



City of Madison

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

Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

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

Wednesday, November 24, 2021

5:30 PM

Virtual Meeting

The City of Madison is holding the Alcohol License Review Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to licensing@cityofmadison.com

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel website
<https://media.cityofmadison.com/mediasite/showcase>
- Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)
Webinar ID: 912 1508 2519

Applications will go to the Common Council Meeting of December 7, 2021

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.

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: Myadze

Call to Order/Roll Call

Mr. Donnelly in the chair at 5:33PM.

Present: 6 - Michael E. Verveer; Karen L. Reece; Kathryn M. Farley; Michael S. Donnelly; Sheri Carter and Stefan J. Fletcher

Excused: 1 - Charles Myadze

Non Voting: 7 - Jim Verbick; James Boxrud; Harrison Zanders; Steve Brist; Amanda M. Jovaag; Linda Vakunta and Deaken Boggs

Approval of Minutes

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

Public Comment

1. [68461](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

A motion was made by Fletcher, seconded by Reece, to Adopt the Consent Agenda. The motion passed by voice vote/other.

Operator's License Applications

2. [67837](#) Operator License Application
Katherine Hernandez - Establishment where employed: Open Pantry

A motion was made by Fletcher, seconded by Carter, to Refer to the next regularly scheduled meeting of the ALCOHOL LICENSE REVIEW COMMITTEE on Dec 15, 2021. The motion passed by voice vote/other.

A motion was made by Fletcher, seconded by Verveer, to Reconsider. The motion passed by voice vote/other.

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

3. [68223](#) Operator License Application
Cherokee Mason

A motion was made by Reece, seconded by Carter, to RECOMMEND TO

COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by the following vote:

There were 2 registrants in support.

Ayes: 4 - Michael E. Verveer; Karen L. Reece; Kathryn M. Farleyand Sheri Carter

Abstentions: 1 - Stefan J. Fletcher

Excused: 1 - Charles Myadze

Non Voting: 8 - Jim Verbick; James Boxrud; Harrison Zanders; Steve Brist; Michael S. Donnelly; Amanda M. Jovaag; Linda Vakuntaand Deaken Boggs

4. [68225](#) Operator License Application
Dontell Jefferson

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

There was 1 registrant in support.

5. [68248](#) Operator License Application
Adam Hirssig - Establishment where employed: Fresh Madison Market

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

The condition is as follows:

The applicant must submit a letter of recommendation from his agent with the Wisconsin Department of Corrections to the Clerk's Office before the Dec 7, 2021 Common Council meeting.

There was 1 registrant in support.

6. [68424](#) Operator License Application
Michelle L Roatch - Establishment where employed: Green Lantern

A motion was made by Fletcher, seconded by Carter, to Refer to the next regularly scheduled meeting of the ALCOHOL LICENSE REVIEW COMMITTEE on Dec 15, 2021 . The motion passed by voice vote/other.

Changes of Agent

7. [68425](#) Change of Agent
Fresh City Market LLC • dba Family Fresh Market - Madison • 703 University Ave
New Agent: Jake Wirag
Class B Combination Liquor & Beer
Aldermanic District 8 (Alder Bennett)

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

There was 1 registrant in support.

8. [68430](#) Change of Agent
2089 Inc • dba Monty's Blue Plate Diner • 2089 Atwood Ave
New Agent: Eric Heitzinger
Class B Combination Liquor & Beer
Aldermanic District 6 (Alder Benford)

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

There was 1 registrant in support.

9. [68431](#) Change of Agent
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs LLC • 7230 West Towne Way
New Agent: James Lee
Class B Beer, Class C Wine
Aldermanic District 9 (Alder Conklin)

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

10. [68432](#) Change of Agent
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs • 4505 East Towne Blvd
New Agent: James Lee
Class B Beer
Aldermanic District 17 (Alder Halverson)

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

11. [68433](#) Change of Agent
Kwik Trip Inc • dba Kwik Trip • 3528 E Washington Ave
New Agent: Paula McCann
Class A Beer, Class A Liquor
Aldermanic District 15 (Alder Foster)

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

12. [68434](#) Change of Agent
BSBC LLC • dba Bassett Street Brunch Club • 444 W Johnson St
New Agent: Justin Callaway
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

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

There was 1 registrant in support.

13. [68435](#) Change of Agent
Walgreens Co • dba Walgreens #07536 • 8302 Old Sauk Rd
New Agent: Melissa Welch
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Conklin)

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

14. [68437](#) Change of Agent
Kwantsu Dudes LLC • dba Casetta Kitchen • 222 W Washington Ave
New Agent: Thomas Gering
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)

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

There was 1 registrant in support.

Entity Reorganization

15. [68438](#) Entity Reorganization
Mega Marts LLC • dba Metro Market #434
6010 Cottage Grove Rd
Class B Combination Liquor & Beer
Aldermanic District 3 (Alder Lemmer)
Add two new officers

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

16. [68445](#) Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save Express #183
1312 S Park St

Class A Beer, Class A Liquor
Aldermanic District 13 (Alder Evers)
Add two new officers

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

17. [68446](#)

Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #131
6655 McKee Rd
Class A Beer, Class A Liquor
Aldermanic District 7 (Alder Wehelie)
Add two new officers

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

18. [68452](#)

Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #178
2502 Shopko Dr
Class A Beer, Class A Liquor
Aldermanic District 12 (Alder Abbas)
Add two new officers

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

19. [68453](#)

Entity Reorganization
Ultimate Mart LLC • dba Pick 'n Save #179
261 Junction Rd
Class A Beer, Class A Liquor
Aldermanic District 9 (Alder Conklin)
Add two new officers

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

20. [68454](#)

Entity Reorganization
Red Lobster Hospitality LLC • dba Red Lobster #0377
4502 East Towne Blvd
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Halverson)
Add one new officer, remove one officer

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

Request to Extend License Issuance Deadline

21. [68475](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05
Cali Condor Cantina LLC • dba Big Sur Cantina
7436 Mineral Point Rd • Agent: Jessica Escamilla • Estimated Capacity: 165/60
Class B Combination Liquor & Beer • 15% alcohol, 85% food
Aldermanic District 9 (Alder Conklin) • Police Sector 215

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

There was 1 registrant in support.

21+ Entertainment License

22. [67967](#) 21+ Entertainment License
Lush Adult Entertainment LLC • dba The Southern Skillet Bistro & Ultra Lounge
Capacity (in/out): 500/0
7 W Main St • Agent: Amarion James
Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

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

Public Hearing

New License - Public Hearing

23. [67965](#) Public Hearing - New License
AC Madison Hospitality LLC • dba Cambria
5045 Eastpark Blvd • Agent: Kimberly Albert • Estimated Capacity (in/out): 140/30
Class B Combination Liquor & Beer • 30% alcohol, 70% food
Aldermanic District 17 (Alder Halverson) • Police Sector 520

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

There was 1 registrant in support.

24. [67966](#) Public Hearing - New License
Lush Adult Entertainment LLC • dba The Southern Skillet Bistro & Ultra Lounge
7 W Main St • Agent: Amarion James • Estimated Capacity (in/out): 500/0

Class B Combination Liquor & Beer • 40% alcohol, 60% food
Aldermanic District 4 (Alder Verveer) • Police Sector 405

A motion was made by Fletcher, seconded by Reece, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.

Report of Madison Police Department

25. [68462](#) Summary of Recent Calls for Service

MPD submitted the attached report.

Report of City Clerk's Office

26. [68463](#) Summary of Licenses Issued

City Clerk's Office submitted the attached report.

Adjournment

A motion was made by Verveer, seconded by Fletcher, to Adjourn at 6:24PM. The motion passed by voice vote/other.