



City of Madison

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

Meeting Minutes ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, June 18, 2014

5:30 PM

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

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Applications will go to the Common Council Meeting of 07/01/2014.

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

Present: 5 - Michael E. Verveer; David A. Hart; Michael S. Donnelly; Shiva Bidar-Sielaff and Samuel B. Stevenson

Excused: 4 - Lisa Subeck; Roger Allen; Thomas A. Landgraf and Ann E. Zambie

Non Voting: 6 - Eric Christianson; Andrew Schneider; Richard Bach; Everett D. Mitchell; Mark D. Woulf and Rachel D. Lepak

Approval of Minutes

Approve the Minutes

Public Comment

Disclosures and Recusals

Public Hearing

Presentation of the Consent Agenda

Temporary Class B Concurrent with Street Use

1. Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Museum of Contemporary Art
Event Location: Around Capitol Square
Event Date: 7/12/2014 - 7/13/2014
Aldermanic District: 4 (Ald. Verveer)
Police District: 405
Event: Art Fair on the Square

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

2. Temporary Class B Retailer License
Concurrent with Street Use Permit
Children's Voice Inc
Event Location: Olbrich Park
Event Date: 9/13/2014
Aldermanic District: 6 (Ald. Rummel)
Police District: 602
Event: Madison Garden Marathon 4 mile Run/Walk

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

Changes of Agent

3. Change of Agent
VFW, Lt. Marion C Cranefield • VFW Memorial Hall • 133 E Lakeside St
New Agent: Ray W. Trent
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Dailey)

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

4. Change of Agent
Next Door Brewing LLC • Next Door Brewing Company • 2469 Atwood Ave
New Agent: Peter W. Stebbins, Jr
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Rummel)

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

5. Change of Agent
Naples 15 LLC • Naples 15 • 15 N Butler St
New Agent: Salvatore DiScala
Class B Combination Liquor & Beer
Aldermanic District 2 (Alder Zellers)

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

- 5a Change of Agent
LQ Management LLC • LaQuinta Inn & Suites • 5217 E Terrace Dr
New Agent: Rita LaShander Jefferson
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius)

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

Entity Reorganization

6. Entity Reorganization
Bon Appetit Catering LLP • Bon Appetit Cafe & Catering
805 Williamson St
Class B Beer & Class C Wine
Aldermanic District 6 (Alder Rummel)
1 new officer
1 officer to be removed

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

7. Entity Reorganization
Barriques LLC • Barriques
1825 Monroe St
Class B Combination Liquor & Beer
Aldermanic District 13 (Alder Dailey)
1 new officer
2 officers being removed

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

8. Entity Reorganization
125 Quinn LLC • Barriques
127 W Washington Ave

Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
1 new officer
2 officers being removed

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

9. Entity Reorganization
8410 Venden LLC • Barriques
8410 Old Sauk Rd
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)
1 new officer
2 officers being removed

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

Change of Licensed Premise

10. Change of Licensed Premise
T & M Ventures Inc • Ancora Coffee & Tea • Capacity:57
112 King St • Agent: Tori Mitchell
Class B Combination Liquor & Beer • 5% alcohol, 95% food
Aldermanic District 4 (Alder Verveer) • Police Sector 406
Request to add 14 chairs in the outdoor fenced patio area.

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

11. Change of Licensed Premise
AJ Bombers MSN, LLC • AJ Bombers
Capacity: Indoor-137, Proposed Outdoor-30
201 W Gorham St • Agent: Joseph J. Sorge Jr.
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request proposed addition of "pilot program" Parklet.

A motion was made by Verveer, seconded by Donnelly, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE and should be returned by 1/14/2015. The motion passed by voice vote/other.

12. Change of Licensed Premise
Elks Lodge 410 • Madison Elks Lodge • Capacity:
711 Jenifer St • Agent: Julianna Clerkin
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 6 (Alder Rummel) • Police Sector 408

Request to serve alcohol on ground on lake side of building, 12,000sq ft.

Condition: no alcohol sales outside

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

13. Change of Licensed Premise
Las Islas Del Mar LLC • Las Islas Del Mar • Capacity: Indoor-90, Outdoor-28
5696 Monona Dr • Agent: Diego Valdivia
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 16 (Alder Johnson) • Police Sector 616
Request to serve alcohol in outdoor seating.

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

14. Change of Licensed Premise
Jalapeno Mexican Grill, LTD • Sol Azteca Fusion Grill • Capacity: Indoor-120, Proposed Outdoor-40
1821 S Park St • Agent: Vilma M. Rodriguez-Morales
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 14 (Alder Strasser) • Police Sector 310
Request serve alcohol on outdoor patio in front of the building (20 seats) and on the side of the building (20 seats).

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

15. Change of Licensed Premise
MMJ, Inc • Players Sports Bar • Capacity: 99
2013 Winnebago St • Agent: Marilyn Guess
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 6 (Alder Rummel) • Police Sector 410
Request to serve alcohol on Atwood Ave for Atwood Fest.

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

16. Change of Licensed Premise
Soukup Restaurant Group Inc • dba O.S.S. • Capacity: 81 indoor, 137 outdoor
910 Regent St • Agent: Christopher Soukup
Class B Beer • 30% alcohol, 70% food
Aldermanic District 8 (Alder Resnick) • Police Sector 402
Request to include football home game Saturdays.

A motion was made by Bidar-Sielaff, seconded by Verveer, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE and should be returned by 7/16/2014. The motion passed by voice vote/other.

21+ Entertainment License

17. 21+ Entertainment License
Uno's Concepts of Madison, Inc • Pizzeria Uno • Capacity: 199
7601 Mineral Point Rd • Agent: Thomas G. Beach
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 9 (Alder Skidmore) • Police Sector 124

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

Items Referred

18. Amending 38.03(2)(a) of the Madison General Ordinances to remove the requirement that fermented malt beverages in hand-capped or sealed containers must be manufactured on the premises.

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

New License - Public Hearing

19. Public Hearing - New License
Kwik Trip Inc • dba Kwik Trip 268
1421 Monroe St • Agent: Alexander Abel
Class A Beer & Class A Liquor
Aldermanic District 5 (Alder Bidar-Sielaff) • Police Sector 402

Conditions:

1. No liquor sales - beer and wine only.
2. No sale of single serve bottles or cans larger than 25 ounces in size.
3. The floor display shall be as submitted .
4. No keg sales.

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.

20. Public Hearing - New License
Red Lobster Hospitality LLC • dba Red Lobster #0377
4502 East Towne Blvd • Agent: Salvatore Minetta • Estimated Capacity: 243
Class B Combination Liquor & Beer • 10% alcohol, 90% food
Aldermanic District 17 (Alder Clausius) • Police Sector 631

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

21. Public Hearing - New License
Henry Vilas Park Zoological Society • dba Henry Vilas Park Zoological Society
606 S Randall Ave • Agent: Sarah Murphy • Estimated Capacity: 400
Class B Beer, Class C Wine • 2% alcohol, 98% food
Aldermanic District 13 (Alder Dailey) • Police Sector 303
A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
22. Public Hearing - New License
Compass Group USA • dba Edgewood College Dining Services or Chartwells
1000 Edgewood College Drive • Agent: Stephanie Durkin
Estimated Capacity: 2925
Class B Combination Liquor & Beer • 1% alcohol, 99% food
Aldermanic District 13 (Alder Dailey) • Police Sector 302
A motion was made by Verveer, seconded by Bidar-Sielaff, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.
23. Public Hearing - New License
Millpond Corporation • dba Millpond BP
6410 Millpond Rd • Agent: Didar Singh
Class A Liquor, Class A Beer
Aldermanic District 16 (Alder De Marb) • Police Sector 621
Conditions:
1. No sale of single bottles or single cans of beer or fermented malt beverages.
2. No sale of 40 ounce bottles of fermented malt beverages.
3. No liquor sales, beer and wine only
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.

Discussion Items

24. Class A Zoning Regulations Discussion
25. 2014 Revised Entertainment Best Practices
- 25a ALRC Point Determinations
03/19/2014 Matterhorn Ventures Group LLC
04/14/2014 Mad Food Company LLC
04/17/2014 Osaka House

Report of the Alcohol Policy Coordinator

26. Nuisance House Party Ordinance Update

Report of Madison Police Department

27. Summary of recent calls for service

Report of City Clerk's Office

28. Summary of licenses issued

Operator's License Applications

29. Operator License Application
Lee Wilson

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

30. Operator License Application
Bret Linton

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

Adjournment