



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, February 16, 2011

5:30 PM

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

Call to Order/Roll Call

Present: 7 -

Michael E. Verveer; Thomas J. Farley; Thomas A. Landgraf; David A. Hart; Pamela Bean; Dawn B. Crim and Shiva Bidar-Sielaff

Excused: 2 -

Michael Schumacher and Austin J. Buerosse

Non Voting: 4 -

Maribeth Witzel-Behl; Barb Mercer; Mary Schauf and Roger Allen

Approval of Minutes

Public Comment

Disclosures and Recusals

Election

21385

Election of Vice Chair

Alder Bidar-Sielaff, seconded by Mr. Farley, nominated Tom Landgraf to fill the vacant Vice-Chair position on the Alcohol License Review Committee. No other nominations were made. Dr. Bean, seconded by Mr. Farley, moved a unanimous ballot. This motion passed by voice vote.

Changes of Agent

1.

21272

Change of Agent

WHG Real Estate South LLC • dba Applebee's Neighborhood Grill & Bar
660 S Whitney Way

New Agent: Bill Nesvacil

Class B Combination Liquor & Beer • 11% alcohol, 89% food

Aldermanic District 19 (Alder Clear) • Police Sector 113

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

2. [21273](#) Change of Agent
Bridges Golf Course LLC • dba Bridges Golf Course • 2702 ShopKo Dr
New Agent: Omar Plata
Class B Combination Liquor & Beer
23% alcohol, 20% food, 57% other
Aldermanic District 15 (Alder Palm) • Police Sector 513
- A motion was made by Landgraf, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Changes of Corporate Control

- 3a. [21274](#) Change of Corporate Control
Outback Steakhouse of Florida LLC • dba Outback Steakhouse
279 Junction Rd, 4520 East Towne Blvd • Agent: Brad Hammen
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic Districts 9 & 17 (Alders Skidmore, Clausius)
Police Sectors 128 & 515
Elimination of a partner.
- A motion was made by Landgraf, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER .The motion passed by voice vote/other.**
- 3b. [21275](#) Change of Corporate Control
OSI/Fleming's LLC • dba Fleming's Prime Steadkhouse and Wine Bar
750 N Midvale Blvd • Agent: Jack Maher
Class B Combination Liquor & Beer • 29% alcohol, 69% food, 2% other
Aldermanic District 11 (Alder Solomon)
Police Sector 108
Elimination of a partner.
- A motion was made by Landgraf, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
4. [21276](#) Change of Corporate Control
Hooters of East Madison LLC • dba Hooters of East Madison
2639 East Springs Dr • Agent: Laura Clark
Class B Combination Liquor & Beer
28% alcohol, 69% food, 3% other
Aldermanic District 17 (Alder Clausius) • Police Sector 517
Change of Limited Liability Companies comprising this LLC in corporate structure.
- A motion was made by Landgraf, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

Change of Licensed Premise

5. [21206](#) Change of Licensed Premise
Walmart Stores East LP • dba Walmart Store #1138
7202 Watts Rd • Agent: Ed Kligora
Class A Liquor and Class A Beer
Aldermanic District 1 (Alder Sanborn) • Police Sector 123
Request to move alcohol from behind check outs to the sales floor,
expanding from four sections to 27 sections 92'.

**A motion was made by Bean, seconded by Farley, to Refer to the ALCOHOL
LICENSE REVIEW COMMITTEE, due back on 3/16/2011. The motion passed by
voice vote/other.**
6. [21266](#) Change of Licensed Premise
Madison Mallards • dba Madison Mallards • capacity of 6750
2920 N Sherman Ave • Agent: Vern Stenman
Class B Beer • 40% Alcohol, 60% food
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 505
Request to revise point of sale locations to accommodate new concourse
level.

**A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND
TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice
vote/other.**
7. [21271](#) Change of Licensed Premise
The Family Business LLC • dba R Place on Park • capacity of 47
1821 S Park St • Agent: Roderick Flowers
Class B Combination Liquor & Beer • 100% Alcohol
Aldermanic District 13 (Alder Kerr) • Police Sector 310
Request to increase capacity from 47 to 99.

**A motion was made by Bean, seconded by Landgraf, to Refer to the ALCOHOL
LICENSE REVIEW COMMITTEE, due back on 3/16/2011. The motion passed by
voice vote/other.**
8. [21352](#) Change of Licensed Premise
Puerto Escondido LLC • dba Puerto Escondido Mexican Restaurant
Capacity: 100
2705 W Beltline Hwy • Agent: Eliezer Martinez
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 14 (Alder Bruer) • Police Sector 308
Expansion of Premise to include basement

**A motion was made by Ald. Bidar-Sielaff, seconded by Ald. Verveer, to
RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF
OFFICER. Conditions are that the total capacity is the maximum set by Zoning,
the new basement space is for private parties only and used only Friday
through Sunday. Food is to be available at all times. The premise change is
subject to approval by Building Inspection and Madison Fire before issuance.
The motion passed by voice vote/other.**

21+ Entertainment License

9. [21278](#) 21+ Entertainment License
The Family Business LLC • dba R Place on Park • Capacity: 47
1821 S Park St • Agent: Roderick Flowers
Class B Combination Liquor & Beer • 100% alcohol
Aldermanic District 13 (Alder Kerr) • Police Sector 310
- A motion was made by Bean, seconded by Landgraf, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 3/16/2011. The motion passed by voice vote/other.**

18+ Performing Arts License

10. [21201](#) 18+ Center for Visual & Performing Arts License
Logans Madtown LLC • dba Logans Madtown • Capacity: 495
322 W Johnson St • Agent: Adam Mais
Class B Combination Liquor & Beer • 37% alcohol, 63% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
- A motion was made by Bean, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER: Grant as a 21+ Entertainment License. The motion passed by voice vote/other.**
11. [21277](#) 18+ Center for Visual & Performing Arts License
Puerto Escondido LLC • dba Puerto Escondido Mexican Restaurant
Capacity: 100
2705 W Beltline Hwy • Agent: Eliezer Martinez
Class B Beer, Class C Wine • 10% alcohol, 90% food
Aldermanic District 14 (Alder Bruer) • Police Sector 308
- A motion was made by Ald. Bidar-Sielaff, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. Conditions are that the total capacity is the maximum set by Zoning, the new basement space is for private parties only and used only Friday through Sunday. Food is to be available at all times. The premise change is subject to approval by Building Inspection and Madison Fire before issuance. The motion passed by voice vote/other.**

Responsible Alcohol Consumption Action Plan

12. [21270](#) Responsible Alcohol Consumption Action Plan for 2011
Madison Mallards • dba Madison Mallards • capacity of 6750
2920 N Sherman Ave • Agent: Vern Stenman
Class B Beer • 40% Alcohol, 60% food
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 505
- This Report was Approved as presented.**

New License - Public Hearing

13. [21186](#) Public Hearing - New License
JYW LLC • dba EDO Japanese Restaurant
532 South Park St • Agent: Jin Xiu Wu • Estimated Capacity: 80
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 13 (Alder Kerr) • Police Sector 305
A motion was made by Bean, seconded by Ald. Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
14. [21188](#) Public Hearing - New License
Edo Garden, LLC • dba Osaka House
505 State st • Agent: Jing Xun Jiang • Estimated Capacity: 40
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
A motion was made by Ald. Verveer, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. Conditions are that the establishment meet the definition of a restaurant under Madison General Ordinances and that food be served at all times the establishment is open.
15. [21191](#) Public Hearing - Transfer of Location
Joseph Vale • dba Tiki Shack
Current Address: 122 State St • Proposed Address: 126 State St
Agent: Joseph Vale • Estimated Capacity: 40
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406
A motion was made by Landgraf, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote. Conditions are that capacity is 51, the establishment meet the definition of a restaurant under Madison General Ordinances and that food be served at all times the establishment is open.

Operator's License Applications

16. [20732](#) Operator License Application
Levonte L Payton - Establishment where employed: Stop-N-Go
A motion was made by Ald. Bidar-Sielaff, seconded by Bean, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.
17. [20983](#) Operator License Application
Heather Zvara - Establishment where employed: Pedro's East
A motion was made by Ald. Verveer, seconded by Ald. Bidar-Sielaff, to Referto the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 8/17/2011 to allow the applicant's Driver Safety Plan to be completed as well as more time to show continued good citizenship. The motion passed by voice vote/other.

18. [20984](#) Operator License Application
Benjamin Duane - Establishment where employed: Kelley Williamson
This License was RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER by common consent
19. [20985](#) Operator License Application
Brittany Coenen - Establishment where employed: Kelley's
This License was RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER by common consent

Other Business

20. [18883](#) Sentencing Guidelines for Liquor License Non-Renewals.

Alcohol Policy Coordinator Woulf gave a brief overview and summary of activity to this point on this item. Mr. Landgraf called the update "unacceptable" and explained that the committee is looking to create guidelines for the Office of the City Attorney so they have a range from which to operate in future non-renewal actions.

Mr. Woulf said he would go back to ACA Zilavy to continue the discussion and that he would invite her to the March ALRC meeting for her input. Ald. Verveer added that a longer timeline in the future would be helpful as there only a brief window currently in which to hold hearings on non-renewal actions.
21. [21126](#) Amending Secs. 38.05(9)(o)5.a.vi., 38.05.(9)(o)5.a.viii. and 38.05(9)(o)12. of the Madison General Ordinances to extend the sunset date of the Downtown License Density Plan.

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

Report of the Subcommittee on Downtown Alcohol Issues & Ordinances

22. [19841](#) Final report from the Subcommittee on Downtown Alcohol Issues and Ordinances.

The committee discussed the framework for the night's discussion and reminded registrants that the session was not intended to re-visit discussion topics from the previous meeting. Percentages of alcohol sales for entertainment venues were considered without resolution. The committee heard from registrants asking many questions. No motions were offered during the discussion.

Mr. Woulf reminded the committee of the urgency to take action on the draft at the regular March hearing with Chair Hart concurring. Chair Hart expressed to the committee his intent to have the report on the agenda as an action item.

Report of Alcohol Policy Coordinator

23. [21354](#) Report of Alcohol Policy Coordinator

Alcohol Policy Coordinator Woulf informed the committee that his list of Class B establishments within the density area would be attached to the final report of the subcommittee [legislative file i.d. 19841] by 2/17/2011.

Report of Madison Police Department

24. [21161](#) Summary of Recent Calls for Service.

Captain Schauf distributed the attached report.

Report of City Clerk's Office

25. [21283](#) Summary of Licenses Issued.

The City Clerk's Office distributed the attached report.

Adjournment