



# City of Madison

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

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, June 27, 2012

5:30 PM

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

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### Call to Order/Roll Call

at 5:44 p.m.

**Present:** 9 -

Michael E. Verveer; Sue Williams; Roger Allen; Thomas J. Farley;  
Thomas A. Landgraf; Thomas Sieger; Mark D. Woulf; Shiva Bidar-Sielaff  
and Samuel B. Stevenson

**Excused:** 2 -

Lisa Subeck and David A. Hart

**Non Voting:** 3 -

Eric Christianson; Andrew Schneider and Rachel D. Lepak

### Approval of Minutes

A motion was made by Bidar-Sielaff, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.

### Public Comment

### Disclosures and Recusals

### Public Hearing

### Presentation of the Consent Agenda

### Changes of Agent

1. [26706](#) Change of Agent  
SSP America, Inc • dba Ancorra Coffee, Cafe Ritazza, German Wurst Bar,  
Great Dane  
4000 International Lane  
New Agent: Lance Baldus

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

### Changes of Corporate Control

2. [26705](#) Change of Corporate Control - New Officers

Porta Bella Inc • dba Porta Bella • Capacity: 411 indoor/48 outdoor  
425 N Frances St • Agent: Edward Shinnick  
Class B Combination Liquor & Beer • 29.2% alcohol, 70.8% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403  
Remove one officer

Paisan's Restaurant Inc • dba Paisan's • Capacity: 330  
131 W. Wilson St • Agent: Walter S Borowski  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Remove one officer

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

**Change of Licensed Premise**

3. [25538](#) Change of Licensed Premise  
Wingra Services LLC • dba Edgewood College  
1000 Edgewood College Dr • Agent: Gregory Heintz  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Ellingson) • Police Sector 302  
Request to add additional campus locations to premise.

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

4. [26703](#) Change of Licensed Premises  
Madison Mallards LLC • Madison Mallards  
Current Capacity: 6, 750 • Proposed Capacity: 10,000  
2920 N Sherman Ave • Agent: Vern Stenman  
Class B Combination Liquor & Beer  
Aldermanic District (Alder Rhodes-Conway ) • Police Sector 505  
Request to allow additional capacity and additional beer stations 08/09/12,  
2:30PM - 10:30PM

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**

- 4a. [26843](#) Change of Licensed Premises  
TGRM LLC • dba Sotto • 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  
Add outdoor patio seating, add 20 outdoor capacity to current  
indoor capacity.

**A motion was made by Verveer, seconded by Bidar-Sielaff, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**

#### **21+ Entertainment License**

5. [26702](#) 21+ Entertainment License  
Teddy Stevens • dba T Sushi Restaurant • Capacity: 99  
301 W Johnson Street  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

#### **Items Referred**

6. [24399](#) Complaint for Suspension of:  
Brice P's Inc • dba Regent Street Retreat (The Annex)  
1206 Regent Street • Agent: Bruce Gerhartz  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 8 (Alder Resnick) • Police Sector 402

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**

7. [24400](#) Composition of and scheduling for Alcohol License ad hoc subcommittee to conduct evidentiary hearing(s) on current revocation and/or suspension actions and make a licensing report to the ALRC.

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**

#### **Temporary Class B Retailer's License**

8. [25180](#) Temporary Class B Retailer license concurrent with Street Use Permit  
Madison Festivals, Inc.  
Event Location: Capitol Square  
Event Date(s): September 1 and 2, 2012  
Aldermanic District 4 (Ald. Verveer)  
Police District: 405  
Taste of Madison  
**A motion was made by Verveer, seconded by Farley, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

9. [26704](#) Temporary Class B Retailer license concurrent with Street Use Permit  
Jazz at Five Inc • Capacity: 1500 weekly attendance  
100 Block State Street  
Event Dates: August 8, 15, 22, & 29, September 5  
Aldermanic District 4 (Alder Verveer) • Police Sector 406  
Jazz at Five  
**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

10. [26758](#) Temporary Class B Retailer license concurrent with Street Use Permit  
WI Academy for Graduate Service Dogs (WAGS)  
100 Block of E Main St  
August 10, 2012  
Aldermanic District 4 (Ald. Verveer) Police District: 406  
E Main Street Block Party  
**A motion was made by Bidar-Sielaff, seconded by Farley, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

11. [26785](#) Temporary Class B Retailer license concurrent with Street Use Permit  
Madison Museum of Contemporary Art  
Capitol Concourse  
July 14 & 15  
Aldermanic District 4 (Ald. Verveer) Police District 400  
Art Fair on the Square  
**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

12. [26786](#) Temporary Class B Retailer license concurrent with  
Street Use Permit  
Wil-Mar neighborhood Center  
1414 & 1450 E Main St, 1460 & 1435 E Washington Ave  
July 12-15  
Aldermanic District 6 (Ald. Rummel) Police District 410  
La Fete De Marquette  
**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
13. [26787](#) Temporary Class B Retailer license concurrent with  
Street Use Permit  
Assumption Greek Orthodox Church  
Hellenic Orthodox Community  
1st Block of N 7th St  
July 28, 29  
Aldermanic District 12 (Ald. Rhodes-Conway) Police District 501  
Greekfest 2012  
**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
14. [26788](#) Temporary Class B Retailer license concurrent with  
Street Use Permit  
Goodman Community Center  
2000-2100 Blocks of Atwood Ave  
July 28-29  
Aldermanic District 6 (Ald. Rummel) Police District 410  
Goodman Atwood Summerfest  
**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**New License - Public Hearing**

15. [26507](#) Public Hearing - New License  
Moose and Mouse LLC • dba Buck and Badger  
115 State St • Agent: Julie Stoleson • Estimated Capacity: 120  
Class B Combination Liquor & Beer • 35% alcohol, 60% food, 5% other  
Aldermanic District 4 (Alder Verveer) • Police Sector 405 • Density Area
- The conditions are: 1) The establishment will continue to meet the definition of a restaurant under Madison General Ordinances.  
2) Inside capacity 99, sidewalk cafe capacity 60.  
1. The establishment will continue to meet the definition of a restaurant under Madison General Ordinances.  
2. Inside capacity 99, sidewalk cafe capacity 60.*
- A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) The establishment will continue to meet the definition of a restaurant under Madison General Ordinances.  
2) Inside capacity 99, sidewalk cafe capacity 60.**
16. [26508](#) Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman • Estimated Capacity: 60  
Class B Beer, Class C Wine • 25% alcohol, 70% food, 5% other  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 501
- The condition is maximum capacity of 60, including outdoor seating, until Building Inspection capacity is less.*
- A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The condition is maximum capacity of 60, including outdoor seating, until Building Inspection capacity is less.**
17. [26509](#) Public Hearing - New License  
Hot Soup III • dba Gates and Brovi  
3502 Monroe St. • Agent: John Gadou • Estimated Capacity: 120  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 302
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
18. [26510](#) Public Hearing - New License  
Viet House LLC • dba Viet House  
2817 E Washington Ave • Agent: Huong Vuong • Estimated Capacity: 150  
Class B Beer, Class C Wine • 4% alcohol, 96% food  
Aldermanic District 6 (Alder Rummel) • Police Sector 603
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

19. [26511](#) Public Hearing - New License  
RuiFeng LLC • dba EDO Japanese Restaurant  
532 S Park St • Agent: Wen Xin Chen • Estimated Capacity: 80  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Aldermanic District 13 (Alder Ellingson) • Police Sector 305
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
20. [26516](#) Public Hearing - New License  
KateGB LLC • dba Lakeside St Coffee House  
402 W Lakeside St • Agent: Cathy Burmeister • Estimated Capacity: 80  
Class B Beer, Class C Wine • 10% alcohol, 85% food, 5% other  
Aldermanic District 13 (Alder Ellingson) • Police Sector 306
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
21. [26517](#) Public Hearing - New License  
Mr Tequila Inc • dba Cancun  
704 S Whitney Way • Agent: Juan Murillo Hernandez • Estimated Capacity: 100  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
22. [26518](#) Public Hearing - New License  
ERJ Dining III LLC • dba Chili's Grill & Bar  
7301 Mineral Point Rd • Agent: Paul Thompson • Estimated Capacity: 217  
Class B Combination Liquor & Beer • 12% alcohol, 88% food  
Aldermanic District 9 (Alder Skidmore) • Police Sector 124
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
23. [26519](#) Public Hearing - New License  
ERJ Dining III LLC • dba Chili's Grill & Bar  
4344 East Towne Blvd • Agent: Paul Thompson • Estimated Capacity: 217  
Class B Combination Liquor & Beer • 12% alcohol, 88% food  
Aldermanic District 17 (Alder Clausius) • Police Sector 631
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

24. [26520](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35847  
1401 Regent St • Agent: Eleri Baecker  
Class A Beer Aldermanic District 13 (Alder Ellingson) • Police Sector 303

*The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.*

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.**

**Ayes:** 4 -  
Michael E. Verveer; Thomas A. Landgraf; Shiva Bidar-Sielaff and Samuel B. Stevenson

**Noes:** 1 -  
Thomas J. Farley

**Excused:** 2 -  
Lisa Subeck and David A. Hart

**Non Voting:** 1 -  
Eric Christianson; Andrew Schneider; Sue Williams; Roger Allen; Thomas Sieger; Mark D. Woulf and Rachel D. Lepak

25. [26521](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35851  
2216 University Ave • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 301

*regular July 2012 meeting*

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**

26. [26522](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35849  
1412 Pflaum Rd • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 15 (Alder Palm) • Police Sector 616

*regular July 2012 meeting*

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE regular July 2012 meeting. The motion passed by voice vote/other.**



27. [26523](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35848  
2703 W Beltline Hwy • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 14 (Alder Bruer) • Police Sector 308

*The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.*

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.**

**Noes:** 1 -  
Thomas J. Farley

**Excused:** 2 -  
David A. Hart and Lisa Subeck

**Non Voting:** 1 -  
Eric Christianson; Andrew Schneider; Sue Williams; Roger Allen; Thomas Sieger; Mark D. Woulf and Rachel D. Lepak

28. [26524](#) Public Hearing - New License  
7-Eleven Inc • dba 7-Eleven store #35850  
2201 S Park St • Agent: Eleri Baecker  
Class A Beer  
Aldermanic District 14 (Alder Bruer) • Police Sector 310

*The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.*

**A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other. The conditions are: 1) No sale of single cans or single bottles of beer or fermented malt beverages. 2) Exclusion from previous condition for specialty imported beers and microbrews.**

**Ayes:** 4 -  
Thomas A. Landgraf; Shiva Bidar-Sielaff; Samuel B. Stevenson and Michael E. Verveer

**Noes:** 1 -  
Thomas J. Farley

**Excused:** 2 -  
David A. Hart and Lisa Subeck

**Non Voting:** 1 -  
Eric Christianson; Andrew Schneider; Sue Williams; Roger Allen; Thomas Sieger; Mark D. Woulf and Rachel D. Lepak

**Transfer of Licensed Premises - Public Hearing**

29. [26676](#) Public Hearing - Transfer of Licensed Premises  
Ale Asylum LLC • dba Ale Asylum  
Current Address 3698 Kinsman Blvd  
Proposed Address 2002 Pankratz St  
Agent: Otto Dilba • Estimated Capacity: 164 indoor 134 outdoor  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 513
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**Report of the Alcohol Policy Coordinator**

30. [26789](#) Audit Process Update
- Update provided by Mr. Woulf.**
31. [26790](#) ALRC Schedule Changes for 2012
- Mr. Woulf and the Committee discussed the meeting schedule for the remainder of 2012.**

**Report of Madison Police Department**

32. [25908](#) Summary of recent calls for service
- The attached report was presented.**

**Report of City Clerk's Office**

33. [25909](#) Summary of Licenses Issued
- The attached report was presented.**

**Operator's License Applications**

34. [26691](#) Operator License Application  
Joshua Blei - Establishment where employed: PDQ
- A motion was made by Bidar-Sielaff, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Adjournment**

**A motion was made by Bidar-Sielaff, seconded by Stevenson, to Adjourn at 8:00 p.m. The motion passed by voice vote/other.**