity Reorganization
Outback Steakhouse of Florida LLC • dba Outback Steakhouse
279 Junction Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
Add two new officers, remove two officers

License Issuance Extension

35. [59998](#) Second request to extend license issuance beyond the 90 day limit under MGO 38.05
Forward Hospitality Group LLC • dba The Harvey House
644 West Washington Ave • Agent: Shaina Papach • Estimated Capacity: 210
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 404
36. [60271](#) Request to extend license issuance beyond the 90 day limit under MGO 38.05
Settle Down LLC • dba Settle Down Tavern
117 S Pinckney St • Agent: Samuel J Parker • Estimated Capacity: 99/12
Class B Combination Liquor & Beer • 55% alcohol, 45% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

Change of License Conditions

37. [59616](#) Change of Licensed Conditions
I/O Arcade Bar, LLC • dba I/O Arcade Bar • Capacity: 155
720 Williamson St • Agent: Mitchell Turino
Class B Combination Liquor & Beer • 80% alcohol, 10% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408
Request to extend hours on Sunday-Wednesday from 11pm to midnight.
38. [59617](#) Change of Licensed Conditions
Alabaster Entertainment LLC • dba Crucible • Capacity: 325
3116 Commercial Ave • Agent: Gregory Kveberg
Class B Combination Liquor & Beer • 85 % alcohol, 5 % food
Aldermanic District 15 (Alder Foster) • Police Sector 604
Request to increase capacity to 394.
39. [60278](#) Change of Licensed Conditions
Forward Hospitality Group LLC • dba The Harvey House • Capacity: 200
644 W Washington Ave • Agent: Shaina Papach
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 404
Request to change condition 1 to allow alcohol sales until 2am.

Change of Licensed Premise

40. [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.
41. [59588](#) Change of Licensed Premise
Next Five LLC • dba The Double U
Current Capacity (in/out): 386/120 • Proposed Capacity (in/out): 486/195
620 University Ave • Agent: William Rudy
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request to increased licensed capacity

42. [59618](#) Change of Licensed Premise
High Noon Saloon, LLC • dba High Noon Saloon
Current Capacity (in/out): 400/34 • Proposed Capacity (in/out): 400/500
701 East Washington Ave • Agent: Fred Frank
Class B Combination Liquor & Beer • 94 % alcohol, 6 % food
Aldermanic District 6 (Alder Rummel) • Police Sector 408
Request to extend premises into parking lot for Labor Day, outdoor capacity to 500 for this event.
43. [60272](#) Change of Licensed Premise
Bos Meadery LLC • dba Bos Meadery
Current Capacity (in/out): 99/0 • Proposed Capacity (in/out): 99/300
849 E Washington Ave • Agent: Colleen Bos
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408
Request to extend premises to include back parking lot on 3rd Saturday in May, 4th Saturday in June, 3rd Saturday in July, 3rd Saturday in August, and 3rd Saturday in September.

21+ Entertainment License

44. [59587](#) 21+ Entertainment License
Mohammad Hinnawi • dba Nile Restaurant • Capacity: 80
6119 Odana Rd • Agent: Mohammad Hinnawi
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 19 (Alder Furman) • Police Sector 218
45. [59621](#) 21+ Entertainment License
Bierock LLC • dba Bierock • Capacity: 99
2911 N Sherman Ave • Agent: Brian Carriveau
Class B Combination Liquor & Beer • 55 % alcohol, 45 % food
Aldermanic District 12 (Alder Abbas) • Police Sector 504
46. [60262](#) 21+ Entertainment License
TGRM LLC • dba Sotto • Capacity: 240
303 N Henry St. • Agent: Carla Ortega
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

18+ Center for Visual & Performing Arts License

47. [59622](#) 18+ Center for Visual & Performing Arts License
The Tinsmith LLC • dba The Tinsmith • Capacity: 500
828 E Main St • Agent: Jessica Wartenweiler
Class B Combination Liquor & Beer • 40 % alcohol, 0 % food, 60 % other

Aldermanic District 6 (Alder Rummel) • Police Sector 408

Public Hearing

Recessed Public Hearing

48. [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

New License - Public Hearing

49. [59690](#) Public Hearing - New License
Global Market LLC • dba Global Market & Food Hall
2161 Zeier Rd • Agent: Amanda Chen
Class A Beer, Class A Liquor, Class A Cider
Aldermanic District 17 (Alder Baldeh) • Police Sector 632
50. [59691](#) Public Hearing - New License
Greenview Brewing LLC • dba ALT Brew
1808 Wright St • Agent: Trevor Easton • Estimated Capacity (in/out): 50/15
Class C Wine • 49% alcohol, 19% food, 32% other
Aldermanic District 12 (Alder Abbas) • Police Sector 514
51. [59692](#) Public Hearing - New License
Mission BBQ East Madison, WI LLC • dba Mission BBQ
4702 East Towne Blvd • Agent: Jessica Malchor • Estimated Capacity: 102
Class B Beer • 3% alcohol, 97% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 632
52. [59693](#) Public Hearing - New License
Vice Grounds LLC • dba Twisted Grounds
6067 Gemini Dr • Agent: Abby Padlock • Estimated Capacity (in/out): 35/25
Class B Beer, Class C Wine • 2% alcohol, 96% food, 2% other
Aldermanic District 3 (Alder Lemmer) • Police Sector 627
53. [59694](#) Public Hearing - New License
Feast Modern Cuisine • dba Feast
904 Williamson St • Agent: Qiyu Wang • Estimated Capacity (in/out): 100/20
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408

54. [59695](#) Public Hearing - New License
The Tinsmith LLC • dba The Tinsmith
828 E Main St • Agent: Jessica Wartenweiler
Estimated Capacity (in/out): 470/30
Class B Combination Liquor & Beer • 40% alcohol, 0% food, 60% other
Aldermanic District 6 (Alder Rummel) • Police Sector 408
55. [60174](#) Public Hearing - New License
TGRM LLC • dba Sotto
303 N Henry St • Agent: Carla Ortega • Estimated Capacity: 240
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
56. [60175](#) Public Hearing - New License
El Panzon Restaurant LLC • dba El Panzon
1310 S Midvale Blvd • Agent: Jose Antonio Vasquez Martinez
Estimated Capacity (in/out): 30/4
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 10 (Alder Henak) • Police Sector 213

Disciplinary Matter

57. [59976](#) Disciplinary Matter - Demerit Point Assessment
Walnut Hollow Enterprises LLC • dba Plaza Tavern & Grill
319 N Henry St • Agent: Dean Hetue
Class B Combination Liquor & Beer • 70% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403
58. [59977](#) Disciplinary Matter - Demerit Point Assessment
Fox and Bird LLC • dba Heritage Tavern
131 E Mifflin St • Agent: Daniel Fox
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406

Report of Madison Police Department

59. [59974](#) Report of Recent Calls for Service

Report of City Clerk's Office

60. [59975](#) Summary of Licenses Issued

Change of Licensed Premise

61. [60310](#) Change of Licensed Premise
Madison Mallards LLC • dba Madison Mallards
Current Capacity (in/out): 0/6750 • Proposed Capacity (in/out): 0/6750
2920 N Sherman Ave • Agent: Tyler Isham
Class B Combination Liquor & Beer • 13% alcohol, 47% food, 40% other
Aldermanic District 12 (Alder Abbas) • Police Sector 505
Request to change premises to allow sale of hard alcohol throughout stadium
on June 19, 2020.

Adjournment