Change of Officers

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

(Agenda Item Number)

(Legistar file number)

(License number)

(Alder District # and Name)

Office Use Only

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

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is $25.00.
- 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: LIC LIA-2024-00517

Business dba Name: METRO MARKET #179

Licensed Address: 261 JUNCTION ROAD, MADISON, WI 53717-2615

Liquor/Beer Agent Name: ERIC MICHAELIS Alder, District #: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): ULTIMATE MART, LLC

Business Mailing Address: PO BOX 305103

Business Contact Name, Position: KROGER BUSINESS LICENSING DEPT

Business Phone: 615-232-7728 Business Email: business.license@kroger.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
GEORGE VINCENT	VICE PRESIDENT & SECRETARY
SEAN SHEPARD	VICE PRESIDENT
SAMANTHA KUPCHIK	VICE PRESIDENT
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
CHRISTINE WHEATLEY	VICE PRESIDENT & SECRETARY
PHIL NELSON	VICE PRESIDENT
LAURA ALSTEEN	VICE PRESIDENT

continued on page two -OVER

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

☐ No ☒ Yes, explain: Pick N Save #183, #131, #178, & Metro Market #434

After this change, how many total officers/members/directors will be in the organization?: 6

If this changes ownership by 50% or more, you will also need to include a completed Liquor/Beer License Application, business plan, and sample menu with this form.

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.

Kelsey Wray
Authorized Signature

04/14/2026
Date

☐ Form submitted by mail/e-mail
Office Use Only