



# City of Madison

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

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

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Wednesday, April 19, 2017

5:30 PM

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

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**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 licensed premise is to include the perimeter of the adjacent parking lot on June 10, 2017 until 7:00 p.m.

**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 licensed premise is to include the perimeter of the adjacent parking lot on May 7, 2017 with the outdoor capacity to be determined by the Fire Department but 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 modified to read "all alcohol sales must cease by 11:00 pm seven 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

Recommendation to Council to Grant FAILED by voice vote.

**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 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

Recommendation to Council to Grant FAILED by voice vote.

**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 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

Recommendation to Council to Grant FAILED by voice vote .

**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 LLC • 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

The conditions are:

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

**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+ events.

**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. [47341](#) Recommended changes to ALRC Operating Procedures.

**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.**