



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - 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.

Wednesday, March 15, 2023

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

HYBRID MEETING

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to 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 web
<https://www.cityofmadison.com/watchALRC>
- 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: 892 6933 4176

Applications will go to the Common Council Meeting of April 18, 2023

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.

After speaking to the committee, please take your seat in the gallery. 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

Present: 7 - Charles Myadze; Michael E. Verveer; Colin R. Barushok; Karen L. Reece; Kathryn M. Farley; Michael S. Donnelly and Sheri Carter

Absent: 2 - Amanda M. Jovaag and Linda Vakunta

Excused: 1 - Amy L. Westra

Non Voting: 3 - Jim Verbick; James Boxrud and Steve Brist

Approval of Minutes

A motion was made by Carter, seconded by Barushok, to Approve the Minutes.
The motion passed by voice vote/other.

Public Comment

1. [76688](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Temporary Class B Concurrent with Street Use

2. [76538](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Festivals Inc
Event Location: Capitol Square
Event Date: 9/2/2023 2pm - 8:30pm & 9/3/2023 11am - 7pm
Alder District 4 (Alder Verveer)
Police District: 405
Event: Taste of Madison

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

Changes of Agent

3. [76541](#) Change of Agent
Madison Association of the Deaf • dba Madison Association of the Deaf • 1109
Williamson St
New Agent: Ted J Trenkamp
Class B Combination Liquor & Beer
Alder District 6 (Alder Rummel)

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

4. [76543](#) Change of Agent
Blue Plate Catering Inc • dba Blue Plate Catering • 702 S High Point Rd
New Agent: David Porto
Class B Combination Liquor & Beer
Alder District 1 (Alder Duncan)

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

Business Name Change

5. [76544](#) Business Name Change
Delicacies of Asia LLC • Current dba: Delicacies of Asia
506 State St
Class B Beer, Class C Wine
Alder District 2 (Alder Bennett)
New dba: Hot Pot 608 All You Can Eat

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

6. [76545](#) Business Name Change
HML LLC • Current dba: Sushi Tora
546 W Washington Ave
Class B Combination Liquor & Beer
Alder District 4 (Alder Verveer)
New dba: Bar Tora

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

Change of Licensed Premise

7. [76546](#) Change of Licensed Premise
El Panzon Restaurant LLC • dba El Panzon Restaurant
Current Capacity (in/out): 30/0 • Proposed Capacity (in/out): 90/0
1310 S Midvale Blvd • Agent: Matilde anahi Rojas Muñoz
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Alder District 10 (Alder Figueroa Cole) • Police Sector 213
Request to expand premises to include recently acquired adjacent property that was at 1306 S Midvale Blvd.

A motion was made by Farley, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

8. [76552](#) Change of Licensed Premise
Tip Top Tap Inc • dba Tip Top Tavern
Current Capacity (in/out): 99/99 • Proposed Capacity (in/out): 99/99
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 45% alcohol, 51% food, 4% other
Alder District 12 (Alder Latimer Burris) • Police Sector 503
Request to expand premises to include sidewalk cafe on North St and Commercial Ave. Extend use of outdoor patio until midnight on Friday & Saturdays.

A motion was made by Carter, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.

One registration in support.

21+ Entertainment License

9. [76574](#) 21+ Entertainment License
Serrato Entertainment Inc • dba The Capital • Capacity: 250
430 W Gilman St • Agent: Luis Serrato
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 2 (Alder Bennett) • Police Sector 403

A motion was made by Carter, seconded by Reece, to Table. The motion passed by voice vote/other.

A motion was made by Carter, seconded by Myadze, to Take Off The Table. The motion passed by voice vote/other.

A motion was made by Carter, seconded by Myadze, to Refer to the ALCOHOL

LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Public Hearing

New License - Public Hearing

10. [76483](#) Public Hearing - New License
 Bhago Properties LLC • dba Lucky's Market - Park Street
 2201 S Park St • Agent: Lakhvir Kaur
 Class A Beer, Class A Liquor
 Alder District 14 (Alder Knox) • Police Sector 310

A motion was made by Farley, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

- 1. Operating hours shall be no earlier than 5:00 a.m. to no later than 11:00 p.m.**
- 2. Sale of intoxicating liquor is limited to wine and cider.**
- 3. There shall be no sale of single bottles or cans of beer or fermented malt beverages.**
- 4. The establishment shall have outdoor lights with motion sensors for all sides of the building.**
- 5. The establishment shall have video surveillance equipment (inside and outside the building) that complies with Madison General Ordinance 38.05(13).**
- 6. The establishment shall post signs prohibiting trespassing on the property.**

One registration in support.

A motion was made by Carter, seconded by Myadze, to Amend the original motion to include a condition requiring signage prohibiting trespassing. The motion passed by the following vote:

Ayes: 4 - Charles Myadze; Michael E. Verveer; Colin R. Barushok and Sheri Carter

Noes: 2 - Karen L. Reece and Kathryn M. Farley

Abstentions: 1 - Michael S. Donnelly

11. [76484](#) Public Hearing - New License
 Bhago Properties LLC • dba Lucky's Market - Beltline Highway
 2703 W Beltline Hwy • Agent: Lakhvir Kaur
 Class A Beer, Class A Liquor
 Alder District 10 (Alder Figueroa Cole) • Police Sector 308

A motion was made by Farley, seconded by Barushok, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

- 1. Operating hours shall be no earlier than 5:00 a.m. to no later than 11:00 p.m.**
- 2. Sale of intoxicating liquor is limited to wine and cider.**
- 3. There shall be no sale of single bottles or cans of beer or fermented malt beverages.**

4. The establishment shall have outdoor lights with motion sensors for all sides of the building.
5. The establishment shall have video surveillance equipment (inside and outside the building) that complies with Madison General Ordinance 38.05(13).
6. The establishment shall post signs prohibiting trespassing on the property.

One registration in support, three registrations in opposition.

12. [76492](#)

Public Hearing - New License
Ameer Investment Inc • dba I Mart WI0104
5551 Eastpark Blvd • Agent: William Clark
Class A Beer, Class A Liquor
Alder District 17 (Alder Madison) • Police Sector 520

A motion was made by Reece, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The condition is:

1. Class A Liquor limited to sales of wine and cider only.

One registration in support.

13. [76494](#)

Public Hearing - New License
El Vaquero LLC • dba El Vaquero Mexican Grill
3904 E Washington Ave • Agent: Erik Francisco Doroteo • Estimated Capacity (in/out): 50/8
Class B Beer • 25% alcohol, 75% food
Alder District 12 (Alder Latimer Burris) • Police Sector 516

A motion was made by Reece, seconded by Barushok, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

14. [76495](#)

Public Hearing - New License
Serrato Entertainment Inc • dba The Capital
430 W Gilman St • Agent: Luis Serrato • Estimated Capacity (in/out): 250/0
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Alder District 2 (Alder Bennett) • Police Sector 403

A motion was made by Carter, seconded by Myadze, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

15. [76499](#)

Public Hearing - New License
Cultura Cali LLC • dba Jalisco Cocina Mexicana
108 King St • Agent: Brooke Ann Hernandez-Barajas • Estimated Capacity (in/out): 75/50
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Alder District 4 (Alder Verveer) • Police Sector 406

A motion was made by Carter, seconded by Barushok, to **RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING**. The motion passed by voice vote/other.

One registration in support.

Items Referred

16. [76461](#) Amending Sections 38.06(11) and (12) of the Madison General Ordinances to clarify exemptions related to alcohol beverage service and entertainment licenses.

A motion was made by Verveer, seconded by Barushok, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

ALRC Operators Subcommittee

17. [76218](#) Fill Vacancy on ALRC Operator Subcommittee

Reece motions, Farley seconds, to appoint Reece to ALRC Operators Subcommittee.

Report of Madison Police Department

18. [76686](#) Summary of Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

19. [76687](#) Summary of Licenses Issued

Clerk's Office submitted the attached report.

Change of Licensed Premise

20. [76823](#) Change of Licensed Premise
Ultimate Mart LLC • dba Pick 'n Save #131
6655 McKee Rd • Agent: Crystal Gulseth
Class A Beer, Class Liquor
Alder District 7 (Alder Wehelie) • Police Sector 119
Request to expand number of parking stalls in premises for curbside pick-up to the eight parking stalls along the side of the building, closest to the southwest corner of the building.

A motion was made by Carter, seconded by Barushok, to **RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER**. The motion passed by voice vote/other.

One registration in support.

Adjournment

A motion was made by Barushok, seconded by Farley, to Adjourn at 7:18. The motion passed by voice vote/other.