



# City of Madison

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

## Meeting Minutes ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, October 16, 2013

5:30 PM

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

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ROLL CALL @ 5:43 PM

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).

Applications will go to the Common Council Meeting of October 29, 2013.

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.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### Call to Order/Roll Call

### Approval of Minutes

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

### Public Comment

### Disclosures and Recusals

### Public Hearing

### Presentation of the Consent Agenda

### Discussion Items

1. ~~Repealing Sections 38.06(11) and (12), recreating as Section 38.06(11) of the Madison General Ordinance to eliminate the 21+ entertainment license~~

~~and move its requirements into the 18+ Centers for the Visual and Performing Arts License, and creating Section 38.04(6) to provide requirements for identifying patrons over the age of twenty one (21) at times when patrons under the age of twenty one (21) are allowed on a licensed premise.~~

**There were 0 registrations in support, 0 in opposition, and 1 neither supporting nor opposing**

2. Liquor license fee increases

3. Alcohol license definitions

**There was 1 registration in support, 0 in opposition, and 0 neither supporting nor opposing**

4. State Street overlay district

#### Changes of Agent

5. Change of Agent  
WDS Inc • dba Rockys Liquor • 4429 Milwaukee St  
New Agent: Bill O'Connor  
Class A Liquor & Beer  
Aldermanic District 3 (Alder Cnare) • Police Sector 611

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

6. Change of Agent  
A La Brasa, LLC • dba A La Brasa  
15 N Broom St  
New Agent: Alejandra Gonzalez  
Class B Beer, Class B Liquor  
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

7. Change of Agent  
Dragon I LLC • dba Dragon I  
422 State St • New Agent: Jin Xing Sze  
Estimated Capacity: 90 indoors/15 sidewalk cafe  
Class B Combination Liquor & Beer • 15% alcohol, 85% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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

#### Changes of Corporate Control

8. Entity Reorganization  
WDS Inc • dba Rockys Liquor • 4429 Milwaukee St  
Agent: Jim Budeau  
Class A Liquor & Beer  
Aldermanic District 3 (Alder Cnare) • Police Sector 611  
Add one and delete one corporate officer.
- A motion was made by Donnelly, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

9. Entity Reorganization  
A La Brasa, LLC • dba A La Brasa  
15 N Broom St  
Agent: Milagros Mato  
Class B Beer, Class B Liquor  
Aldermanic District 4 (Alder Verveer) • Police Sector 405  
Add two and delete one corporate officer
- A motion was made by Donnelly, seconded by Stevenson, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Recessed Public Hearing**

10. Public Hearing - New License  
Lake Management LLC • dba BP Gas Station  
2801 Atwood Ave • Agent: Shariff Syed  
Class A Beer  
Aldermanic District 6 (Alder Rummel ) • Police Sector 602
- A motion was made by Donnelly, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -RECESSED PUBLIC HEARING. The motion passed by voice vote/other.**
- There were 0 registrations in support, 1 in opposition, and 0 neither supporting nor opposing.**

11. Public Hearing - New License  
East Washington Liquor Inc • dba East Washington Liquor  
3517 E Washington Ave • Agent: Gurpreet Ghuman  
Class A Beer & Class A Liquor  
Aldermanic District Ahrens (Alder 15) • Police Sector 604
- A motion was made by Donnelly, seconded by Stevenson, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

12. Public Hearing - New License  
Jalapeno Mexican Grill Ltd • dba Jalapeno Mexican Grill  
1821 S Park St • Agent: Vilma Rodriguez-Morales  
Estimated Capacity: 100

Class B Combination Liquor & Beer • 10% alcohol, 88% food, 2% other  
Aldermanic District 14 (Alder Strasser) • Police Sector 310

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

**There was 1 registration in support, 0 in opposition, and 0 neither supporting nor opposing.**

### **New License - Public Hearing**

13.

Public Hearing - New License  
VIP Japanese & Chinese Restaurant • dba VIP Restaurant  
6718 Odana Rd • Agent: Xiu Feng Zheng • Estimated Capacity: 120  
Class B Combination Liquor & Beer • 7% alcohol, 80% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113

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

**There was 1 registration in support, 0 in opposition, and 0 neither supporting nor opposing.**

14.

Public Hearing - New License  
Sol's LLC • dba Sol's on the Square  
117 E Mifflin St • Agent: Hansol Yun • Estimated Capacity: 48  
Class B Combination Liquor & Beer • 25% alcohol, 75% food  
Aldermanic District 4 (Alder Verveer) • Police Sector 406

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

**There were 4 registrations in support, 0 in opposition, and 0 neither supporting nor opposing.**

15.

Public Hearing - New License  
Machu Picchu Restaurant LLC • dba Surco  
515 Cottage Grove Rd • Agent: Victor Villacrez • Estimated Capacity: 40  
Class B Beer • 10% alcohol, 80% food, 10% Other  
Aldermanic District 15 (Alder Ahrens) • Police Sector 613

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

**There were 4 registrations in support, 0 in opposition, and 0 neither supporting nor opposing.**

16.

Public Hearing - New License

Brews Brothers Pub II LLC • dba Brews Brothers II  
610 Junction Rd • Agent: Steven Day • Estimated Capacity: 55  
Class B Beer, Class C Wine • 40% alcohol, 60% food  
Aldermanic District 9 (Alder Skidmore) • Police Sector 128

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

**There were 2 registrations in support, 0 in opposition, and 0 neither supporting nor opposing.**

#### **Report of the Alcohol Policy Coordinator**

17. Tavern Safety Training Updates

#### **Ordinances**

18. Creating Section 38.07(21) of the Madison General Ordinances to prohibit occupancy capacity violations at licensed establishments and amending Section 1.08(3)(a) to establish a bail deposit for violation of this subsection.

**A motion was made by Stevenson, seconded by Verveer, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

19. Repealing and recreating Section 38.10(4) of the Madison General Ordinances to clarify the process regarding when and how demerit points will be assessed and when point accumulation triggers suspension/revocation of a liquor license and adds additional violations to the demerit point schedule and changing point values so the demerit point system more adequately addresses recurring issues at licensed establishments.

**A motion was made by Verveer, seconded by Stevenson, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **Report of Madison Police Department**

20. Summary of recent calls for service

#### **Report of City Clerk's Office**

21. Summary of licenses issued

#### **Operator's License Applications**

22. Operator License Application  
Aubrey G. Day - Establishment where employed: Forequarter

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

There were 2 registrations in support, 0 in opposition, and 0 neither supporting nor opposing.

#### Adjournment

Adjourn at 8:39 pm.