



Change of Officers

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)

(Legistar file number)
LICLIB-2020-00342
(License number)
17 Madison
(Alder District # and Name)
Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2020-00342
Business dba Name: DoubleTree Hotel Madison East
Licensed Address: 4402 E. Washington Avenue, Madison, WI 53704
Liquor/Beer Agent Name: Lynette Knutson Alder, District #: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): North Central Management, Inc.
Business Mailing Address: PO Box 620994, Middleton, WI 53562
Business Contact Name, Position: Christine Hoebel, Finance/Asset Mgmt & Transaction Mgr
Business Phone: 608-662-3628 Business Email: choebel@ncghospitality.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
See attached list	
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Jonathan D. Bogatay	CEO


Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No Yes, explain: See attached list.

After this change, how many total officers/members/directors will be in the organization? See attached

Will this change alter your business plan? No Yes, please attach new business plan with application.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.


Authorized Signature

5/2/2023
Date

Form submitted by mail/e-mail
Office Use Only

LIST NEW OFFICERS/MEMBERS/DIRECTORS:

- Mark E. Lenerz, Chief Financial Officer
- Andrew B. Inman, Chief Development Officer
- Eric A. Rottier, Chief Operations Officer
- Catherine M. Gillman, Vice President, General Counsel and Secretary
- Jen Yakimicki Guimond, Vice President of Revenue
- Trent Johnson, Regional Vice President of Operations

After this change, how many total officers/members/directors: 2 Directors and 10 Officers:

Directors:

Officers:

David Lenz	David Lenz
Kris Lenz	Jeffrey Lenz
	Kimberly Richter
	Katherine Marron
	Mark Lenerz
	Andrew Inman
	Eric Rottier
	Catherine Gillman
	Jen Yakimicki Guimond
	Trent Johnson

The Officers and Directors of North Central Management, Inc. have the following liquor licenses in the state of Wisconsin and Arizona:

Licensee: North Central Management, Inc.
 d/b/a: Brookfield Conference Center
 Type of License: Class B Liquor
 License issued by: State of Wisconsin

Licensee: North Central Management, Inc.
 d/b/a: Brookfield Conference Center
 Type of License: Class B Beer
 License issued by: City of Brookfield, WI

Licensee: North Central Management, Inc.
 d/b/a: Hilton Garden Inn Brookfield
 Type of license: Class B Liquor
 License issued by: City of Brookfield, WI

Licensee: North Central Management, Inc.
d/b/a: Home2 Suites Madison
Type of license: Class B Combination
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.
d/b/a: Tru by Hilton
Type of license: Class B Beer, Class C Wine
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.
d/b/a: AC Hotel Madison
Type of license: Class A Beer, Class A Liquor
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.
d/b/a: Home2 Suites Glendale
Type of license: Alcoholic Beverage License
License issued by: State of Arizona & City of Glendale, AZ

Licensee: North Central Management, Inc.
d/b/a: Hampton Inn & Suites Glendale
Type of license: Alcoholic Beverage License
License issued by: State of Arizona & City of Glendale, AZ

Licensee: North Central Management, Inc.
d/b/a: Tru by Hilton Glendale
Type of license: Alcoholic Beverage License
License issued by: State of Arizona & City of Glendale, AZ