



# City of Madison

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

## Meeting Minutes - Draft ALCOHOL LICENSE REVIEW COMMITTEE

*This meeting can be viewed LIVE on Madison City Channel, cable channel 12, or at  
www.madisoncitychannel.tv.*

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Wednesday, July 16, 2008

5:30 PM

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

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Contact the Office of the City Clerk at (608) 266-4601, or TDD (608) 266-6573.

Applications will go to the Common Council Meeting of August 5, 2008.

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.

After speaking to the committee, please take your seat in the gallery. 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.

### Call to Order/Roll Call

**Present:** 11 -

Michael Schumacher; Michael E. Verveer; Ronda Statz; Marsh Shapiro;  
Carl Gloede; Steve Brist; David A. Hart; Chet Gerlach; Pamela Bean; Dawn  
Crim and Katherine Plominski

**Excused:** 2 -

John A. McNamara and Tom A. Landgraf

### Approval of Minutes

**A motion was made by Ald. Schumacher, seconded by Bean, to Approve the  
June 18, 2008 Minutes. The motion passed by voice vote/other.**

### Public Comment

None

### Changes of Agent

1. [11128](#) Change of Agent  
Alfredo's Enoteca LLC • dba Eno Vino • Address 601 Junction Rd  
New Agent: Sean Kennedy  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Aldermanic District 09 (Ald. Skidmore ) • Police Sector 128  
  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**
  
2. [11157](#) Change of Agent  
Supervalu Holdings Inc • dba Apollo Liquors • Address 4141 Nakoosa Trl  
New Agent: Bradley Nauman  
Class A Beer, Class A Liquor  
Aldermanic District 3 (Ald. Cnare ) • Police Sector 607  
  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

### Changes of Corporate Control

3. [11210](#) Change of Corporate Control -- 3 new officers  
Wadsworth Old Chicago Inc • dba Old Chicago • 62% alcohol, 38% food  
7202 Mineral Point Rd • Agent: Charissa Bratt  
Class B Combination Liquor & Beer  
Aldermanic District 09 (Ald. Skidmore ) • Police Sector 125  
  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

### Change of Licensed Premise

4. [10601](#) Change of Licensed Premise  
Hoops of Dane County Inc • dba The Bayou • capacity of 104  
117 S Butler St • Agent: Dale Beck  
Class B Combination Liquor & Beer • 60% Alcohol, 40% food  
Aldermanic District 6 (Ald. Rummel ) • Police Sector 406  
Request for sidewalk cafe.  
  
**A motion was made by Ald. Schumacher, seconded by Bean, to Refer to the August 20, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**  
  
Registrant(s): Jamie McCarville

5. [11202](#) Change of Licensed Premise  
Thomas & Lawrence Schmock • dba Blue Moon Bar & Grill • capacity of 99  
2535 University Ave  
Class B Combination Liquor & Beer • 44% Alcohol, 54% food, 2% other  
Aldermanic District 5 (Ald. Webber ) • Police Sector 301  
Request to expand beverage service to sidewalk cafe in front of building with 4, 32"  
tables, 16 chairs, & 4 umbrellas.

**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that the sidewalk cafe close at 9:30 p.m. The motion passed by voice vote/other.**

**Registrant(s): Thomas Schmock (owner), Alder Robbie Webber**

6. [11203](#) Change of Licensed Premise  
Wingra Services LLC • dba Edgewood College  
1000 Edgewood College Dr • Agent: Richard Keintz  
Class B Combination Liquor & Beer • 10% Alcohol, 90% food  
Aldermanic District 10 (Ald. Solomon ) • Police Sector 302  
Request to add two outdoor areas to the designated locations for liquor on campus for  
catered events (Regina Terrace & Predolin Terrace).

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the August 20, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### **New License - Public Hearing**

7. [10755](#) Public Hearing - New License  
Aspire Equities LLC • dba Rodeway Inn  
4916 E Broadway • Agent: Anik Shah  
Class B Combination Liquor & Beer  
Aldermanic District 16 (Ald. Compton ) • Police Sector 620

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. Ald. Verveer requested that the original application be updated with the new agent information. The motion passed by voice vote/other.**

**Registrant(s): Mitch Eichman, Anik Shah (owner)**

8. [11158](#) Public Hearing - New License  
Sloppy Lobster Seafood Market Inc • dba Sloppy Lobster Seafood Market  
5% alcohol, 95% food  
8452 Old Sauk Rd • Agent: Veronica Graham • Estimated Capacity: 152  
Class B Combination Liquor & Beer  
Aldermanic District 9 (Ald. Skidmore ) • Police Sector 127

**A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

9. [11160](#) Public Hearing - New License  
El Princes Mexican Restaurant LLC • El Prince • 20% alcohol, 80% food  
2229 S Stoughton Rd • Agent: Jose A Garcia • Estimated Capacity: 45  
Class B Beer  
Aldermanic District 16 (Ald. Compton ) • Police Sector 617  
**A motion was made by Gerlach, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
10. [11164](#) Public Hearing - New License  
Extreme Franchise Corp. • Pizza Extreme & Pizza Pit • 3% alcohol, 97% food  
5706 Raymond Rd • Agent: Phillip Booras • Estimated Capacity: 60  
Class B Beer  
Aldermanic District 20 (Ald. Pham-Remmele ) • Police Sector 116  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
**Registrant(s): Brian Karlovich; Philip Booras**
11. [11215](#) Public Hearing - New License  
Capitol Lakes Inc. • dba Capitol Lakes Inc • 1% alcohol, 99% food  
333 W Main St • Agent: Blair Clark  
Class B Beer, Class C Wine  
Aldermanic District 04 (Ald. Verveer ) • Police Sector 405 • Density Area  
**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
**Registrant(s): Anthony Sabatini; Blair Clark**
12. [11217](#) Public Hearing - New License  
Doaba LLC • dba Flavor of India • 20% alcohol, 80% food  
14 W Mifflin St • Agent: Sital Singh • Estimated Capacity: 75  
Class B Beer, Class C Wine  
Aldermanic District 04 (Ald. Verveer ) • Police Sector 406 • Density Area  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
**Registrant(s): Amandeep Badwal**

13. [11232](#) Public Hearing - New License  
W & W Enterprises Inc • dba Northport Shell  
1423 Northport Dr • Agent: Mary Jo Wing  
Class A Beer, Class A Liquor  
Aldermanic District 18 (Ald. Schumacher ) • Police Sector 505  
**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**
14. [11233](#) Public Hearing - New License  
Lucky 7 Restaurant LLC • dba Lucky 7 Restaurant  
30% alcohol, 60% food, 10% Other  
2440 Perry St • Agent: Angelina Gomez Piedra • Estimated Capacity: 50  
Class B Beer  
Aldermanic District 14 (Ald. Bruer ) • Police Sector 309  
**A motion was made by Bean, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**  
  
**Registrant(s): Angelina Gomez (owner)**
15. [11234](#) Public Hearing - New License  
Mercado Juarez LLC • dba Mercado Juarez LLC  
1417B Northport Dr • Agent: Martin Miranda  
Class A Beer  
Aldermanic District 18 (Ald. Schumacher ) • Police Sector 505  
**A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO REREFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

#### Operator's License Applications

16. [10726](#) Operator License Application  
Zachary Crews - Establishment where employed: PDQ Gas Station  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by voice vote/other.**
17. [11124](#) Operator License Application  
Echo Stillman - Establishment where employed: The Junk Yard  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the August 20, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

18. [11125](#) Operator License Application  
Aaron Murray - Establishment where employed: Francois Oil  
**A motion was made by Ald. Verveer, seconded by Bean, to Refer to the August 20, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

19. [11126](#) Operator License Application  
Tim Harris - Establishment where employed: Holiday Inn East  
**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to Refer to the August 20, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

20. [11127](#) Operator License Application  
Ashley Brown - Establishment where employed: Wiggies  
**Registrant(s): Ashley Brown**  
**A motion was made by Ald. Schumacher, seconded by Bean, to RECOMMEND TO COUNCIL TO DENY - REPORT OF OFFICER. The motion passed by the following vote:**

**Excused:** 3 -  
John A. McNamara; Tom A. Landgraf and Chet Gerlach

**Ayes:** 2 -  
Michael Schumacher and Pamela Bean

**Noes:** 1 -  
Michael E. Verveer

**Abstentions:** 1 -  
David A. Hart

**Resolutions**

21. [10684](#) To adopt policy guidelines for use by the Alcohol License Review Committee (ALRC) in the ALRC's review and recommendation process for operators license applications.

**A motion was made by Gerlach, seconded by Schumacher to take item out of order. Motion passed by the following voice vote:**

**Excused: 2-**

**John A McNamara and Tom A Landgraf**

**Ayes: 3-**

**Chet Gerlach; David Hart and Michael Schumacher**

**Noes: 2-**

**Pamela Bean and Michael Verveer**

**A motion was made by Ald. Verveer, to RECOMMEND TO COUNCIL TO ADOPT WITH THE FOLLOWING AMENDMENT: Amend Guideline 3 sub B to add "excluding underage alcohol offenses" - REPORT OF OFFICER. The motion did not have a second. No action taken.**

**A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER with the guidelines as amended by the City Attorney's recommendations. The motion passed by voice vote/other.**

**Registrant(s): Jamie McCarville**

22. [11111](#) To enlist the Alcohol Policy Coordinator to develop improved notification procedures for establishments seeking new alcohol licenses or modifications to existing alcohol licenses.

**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the September 17, 2008 ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Discussion Item**

23. [11248](#) Communication Regarding Madison City Channel's Move

**Brad Clark from City Channel 12 talked about their move to Channel 994.**

**Report of the City Attorney**

24. [08455](#) Summary of Recent Office Enforcement Actions.

**Attorney Brist had nothing to report.**

**Report of the Alcohol Policy Coordinator**

25. [11242](#)            -Update: Class A package restrictions  
                         -Ride-along requirement for all ALRC members  
                         -Licenses granted but not issued
- Alcohol Policy Coordinator Plominski gave a brief review.**

**Report of Madison Police Department**

26. [03238](#)            Summary of Liquor License Violations
- Captain Gloede gave the following update:  
There will be an ALERT meeting on 7/17/08 regarding Johnny O's, Madison Avenue and the KK bars.  
There will be an upcoming ALERT meeting regarding the Sports Pub.**

**Report of City Clerk's Office**

27. [01705](#)            Summary of Licenses Issued

**ADDENDUM**

28. [11292](#)            Public Hearing - New License  
                         Erin's Snug of Madison LLC • dba Erin's Snug • 32% alcohol, 67% food, 1% other  
                         4601 American Parkway • Agent: Cindy Schluter • Estimated Capacity: 230  
                         Class B Combination Liquor & Beer  
                         Aldermanic District 17 (Ald. Clausius ) • Police Sector 520
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**
- Registrant(s): Jeff Schluter; Cindy Schluter and Jerry Waller**

**Adjournment**

**A motion was made by Ald. Schumacher, seconded by Bean, to Adjourn. The motion passed by voice vote/other. Meeting adjourned at 8:37 p.m.**