



# City of Madison

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

## Agenda - 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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Thursday, July 11, 2024

5:30 PM

Virtual Meeting

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### Special Meeting of the ALRC

#### 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](mailto: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: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/WatchMeetings>

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Webinar ID: 832 3886 9052

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

Applications will go to the Common Council Meeting of July 16, 2024

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**

**Public Comment**

1. [84326](#) Public Comment

**Disclosures and Recusals**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**New License - Public Hearing**

**Recessed Public Hearing**

2. [83714](#) Public Hearing - New License  
Handyspot 108 LLC • dba Handyspot 108 LLC  
5551 Eastpark Blvd • Agent: Harvinder Singh  
Class A Beer  
Police Sector 520 (District 17)

**Public Hearing**

3. [84234](#) Public Hearing - New License  
Sriram Retails 3 LLC • dba Regent Street Mini Mart  
1401 Regent St • Agent: Meenu Kaushal  
Estimated Capacity (in/out): 25 total

Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other  
Police Sector 205 (District 13)

**Adjournment**



# City of Madison

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

## Master

**File Number: 84326**

**File ID:** 84326

**File Type:** License

**Status:** Public Comment

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 07/05/2024

**File Name:**

**Final Action:**

**Title:** Public Comment

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 84326

Title

Public Comment





# City of Madison

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

## Master

**File Number: 83714**

**File ID:** 83714

**File Type:** License

**Status:** Recessed Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 05/29/2024

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Handyspot 108 LLC • dba Handyspot 108 LLC  
5551 Eastpark Blvd • Agent: Harvinder Singh  
Class A Beer  
Police Sector 520 (District 17)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIA-2024-00290 App.pdf, LICLIA-2024-00290  
Supplemental.pdf, 5551 Eastpark Blvd map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	05/29/2024	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (6/26/24), Common Council (7/2/24)						
1	COMMON COUNCIL	06/04/2024	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Figueroa Cole, seconded by Duncan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						
1	ALCOHOL LICENSE REVIEW COMMITTEE	06/26/2024	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Donnelly, seconded by Barushok, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						

1	COMMON COUNCIL	07/02/2024	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Figueroa Cole, seconded by Myadze, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE special meeting of 7/11/24. The motion passed by voice vote/other.

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**Text of Legislative File 83714**

**Title**

Public Hearing - New License  
Handyspot 108 LLC • dba Handyspot 108 LLC  
5551 Eastpark Blvd • Agent: Harvinder Singh  
Class A Beer  
Police Sector 520 (District 17)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☐ Liquor, ☐ Cider  
Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LIC11A.2024.00290

(License number)

17

(Alder District #)

520

(Police Sector)

Office Use Only

## Section A – Applicant

- List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☒ Limited Liability Company exactly as it appears on your State Seller's Permit.  
HANDYSPOT 108 LLC (HANDYSPOT 108 LLC)
- Trade Name (doing business as) HANDYSPOT 108 LLC
- Address to be licensed 5551, East Park Blvd, Madison, WI 53718
- Mailing address 5551, East Park Blvd, Madison, WI 53718
- Anticipated opening date 06/23/2023
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)  
\_\_\_\_\_

## Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Beer & WALKING COOLER, SALES AREA AT STORE AND  
cabe BACKROOM AT 5551, EAST PARK BLVD, MADISON.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: \_\_\_\_\_ Outdoor: \_\_\_\_\_ N/A

10. Describe existing parking and how parking lot is to be monitored.

FRONT OF STORE AND MONITORED BY SURVEILLANCE  
CAMERA.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to HANDYSPOT 108 LLC (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent HARVINDER SINGH

13. City, state in which agent resides McFARLAND

14. How long has the agent continuously resided in the State of Wisconsin? 10 months

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 07/12/2023

16. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN 06/23/2023

17. In the table below list the directors of your corporation or the members of your LLC.

☐ Attach background check forms for each director/member.

Title	Name	City and State of Residence
OWNER	HARVINDER SINGH	McFARLAND, WI
OWNER	KULITPAUL SINGH	FORT ATKINSON, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

HARVINDER SINGH

19. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

☒ No ☐ Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☐ Grocery Store

☐ Convenience Store without gas pumps ☒ Convenience Store with gas pumps

☐ Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? ☒ No ☐ Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00am - 10:00pm	5:00am - 10:00pm	5am - 10pm	5am - 10pm	5am - 10pm	5am - 10pm	5am - 10pm
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. N/A

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

\_\_\_\_\_ % Alcohol \_\_\_\_\_ % Food \_\_\_\_\_ % Other

N/A

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☐ No ☐ Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☐ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☒ No ☐ Yes

### Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2024.
38. State Seller's Permit 4 5 6 - 1 0 3 1 4 4 1 8 7 S 0 4
39. Federal Employer Identification Number 93-1509389
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person HARVINDER SINGH  
 Business phone 264-605-3005 Business e-mail address HANDYSPOT108@GMAIL.COM  
 Preferred language ENGLISH
- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
☐ Yes (language: \_\_\_\_\_)  
☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)
- Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?  
☐ Sí, lenguaje: \_\_\_\_\_  
☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.
41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_


**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

05/02/2024  
 (Date)

**Clerk's Office checklist for complete applications**

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation)<br><input checked="" type="checkbox"/> FEIN<br><input checked="" type="checkbox"/> Written description of premises | <input checked="" type="checkbox"/> Background investigation form(s)<br><input type="checkbox"/> Form for surrender of previous license<br><input type="checkbox"/> *Articles of Incorporation<br><input checked="" type="checkbox"/> *Appointment of Agent<br>* Corporation/LLC only | <input checked="" type="checkbox"/> Floor Plans<br><input checked="" type="checkbox"/> Lease<br><input checked="" type="checkbox"/> Business Plan<br><input type="checkbox"/> **Sample Menu<br>** Class B only |
|---|---|--|

**Upon Application Submission, the Clerk's Office issued to the application:**

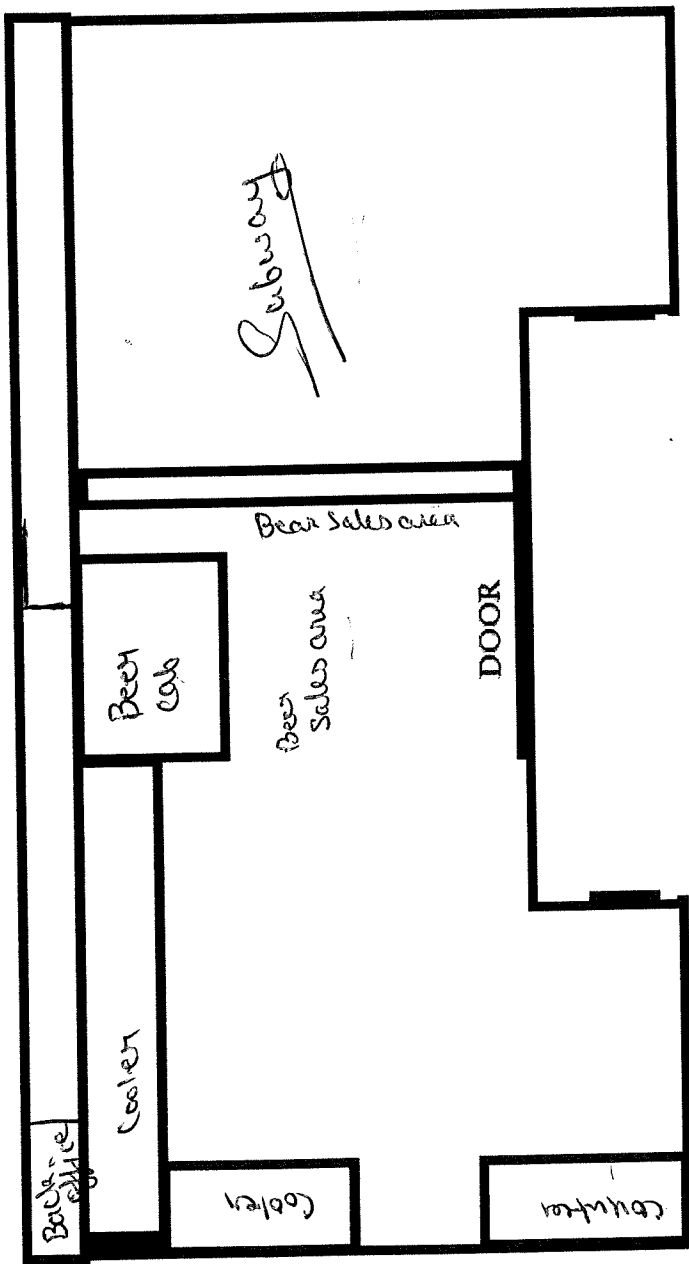
- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

HANDYPSOT 108 LLC FLOOR PLAN





# **HANDYSPOT 108 LLC BUSINESS PLAN**

Prepared by:

5551 EAST PARK BLVD  
MADISON, Wisconsin 53718  
608-284-9579  
HANDYSPOT108@GMAIL.COM

## **I. EXECUTIVE SUMMARY**

**HANDYSPOT 108 LLC** (referred to from hereon in as the "Company") was established as a Limited Liability Company at 5551 EAST PARK BLVD, MADISON, Wisconsin 53718 with the expectation of rapid expansion in the gas station & convenience store industry.

### **Business Description**

The Company was formed on 06/01/2023 as Limited Liability Company under Wisconsin state laws and headed by \_\_\_\_\_.

The Company currently employs 2 full-time employees and \_\_\_\_\_ part-time employees.

### **New Service**

The Company is prepared to introduce the following service to the market:

**CONVINENCE STORE: GAS, PACKAGE FOOD, BEER, POP**

## II. BUSINESS SUMMARY

### Industry Overview

In the United States, the gas station & convenience store industry presently makes 1,580,000.00 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

### Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

## III. MARKETING SUMMARY

### Target Markets

The Company's major target markets are as follows:

MADISON AREA

## MADISON AREA

The estimated number of potential clients within the Company's geographic scope is 120.00.

### Competition

In the gas station & convenience store industry, customers make choices based upon \_\_\_\_\_.

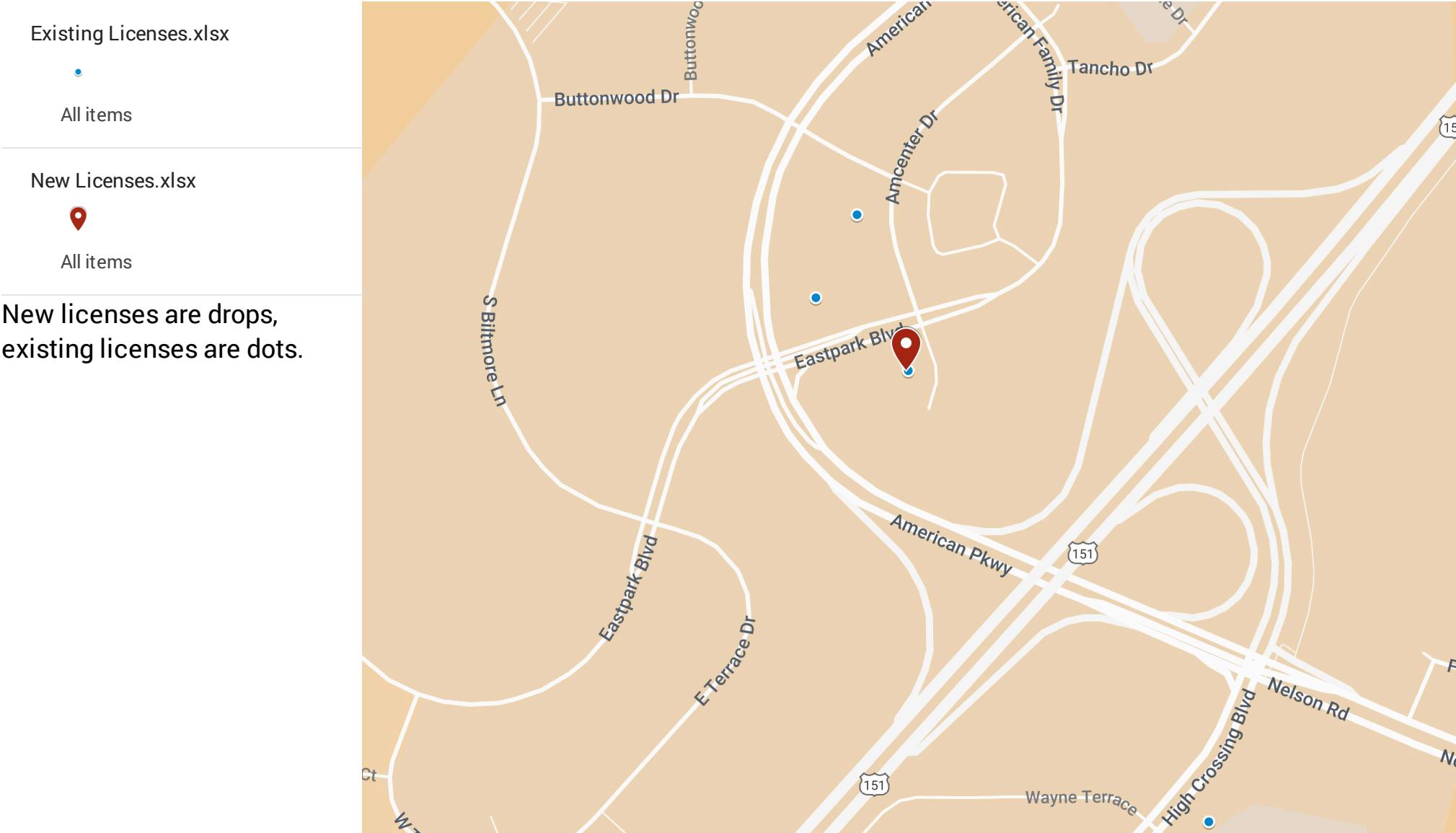
The level of competition is **HIGHLY COMPETITIVE**

The primary competitors for the business are the following: KWIK TRIP.

### Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

# June 2024 ALRC New License





# City of Madison

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

## Master

**File Number: 84234**

**File ID:** 84234

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 07/01/2024

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Sriram Retails 3 LLC • dba Regent Street Mini Mart  
1401 Regent St • Agent: Meenu Kaushal  
Estimated Capacity (in/out): 25 total  
Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other  
Police Sector 205 (District 13)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2024-00277 Updated App.pdf,  
LICLIB-2024-00277 App.pdf, LICLIB-2024-00277  
Supplemental.pdf, 1401 Regent St map.pdf, Alder  
Evers Comments.pdf, 83198\_VNA  
Comment\_Agenda Item 50.pdf, Fernside  
Comments.pdf, Outdoor capacity change.pdf,  
Outdoor seating area.pdf, VNA Comments.pdf,  
Carlson Comments.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	07/01/2024	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (7/11/24), Common Council (7/16/24)						
1	COMMON COUNCIL	07/02/2024	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Figueroa Cole, seconded by Duncan, to Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						

## Text of Legislative File 84234

Title

Public Hearing - New License

Sriram Retails 3 LLC • dba Regent Street Mini Mart

1401 Regent St • Agent: Meenu Kaushal

Estimated Capacity (in/out): 25 total

Class B Combination Liquor & Beer • 30% alcohol, 60% food, 10% other

Police Sector 205 (District 13)





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

licensing@cityofmadison.com  
608-266-4601

(Agenda Item Number)	
(Legistar file number)	
LICLIB-2024-00277	
(License number)	
13	205
(Alder District #)	(Police Sector)
Office Use Only	

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

## Section A - Applicant

1. List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☒ Limited Liability Company exactly as it appears on your State Seller's Permit.

SRIRAM Retail 3 LLC

2. Trade Name (doing business as) Regent Street Mini Mart, Regent Mail & Cafe
3. Address to be licensed 1401 Regent Street Madison WI 53711
4. Mailing address 1077 Gas Light Dr Sun Prairie WI 53590
5. Anticipated opening date Opened
6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

## Section B - Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

3200 square feet building. Outdoor sitting requested. Indoor sitting for Cafe & hot food for customers. Grocery store. Specialty items / Indian / African / American wine Cafe.





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☐ Liquor,  
☐ Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)	
(Legistar file number)	
(License number)	
(Alder District #)	(Police Sector)
Office Use Only	

## Section A – Applicant

- List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☒ Limited Liability Company exactly as it appears on your State Seller's Permit.  
SRIRAM Retail 3 LLC
- Trade Name (doing business as) Regent Street Mini Mart, Regent Mail & Cafe
- Address to be licensed 1401 Regent Street Madison WI 53711
- Mailing address 1077 Gas Light Dr Sun Prairie WI 53590
- Anticipated opening date Opened
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

## Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
3200 square feet building. Outdoor sitting requested. Indoor sitting for Cafe & hot food for customers. Grocery store. Specialty items | Indian | African | American | well Cafe.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 100 Outdoor: 100

10. Describe existing parking and how parking lot is to be monitored.

Security Monitoring cameras are installed - 10 Parking Spaces

11. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to SRIRAM Retail 3 LLC (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Meenu Kaushal

13. City, state in which agent resides Sun Prairie WI

14. How long has the agent continuously resided in the State of Wisconsin? 20 years

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 1-12-2022

16. State and date of registration of corporation, nonprofit organization, or LLC.

WI 1-12-2022

17. In the table below list the directors of your corporation or the members of your LLC.

☒ Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner/Member	Meenu Kaushal	Sun Prairie WI
Owner/Member	Neeraj Kaushal	Sun Prairie WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Meenu Kaushal

19. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

☐ No ☒ Yes (explain) SRIRAM Retail LLC

### Section D—Business Plan

21. What type of establishment is contemplated?

- ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☒ Grocery Store  
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? ☒ No ☐ Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8am - 11pm	8am - 11pm	8am - 11pm	8am - 11pm	8am - 11pm	8am - 11pm	8am - 11pm
(Class B only) Enter below any hours when food service will not be available, if applicable						
8pm - 11pm	8pm - 11pm	8pm - 11pm	8pm - 11pm	8pm - 11pm	8pm - 11pm	-

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

24. Indicate any other product/service offered. Cafe / coffee / hot food / bubble tea / smoothies

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

30 % Alcohol 60 % Food 10 % Other

If applicable, describe "Other": Health / Household Products

Do you have written records to document the percentages shown? ☐ No ☐ Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

### Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☒ No ☐ Yes

#### Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2023.
38. State Seller's Permit 4 5 6 - 1 0 3 0 8 7 0 8 5 1 - 0 4
39. Federal Employer Identification Number 874 403 235

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Meenu Kaushal

Business phone 608 341 8529 Business e-mail address mcenuksh1@gmail.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

☐ Yes (language: \_\_\_\_\_)

☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

☐ Sí, lenguaje: \_\_\_\_\_

☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☒ Copy of Lease, ☐ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Hemant N Kaushal

3-20-24

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

(Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only

**Upon Application Submission, the Clerk's Office issued to the application:**

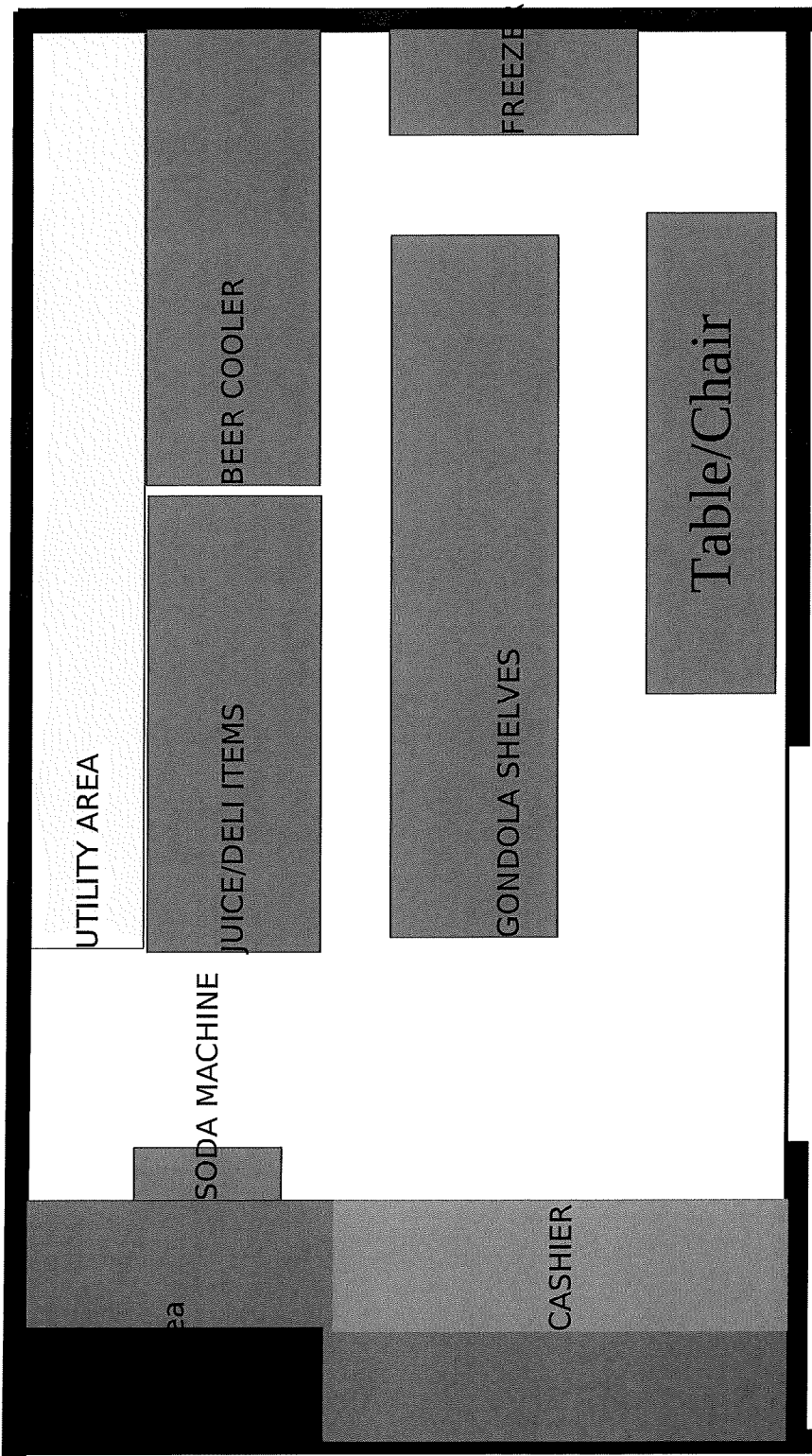
☐ Orange sign    ☐ Orange business card

☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

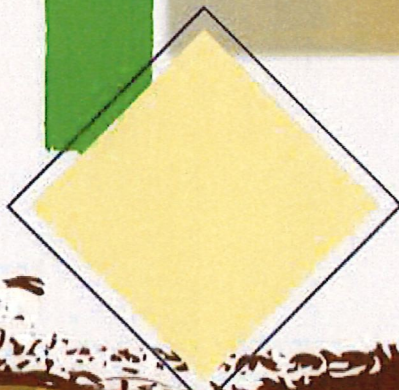
Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_





# REGENT STREET MART

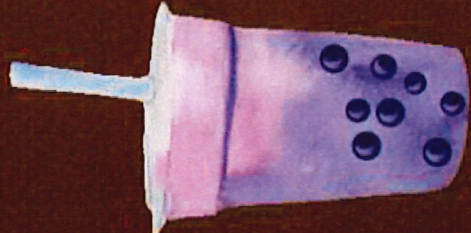


## BUBBLE TEA MENU

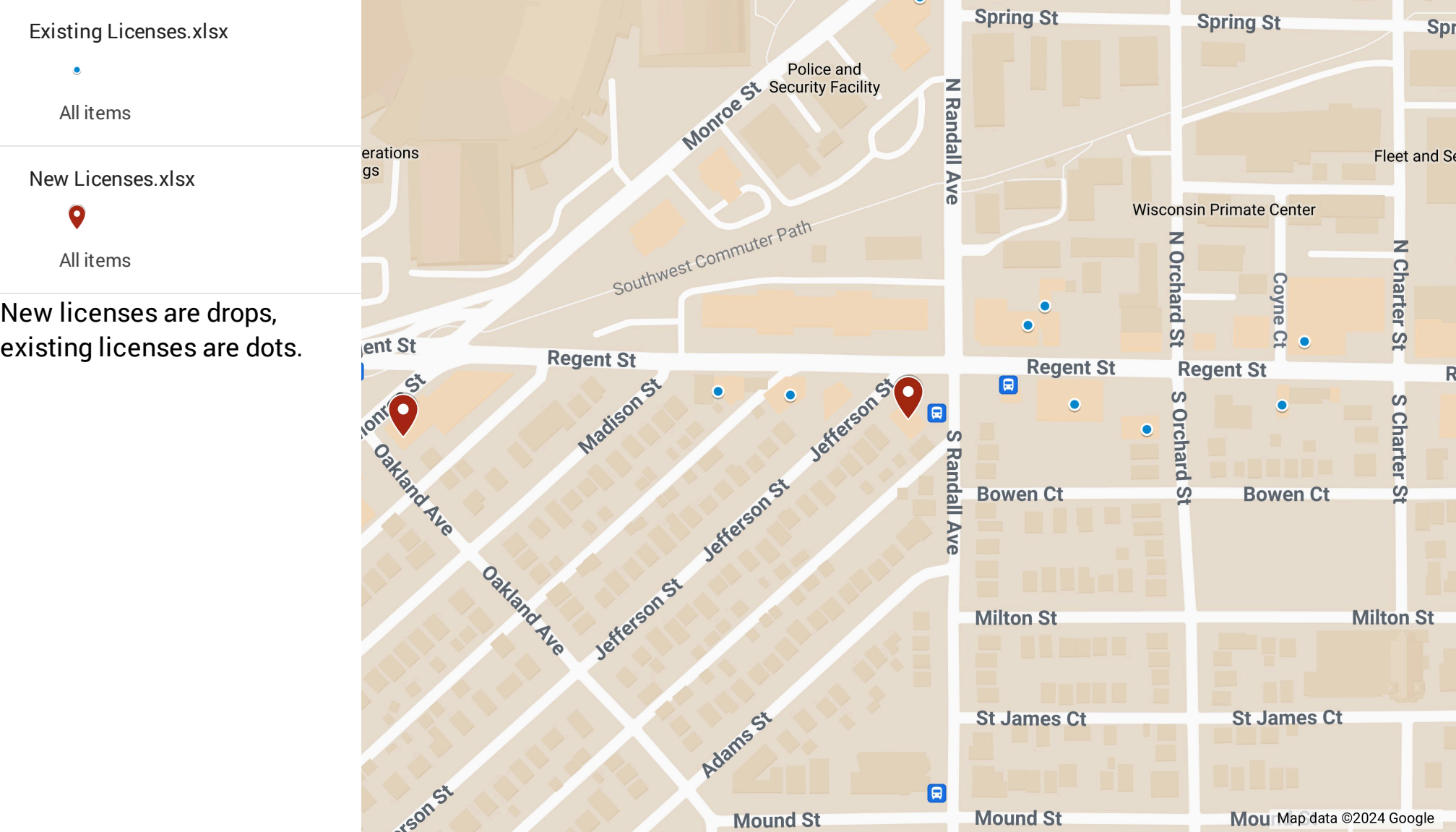
Thai Milk Tea .....	\$4.99
Rose Milk Tea .....	\$4.99
Coconut Milk Tea .....	\$4.99
Taro Milk Tea .....	\$4.99
Matcha Milk Tea .....	\$4.99
Honeydew Milk Tea .....	\$4.99
Mango Milk Tea .....	\$4.99

## TOPPINGS

- TAPIOCA/BOBBA
- ALOE VERA
- COFFEE JELLY
- LYCHEE JELLY
- RAINBOW JELLY
- MANGO JELLY
- STRAWBERRY JELLY



# May 2024 ALRC New License





## licensing

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**From:** Evers, Tag  
**Sent:** Tuesday, May 14, 2024 7:08 PM  
**To:** Verbick, Jim; Esser, Gregory; Freedman, Jason  
**Cc:** licensing; Doug Carlson; meenukaushal@gmail.com  
**Subject:** Re: New Alcohol License for May ALRC - Sriram Retails 3 LLC

Addendum:

I am aware the Turkish Kitchen application last month also did not contact me, but they did meet with Dudgeon-Monroe Neighborhood Association.

And that application was not asking for outdoor seating, while this one does.

That's an important difference and is the main reason I am requesting referral.

Thanks.

TE

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**From:** Evers, Tag <district13@cityofmadison.com>  
**Sent:** Tuesday, May 14, 2024 6:12 PM  
**To:** Verbick, Jim <JVerbick@cityofmadison.com>; Esser, Gregory <GEsser@cityofmadison.com>; Freedman, Jason <JFreedman@cityofmadison.com>  
**Cc:** licensing <licensing@cityofmadison.com>; Doug Carlson <dcarlson5dc@aim.com>; meenukaushal@gmail.com <meenukaushal@gmail.com>  
**Subject:** Re: New Alcohol License for May ALRC - Sriram Retails 3 LLC

Hi all,

Please note the applicant, Meenu Kaushal, has not contacted me regarding this application.

Moreover, there has not been an information meeting held to date. I have spoken with Doug Carlson, president of the Vilas Neighborhood Association, and prior to today, he was not aware of this application.,

The application includes a commitment by the applicant to contact the Alder and to hold an information meeting one week prior to appearing before the ALRC.

Neither has happened.

I called and left a message with the number listed in the application.

I cannot read the email listed on the application as the handwriting is not clear.

I am copying meenukaushal@gmail.com, hoping that is the correct email.

Given the application is for outdoor seating, I am asking that this be referred to the next ALRC meeting so that the neighborhood has an opportunity to meet with the applicant. I, too, would appreciate an opportunity to discuss this application with Meenu. I am also asking that Captain Freedman be given an opportunity to weigh in.

I will be unable to attend Wednesday's meeting as I will be out of town on business.

I do ask that you grant my request that this be referred so that the applicant can complete the required steps in the process for approval.

The neighborhood has supported the opening of this business, but this next step calls for neighborhood input before you grant approval.

Thanks.

Tag Evers  
District 13 Alder

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**From:** Verbick, Jim <JVerbick@cityofmadison.com>

**Sent:** Thursday, May 2, 2024 10:08 AM

**To:** Evers, Tag <district13@cityofmadison.com>; Esser, Gregory <GEsser@cityofmadison.com>; Freedman, Jason <JFreedman@cityofmadison.com>

**Subject:** New Alcohol License for May ALRC - Sriram Retails 3 LLC

Good morning,

The following application is for consideration at the May ALRC meeting.

Public Hearing - New License  
Sriram Retails 3 LLC • dba Regent Street Mini Mart  
1401 Regent St • Agent: Meenu Kaushal  
Estimated Capacity (in/out): 100/100  
Class B Beer • 30% alcohol, 60% food, 10% other  
Police Sector 205 (District 13)

Sincerely,

**Jim Verbick, Deputy Clerk**

City of Madison City Clerk's Office

City-County Building-Room 105,

210 Martin Luther King Jr. Blvd. 53703

TEL: (608) 266-4601

FAX: (608) 266-4666

[jverbick@cityofmadison.com](mailto:jverbick@cityofmadison.com)

Follow us on Twitter [@MadisonWIClerk](https://twitter.com/MadisonWIClerk)

*"We exist to assist"*

**From:** [VNA President](#)  
**To:** [licensing](#)  
**Cc:** [Evers, Tag](#)  
**Subject:** VNA Comment on 5/15/24 Agenda Item #50; Sriram Retails 3  
**Date:** Wednesday, May 15, 2024 1:13:09 PM

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Some people who received this message don't often get email from vnapresident@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear ALRC (copy Alder Evers, D13):

With regards to Agenda Item #50 for 5/15/24, Sriram Retails 3 LLC, Legistar #83198, the Vilas Neighborhood Association (VNA) requests that this discussion be referred to a future meeting to allow time for a public meeting and some Q&A.

I was first made aware of this agenda item yesterday morning by a member of the Vilas Zoning Committee and discussed briefly yesterday afternoon with Alder Evers, who was also unaware of it until yesterday. There is a notification sign at the bottom of a front window at the business, but it is not secured and is falling down and curled on one side with low visibility (picture available upon request). A referral would allow time to:

- Notify the neighborhood through our listserv and at our VNA Council meeting on 5/22.
- Hold a public meeting with the owner to discuss the plan.
- Allow the applicant to provide a drawing of where the seating for up to 100 patrons inside and 100 patrons outside would be placed.
- Discuss how any indoor and outdoor seating and alcohol sales would be treated on football game days.

The Regent Mart has been a welcomed addition to the Vilas neighborhood and the ownership has proven to be responsible and responsive. While we don't envision major issues with the proposed application, it needs time for a proper process and vetting of key questions.

Thanks for your consideration,  
-Doug Carlson, VNA President

**From:** [wendy.fearnside@att.net](mailto:wendy.fearnside@att.net)  
**To:** [Verbick, Jim](#); [licensing](#)  
**Cc:** ["VNA President"](#)  
**Subject:** ALRC 6-26-24 Agenda Item #57, File #83198  
**Date:** Wednesday, June 26, 2024 2:58:02 PM

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You don't often get email from wendy.fearnside@att.net. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Because the previously missing information and amendments to the Regent Mini Mart's application were not provided timely on Legistar, I respectfully request that the application be referred to the next meeting of the ALRC in order to allow time for public review and input. Thank you.

Wendy Fearnside  
912 Van Buren St.  
Madison, WI 53711

**From:** [meenu kaushal](#)  
**To:** [Verbick, Jim](#)  
**Subject:** Fwd: Next Steps Toward Patio License  
**Date:** Monday, June 3, 2024 12:30:28 PM

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Can u pls update seating / indoor outdoor seating to 25 max and 6 table chairs in front on application.

Thanks

**From:** [meenu kaushal](#)  
**To:** [Verbick, Jim](#)  
**Subject:** Fwd: Front Sitting - please review  
**Date:** Wednesday, June 19, 2024 10:08:20 AM  
**Attachments:** [image.png](#)

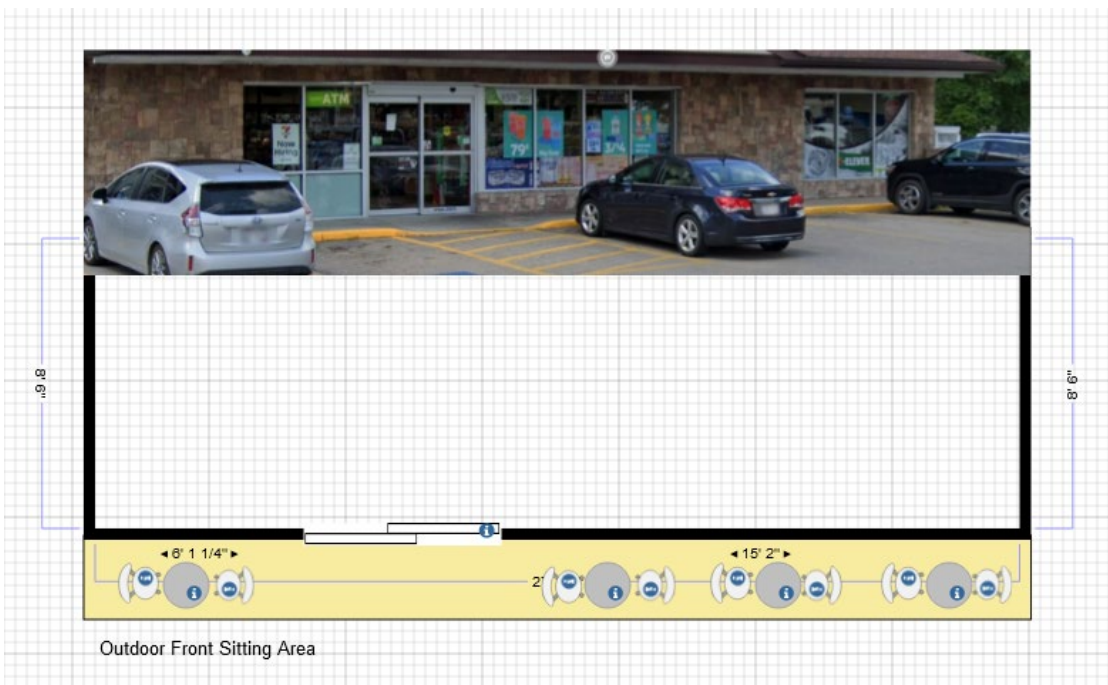
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Caution: This email was sent from an external source. Avoid unknown links and attachments.

based on our discussion, you requested sitting plan that is in front and involves front tables and chairs , four to six table chairs

----- Forwarded message -----

**From:** Roger K <[roger.n1977@gmail.com](mailto:roger.n1977@gmail.com)>  
**Date:** Wed, Jun 19, 2024 at 10:06 AM  
**Subject:** Front Sitting - please review  
**To:** meenu kaushal <[meenukshl@gmail.com](mailto:meenukshl@gmail.com)>



**From:** [VNA President](#)  
**To:** [licensing](#)  
**Cc:** [Evers, Tag](#)  
**Subject:** Request for Referral of Agenda #57  
**Date:** Tuesday, June 25, 2024 2:24:15 PM

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear ALRC (copy Alder Evers, D13):

The Vilas Neighborhood Association (VNA) is requesting a referral on 6/26/24 Agenda Item #57, legislar #83198 until the application can be updated with revised information about capacity, a seating site plan, a serving/monitoring plan, and serving times. This agenda item, which was referred from the 5/15 ALRC meeting, is not ready for consideration and we have been unable to contact the owner who may not be aware that this is on the 6/26 agenda.

Background: A neighborhood meeting was held on May 20 with about a dozen attendees. The Regent Mart's owners' original plan to serve alcohol at the side of the building along Jefferson Street (not specified in the application) drew concerns from neighbors about spillover noise and monitoring since it is not visible from the store's windows. The owner verbally agreed to move the seating to the front of the store, reduce seating to 5-6 small tables, set a closing time of 9:00 pm, and not serve alcohol for on-site consumption on football Saturdays. We would like to see these items explicitly specified in an updated application before consideration by the ALRC, and we believe that the owner has the intention to do so. As an example of the status, the current application requests a seating capacity of 100 inside and 100 outside, which is unrealistic. This should be 10-15 inside and 10-15 outside. Other items such as an outdoor seating site plan, closing times, and a serving/monitoring plan are absent.

The Regent Mart has been a welcomed addition to the Vilas neighborhood and the owners have made improvements to the store, expanded the selection of ethnic foods, and are conscientious of their customers' needs. We believe that an amicable resolution with appropriate conditions can be reached prior to discussion at the ALRC.

Thanks for your consideration,  
-Doug Carlson, VNA President

**From:** [Doug Carlson](#)  
**To:** [licensing](#)  
**Subject:** Comments on ALRC 6/26/26 Agenda Item #57  
**Date:** Wednesday, June 26, 2024 1:37:59 PM

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You don't often get email from dcarlson5dc@aim.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear ALRC-

With regards to Agenda Item #57, the application of Regent Mart (1401 Regent St.) to serve alcohol inside and outside, I submit the following comments:

The owners held a neighborhood meeting on May 20 and concerns were expressed about the original patio location, the capacity limits on the application (200), noise spillover, the inability to adequately monitor outdoor serving areas, and overall alcohol density in this area. The original application has not been re-filed, but some changes have been provided separately by the owner and have recently been posted on legistar. At a minimum, I request that the ALRC put the following conditions on the requested Class B license that are consistent with the May 20 discussions:

- Maximum seating capacity of 25 (indoor + outdoor total).
- Outdoor seating only in front of the building, not on the side.
- Areas with open alcohol be visible from the front counter or another acceptable monitoring plan.
- Serving time ends no later than 9:00pm.
- No on-site alcohol consumption on Badger home football game days.

FYI- These are my personal comments. Although I am the President of VNA, the VNA Council has not taken a formal position on this license since we just became aware of the amendments to the application this morning and our VNA meeting overlaps tonight's ALRC meeting. The VNA request for referral has been filed separately.

Regards,  
-Doug Carlson, 1018 Oakland Ave.