



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.

Thursday, August 5, 2021

5:30 PM

Virtual Meeting

Operating Practices Subcommittee

ROLL CALL

Vice Chair Fletcher in the chair at 5:46PM.

Present: 4 - Michael E. Verveer; Jim Verbick; Steve Brist and Stefan J. Fletcher

Absent: 1 - Michael S. Donnelly

Excused: 5 - Charles Myadze; James Boxrud; Kelly Donahue; Amanda M. Jovaag and Linda Vakunta

Non Voting: 2 - Karen L. Reece and Sheri Carter

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 but Do Not Speak: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. Register to Speak or to Answer Questions: If you wish to speak at the virtual meeting on an agenda item, 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 will need to join the virtual meeting.
4. Watch the Meeting: You can call-in or watch the Alcohol License Review Committee meeting:
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 982 1538 3977

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: NONE

Call to Order/Roll Call

Public Comment

1. [66660](#) Public Comment

Disclosures and Recusals

2. [66657](#) Membership of the ALRC Operating Practices Subcommittee

The subcommittee will go back to the full ALRC to ask if there are any additional members who want to join the Operating Practices Subcommittee. The subcommittee would prefer to keep the number of members an odd number for voting purposes and they are thinking around 5 total members. This will be a discussion item on the 8/18/21 agenda.

3. [59029](#) Review Alcohol License Review Committee Rules of Procedure

The subcommittee decided to update the current document, intended for in-person meetings, and create a second version for virtual meetings.

Assistant City Attorney Brist will work with Deputy Clerk Verbick and Media Team member Schraven to update the current document and to create the second version. This will be a discussion item on the 8/18/21 agenda for the full ALRC.

4. [66658](#) Alcohol Operator's License Review Subcommittee

The subcommittee discussed creating a document that would outline the purpose of the Alcohol Operator's License Review subcommittee and other items, including but not limited to: how many members will be needed and the implications of having/not having a certain number of members, the possibility of alternate members, possible modifications to the current application and supporting documents, and when and how the Alcohol Operator's License Review subcommittee would refer applications to the full ALRC.

Assistant City Attorney Brist will work with Deputy Clerk Verbick and Vice Chair Fletcher on a draft document to be presented as a discussion item at the 8/18/21 meeting of the full ALRC.

5. [58710](#) Discussion regarding operator license equity analysis, including possibly creating subcommittee for operator license approvals between regular ALRC meetings.

The subcommittee discussed the current backlog of operator license applications waiting for police background checks. This number was at about

160 applications at the time of the subcommittee's meeting.

There was discussion around how the Alcohol Operator's License Review subcommittee being established would help address concerns from the equity analysis, namely but not limited to: considering alternate meeting times as many applicants work evening shifts and may not be able to attend evening meetings, and how to better highlight the availability of provisional licenses.

Alder Verveer requested the Clerk's Office run a report of the approximately 160 applications waiting for background check, locating the ones that do not have a provisional license, and then proactively reaching out to those applicants to inform them of the option of a provisional license available at an additional \$15.00 fee.

6. [66659](#)

Entertainment License Application Forms

The subcommittee discussed having the current entertainment license application, which combines the Visual & Performing Arts (18+) and the Entertainment License (21+) together, split into two separate applications. Questions on the application are often answered incorrectly or missed entirely.

There was also discussion of creating a separate category on the full ALRC agendas that would allow alcohol license applications to be listed next to any corresponding entertainment applications. They are currently separated on the agendas and this has made it hard for committee members to reference. The language on the application is also confusing.

Deputy Clerk Verbick can work with Dr. Reece to make updates and/or report back to the full ALRC at the 8/18/21 meeting.

Adjournment

A motion was made by Fletcher, seconded by Verveer, to Adjourn at 6:42PM. The motion passed by voice vote/other.