



City of Madison

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

Meeting Minutes - Draft ALCOHOL LICENSE REVIEW COMMITTEE

*This meeting can be viewed LIVE on Madison City Channel, cable channel 12, or at
www.madisoncitychannel.tv.*

Wednesday, August 20, 2008

5:30 PM

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

Contact the Office of the City Clerk at (608) 266-4601, or TDD (608) 266-6573.

Applications will go to the Common Council Meeting of September 2, 2008.

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.

Call to Order/Roll Call

Present: 11 -

Michael E. Verveer; Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist;
John A. McNamara; David A. Hart; Chet Gerlach; Pamela Bean; Dawn Crim
and Katherine Plominski

Absent: 1 -

Tom A. Landgraf

Excused: 1 -

Michael Schumacher

Approval of Minutes

A motion was made by Ald. Verveer, seconded by Bean, to Approve the July 16, 2008 Minutes. The motion passed by voice vote/other.

Public Comment

None

Changes of Agent

1. [11381](#) Change of Agent
Kwik Trip Inc • dba Tobacco Outlet Plus #529 • 3868 E Washington Ave
New Agent: Teresa L Williams
Beer - Grocery/Convenience Store Class A
Aldermanic District 17 (Ald. Clausius) • Police Sector 516

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

2. [11454](#) Change of Agent
Aldi Inc #21 • dba Aldi Inc • 2935 Lien Rd
New Agent: Jennifer Sawicki
Class A Beer, Class A Liquor
Aldermanic District 17 (Ald. Clausius) • Police Sector 605

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

3. [11528](#) Change of Agent
Ultra Mart Foods LLC • dba Copps Food Center #8183 • 1312 S Park St
New Agent: Eric H Michaelis
Class A Beer, Class A Liquor
Aldermanic District 13 (Ald. Kerr) • Police Sector 306

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

Changes of Corporate Control

4. [11440](#) Change of Corporate Control -- 1 new officers
Applicant Marcus Madison LLC • dba Sheraton Madison Hotel
7% alcohol, 15% food, 78% Other
706 John Nolen Dr • Agent: Thomas Kissinger
Class B Combination Liquor & Beer
Aldermanic District 14 (Ald. Bruer) • Police Sector 313

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

5. [11566](#) Change of Corporate Control -- 2 new officers
K Street LLC • dba Madison's • 40% alcohol, 60% food
119 King St • Agent: Andrew Haker
Class B Combination Liquor & Beer
Aldermanic District 04 (Ald. Verveer) • Police Sector 405

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

Change of Licensed Premise

6. [11203](#) Change of Licensed Premise
Wingra Services LLC • dba Edgewood College
1000 Edgewood College Dr • Agent: Richard Keintz
Class B Combination Liquor & Beer • 10% Alcohol, 90% food
Aldermanic District 10 (Ald. Solomon) • Police Sector 302
Request to add two outdoor areas to the designated locations for liquor on campus for catered events (Regina Terrace & Predolin Terrace).

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

Registrant(s) - Greg Heintz

7. [10601](#) Change of Licensed Premise
Hoops of Dane County Inc • dba The Bayou • capacity of 104
117 S Butler St • Agent: Dale Beck
Class B Combination Liquor & Beer • 60% Alcohol, 40% food
Aldermanic District 6 (Ald. Rummel) • Police Sector 406
Request for sidewalk cafe.

A motion was made by Ald. Verveer, seconded by Bean, to Refer to the March 2009 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

8. [11382](#) Change of Licensed Premise
Lora Garrett • dba Cafe' Costa Rica • capacity of 15 (inside)
141 S Butler St
Class B Combination Liquor & Beer • 25% Alcohol, 75% food
Aldermanic District 06 (Ald. Rummel) • Police Sector 406
Request expansion to include the sidewalk cafe on the terrace adjacent to the sidewalk outside the cafe.

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

Registrant(s) - Lora Garrett (owner), Rej Clarke, Rosemary Lee

9. [11383](#) Change of Licensed Premise
Bab's French Quarter Kitchen LLC • dba Bab's French Quarter Kitchen
Capacity of 60 • 1353 Williamson St
Class B Combination Liquor & Beer • 20% Alcohol, 80% food
Aldermanic District 06 (Alder Rummel) • Police Sector 410
Request to have up to 3 events (crawfish boils) in April and May of 2009, and a music fest in October of 2008 (one day - the 18th or 25th). Events would be held in the parking lot of the business. All 4 events will be on Saturdays. The approximate time for all events will be 1:00 p.m. to 7:00 p.m.

A motion was made by Gerlach, seconded by Ald. Verveer, to Refer to the September 17, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Registrant(s): Barbara Matthews (owner)

10. [11481](#) Change of Licensed Premise
Brewers Showcase Inc • dba The Malt House • capacity of 90
2609 E Washington Ave • Agent: William Rogers
Class B Combination Liquor & Beer • 95% Alcohol, 5% food
Aldermanic District 15 (Alder Palm) • Police Sector 603
Request to fence off private concrete slab to provide space for outside seating. Build raised wood platform to cover an old building remnant, and use platform for seating also.

A motion was made by Ald. Verveer, seconded by Gerlach, to Refer to the September 17, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

11. [11541](#) Change of Licensed Premise
Walmart Stores East LP • dba Walmart Store #1138
7202 Watts Rd • Agent: Edward Kilgora
Class A Beer, Class A Liquor
Aldermanic District 01 (Ald. Sanborn) • Police Sector 123
Request that reference to registers 15 and 16 be removed from the alcohol licenses because they do not exist.

A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other. Reference on license will be changed to reference registers 13 & 14.

Registrant(s): Ed Kilgora (agent)

12. [11559](#) Change of Licensed Premise
State Bar & Grill LLC • dba State Bar & Grill • capacity of 189
118 State St • Agent: Larry Schmock
Class B Combination Liquor & Beer • 75% Alcohol, 25% food
Aldermanic District 04 (Ald. Verveer) • Police Sector 406
Request to add a sidewalk cafe in front of State Street entrance to include four tables
and 16 chairs.

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

Registrant(s): Tom Schmock (owner)

21+ Entertainment License

13. [11574](#) 21+ Entertainment License
Church Key / Foodmarket / The Vineyard • dba Church Key • Capacity: 190
626 University Ave • Agent: Jongyeon Lee
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 08 (Ald. Judge) • Police Sector 403

A motion was made by Gerlach, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the following conditions: Only on Tuesdays and limited to Karoke. The motion passed by voice vote/other.

Registrant(s): Tom Harris

New License - Public Hearing

14. [11158](#) Public Hearing - New License
Sloppy Lobster Seafood Market Inc • dba Sloppy Lobster Seafood Market
5% alcohol, 95% food
8452 Old Sauk Rd • Agent: Veronica Graham • Estimated Capacity: 152
Class B Combination Liquor & Beer
Aldermanic District 9 (Ald. Skidmore) • Police Sector 127

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

Registrant(s): Veronica Graham (owner)

15. [11160](#) Public Hearing - New License
El Princes Mexican Restaurant LLC • El Prince • 20% alcohol, 80% food
2229 S Stoughton Rd • Agent: Jose A Garcia • Estimated Capacity: 45
Class B Beer
Aldermanic District 16 (Ald. Compton) • Police Sector 617

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

Registrant(s): Jose Garcia (owner)

16. [11232](#) Public Hearing - New License
W & W Enterprises Inc • dba Northport Shell
1423 Northport Dr • Agent: Mary Jo Wing
Class A Beer, Class A Liquor
Aldermanic District 18 (Ald. Schumacher) • Police Sector 505
- A motion was made by Gerlach, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the following license conditions: No sale of single bottles or single cans of beer or fermented malt beverages; No sale of 40 ounce bottles of fermented malt beverages; No sale of fortified wines; Liquor sales limited to the sale of wine and wine coolers only; store will continue practice of closing at 7:00 p.m.. The motion passed by voice vote/other.**
- Registrant(s): Walt Wing (owner)**
17. [11234](#) Public Hearing - New License
Mercado Juarez LLC • dba Mercado Juarez LLC
1417B Northport Dr • Agent: Martin Miranda
Class A Beer
Aldermanic District 18 (Ald. Schumacher) • Police Sector 505
- A motion was made by Gerlach, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Martin Miranda (owner)**
18. [11291](#) Public Hearing - New License
Madison West Princeton Hotel Investors I LLC
dba Homewood Suites Madison West • 10 % alcohol, 25% food, 65% Other
479 Commerce Dr • Agent: Stephanie Bracken
Class B Combination Liquor & Beer
Aldermanic District 9 (Ald. Skidmore) • Police Sector 402
- A motion was made by Gerlach, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Stephanie Bracken**
19. [11385](#) Public Hearing - New License
Sam's East Inc • dba Sam's Club #8255
7050 Watts Rd • Agent: David Atkinson
Class A Beer, Class A Liquor
Aldermanic District 01 (Alder Sanborn) • Police Sector 123
- A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING. The motion passed by voice vote/other.**

20. [11386](#) Public Hearing - New License
M&P Holdings LLC • dba AmericInn of Madison West • 1% alcohol, 99% Other
516 Grand Canyon Dr • Agent: Michael Sias • Estimated Capacity: 40
Class B Combination Liquor & Beer
Aldermanic District 19 (Ald. Clear) • Police Sector 113

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

Registrant(s): Mike Sias

21. [11388](#) Public Hearing - New License
Puav Pheej LLC • dba Taste of Asia • .1% alcohol, 99.9% food
2817 E Washington Ave • Agent: Peng Her • Estimated Capacity: 130
Class B Beer, Class C Wine
Aldermanic District 15 (Alder Palm) • Police Sector 603

A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

22. [11390](#) Public Hearing - New License
Road Ranger LLC • dba Road Ranger #129
4102 Commercial Ave • Agent: Vickie D Mason
Class A Liquor
Aldermanic District 03 (Alder Cnare) • Police Sector 607

Registrant(s): Mike Chapman

A motion was made by Gerlach, seconded by Bean, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by the following vote:

- Absent:** 1 -
Tom A. Landgraf
- Excused:** 1 -
Michael Schumacher
- Ayes:** 3 -
David A. Hart; Chet Gerlach and Pamela Bean
- Noes:** 2 -
Michael E. Verveer and John A. McNamara

23. [11456](#) Public Hearing - New License
Vientiane Restaurant Inc • dba Vientiane Restaurant
10% alcohol, 80% food, 10% Other
626 S Park St • Agent: Khamming Baccam • Estimated Capacity: 65
Class B Beer, Class C Wine
Aldermanic District 13 (Ald. Kerr) • Police Sector 305

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

Registrant(s): Khamming Baccam (owner)
24. [11493](#) Public Hearing - New License
Guanajuato Enterprises #2 Inc. • dba Taqueria Guanajuato
20% alcohol, 80% food
1318 S Midvale Blvd • Agent: Maria Silva • Estimated Capacity: 60
Class B Combination Liquor & Beer
Aldermanic District 10 (Ald. Solomon) • Police Sector 106

A motion was made by Ald. Verveer, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
25. [11124](#) Operator License Application
Echo Stillman - Establishment where employed: The Junk Yard

A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.
26. [11125](#) Operator License Application
Aaron Murray - Establishment where employed: Francois Oil

A motion was made by Ald. Verveer, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.

27. [11126](#) Operator License Application
Tim Harris - Establishment where employed: Holiday Inn East
- A motion was made by Ald. Verveer, seconded by McNamara, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/15/2008. The motion passed by the following vote:**
- Absent:** 1 -
Tom A. Landgraf
- Excused:** 1 -
Michael Schumacher
- Ayes:** 3 -
Michael E. Verveer; John A. McNamara and Pamela Bean
- Noes:** 1 -
Chet Gerlach
- Abstentions:** 1 -
David A. Hart

Operator's License Applications

28. [11455](#) Operator License Application
Sean Lee - Establishment where employed: Ginza in the Dells (not presently bartending in Madison)
- A motion was made by McNamara, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 9/17/2008. The motion passed by voice vote/other.**
29. [11500](#) Operator License Application
Joseph Cummings - Establishment where employed: Brass Ring
- A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 9/17/2008. The motion passed by voice vote/other.**
30. [11540](#) Operator License Application
Doug Hartsough - Establishment where employed: Mr. Roberts
- A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 9/17/2008. The motion passed by voice vote/other.**

Discussion Items

31. [11436](#) Creating new Section 38.05(3)(d) and renumbering current Sec. 38.05(3)(d) through (m) to Sec. 38.05(3)(e) through (n) of the Madison General Ordinances to require the posting of a sign on premises where application has been made for a retail alcohol beverage license.
- A motion was made by Ald. Verveer, seconded by McNamara, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 9/17/2008. The motion passed by voice vote/other.**

32. [11648](#) Discussion and Appointment of Members to Subcommittees

The subject of forming a Subcommittee on Process and a Subcommittee on Policy was touched upon. Discussion to be continued at September 17, 2008 ALRC meeting.

33. [11668](#) Ability of the ALRC Chair to Vote

A motion was made by Bean, seconded by Gerlach to approve the ALRC Chair to vote. Motion passed by voice vote, other.

Report of the Alcohol Policy Coordinator

34. [11588](#) Update:
-update on the KK/Madison Ave/Johnny O's ALERT meeting of 7/17/08

Alcohol Policy Coordinator Plominski gave an update on past and future ALERT meetings.

Report of the City Attorney

35. [08455](#) Summary of Recent Office Enforcement Actions.

Assistant City Attorney Brist gave an update.

Report of Madison Police Department

36. [03238](#) Summary of Liquor License Violations

Captain Gloede gave an update.

Report of City Clerk's Office

37. [01705](#) Summary of Licenses Issued

Adjournment

A motion was made by Gerlach, seconded by Bean, to Adjourn. The motion passed by voice vote/other. Meeting adjourned at 8:20 p.m.