



City of Madison

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

Meeting Minutes - Approved 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, December 18, 2019

5:30 PM

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

Applications will go to the Common Council Meeting of January 7, 2020.

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.

Notified Absences: Fletcher

Call to Order/Roll Call

Present: 8 - Paul E. Skidmore; Michael E. Verveer; Fernando Cano Ospina; Thomas A. Landgraf; Amy L. Westra; Michael S. Donnelly; Patrick J. Grady and Sheri Carter

Excused: 1 - Stefan J. Fletcher

Non Voting: 6 - Jim Verbick; James Boxrud; Kelly Donahue; Roger Allen; Amanda M. Jovaag and David Adam

Approval of Minutes

**A motion was made by Grady, seconded by Carter, to Approve the Minutes.
The motion passed by voice vote/other.**

Public Comment

Disclosures and Recusals

Donnelly disclosed that he is a member of the Tenny Lapham Neighborhood Association (Item #15).

Presentation of the Consent Agenda

Operator's License Applications

1. [58679](#) Operator License Application
Michael Dedrick - Establishment where employed: Union Corners Brewery

Attachments: [LICOPR-2019-00850 App.pdf](#)
LICOPR-2019-00850 Background.pdf

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

Appearance by: Michael Dedrick

Changes of Agent

2. [58371](#) Change of Agent
Park Hotel Inc • dba Park Hotel • 22 S Carroll St
New Agent: Bradley C Mullins
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

Attachments: [58371 App.pdf](#)

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

One registration in support.

3. [58372](#) Change of Agent
Dublin' Profits LLC • dba Coliseum Bar & Banquet • 232 E Olin Ave
New Agent: Stephen J Bassler Jr
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Carter)

Attachments: [58372 App.pdf](#)

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

One registration in support.

4. [58373](#) Change of Agent
Dublin' Profits LLC • dba Wonder Bar • 222 E Olin Ave
New Agent: Stephen J Bassler Jr
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Carter)

Attachments: [58373 App.pdf](#)

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

One registration in support.

Entity Reorganization

5. [58287](#) Entity Reorganization
Chipotle Mexican Grill of Colorado LLC • dba Chipotle Mexican Grill #312
658 State St
Class B Combination Liquor & Beer
Aldermanic District 8 (Alder Rohrer)
Add two new officers, remove two officers

Attachments: [LICLIB-2013-00138 Officer Change App.pdf](#)
[Letter to City of Madison re Chipotle Change of Officers - 12-17-19.pdf](#)

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

6. [58288](#) Entity Reorganization
Chipotle Mexican Grill of Colorado LLC • dba Chipotle Mexican Grill #1106
4628 E Washington Ave
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Baldeh)
Add two new officers, remove two officers

Attachments: [LICLIB-2013-00140 Officer Change App.pdf](#)
[Letter to City of Madison re Chipotle Change of Officers - 12-17-19.pdf](#)

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

7. [58370](#) Entity Reorganization
Park Hotel Inc • dba Park Hotel
22 S Carroll St
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
2 New Officers, Remove 1 Officer

Attachments: [58370 App.pdf](#)

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

One registration in support.

8. [58665](#) Entity Reorganization
Veg Table LLC • dba Green Owl
1970 Atwood Ave
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Rummel)
Add one officer, remove one officer

Attachments: [76342-88011 Officer Change App.pdf](#)

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

One registration in support.

Change of License Conditions

9. [58173](#)

Change of Licensed Conditions

MCNZ LLC • dba Dubai Bar and Restaurant • Capacity: 60

419 State St • Agent: Samantha M Schuette

Class B Combination Liquor & Beer • 11% alcohol, 80% food, 9% other

Aldermanic District 4 (Alder Verveer) • Police Sector 403

Request to revise condition one to allow alcohol sales until midnight on weekdays and 1am on weekends.

Attachments: [LICPCH-2019-00904 App.pdf](#)
[LICLIB-2018-00323 License.pdf](#)

The conditions are:

1. Alcohol service must end by midnight Sunday - Thursday, and 1am Friday - Saturday.
2. Must meet the definition of a restaurant as defined by MGO Section 38.02, at all times.
3. Food must be available at all times.

A motion was made by Verveer, seconded by Westra, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - REPORT OF OFFICER. The motion passed by the following vote:

The conditions are:

1. Alcohol service must end by midnight Sunday - Thursday, and 1am Friday - Saturday.
2. Must meet the definition of a restaurant as defined by MGO Section 38.02, at all times.
3. Food must be available at all times.

One registration in support.

Absent: 1 - Paul E. Skidmore

Ayes: 4 - Michael E. Verveer; Fernando Cano Ospina; Amy L. Westra and Sheri Carter

Noes: 2 - Michael S. Donnelly and Patrick J. Grady

Abstentions: 1 - Thomas A. Landgraf

Excused: 1 - Stefan J. Fletcher

Non Voting: 5 - Jim Verbick; James Boxrud; Kelly Donahue; Roger Allen; Amanda M. Jovaag and David Adam

Change of Licensed Premise

10. [58145](#) Change of Licensed Premise
Settle Down LLC • dba The Settle Down Tavern
Current Capacity (in/out): 99/12 • Proposed Capacity (in/out): 99/12
117 S Pinckney St • Agent: Samuel J Parker
Class B Combination Liquor & Beer • 45% alcohol, 55% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405
Request to include the entire atrium space located at 111 King St as part of licensed premises.

Attachments: [LICPCH-2019-00959 App.pdf](#)
[LICPCH-2019-00959 REVISED APP.pdf](#)
[LICPCH-2019-00959 SECURITY PLAN.pdf](#)

The condition is:

1. Must meet the definition of a restaurant as defined by MGO Section 38.02, at all times.

Prior to Council approval, the applicant must provide documentation to the City Attorney's Office regarding control over the atrium area.

A motion was made by Donnelly, 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:

1. Must meet the definition of a restaurant as defined by MGO Section 38.02, at all times.

Prior to Council approval, the applicant must provide documentation to the City Attorney's Office regarding control over the atrium area.

Three registrations in support.

21+ Entertainment License

11. [58368](#) 21+ Entertainment License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club • Capacity: 150
3554 E Washington Ave • Agent: Kyle Zubke
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513

Attachments: [58368 App.pdf](#)

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

18+ Center for Visual & Performing Arts License

12. [57535](#) 18+ Center for Visual & Performing Arts License
BK Madison Investments LLC • dba Luchador Tequila & Taco Bar
Capacity: 150
558 State St • Agent: Brano Kruger
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 2 (Alder Heck) • Police Sector 403

Attachments: [Application.pdf](#)
[Alder Heck comments.pdf](#)
[Updated Alder Heck Comments.pdf](#)

The conditions are:

1. The establishment must meet the definition of a restaurant as defined by 38.02 of the Madison General Ordinances, at all times..
2. Food will be available at all times the establishment is open.
3. No patrons under the age of 21 are permitted on the premises after 10 pm.
4. No patrons are permitted to enter or re-enter the establishment after 1:30 am on Friday and Saturday nights.
5. Entertainment is limited to private parties only.
6. The establishment shall submit proof of food/alcohol revenue ratios each licensing year until 2022 at license renewal.

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

The conditions are:

1. The establishment must meet the definition of a restaurant as defined by 38.02 of the Madison General Ordinances, at all times..
2. Food will be available at all times the establishment is open.
3. No patrons under the age of 21 are permitted on the premises after 10 pm.
4. No patrons are permitted to enter or re-enter the establishment after 1:30 am on Friday and Saturday nights.
5. Entertainment is limited to private parties only.
6. The establishment shall submit proof of food/alcohol revenue ratios each licensing year until 2022.

Five registrations in support.

Adult Entertainment Tavern

13. [58369](#) Adult Entertainment Establishment License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club • Capacity: 150
3554 E Washington Ave • Agent: Kyle Zubke
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513

Attachments: [58369 App.pdf](#)

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

New License - Public Hearing

Recessed Public Hearing

14. [57536](#)

Public Hearing - New License
BK Madison Investments LLC • dba Luchador Tequila & Taco Bar
558 State St • Agent: Brano Kruger • Estimated Capacity: 150
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 2 (Alder Heck) • Police Sector 403

Attachments: [Application.pdf](#)
[558 State St map.pdf](#)
[Alder Heck comments.pdf](#)
[Updated Alder Heck Comments.pdf](#)

The conditions are:

1. The establishment must meet the definition of a restaurant as defined by 38.02 of the Madison General Ordinances, at all times..
2. Food will be available at all times the establishment is open.
3. No patrons under the age of 21 are permitted on the premises after 10 pm.
4. No patrons are permitted to enter or re-enter the establishment after 1:30 am on Friday and Saturday nights.
5. Entertainment is limited to private parties only.
6. The establishment shall submit proof of food/alcohol revenue ratios each licensing year until 2022 at license renewal.

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

The conditions are:

1. The establishment must meet the definition of a restaurant as defined by 38.02 of the Madison General Ordinances, at all times..
2. Food will be available at all times the establishment is open.
3. No patrons under the age of 21 are permitted on the premises after 10 pm.
4. No patrons are permitted to enter or re-enter the establishment after 1:30 am on Friday and Saturday nights.
5. Entertainment is limited to private parties only.
6. The establishment shall submit proof of food/alcohol revenue ratios each licensing year until 2022.

Five registrations in support.

15. [57923](#) Public Hearing - New License
Grace Coffee East• dba Grace Coffee
1216 East Washington • Agent: Nicole Bloomer
Estimated Capacity (In/Out): 30-50/10-20
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 2 (Alder Heck) • Police Sector 407

Attachments: [LICLIB-2019-00956 Application.pdf](#)
[LICLIB-2019-00956 Supplemental.pdf](#)
[1216 E Washington Ave map.pdf](#)
[TLNA Comments.pdf](#)

The conditions are:

1. Alcohol service shall cease by 9pm Friday - Saturday and 8pm Sunday - Thursday.
2. No live music will occur in this space.
3. No outdoor amplified sound.

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

The conditions are:

1. Alcohol service shall cease by 9pm Friday - Saturday and 8pm Sunday - Thursday.
2. No live music will occur in this space.
3. No outdoor amplified sound.

Two registrations in support.

16. [57924](#) Public Hearing - New License
The Candle Bar Stores, LLC • dba Paddywax Candle Bar
542 N. Midvale Blvd. • Agent: Naomi Richardson • Estimated Capacity: 40
Class B Combination Liquor & Beer • 10% alcohol, 5% food, 85% Other
Aldermanic District 11 (Alder Martin) • Police Sector 215

Attachments: [LICLIB-2019-00961 Application.pdf](#)
[LICLIB-2019-00961 Supplemental.pdf](#)
[542 N Midvale Blvd map.pdf](#)

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

Two registrations in support.

Public Hearing

17. [58361](#) Public Hearing - New License
BTM Wisconsin Concessions, LLC • dba Hampton Inn
4820 Hayes Rd • Agent: Jeff Ryan • Estimated Capacity: 115
Class A Beer, Class A Liquor • 1% alcohol, 99% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 518

Attachments: [58361 App.pdf](#)
[58361 Floor Plan.pdf](#)
[4820 Hayes Rd map.pdf](#)

A motion was made by Cano Ospina, seconded by Grady, to Table. The motion passed by voice vote/other.

A motion was made by Verveer, seconded by Cano Ospina, to Take Off The Table. The motion passed by voice vote/other.

The condition is:

1. Class A Liquor license limited to wine sales only.

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:

1. Class A Liquor license limited to wine sales only.

One registration in support.

18. [58364](#) Public Hearing - New License
BTM Wisconsin Concessions, LLC • dba Courtyard East Madison
2502 Crossroads Dr • Agent: Jeff Ryan • Estimated Capacity: 127
Class B Combination Liquor & Beer • 9% alcohol, 91% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 633

Attachments: [58364 App.pdf](#)
[58364 Floor Plan.pdf](#)
[2502 Crossroads Dr map.pdf](#)

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

One registration in support.

19. [58365](#) Public Hearing - New License
BTM Wisconsin Concessions, LLC • dba Fairfield Inn and Suites
2702 Crossroads Dr • Agent: Jeff Ryan • Estimated Capacity: 130
Class A Beer, Class A Liquor • 1% alcohol, 99% food
Aldermanic District 17 (Alder Baldeh) • Police Sector 633

Attachments: [58365 App.pdf](#)
[58365 Floor Plan.pdf](#)
[2702 Crossroads Dr map.pdf](#)

The condition is:

1. Class A Liquor license limited to wine sales only.

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:

1. Class A Liquor license limited to wine sales only.

One registration in support.

20. [58366](#) Public Hearing - New License
Liberty Station Tavern Madison, LLC • dba Liberty Station
2161 Rimrock Rd • Agent: Ana Maria Carolina Duhr • Estimated Capacity:
174/84
Class B Combination Liquor & Beer • 28% alcohol, 70% food, 2% other
Aldermanic District 14 (Alder Carter) • Police Sector 312

Attachments: [58366 App.pdf](#)
[58366 Floor Plan.pdf](#)
[2161 Rimrock Rd map.pdf](#)
[Alder Carter Comments.pdf](#)

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

Two registrations in support.

21. [58367](#) Public Hearing - New License
Downtown Madison Investments LLC • dba Silk Exotic Madison East
Gentlemen's Club
3554 E Washington Ave • Agent: Kyle Zubke • Estimated Capacity: 150
Class B Combination Liquor & Beer • 50% alcohol, 0% food, 50% other
Aldermanic District 15 (Alder Foster) • Police Sector 513

Attachments: [58367 App.pdf](#)
[3554 E Washington Ave map.pdf](#)
[Schaefer Comments.pdf](#)
[Kathy Comments.pdf](#)
LICLIB-2019-01089 Agent Background Report.pdf
[Nordstrom Comments.pdf](#)
[Citizen Comments.pdf](#)
[Citizen Comments 2.pdf](#)
[Ehresman comments.pdf](#)
[Keally comments.pdf](#)

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

Discussion Items

22. [58134](#) Discussion and Recommendations as a Result of Alcohol Density Study
- Handling of capacity numbers for alcohol licensees.
 - Discuss City staffing resources related to issuance, monitoring, and enforcement activities associated with Alcohol Licenses.
 - Policy for high density areas anywhere in the city (not just in the current overlay district).
 - Discussion and potential adoption of recommendations to the Common Council arising from the results of the Density Study and related aspects of Alcohol licensing and monitoring.
 - Possible point system for reviewing and approving licenses.

Attachments: [Alcohol Density Map_level 5.pdf](#)
[Impacts of Alcohol Outlet Density on the Provision of City Services.pdf](#)
[Executive Summary.pdf](#)
[Nordstrom Comments.pdf](#)
[Lehnertz Comments.pdf](#)
[Beebe Comments.pdf](#)
[Licensing process for City of Madison Alcohol licenses is governed in part by Scoring Criteria.pdf](#)
[2019 SSE 07.24.18 \(2\).pdf](#)

23. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.

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

Report of Madison Police Department

24. [58674](#) Report of Recent Calls for Service

Attachments: [ALRC Monthly Data.pdf](#)
[ALRC Nov 11 to 17.pdf](#)
[ALRC Nov 18 to 24.pdf](#)
[ALRC Nov 25 to Dec 1.pdf](#)
[ALRC Dec 2 to 8.pdf](#)

MPD submitted the attached report.

Report of City Clerk's Office

25. [58675](#) Summary of Licenses Issued

Attachments: [Summary of Licenses Issued.pdf](#)

Clerk's Office submitted the attached report.

Adjournment

A motion was made by Grady, seconded by Cano Ospina, to Adjourn at 10:23pm. The motion passed by voice vote/other.