



# Liquor/Beer Agent

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) -if change-

(Legistar file number) -if change-

~~4164B.2016.01359~~  
(License number)  
~~4164B.2016.01360~~  
2 - BENNETT  
(Alder District # and Name)  
Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

### To be completed by Corporate Officer or Member of LLC

I, Jeffrey S. Lenz, officer/member for North Central Management, Inc. (Corp/LLC),  
doing business as AC Hotel Madison, authorize and appoint Sheri Straka  
Name  
as the liquor/beer agent for the premise located at 1 N. Webster Street, Madison, WI 53703.

*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.*

[Signature], 7/15/2024  
Signature of corporate officer/member Date

### To be completed by appointed Liquor/Beer Agent

I, Sheri Straka, appointed liquor/beer agent for North Central Management, Inc. (Corp/LLC),  
being first duly sworn, affirm that I have full authority and control of the premise described  
in this license, and I am involved in the actual conduct of the business as an employee, or have a direct  
financial interest in the business of the licensee. The percent of the business I own is 0 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's 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.*

Sheri Straka, 7/16/24  
Signature of corporate Agent Date