Entertainment License

Permanent

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)

LICENT- 2025-00263
(License number)

5 (Alder District #)

206 (Police Sector)

Office Use Only

Type of entertainment license: ☒ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): _____
(Class B license only)

Business dba Name: GlouGlou

Licensed Address: 11 N Allen St, Madison WI, 53726

Premise Capacity: 37 Indoor, 40 outdoor Liquor/Beer Agent Name: Megan J Hecox

40 % Alcohol, 60 % Food, ____% Other Alder, District #: Regina Vediver, 5 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Field, Barrel, & Cave

Business Mailing Address: 2121 Fox Ave, Madison, Wi 53711

Business Contact Name, Position: Megan J Hecox, Owner

Business Phone: 608.535.9839 Business Email: mj@fieldbarrelcave.wine

Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
Megan J Hecox	2121 Fox Ave, Madison, Wi 53711	Owner

☑ Security Plan attached *(21+ must complete page 2, 18+ must completed pages 2 and 3)*

☑ I have contacted Zoning (zoning@cityofmadison.com, 608-266-4551) for necessary approvals.

☑ I certify that this information is true and correct to the best of my knowledge.

X MJH
Signature

03.12.25
Date

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only

REV 09/2018

Entertainment and Security Information

Live entertainment includes (check all that apply): ☑ Live Music ☑ Disc Jockey ☐ Designated Dance Floor

Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.

Type of live entertainment to be offered: Mostly small acoustic groups, playing during the dinner hour

Number of security personnel and how they will be utilized: This is a small european-style restaurant with a wine focus, and music during dinner service, not a music venue. Security personnel will not be needed.

Description of clothing to identify security personnel: Events will generally not be ticketed and security personnel not needed.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: There is no parking lot but ample parking on Allen St. It is a small restaurant and parking management is not neede

How will the entrance line be managed and controlled: This is a small restaurant and there will never be a line for music, as it is meant to be complemetary to dinner service.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: As a small neighboorhood retaurant, the liklihood of unruly patrons is low, but I require any employee behind the bar to attain a bartender certificate and operator license. My staff is well trained and equiped to handle this unlikely scenario.

Underage drinking and fake ID plan: I require any employee behind the bar to attain a bartender certificate and operator license. Most customers are residents walking from the neighboorhood. But in this scenario, my staff is well trained and equiped to handle this situation.

Plan to control and supervise patrons under twenty-one (21) years of age: Most customers are residents walking from the neighboorhood. If there are customers under the age of 21, they are almost always in attendance with their parents, for dinner. If not, all bar staff have bartender certification.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: As a small neighboorhood retaurant with an earlier closing time, the liklihood of litter and noise is low. However, licensed staff would attend to any unlikely scenario that might disturb the neighboorhood including litter. As the owner, I live in the neighboorhood with my young children, and seek to enhance not disturb the environment.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Megan J Hecox, Owner	[redacted]		