



City of Madison

Meeting Minutes - Approved

ALCOHOL LICENSE REVIEW COMMITTEE

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

Wednesday, October 17, 2007

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

ROLL CALL

Present: 8 -
Michael Schumacher; Michael E. Verveer; Frank Furillo; Marsh Shapiro;
Carl Gloede; Steve Brist; Brian Benford and Stephanie A. Rearick

Absent: 1 -
David A. Hart

Excused: 4 -
John A. McNamara; Jose M. Sentmanat; Dawn Crim and Joel Plant

APPROVAL OF MINUTES

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

PUBLIC COMMENT

There was no public comment.

Change of Agent

1. [07671](#) Change of Agent
Shopko Stores Operating Co LLC • Shopko #029 • 7401 Mineral Point Road
Old Agent: James Voight • New Agent: Jennifer Barber
Class A Liquor, Class A Beer
Aldermanic District 9 (Ald. Skidmore) • Police Sector 124

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

2. [07672](#) Change of Agent
Majestic Theatre, LLC • dba Majestic Theatre • 115 King Street
Old Agent: Bryan Ellefson • New Agent: Scott Leslie
Class B Combination Liquor & Beer • 40% alcohol, 1% food, 59% other
Aldermanic District 4 (Ald. Verveer) • Police Sector 405

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

3. [07673](#) Change of Agent
Speedway SuperAmerica LLC • dba Speedway #4090 • 1101 N. Sherman Ave.
Old Agent: Amy Sickinger • New Agent: Charles Hubele
Class A Beer
Aldermanic District 12 (Ald. Rhodes-Conway) • Police Sector 503

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

4. [07695](#) Change of Agent
The Copps Corporation • dba Copps Food Center #8179 • 261 Junction Rd.
Old Agent: Larry Acker • New Agent: Timothy J. Smith
Class A Liquor and Class A Beer
Aldermanic District 9 (Ald. Skidmore) • Police Sector 128

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

Change of Agent and Change of Corporate Control

5. [07676](#) Change of Agent and Corporate Control - 1 New Officer
Saini, Inc. • Swagat Indian Cuisine • 707 N. High Point Road
Old Agent: Reham Singh • New Agent: Kuldeep Kaur
Class B Combination Liquor & Beer • 5% alcohol, 85% food, 10% other
Aldermanic District 9 (Ald. Skidmore) • Police Sector 126

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

Change of Corporate Control

6. [07674](#) Change of Corporate Control - 4 New Officers
Shopko Stores Operating Co LLC • Shopko #029 • 7401 Mineral Point Road
Agent: Jennifer Barber
Class A Liquor, Class A Beer
Aldermanic District 9 (Ald. Skidmore) • Police Sector 124

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

7. [07675](#) Change of Corporate Control - Loss of 2 Officers
Cork N Bottle Liquor, Inc • dba Cork 'N Bottle Liquor • 825 E. Johnson Street
Agent: Constance Kaeser
Class A Liquor, Class A Beer
Aldermanic District 2 (Ald. Konkell) • Police Sector 407

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

8. [07697](#) Change of Corporate Control - One New Officer
CEC Entertainment Inc. • dba Chuck E. Cheese's • 438 Grand Canyon Dr.
Agent: David Klade
Class B Beer and Class C Wine
Aldermanic District 19 (Ald. Clear) • Police Sector 113

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

Change of Licensed Premise

9. [07666](#) Application for Change of Licensed Premise
Schwoegler Park Towne Lanes Inc • capacity of 1,280
444 Grand Canyon Drive • Agent: Carter Smith
Class B Combination Liquor & Beer • 70% alcohol, 30% food
Aldermanic District 19 (Ald. Clear) • Police Sector 113
Request to replace floor in main bar area and set up lower level for private parties.

A motion was made by Benford, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation. Appearances, Robert Bloxham (Applicant).

10. [07667](#) Application for Change of Licensed Premise
Sundance Cinemas LLC • dba Sundance Cinemas Madison • capacity of 1,175
430 N. Midvale Boulevard • Agent: Merijoy Endrizzi-Ray
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Aldermanic District 11 (Ald. Gruber) • Police Sector 108
Request to extend license premise to cafe and theatre auditoriums.

A motion was made by Verveer, seconded by Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation. Appearances, Merijoy Endrizzi-Ray (Applicant), Debra Riphahn-Vera (Applicant).

11. [07668](#) Application for Change of Licensed Premise
La Pepe Inc • dba Tex Tubb's Taco Palace • capacity of 96
2009 Atwood Avenue • Agent: Diana Velasquez
Class B Combination Liquor & Beer • 25% alcohol, 75% food
Aldermanic District 6 (Ald. Rummel) • Police Sector 410
Request to change proposed premise.

A motion was made by Verveer, seconded by Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation. Appearances, Diana Velasquez (Applicant).

12. [07698](#) Application for Change of Licensed Premise
Noodle Shop Co. Wisconsin Inc. • dba Noodles & Company • capacity of 62
7050 Mineral Point Rd. • Agent: Rick Hacker
Class B Beer and Class C Wine • 1% Alcohol, 99% food
Aldermanic District 9 (Ald. Skidmore) • Police Sector 125
Request to remodel.

A motion was made by Verveer, seconded by Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by acclamation. Appearances: Eric Nordstrom, applicant.

21+ Entertainment License

13. [06343](#) Nightclub License Application
Bull Feathers Inc. • dba Bull Feathers
303 N. Henry Street • Agent: Richard Lyshek
Class B Combination Liquor & Beer • 90% alcohol, 10% food
Aldermanic District 4 (Ald. Verveer) • Police Sector 403

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

NEW LICENSE - PUBLIC HEARING

14. [07635](#) Public Hearing - New License
Chipotle Mexican Grill Inc. • dba Chipotle Mexican Grill • 2% alcohol, 98% food
4622 E. Washington Ave. • Agent: Sahul Flores Jr.
Class B Combination Liquor & Beer
Aldermanic District 17 (Ald. Clausius) • Police Sector 518

**This License was RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING
Appearances: Sahul Flores, applicant, Dan Lowe, applicant, Shana Feuling
Weber, applicant, Reinhart Boehmer, applicant.**

15. [07634](#) Public Hearing - New License
J. Maverick LLC • dba Opus Lounge • 90% alcohol, 10% food
116 King St. • Agent: Mandy M. Arnold
Class B Combination Liquor & Beer
Aldermanic District 4 (Ald. Verveer) • Police Sector 406 • Density Area

This License was RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING.

Appearances: Mandy Arnold, applicant, Konrad Arnold, applicant.

16. [07632](#)

Public Hearing - New License
City View Market Inc. • dba Capitol Centre Foods
111 N. Broom St. • Agent: Mitchell Eveland
Class A Liquor & Class A Beer
Aldermanic District 4 (Alder Verveer) • Police Sector 406

with the following conditions: liquor sales limited to wine and wine coolers only.

A motion was made by Benford, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING With the following conditions: Liquor sales limited to wine and wine coolers only. Appearances: Mitch Eveland (Applicant), Mahendran, Dan Wurzel, Ian Haas, Rosemary Lee, Kyle Nelson, Joel Kulba, Marlon Canlas, Nathan Punswick, Jake Salsman, Robert Keller, Jong Year Lee, Andrew Beaulieu, Tom Harris.

17. [07631](#)

Public Hearing - New License
NDZ Enterprises LLC • dba Dexters Pub • ~~50~~ 60% alcohol, ~~50~~ 40% food
301 North St. • Agent: Nicholas Zabel
Class B Combination Liquor & Beer
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 502

with the following conditions: 1) All employees will be trained on the conditions under the alcohol beverage license and the Conditional Use Permit and will be expected to ensure adherence to these conditions at all times. 2) The license holder agrees to meet once a year with the neighborhood association representatives at a mutually convenient time to discuss any issues arising from the operation of the license.

A motion was made by Benford, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING With the following conditions: 1. All employees will be trained on the conditions under the alcohol beverage license and the Conditional Use Permit and will be expected to ensure adherence to these conditions at all times, and 2. The license holder agrees to meet once a year with neighborhood association representatives at a mutually convenient time to discuss any issues arising from the operation of the license. The motion passed by acclamation. Appearances, Nicholas Zabel (Applicant), Alderperson Satya Rhodes-Conway.

Operator Application appearance requested.

18. [07204](#)

Operator License Application
Kelsey Smogard-Ayers - Establishment where employed: Come Back In

A motion was made by Schumacher, seconded by Verveer, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER because the record substantially relates to the license. Granting the license would be contrary to the health, safety, and welfare of the community. The motion failed by the following vote:

Absent:

McNamara and Hart

Excused:

Sentmanat

Aye:

Schumacher and Rearick

No:

Verveer and Benford

Appearances: Kelsey Smogard-Ayers.

Absent: 2 -

John A. McNamara and David A. Hart

Excused: 1 -

Carl Gloede; Steve Brist; Jose M. Sentmanat; Dawn Crim and Joel Plant

Ayes: 2 -

Michael Schumacher and Stephanie A. Rearick

Noes: 2 -

Michael E. Verveer and Brian Benford

A motion was made by Verveer, seconded by Benford, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by the following vote:

Absent:

McNamara and Hart

Excused:

Sentmanat

Aye:

Verveer, Benford and Rearick

No:

Schumacher

Absent: 2 -

John A. McNamara and David A. Hart

Excused: 1 -

Carl Gloede; Steve Brist; Jose M. Sentmanat; Dawn Crim and Joel Plant

Ayes: 3 -

Michael E. Verveer; Brian Benford and Stephanie A. Rearick

Noes: 1 -

Michael Schumacher

19. [07539](#) Operator License Application
Nathan Hoffmann - Establishment where employed: Shopko

A motion was made by Verveer, seconded by Schumacher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by acclamation.

20. [07540](#) Operator License Application
Shannon Anderson - Establishment where employed: Citgo

A motion was made by Verveer, seconded by Benford, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER Contingent on the Clerks Office receiving a letter from Department of Corrections Agent. The motion passed by acclamation. Appearances: Shannon Anderson.

21. [07543](#) Operator License Application

Stephanie Henry - Establishment where employed: Pierce's

A motion was made by Verveer, seconded by Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE November 21, 2007 meeting. The motion passed by acclamation.

Report of Subcommittee on Policy

23. **07693** Policies regarding progressive discipline, renewal, revocation, bartender licensing, and license conditions.

Aldersperson Schumacher invited other committee members to bring concerns, or issues, to Subcommittee meetings. The Subcommittee is coming up with a set of policy recommendations for the committee.

24. **07694** Training program to assist ALRC members.

Aldersperson Schumacher said that the Subcommittee is trying to set up a date for training.

Report of Subcommittee on Process

25. **07691** Calendar for liquor license renewal process.

Ms. Rearick reported that the deadline to request liquor license renewal separations has been moved up to December 1, 2007. The Subcommittee is collecting information on separation criteria.

26. **07692** Triage directed debates for new licenses and license transfers.

Ms. Rearick said she will direct committee discussion based on the triage proposed by the Alcohol Policy Coordinator.

Report of the City Attorney

27. [05707](#) Quinton's Bar and Deli Audit

Attorney Brist has made a formal request that the comptroller audit this establishment.

Report of Madison Police Department

28. [03238](#) Summary of Liquor License Violations

Lieutenant Olivas distributed the attached report.

Report of City Clerk's Office

29. [01705](#) Summary of Licenses Issued

The following summary was distributed for the current license year:

Class A Beer (Liquor Store): 66 issued
Class A Beer (Grocery): 62 issued
Class A Liquor: 67 issued
Class B Beer: 73 issued
Class B Liquor & Beer: 362 issued*
Class C Wine: 51 issued
Wholesale Beer: 4 issued
21+ Entertainment: 74 issued
18+ Visual & Performing Arts: 8 issued
Operator: 2,034 issued
Provisional Operator: 454 issued
Food & Drink (\$1 to \$10,000): 134 issued
Food & Drink (\$10,001 to \$100,000): 264 issued
Food & Drink (\$100,001 to \$250,000): 264 issued
Food & Drink (\$250,001 to \$1,000,000): 295 issued
Food & Drink (\$1,000,001 to \$5,000,000): 106 issued
Food & Drink (Greater than \$5,000,000): 17 issued

Madison has a quota of 402 Class B Combination Liquor & Beer licenses under state law. 51 of 77 Reserve licenses have been granted. 310 of 325 Grandfathered licenses have been granted. Taking into consideration the Class B Combination Liquor & Beer License that was recommended to Council to Grant at tonight's meeting, 40 Class B Combination licenses are currently available in the City of Madison.

ADJOURNMENT

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