



City of Madison

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

Meeting Minutes - Draft ALCOHOL LICENSE REVIEW COMMITTEE

This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at www.madisoncitychannel.tv.

Wednesday, April 19, 2017

5:30 PM

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

Notified Absences: Ms. Hill.

Call to Order/Roll Call

Present: 8 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; Michael S. Donnelly; Patrick J. Grady; Shiva Bidar-Sielaff and Stefan J. Fletcher

Excused: 1 - Kathryn D. Hill

Non Voting: 7 - Eric Christianson; James Boxrud; Jason Freedman; Roger Allen; Leslie G. Orrantia; Gloria Reyes and Alexander J. Toy

Approval of Minutes

A motion was made by Fletcher, seconded by Donnelly, to Approve the Minutes. The motion passed by voice vote/other.

Public Comment

Disclosures and Recusals

None Heard.

Presentation of the Consent Agenda

Operator's License Applications

1. [46615](#) Operator License Application
Raymond L Comer - Establishment where employed: Rocky's Liquor

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other with Mr. Donnelly abstaining.

2. [46839](#) Operator License Application
Omowunmi Morakinyo

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.

Temporary Class B Concurrent with Street Use

3. [46598](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison's Central BID
Event Location: 100 Block of State St
Event Date: August 24, 2017
Aldermanic District 4 (Ald Verveer)
Police District: 406
Event: Madison's Favorites Concert

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

4. [46599](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Back Porch Radio Broadcasting Inc
Event Location: 200 Block of Martin Luther King Jr Blvd
Event Date: May 21, 2017
Aldermanic District 4 (Ald Verveer)
Police District: 405
Event: 20th Anniversary Block Party

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

5. [46861](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Madison Central Park Sessions, Inc.
Event Location: 202 S. Ingersoll
Event Date: August 2, 3, 9, 10, 16, 17 and September 7, 2017
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: Central Park Sessions

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

6. [46862](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar Inc
Event Location: S. Ingersoll - 210 S. Brearly
Event Date: July 13, 14, 15 and 16, 2017
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: La Fete De Marquette

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

7. [46863](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar
Event Location: 800-1000 blocks of Williamson St
Event Date: Sept. 16-17, 2017
Aldermanic District 6 (Ald. Rummel)
Police District: 408
Event: Willy Street Fair

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

8. [46864](#) Temporary Class B Retailer License
Concurrent with Street Use Permit
Friends of Wil-Mar Inc.
Event Location: 2000 Block of Atwood Ave.
Event Date: July 29-30, 2017
Aldermanic District 6 (Ald. Rummel)
Police District: 410
Event: Atwood Fest

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

Changes of Agent

9. [46600](#) Change of Agent
Speedway LLC • dba Speedway 4132 • Address 4902 Verona Rd
New Agent: Crystal Lovett
Class A Beer
Aldermanic District 10 (Alder Cheeks)

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

10. [46601](#) Change of Agent
Blazin Wings Inc • dba Buffalo Wild Wings • Address 789 University Ave
New Agent: Eric Edwards
Class B Combination Liquor & Beer
Aldermanic District 8 (Alder Wood)

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

11. [46602](#) Change of Agent
Applicant The Cheesecake Factory Restaurants Inc • dba The Cheesecake
Factory • Address 1 West Towne Mall
New Agent: Andrew Fosticz
Class B Combination Liquor & Beer
Aldermanic District 9 (Alder Skidmore)

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

Changes of Corporate Control

Entity Reorganization

12. [46603](#) Entity Reorganization
Sundance Cinemas LLC • dba Sundance Cinemas
Address 430 N Midvale Blvd
Class B Combination Liquor & Beer
Aldermanic District 11 (Alder Gruber)
Add 4 new officers; Remove 3 officers

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

13. [46604](#) Entity Reorganization
Ultimate Mart LLC • dba Copps #8183
Address 1312 S Park St
Class A Liquor, Class A Beer
Aldermanic District 13 (Alder Eskrich)
1 new officer; remove 2 officers

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

14. [46605](#) Entity Reorganization
Ultimate Mart LLC • dba Copps #8114
Address: 620 Whitney Way
Class A Liquor, Class A Beer
Aldermanic District 19 (Alder Clear)
1 new officer; remove 2 officers

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

15. [46606](#) Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #8131
Address: 6655 McKee Rd
Class A Liquor; Class A Beer
Aldermanic District 7 (Alder King)
2 new officers; remove 1 officer

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

16. [46607](#) Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #8178
Address: 2502 Shopko Dr
Class A Liquor; Class A Beer
Aldermanic District 12 (Alder Palm)
1 new officer; remove 2 officers

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

17. [46608](#) Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #8179
Address: 261 Junction Rd
Class A Liquor; Class A Beer
Aldermanic District 9 (Alder Skidmore)
1 new officer; remove 2 officers

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

18. [46609](#) Entity Reorganization
Mega Marts LLC • dba Metro Market #6434
Address: 6010 Cottage Grove Rd
Class A Liquor; Class A Beer
Aldermanic District 3 (Alder Hall)
1 new officer; remove 2 officers

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

Change of Licensed Premise

19. [46611](#) Change of Licensed Premise
JSM Inc • dba Red Shed • Capacity: 80
406 N Frances St • Agent: Jeffrey Meise
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request to remodel and increase capacity to 150.

A motion was made by Verveer, seconded by Fletcher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER at the request of the applicant. The motion passed by voice vote/other.

20. [46612](#) Change of Licensed Premise
Samba Grill LLC • dba Samba Brazilian Grill • Capacity: 358 (indoor); 42 (outdoor)
240 W Gilman St • Agent: Matthew Bents
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 2 (Alder Zellers) • Police Sector 403
Request to allow sale of beer within perimeter of adjacent parking lot on 5/11/2017; 6/8/2017; 7/13/2017 from 6:00 pm - 11:00 pm, with increased outdoor capacity to 384.

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

21. [46613](#) Change of Licensed Premise
SP Roberts LLC • dba Pasqual's Cantina • Capacity: 290 (indoor); 97 (outdoor)
1344 E Washington Ave • Agent: Seth D Wilson
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 2 (Alder Zellers) • Police Sector 409
Request to expand licensed premise one day per year for Margarita Fest, with increased outdoor capacity to 1500.

The expansion is for Saturday, June 10, 2017 until 7pm and the licensed premises are to include the perimeter of the adjacent parking lot.

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

The condition is: The expansion is for Saturday, June 10, 2017 until 7pm and the licensed premises are to include the perimeter of the adjacent parking lot.

22. [46614](#) Change of Licensed Premise
Ale Asylum LLC • dba Ale Asylum • Capacity: 164 (indoor); 136 (outdoor)
2002 Pankratz St • Agent: Otto Dilba
Class B Combination Liquor & Beer • 55% alcohol, 45% food
Aldermanic District 12 (Alder Palm) • Police Sector 513
Request to use overflow parking area for an in-house bloody mary contest May 7, 2017, with increased outdoor capacity to 300.

The condition is that the event is May 7, 2017 and the outdoor capacity is determined by the Fire Department not to exceed 300.

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

The condition is that the event is May 7, 2017 and the outdoor capacity is determined by the Fire Department not to exceed 300.

Change of Licensed Conditions

23. [46610](#) Change of Licensed Conditions
Jun LLC • dba Osaka House • Capacity: 60
505 State St • Agent: Jun Luo
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403
Request to remove restrictions on hours of alcohol sales (Condition #2)

Condition # 2 language is removed and replaced with "no alcohol sales after 11pm 7 days a week."

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

The condition is: Condition # 2 language is removed and replaced with "no alcohol sales after 11pm 7 days a week."

Recessed Public Hearing

24. [46239](#) Public Hearing - New License
Capitol Petroleum LLC • dba CP Mart AW
4601 Cottage Grove Rd • Agent: Zahid Shakeel
Class A Beer
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

A motion was made by Donnelly, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARINGfailed voice vote/other.

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the regular May meeting of the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

25. [46240](#) Public Hearing - New License
Capitol Petroleum LLC • dba CP Mart NE
4905 Commercial Ave • Agent: Zahid Shakeel
Class A Beer
Aldermanic District 3 (Alder Hall) • Police Sector 609

A motion was made by Donnelly, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARINGfailed voice vote/other.

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to Refer to the regular May meeting of the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

Public Hearing

26. [46590](#) Public Hearing - New License
Capitol Petroleum LLC • dba CP Mart North
1101 N Sherman Ave • Agent: Zahid Shakeel
Aldermanic District 12 (Alder Palm) • Police Sector 503

A motion was made by Donnelly, seconded by Grady, to RECOMMEND TO COUNCIL TO GRANT - RECESSED PUBLIC HEARING failed voice vote/other.

A motion was made by Bidar-Sielaff, seconded by Cano Ospina, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to to Refer to the regular May meeting of the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

27. [46591](#) Public Hearing - New License
Skogen's Foodliner Inc • dba Festival Foods
810 E Washington Ave • Agent: Kevin Schnell • Estimated Capacity: 147
Class B Combination Liquor & Beer • 9% alcohol, 88% food, 3% other
Aldermanic District 2 (Alder Zellers) • Police Sector 410

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

28. [46592](#) Public Hearing - New License
Mijal Percevecz LLC • dba Hail Mary Sports Grill
401 E Washington Ave • Agent: Daniel Mijal • Estimated Capacity: 225
Class B Combination Liquor & Beer • 30% alcohol, 65% food, 5% other
Aldermanic District 6 (Alder Rummel) • Police Sector 406

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

29. [46594](#) Public Hearing - New License
Gallery 1444 • dba Maria's
1444 E Washington Ave • Agent: John H. Chandler • Estimated Capacity: 49
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 2 (Alder Zellers) • Police Sector 409

The condition is that alcohol service shall cease at 10 pm Sunday through Thursday and Midnight on Friday and Saturday.

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

The condition is that alcohol service shall cease at 10pm Sunday through Thursday and Midnight on Friday and Saturday.

30. [46595](#) Public Hearing - New License
Danny's Pub LLC • dba Danny's Pub
324 W Gorham St • Agent: Brano S Kruger • Estimated Capacity: 400
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

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

The conditions are:

1. The capacity is 314 persons.
2. No refuse or recycling is to be stored on public property.

Entertainment License - Public Hearing

31. [46596](#) 18+ Center for Visual & Performing Arts License
Hoops of Dane County Inc • dba North of the Bayou • Capacity: 480
802 Atlas Ave • Agent: Dale Beck
Class B Combination Liquor & Beer • 35% alcohol, 65% food
Aldermanic District 3 (Alder Hall) • Police Sector 611

The condition is that the maximum capacity for the lower level is 250.

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

The condition is that the maximum capacity for the lower level is 250.

32. [46597](#) 18+ Center for Visual & Performing Arts License
Danny's Pub LLC • dba Danny's Pub • Capacity:400
324 W Gorham St • Agent: Brano S Kruger
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 4 (Alder Verveer) • Police Sector 403

The conditions are:

1. The capacity is 314 persons.
2. No refuse or recycling is to be stored on public property.
3. The 18+ license is limited to private parties; there is no limitation on 21+.

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

The conditions are:

1. The capacity is 314 persons.
2. No refuse or recycling is to be stored on public property.
3. The 18+ license is limited to private parties; there is no limitation on 21+.

33. [46872](#) 18+ Center for Visual & Performing Arts License
High Noon Saloon, LLC • dba High Noon Saloon
701 E. Washington Ave • Agent: Fred Frank • Estimated Capacity: 400
Class B Combination Liquor & Beer • 94% alcohol, 3% food, 3%
Aldermanic District 6 (Alder Rummel) • Police Sector 408

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

Discussion items

34. [46856](#) Discussion of Operator license policy guidelines.

A discussion on whether it is necessary for the ALRC to review the criteria that the Madison Police Department uses to separate Operators Licenses for ALRC discussion. These criteria have been in effect for some time and might need some updating. Additionally, with the passage of time, there may be additional criteria that could / should be considered.

35. [46871](#) Creation of a subcommittee to consider changes to Operator guidelines.

A motion was made by Donnelly, seconded by Cano Ospina, to create the subcommittee to consider the Operator guidelines given to the Madison Police as well as the ALRC consent agenda guidelines given to the Clerk's Office. The subcommittee will consist of Mr. Donnelly, Mr. Fletcher, Ald. Verveer, Capt. Freedman, and a member of the Madison Police administrative staff. The motion passed by voice vote/other.

36. [46858](#) Discussion regarding separated renewal criteria for alcohol licenses.

In preparation for the Alcohol License Review Committee (ALRC) annual license review, a short discussion on the licenses currently set for separation. Also on how the ALRC obtains input on separation requests from the MPD, City Attorney and Common Council.

Report of Madison Police Department

37. [34003](#) Summary of recent calls for service

Report of City Clerk's Office

38. [28524](#) Summary of licenses issued
39. [46857](#) Update on the Deputy City Clerk position being filled soon.

Adjournment

A motion was made by Grady, seconded by Fletcher, to Adjourn at 9:14pm. The motion passed by voice vote/other.