



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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](http://www.madisoncitychannel.tv).*

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Monday, August 30, 2021

7:00 PM

Virtual Meeting

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### Special Meeting of the ALRC to Take Up Licensing Items from Cancelled August 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](mailto: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.

- Listen to audio via phone:  
(877) 853-5257 (Toll Free)  
Webinar ID: 933 3572 1249

Applications will go to the Common Council Meeting of <enter date here>

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:

#### Call to Order/Roll Call

**Present:** 5 - Charles Myadze; Michael E. Verveer; Karen L. Reece; Sheri Carter and Stefan J. Fletcher

**Absent:** 3 - Michael S. Donnelly; Amanda M. Jovaag and Linda Vakunta

**Non Voting:** 4 - Jim Verbick; James Boxrud; Kelly Donahue and Steve Brist

**Approval of Minutes**

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

**Public Comment**

1. [66964](#) Public Comment

**Disclosures and Recusals**

**Presentation of the Consent Agenda**

**Temporary Class B Concurrent with Street Use**

2. [67180](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Applicant: Madison Museum of Contemporary Art  
Event Location: Capitol Square  
Event Date: 9/25/2021 & 9/26/2021  
Aldermanic District 4 (Ald. Verveer)  
Police District: 406  
Event: Art Fair on the Square

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

Two items in support.

**Changes of Agent**

3. [66950](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 1511 • 4624 Monona Dr  
New Agent: Carol Lockard  
Class A Beer, Class A Liquor, Class A Cider  
Aldermanic District 15 (Alder Foster)

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

One registration in support.

4. [66951](#) Change of Agent  
Tex Mess LLC • dba Eldorado Grill • 744 Williamson St  
New Agent: Garrett Schumacher

Class B Combination Liquor & Beer  
Aldermanic District 6 (Alder Benford)

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

**One registration in support.**

5. [66952](#) Change of Agent  
R.I. Heritage Inn of Madison Opco LLC • dba Madison Residence Inn • 4862  
Hayes Rd  
New Agent: Nicholas Wagner  
Class B Beer, Class C Wine  
Aldermanic District 17 (Alder Halverson)

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

**One registration in support.**

6. [66954](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 961 • 3528 E Washington Ave  
New Agent: Derek Bamford  
Class A Beer, Class A Liquor  
Aldermanic District 15 (Alder Foster)

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

7. [66955](#) Change of Agent  
Marcus Hotels Hospitality LLC • dba Hilton Madison at Monona Terrace  
9 E Wilson St  
New Agent: Carrie Amaya  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

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

**One registration in support.**

8. [66982](#) Change of Agent  
Wonderstate Madison LLC • dba Wonderstate • 27 W Main St  
New Agent: David Blair  
Class B Combination Liquor & Beer  
Aldermanic District 4 (Alder Verveer)

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

One registration in support.

### Entity Reorganization

9. [66953](#) Entity Reorganization  
Volume Services Inc • dba Centerplate  
606 S Randall Ave  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Evers)  
Add one new officer, remove one officer

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

### Change of Licensed Premise

10. [66016](#) Change of Licensed Premise  
Brinker Restaurant Corporation • dba Chili's Grill and Bar  
Current Capacity (in/out): 231/0 • Proposed Capacity (in/out): 231/0  
7301 Mineral Point Rd • Agent: Terence Miller  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 9 (Alder Conklin) • Police Sector 124  
Request to add parking spots to premises for curbside sales.

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

11. [66017](#) Change of Licensed Premise  
Brinker Restaurant Corporation • dba Chili's Grill and Bar  
Current Capacity (in/out): 225/0 • Proposed Capacity (in/out): 225/0  
4344 East Towne Blvd • Agent: Terence Miller  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 17 (Alder Halverson) • Police Sector 631  
Request to add parking spots to premises for curbside sales.

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

12. [66956](#) Change of Licensed Premise  
Blazin Wings Inc • dba Buffalo Wild Wings #414  
Current Capacity (in/out): 229/0 • Proposed Capacity (in/out): 229/0  
789 University Ave • Agent: Carl Alwin

Class B Combination Liquor & Beer  
4.36% alcohol, 93.32% food, 2.31% other  
Aldermanic District 8 (Alder Bennett) • Police Sector 402  
Request to remodel.

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

13. [66957](#)

Change of Licensed Premise  
I/O Arcade Bar LLC • dba I/O Arcade Bar  
Current Capacity (in/out): 298/0 • Proposed Capacity (in/out): 298/2540  
924 Williamson St • Agent: Mitchell Turino  
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other  
Aldermanic District 6 (Alder Benford) • Police Sector 408  
Allow premises to be expanded for Marquette Neighborhood festivals:  
Fruitfest and Willy Street Fair.

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

One registration in support.

#### Change of Licensed Conditions

14. [66958](#)

Change of Licensed Conditions  
I/O Arcade Bar LLC • dba I/O Arcade Bar • Capacity (in/out): 298/0  
924 Williamson St • Agent: Mitchell Turino  
Class B Combination Liquor & Beer • 75% alcohol, 15% food, 10% other  
Aldermanic District 6 (Alder Benford) • Police Sector 408  
Request to amend condition 2 to allow alcohol service on Thursdays until  
2AM.

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

One registration in support.

15. [66959](#)

Change of Licensed Conditions  
Servant 33 LLC • dba The Melting Pot • Capacity (in/out): 289/0  
6816 Odana Rd • Agent: Robert Cuba  
Class B Combination Liquor & Beer • 12.6% alcohol, 82.9% food, 4.5% other  
Aldermanic District 19 (Alder Furman) • Police Sector 218  
Request to amend condition to allow alcohol service until midnight.

**A motion was made by Carter, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice**

vote/other.

One registration in support.

**21+ Entertainment License**

**18+ Center for Visual & Performing Arts License**

**Public Hearing**

**New License - Public Hearing**

16. [66596](#) Public Hearing - New License  
Greenview Brewing LLC • dba ALT Brew  
1808 Wright St • Agent: Trevor Easton • Estimated Capacity (in/out): 49/48  
Class B Liquor (Wine Only) • 95% alcohol, 5% food  
Aldermanic District 12 (Alder Abbas) • Police Sector 514

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

One registration in support.

17. [66601](#) Public Hearing - New License  
Defying Gravity LLC • dba Cordial  
516 S Park St • Agent: Travis Knight • Estimated Capacity (in/out): 75/0  
Class B Combination Liquor & Beer • 85% alcohol, 15% food  
Aldermanic District 13 (Alder Evers) • Police Sector 203

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

One registration in support, one registration in opposition.

18. [66602](#) Public Hearing - New License  
Kwik Trip Inc • dba Tobacco Outlet Plus 514  
1117 N Sherman Ave • Agent: Paul Thurston  
Class A Beer, Class A Cider  
Aldermanic District 12 (Alder Abbas) • Police Sector 503

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

Two registrations in support.

19. [66603](#) Public Hearing - New License  
Ginza LLC • dba Ginza

6654 Mineral Point Rd • Agent: Ting Cai Zhou • Estimated Capacity (in/out): 150/25  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 19 (Alder Furman) • Police Sector 219

**A motion was made by Myadze, seconded by Verveer, to Table. The motion passed by voice vote/other.**

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

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

**One registration in support.**

20.     [66604](#)     Public Hearing - New License  
Red Rooster Madison LLC • dba Red Rooster  
2513 Seiferth Rd • Agent: Jesse Steinberg • Estimated Capacity (in/out): 160/125  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 16 (Alder Currie) • Police Sector 619

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

**One registration in support.**

21.     [66960](#)     18+ Center for Visual & Performing Arts License  
Red Rooster Madison LLC • dba Red Rooster • Capacity (in/out): 160/125  
2513 Seiferth Rd • Agent: Jesse Steinberg  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 16 (Alder Currie) • Police Sector 619

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

**One registration in support.**

22.     [66605](#)     Public Hearing - New License  
French House Inc • dba The French House  
633 N Frances St • Agent: Anne Theobald • Estimated Capacity (in/out): 50/0  
Class C Wine • 20% alcohol, 80% food  
Aldermanic District 2 (Alder Heck) • Police Sector 403

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

**One registration in support.**

23. [66606](#) Public Hearing - New License  
Lush Lounge LLC • dba Lush Lounge  
3769 E Washington Ave • Agent: Alisa Davis • Estimated Capacity (in/out):  
50/0  
Class B Combination Liquor & Beer • 75% alcohol, 25% food  
Aldermanic District 17 (Alder Halverson) • Police Sector 605

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

**One registration in support.**

24. [66607](#) Public Hearing - New License  
Odilon Ford Winery Inc • dba Odilon Ford Winery  
4614 Femrite Dr • Agent: Jerrold Robaidek  
Class A Liquor  
Aldermanic District 16 (Alder Currie) • Police Sector 619

**A motion was made by Verveer, seconded by Myadze, 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.**

25. [66608](#) Public Hearing - New License  
Growlers to Go-Go LLC • dba Growlers to Go-Go  
2927 E Washington Ave • Agent: Chris Welch • Estimated Capacity (in/out):  
20/10  
Class B Combination Liquor & Beer • 95% alcohol, 2% food, 3% other  
Aldermanic District 6 (Alder Benford) • Police Sector 603

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

**The condition is:**

1. The patio shall close by 9pm.

**One registration in support.**

26. [66609](#) Public Hearing - New License  
Lush Adult Entertainment LLC • dba Lush Adult Entertainment  
7333 West Towne Way • Agent: Amarion James • Estimated Capacity  
(in/out): 3500/0



Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Aldermanic District 9 (Alder Conklin) • Police Sector 124

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

**One registration in opposition.**

27. [66961](#)

21+ Entertainment License  
Lush Adult Entertainment • dba Lush Adult Entertainment  
Capacity (in/out): 3500/0  
7333 West Towne Way • Agent: Amarion James  
Class B Combination Liquor & Beer • 80% alcohol, 20% food  
Aldermanic District 9 (Alder Conklin) • Police Sector 124

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

**One registration in opposition.**

#### **Report of Madison Police Department**

28. [66962](#)

Summary of Recent Calls for Service

**MPD submitted the attached report.**

#### **Report of City Clerk's Office**

29. [66963](#)

Summary of Licenses Issued

**Clerk's Office submitted the attached report.**

#### **Adjournment**

**A motion was made by Myadze, seconded by Reece, to Adjourn at 10:13pm. The motion passed by voice vote/other.**