



# City of Madison

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

## Agenda - Approved

### ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

*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 24, 2021

5:30 PM

Virtual Meeting

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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](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting 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 need to join the virtual meeting.

3. Watch the Meeting: You can watch the 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, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)  
Webinar ID: 912 1508 2519

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 ntauvv, cov ntaub ntauvv 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 7, 2021

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**

October 20, 2021: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [68461](#) 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.

2. [67837](#) Operator License Application  
Katherine Hernandez - Establishment where employed: Open Pantry
3. [68223](#) Operator License Application  
Cherokee Mason
4. [68225](#) Operator License Application  
Dontell Jefferson
5. [68248](#) Operator License Application  
Adam Hirssig - Establishment where employed: Fresh Madison Market
6. [68424](#) Operator License Application  
Michelle L Roatch - Establishment where employed: Green Lantern

#### Changes of Agent

7. [68425](#) Change of Agent  
Fresh City Market LLC • dba Family Fresh Market - Madison • 703 University Ave  
New Agent: Jake Wirag  
Class B Combination Liquor & Beer  
Aldermanic District 8 (Alder Bennett)
8. [68430](#) Change of Agent  
2089 Inc • dba Monty's Blue Plate Diner • 2089 Atwood Ave  
New Agent: Eric Heitzinger  
Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Benford)
9. [68431](#) Change of Agent  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs LLC • 7230 West Towne Way  
New Agent: James Lee

Class B Beer, Class C Wine  
Aldermanic District 9 (Alder Conklin)

10. [68432](#) Change of Agent  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 4505 East Towne Blvd  
New Agent: James Lee  
Class B Beer  
Aldermanic District 17 (Alder Halverson)

11. [68433](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip • 3528 E Washington Ave  
New Agent: Paula McCann  
Class A Beer, Class A Liquor  
Aldermanic District 15 (Alder Foster)

12. [68434](#) Change of Agent  
BSBC LLC • dba Bassett Street Brunch Club • 444 W Johnson St  
New Agent: Justin Callaway  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

13. [68435](#) Change of Agent  
Walgreens Co • dba Walgreens #07536 • 8302 Old Sauk Rd  
New Agent: Melissa Welch  
Class A Beer, Class A Liquor  
Aldermanic District 9 (Alder Conklin)

14. [68437](#) Change of Agent  
Kwantsu Dudes LLC • dba Casetta Kitchen • 222 W Washington Ave  
New Agent: Thomas Gering  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

#### Entity Reorganization

15. [68438](#) Entity Reorganization  
Mega Marts LLC • dba Metro Market #434  
6010 Cottage Grove Rd  
Class B Combination Liquor & Beer  
Aldermanic District 3 (Alder Lemmer)  
Add two new officers

- 16. [68445](#) Entity Reorganization  
Ultimate Mart LLC • dba Pick 'n Save Express #183  
1312 S Park St  
Class A Beer, Class A Liquor  
Aldermanic District 13 (Alder Evers)  
Add two new officers
  
- 17. [68446](#) Entity Reorganization  
Ultimate Mart LLC • dba Pick 'n Save #131  
6655 McKee Rd  
Class A Beer, Class A Liquor  
Aldermanic District 7 (Alder Wehelie)  
Add two new officers
  
- 18. [68452](#) Entity Reorganization  
Ultimate Mart LLC • dba Pick 'n Save #178  
2502 Shopko Dr  
Class A Beer, Class A Liquor  
Aldermanic District 12 (Alder Abbas)  
Add two new officers
  
- 19. [68453](#) Entity Reorganization  
Ultimate Mart LLC • dba Pick 'n Save #179  
261 Junction Rd  
Class A Beer, Class A Liquor  
Aldermanic District 9 (Alder Conklin)  
Add two new officers
  
- 20. [68454](#) Entity Reorganization  
Red Lobster Hospitality LLC • dba Red Lobster #0377  
4502 East Towne Blvd  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Halverson)  
Add one new officer, remove one officer

Request to Extend License Issuance Deadline

- 21. [68475](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
Cali Condor Cantina LLC • dba Big Sur Cantina  
7436 Mineral Point Rd • Agent: Jessica Escamilla • Estimated Capacity: 165/60  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 9 (Alder Conklin) • Police Sector 215

**21+ Entertainment License**

22. [67967](#) 21+ Entertainment License  
Lush Adult Entertainment LLC • dba The Southern Skillet Bistro & Ultra Lounge  
Capacity (in/out): 500/0  
7 W Main St • Agent: Amarion James  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

**Public Hearing**

**New License - Public Hearing**

23. [67965](#) Public Hearing - New License  
AC Madison Hospitality LLC • dba Cambria  
5045 Eastpark Blvd • Agent: Kimberly Albert • Estimated Capacity (in/out):  
140/30  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 17 (Alder Halverson) • Police Sector 520
24. [67966](#) Public Hearing - New License  
Lush Adult Entertainment LLC • dba The Southern Skillet Bistro & Ultra Lounge  
7 W Main St • Agent: Amarion James • Estimated Capacity (in/out): 500/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

**Report of Madison Police Department**

25. [68462](#) Summary of Recent Calls for Service

**Report of City Clerk's Office**

26. [68463](#) Summary of Licenses Issued

**Adjournment**