



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 98, digital channel 994, or at www.madisoncitychannel.tv.

Wednesday, October 20, 2010

5:30 PM

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

Applications will go to the Common Council Meeting of November 9, 2010.

Call to Order/Roll Call at 5:42 p.m.

Present: 12 -

Michael E. Verveer; Maribeth Witzel-Behl; Barb Mercer; Carl Gloede;
Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Chet Gerlach;
Pamela Bean; Dawn B. Crim; Austin J. Buerosse and Mark D. Woulf

Excused: 3 -

Michael Schumacher; Roger Allen and Shiva Bidar-Sielaff

Attorney Brist was present on behalf of the City Attorney's Office.

Approval of Minutes

**A motion was made by Gerlach, seconded by Farley, to Approve the Minutes.
The motion passed by voice vote/other.**

Public Comment

Changes of Agent

- [20234](#)** Change of Agent
Aldi Inc • dba Aldi #21 • 3925 Lien Rd
New Agent: Julie Koch
Class A Liquor, Class A Beer
Aldermanic District 17 (Alder Clausius) • Police Sector 605
A motion was made by Gerlach, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER . The motion passed by voice vote/other.
- [20235](#)** Change of Agent
WHG Real Estate South LLC • dba Applebee's Neighborhood Grill & Bar
4710 East Towne Blvd
New Agent: Gary Akridge
Class B Combination Liquor & Beer • 11% alcohol, 89% food
Aldermanic District 17 (Alder Clausius) • Police Sector 517
A motion was made by Gerlach, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER . The motion passed by voice vote/other.

Changes of Corporate Control

3. [20233](#) Change of Corporate Control
CEC Entertainment Inc • dba Chuck E Cheese's
438 Grand Canyon Dr • Agent: Mark T Carlson
Class B Beer • 1% alcohol, 65% food, 34% other
Aldermanic District 19 (Alder Clear) • Police Sector 113
1 new officer
- A motion was made by Gerlach, seconded by Woulf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER . The motion passed by voice vote/other.**

Change of Licensed Premise

4. [20230](#) Change of Licensed Premise
Omar Cortez • dba Los Gemelos • Capacity: 62
244 W Gilman St
Class B Beer • 15% alcohol, 85% food
Aldermanic District 8 (Alder Eagon) • Police Sector 403
Request to add sidewalk cafe to licensed premise.
- A motion was made by Ald. Verveer, seconded by Woulf, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER . The motion passed by voice vote/other.**

21+ Entertainment License

5. [19561](#) 21+ Entertainment License
Sconnie Bar LLC • dba Sconnie Bar • Capacity: 500
317 W Gorham St • Agent: Troy Vosseller
Class B Combination Liquor & Beer • 65% alcohol, 25% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Ald. Verveer, seconded by Bean, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November meeting. The motion passed by voice vote/other.**
6. [19812](#) 21+ Entertainment License
Club One Eleven LLC • dba Retro Tavern • Capacity: 399
111 W Main St • Agent: Curtis V Brink
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405
- A motion was made by Ald. Verveer, seconded by Woulf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November meeting. The motion passed by voice vote/other.**
7. [20231](#) 21+ Entertainment License
TGRM LLC • dba T C Katz • Capacity: 240
303 N Henry St • Agent: Ted Gervasi
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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

8. [20232](#)

21+ Entertainment License
Madison Club House Corp • dba The Madison Club • Capacity: 600
5 E Wilson St • Agent: Mary Gaffney Ward
Class B Combination Liquor & Beer • 72% alcohol, 26% food, 2% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

18+ Performing Arts License

9. [19807](#)

18+ Center for Visual & Performing Arts License
Hoops of Dane County Inc • dba Bayou New Orleans Style Tavern
Capacity:104
117 S Butler St • Agent: Dale Beck
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 6 (Alder Rummel) • Police Sector 406

A motion was made by Ald. Verveer, seconded by Woulf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the following conditions: 1) Licensee will inform the neighborhood association chairperson of all entertainment events at least 48 hours in advance. 2) The maximum capacity of persons age 18-20 years old will be limited to 30 persons. 3) 18+ entertainment events will be limited to six per month. 4) Licensee will ensure that exterior noise levels be reasonable at all times. Staff will monitor the exterior noise levels every 30 minutes during live entertainment events. The motion failed by voice vote/other.

A motion was made by Farley, seconded by Gerlach, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER . The motion failed by the following vote:

Excused: 2 -

Michael Schumacher; Roger Allen and Shiva Bidar-Sielaff

Ayes: 3 -

Thomas J. Farley; David A. Hart and Pamela Bean

Noes: 4 -

Michael E. Verveer; Thomas A. Landgraf; Chet Gerlach and Mark D. Woulf

Non Voting: 2 -

Maribeth Witzel-Behl; Barb Mercer; Carl Gloede; Dawn B. Crim and Austin J. Buerosse

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

10. [19816](#)

18+ Center for Visual & Performing Arts License
Club One Eleven LLC • dba Retro Tavern • Capacity: 399

111 W Main St • Agent: Curtis V Brink
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405

A motion was made by Ald. Verveer, seconded by Woulf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November meeting. The motion passed by voice vote/other.

Recessed Public Hearing

11. [19368](#) Public Hearing - New License
Club One Eleven LLC • dba Retro Tavern
111 W Main St • Agent: Curtis Brink • Estimated Capacity: 399
Class B Combination Liquor & Beer • 75% alcohol, 20% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

A motion was made by Ald. Verveer, seconded by Woulf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November meeting. The motion passed by voice vote/other.

12. [19369](#) Public Hearing - New License
Sconnie Bar LLC • dba Sconnie Bar
317 W Gorham St • Agent: Troy Vosseller • Estimated Capacity: 500
Class B Combination Liquor & Beer • 65% alcohol, 25% food, 10% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403 • Density Area

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

New License - Public Hearing

13. [20087](#) Public Hearing - New License
Madison Club House Corporation • dba The Madison Club
5 E Wilson St • Agent: Mary Gaffney Ward • Estimated Capacity: 600
Class B Combination Liquor & Beer • 72% alcohol, 25% food, 3% other
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area

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

14. [20088](#) Public Hearing - New License
InterMarket LLC • dba InterMarket
5317 Old Middleton Rd Ste 101 • Agent: Ekaterina Pronina
Class A Liquor, Class A Beer
Aldermanic District 19 (Alder Clear) • Police Sector 111

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

15. [20089](#) Public Hearing - New License
Bullzels LLC • dba Bella Vita Italian Grill & Pizzeria
420 Gammon PI • Agent: Roy Vivian • Estimated Capacity: 150

Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 19 (Alder Clear) • Police Sector 113

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

16. [20090](#)

Public Hearing - New License
GVCGD LLC • dba Great Dane Pub
876 Jupiter Dr • Agent: Theodore Peterson • Estimated Capacity: 272
Class B Combination Liquor & Beer • 30% alcohol, 68% food, 2% other
Aldermanic District 3 (Alder Cnare) • Police Sector 627

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

17. [20091](#)

Public Hearing - New License
Umami Dumpling & Ramen Bar LLC • dba Umami Dumpling & Ramen Bar
923 Williamson St • Agent: Randy Ng • Estimated Capacity: 50
Class B Combination Liquor & Beer • 50% alcohol, 50% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408 • Density Area

A motion was made by Ald. Verveer, seconded by Woulf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following condition: Establishment must meet the definition of a restaurant as defined by MGO section 38.02. The motion passed by voice vote/other.

18. [20092](#)

Public Hearing - New License
The New Old Town Pub LLC • dba The New Old Town Pub
724 S Gammon Rd • Agent: Lori Zenz • Estimated Capacity: 89
Class B Combination Liquor & Beer • 40% alcohol, 50% food, 10% other
Aldermanic District 1 (Alder Sanborn) • Police Sector 123

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

19. [20093](#)

Public Hearing - New License
Walgreen Co • dba Walgreens #04240
3710 E Washington Ave • Agent: Ricky Loger
Class A Liquor, Class A Beer
Aldermanic District 17 (Alder Clausius) • Police Sector 516

A motion was made by Farley, seconded by Landgraf, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following conditions: 1) Liquor sales will be limited to wine only. 2) Sale of beer and wine will be limited to the front of the store. The motion failed by the following vote:

Excused: 2 -

Michael Schumacher; Roger Allen and Shiva Bidar-Sielaff

Ayes: 3 -

Thomas J. Farley; Thomas A. Landgraf and Chet Gerlach

Noes: 4 -

Michael E. Verveer; David A. Hart; Pamela Bean and Mark D. Woulf

Non Voting: 2 -

Maribeth Witzel-Behl; Barb Mercer; Carl Gloede; Dawn B. Crim and Austin J. Buerosse

A motion was made by Landgraf, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING with the following conditions: 1) Liquor sales will be limited to wine only. The motion passed by the following vote:

Excused: 2 -

Roger Allen; Shiva Bidar-Sielaff and Michael Schumacher

Ayes: 5 -

Michael E. Verveer; Thomas A. Landgraf; David A. Hart; Chet Gerlach and Mark D. Woulf

Noes: 2 -

Thomas J. Farley and Pamela Bean

Non Voting: 2 -

Maribeth Witzel-Behl; Barb Mercer; Carl Gloede; Dawn B. Crim and Austin J. Buerosse

Operator's License Applications

20. [19154](#)

Operator License Application
Gerard Geraths - Establishment where employed: Kelly's Market

A motion was made by Farley, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER with the following condition: applicant will provide City Clerk's Office with a recent letter from his Probation Agent. The motion passed by voice vote/other.

21. [20229](#)

Operator License Application
Erin Workman - Establishment where employed: Jo Beck's

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

Discussion Items

22. [18883](#)

Discussion of Sentencing Guidelines for Liquor License Non-Renewals.

A motion was made by Verveer, seconded by Bean, to refer this item to the November meeting. The motion passed by voice vote/other.

23. [20236](#)

Improving the Temporary Class B Retailer's License application and guidelines.

A motion was made by Verveer, seconded by Landgraf to change the first paragraph of the second page of the supplemental form as follows:

"Standard conditions for obtaining Temporary Class "B" Retailer's License to

sell fermented malt beverages and Temporary "Class B" Retailer's License to sell wine at picnics or gatherings. Specific conditions may be waived or modified by the Madison Police Department."

The motion passed by voice vote/other.

Report of the Subcommittee on Downtown Alcohol Issues & Ordinances

24. [19841](#) Update on the work of the Subcommittee on Downtown Alcohol Issues and Ordinances.
- Bean reported that the subcommittee continues to meet and work through its agenda. Woulf invited committee members to attend the subcommittee meetings or provide comments and feedback in writing.

Report of Madison Police Department

25. [20123](#) Summary of Recent Calls for Service.
- Captain Gloede provided the committee with the attached report. A special meeting was scheduled for 4 p.m. on Wednesday, October 27, for a revocation hearing regarding R Place on Park.

Report of City Clerk's Office

26. [20228](#) Summary of Licenses Granted and Issued.
- The City Clerk's Office provided the committee with the attached summary.

Adjournment

A motion was made by Woulf, seconded by Bean, to Adjourn at 9:32 p.m. The motion passed by voice vote/other.