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, August 19, 2026 **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: 817 9833 6005

Interpretation and Accessibility

Applications will go to the Common Council Meeting of September 8, 2026

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: Klemmons, Farley, Loving

Call to Order/Roll Call

Present: 5 - Carmella Glenn; Michael E. Verveer; Yannette Figueroa Cole; Moira Harrington and Amy L. Westra

Excused: 3 - Kathryn M. Farley; Tianna C. Klemons and Katherine Loving

Non Voting: 1 - James Boxrud

Approval of Minutes

A motion was made by Westra, seconded by Figueroa Cole, to Approve the Minutes. The motion passed by voice vote/other.

Public Comment

1. 94357 Public Comment

Disclosures and Recusals

Westra recuses from items 16 and 17

Presentation of the Consent Agenda

Temporary Class B Concurrent with Street Use

2. 94074 Temporary Class B Retailer License
Concurrent with Street Use Permit
Marquette Neighborhood Association
Event Location: Orton Park
Event Date: 8/28/26 5-9pm, 8/29/26 11:30am-10pm, 8/30/26 9am-8pm
Police District: 408 (District 6)
Event: Orton Park Festival

A motion was made by Westra, seconded by Figueroa Cole, to Approve. The motion passed by voice vote/other.

Changes of Agent

3. 94159 Change of Agent
Madison Labor Temple Assn • dba Madison Labor Temple • 1602 S Park St
New Agent: Torri Grow
Class B Combination Liquor & Beer
(District 13)

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

4. 94203 Change of Agent
Wisconsin CVS Pharmacy LLC • dba CVS Pharmacy #7147
6701 Mineral Point Rd
New Agent: Kylee Strohecker
Class A Beer, Class A Liquor
(District 19)

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

5. 94205 Change of Agent
Walgreen Co • dba Walgreens #04240 • 3710 E Washington Ave
New Agent: Arbenita Mehmeti
Class A Beer, Class A Liquor
(District 12)

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

Entity Reorganization

6. 94161 Entity Reorganization
The Cheesecake Factory Restaurants Inc • dba The Cheesecake Factory
1 West Towne Mall
Class B Combination Liquor & Beer
(District 9)
Add one new officer, remove one officer

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

7. 94206 Entity Reorganization
Whole Foods Market Group Inc • dba Whole Foods Market
4710 Madison Yards Way
Class B Combination Liquor & Beer
(District 11)

New LLC: Whole Foods Market Group LLC
Add two new officers, remove one officer

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

One registration in support.

8. 94224

Entity Reorganization
Walgreen Co • dba Walgreens #02848
606 S Whitney Way
Class A Beer, Class A Liquor
(District 19)
Add four new officers, remove three officers

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

9. 94225

Entity Reorganization
Walgreen Co • dba Walgreens #03343
7810 Mineral Point Rd
Class A Beer, Class A Liquor
(District 9)
Add four new officers, remove three officers

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

10. 94226

Entity Reorganization
Walgreen Co • dba Walgreens #04240
3710 E Washington Ave
Class A Beer, Class A Liquor
(District 12)
Add four new officers, remove three officers

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

11. 94227

Entity Reorganization
Walgreen Co • dba Walgreens #07536
8302 Old Sauk Rd
Class A Beer, Class A Liquor
(District 9)
Add four new officers, remove three officers

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

Change of License Conditions

12. 93863

Change of Licensed Conditions
Luna's Groceries LLC • dba Luna's Groceries
2010 Red Arrow Trl • Agent: Mariam Maldonado
Class A Beer, Class A Liquor, Class A Cider
Police Sector 211 (District 10)
Request to revise or remove condition one to allow sale of single containers of beer of one liter.

A motion was made by Westra, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

Condition one shall now read: The establishment shall not sell, dispense or give away fermented malt beverages in the original container in amounts less than the amount contained in a six pack of 12 ounce bottles or cans. This is only applicable to fermented malt beverages which fall into the following categories of brands: Domestic Premium, Domestic Sub-Premium (which includes Value and Economy brands), Malt Liquor & similarly situated imported brands that are low-ABV (alcohol by volume) adjunct lagers or pilsners designed to compete directly for the Domestic Premium, Domestic Sub-Premium (which includes value and economy brands) and Malt liquor product market share (e.g. Bud Light, Miller Lite, Corona, Modelo, Heineken, etc.).

Two registrations in support.

13. 93870

Change of Licensed Conditions
Hotbox LLC • dba Fya Syde Kitchen • Capacity (in/out): 100/0
1925 Monroe St • Agent: Xavier Fuller
Class B Combination Liquor & Beer • 25% alcohol, 75% food
21+ Entertainment
Police Sector 205 (District 13)
Request to revise condition to allow alcohol sales and entertainment after 11pm.

A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Public Hearing

New License - Public Hearing

14. 94146

Public Hearing - New License
16 North Carroll LLC • dba The Historian Hotel
16 N Carroll St • Agent: Timothy Somerville

Estimated Capacity (in/out): 104/20
Class B Combination Liquor & Beer • 8.2% alcohol, 15.1% food, 76.7% other
Police Sector 405 (District 4)

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

The condition is:
1. Entertainment shall cease by 11pm, daily.

Three registrations in support.

15. 94228

21+ Entertainment License
16 North Carroll LLC • dba The Historian Hotel
Capacity (in/out): 104/20
16 N Carroll St • Agent: Timothy Somerville
Class B Combination Liquor & Beer • 8.2% alcohol, 15.1% food, 76.7% other
Police Sector 405 (District 4)

A motion was made by Figueroa Cole, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

The condition is:
1. Entertainment shall cease by 11pm, daily.

Three registrations in support.

16. 94147

Public Hearing - New License
Madison Public Market Bar Corporation • dba Madison Public Market
202 N First St • Agent: Keisha Harrison
Estimated Capacity (in/out): 750/230
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Police Sector 501 (District 12)

A motion was made by Figueroa Cole, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other. Westra has recused.

Three registrations in support.

17. 94162

21+ Entertainment License
Madison Public Market Bar Corporation • dba Madison Public Market
Capacity (in/out): 750/230
202 N First St • Agent: Keisha Harrison
Class B Combination Liquor & Beer • 100% alcohol, 0% food
Police Sector 501 (District 12)

A motion was made by Figueroa Cole, seconded by Glenn, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice

vote/other. Westra has recused.

Three registrations in support.

18. 94148

Public Hearing - New License
The Oaks Lounge LLC • dba The Oaks Lounge
614 N Fair Oaks Ave • Agent: Darwin Guevara
Estimated Capacity (in/out): 50/30
Class B Combination Liquor & Beer • 60% alcohol, 30% food, 10% other
Police Sector 604 (District 12)

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

The conditions are:
1. Establishment shall cease operations by midnight, daily.
2. Establishment shall post signage prohibiting loitering on the property.

Three registrations in support.

19. 94163

21+ Entertainment License
The Oaks Lounge LLC • dba The Oak's Lounge
Capacity (in/out): 80/40
614 N Fair Oaks Ave • Agent: Darwin Guevara
Class B Combination Liquor & Beer • 50% alcohol, 40% food, 10% other
Police Sector 604 (District 12)

A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Committee advises the applicant to hold a meeting with the neighborhood association prior to next appearance.

Three registrations in support.

20. 94209

Public Hearing - New License
Begonia. Restaurant LLC • dba begonia.
1835 Monroe St • Agent: Sara Anderson
Estimated Capacity (in/out): 60/0
Class B Combination Liquor & Beer • 21% alcohol, 79% food
Police Sector 205 (District 13)

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

The condition is:
1. Alcohol license is limited to sales for on-premises consumption only.

One registration in support.

Report of Madison Police Department

21. 94355 Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

22. 94356 Summary of Licenses Issued

Clerk's Office submitted the attached report.

Request to Extend License Issuance

23. 94388 Request to extend license issuance beyond the 180 day limit under MGO 38.05
Amigo Moderno LLC • dba Amisto
313 W Johnson St • Agent: Tatsiana Zhykharevich
Estimated Capacity (in/out): 140/0
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Police Sector 405 (District 4)

A motion was made by Westra, seconded by Figueroa Cole, 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 Westra, seconded by Harrington, to Adjourn at 7:14pm. The motion passed by voice vote/other.