



# City of Madison

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

## Agenda - Amended

### ALCOHOL LICENSE REVIEW COMMITTEE

*This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

Wednesday, September 16, 2009

5:30 PM

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

*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 at least three business days prior to the meeting.*

*Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.*

*Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.*

*Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.*

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 November 6, 2009.

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

#### Approval of Minutes

September 8, 2009: <http://legistar.cityofmadison.com/calendar/#current>

**Public Comment**

**Changes of Agent**

1. [15842](#) Change of Agent  
Outback/Chicago-I Ltd Partnership • Outback Steakhouse • 279 Junction Rd  
New Agent: Brad Hammen  
Class B Combination Liquor & Beer  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128
2. [15844](#) Change of Agent  
Outback/Midwest-II Ltd Partnership • Outback Steakhouse • 4520 East Towne Blvd  
New Agent: Brad Hammen  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Clausius) • Police Sector 515
3. [15935](#) Change of Agent  
Supervalu Holdings Inc • dba Apollo Liquors • Address 7455 Mineral Point Rd  
New Agent: Bradley Nauman  
Class A Beer, Class A Liquor  
Aldermanic District 09 (Alder Skidmore) • Police Sector 124

**Change of Licensed Premise**

4. [15848](#) Change of Licensed Premise  
Mad Towne Ventures LLC • Chasers • capacity of 144  
319 W Gorham St • Agent: William Rudy  
Class B Combination Liquor & Beer • 50% Alcohol, 50% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 403  
Request to expand outdoor area. Please see attached plans.
5. [15850](#) Change of Licensed Premise  
Kwik Trip Inc • Tobacco Outlet Plus #514  
1113 N Sherman Ave #A • Agent: David Doelger  
Class A Beer  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 503  
Remodelling project including relocating the humidor, installing a beer cave,  
replacing the checkout counters/cabinets, etc.
6. [15929](#) Change of Licensed Premise  
Madison Mallards • dba Madison Mallards • capacity of 7500  
2920 N Sherman Ave • Agent: Vern Stenman  
Class B Beer • 40% Alcohol, 60% food  
Aldermanic District 12 (Alder Rhodes-Conway) • Police Sector 505  
Request to hold "Ducktoberfest" on 10/3/09. Please see attached plans.

**21+ Entertainment License**

7. [14656](#) 21+ Entertainment License  
LSI Group LLC • dba Europa • Capacity: 720  
6676 Odana Rd • Agent: Kami Eshraghi  
Class B Combination Liquor & Beer • 89% alcohol, 10% food, 1% Other  
Aldermanic District 19 (Alder Clear) • Police Sector 113
8. [15926](#) 21+ Entertainment License  
New Cardinal LLC • dba The Cardinal • Capacity:196  
418 E Wilson St • Agent: Ricardo Gonzalez  
Class B Combination Liquor & Beer • 75% alcohol, 5% food, 20% Other  
Aldermanic District 06 (Alder Rummel) • Police Sector 406
9. [15928](#) 21+ Entertainment License  
Vintage II Inc • dba Vintage Brewing Co. • Capacity: 362  
674 S Whitney Way • Agent: Trent Kraemer  
Class B Combination Liquor & Beer • 55% alcohol, 44% food, 1% Other  
Aldermanic District 19 (Alder Clear) • Police Sector 113
10. [15930](#) 21+ Entertainment License  
The Pub Inc • dba The Pub • Capacity: 248  
552 State St • Agent: David Schwoegler  
Class B Combination Liquor & Beer • 100% alcohol  
Aldermanic District 08 (Alder Eagon) • Police Sector 403

**New License - Public Hearing**

11. [14580](#) Public Hearing - New License  
LSI Group, LLC • dba Europa • 89% alcohol, 10% food, 1% other  
6676 Odana Rd. • Agent: Kami Eshraghi • Estimated Capacity: 420 (main  
floor), 300 (banquet)  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear ) • Police Sector 113
12. [15189](#) Public Hearing - New License  
Habbit Inc • dba Area 51 Bar & Grill • 50% alcohol, 50% food  
2513 Seiferth Rd • Agent: Brian Hahn • Estimated Capacity: 99  
Class B Combination Liquor & Beer  
Aldermanic District 16 (Alder Compton) • Police Sector 619
13. [15726](#) Public Hearing - New License  
Waylon Butler Inc • dba To be determined • 50% alcohol, 50% food  
416 S Park St • Agent: Waylon Butler • Estimated Capacity: 89  
Class B Combination Liquor & Beer  
Aldermanic District 13 (Alder Kerr) • Police Sector 305

14. [15727](#) Public Hearing - New License  
Signature Deli Inc • dba Signature Deli Inc  
515 Junction Rd Suite F • Agent: Frantseska Kois  
Class A Beer, Class A Liquor  
Aldermanic District 09 (Alder Skidmore) • Police Sector 128
15. [15859](#) Public Hearing - New License  
Vintage II Inc • dba Vintage Brewing Company • 55% alcohol, 44% food, 1%  
Other  
674 S Whitney Way • Agent: Trent Kraemer • Estimated Capacity: 362  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 113
16. [15860](#) Public Hearing - New License  
HJ Liquors LLC • dba University Avenue Liquor  
525 University Ave • Agent: Herbert Taylor  
Class A Beer, Class A Liquor  
Aldermanic District 04 (Alder Verveer) • Police Sector 403
17. [15861](#) Public Hearing - New License  
McKenzie Investment Group Inc • dba Wingstop • 3% alcohol, 97% food  
707 S Gammon Rd • Agent: Kenneth Gelinias • Estimated Capacity: 35  
Class B Combination Liquor & Beer  
Aldermanic District 01 (Alder Sanborn) • Police Sector 114
18. [15862](#) Public Hearing - New License  
Pizza Oven West LLC, The • dba Pizza Oven West • 8% alcohol, 91% food,  
1% Other  
6654 Mineral Point Rd • Agent: Tyler Dahmen • Estimated Capacity: 300  
Class B Beer, Class C Wine  
Aldermanic District 19 (Alder Clear) • Police Sector 112
19. [15864](#) Public Hearing - New License  
Babe's East LLC • dba Babe's Grill & Bar East • 37% alcohol, 63% food  
4325 Lien Rd • Agent: Lynn Haker • Estimated Capacity: 320  
Class B Combination Liquor & Beer  
Aldermanic District 17 (Alder Clausius) • Police Sector 605
20. [15866](#) Public Hearing - New License  
Capitol Hospitality LLC • dba Sprecher's • 25% alcohol, 70% food, 5% Other  
1262 John Q Hammons Dr • Agent: Susan Getgem • Estimated Capacity: 318  
Class B Combination Liquor & Beer  
Aldermanic District 09 (Alder Skidmore) • Police Sector 127

#### Operator License Applications

21. [15960](#) Operator License Application  
Katherine Camacho - Establishment where employed: Applebees

- 22. [15961](#) Operator License Application  
Matthew Beilharz - Establishment where employed: Brennan's
- 23. [15962](#) Operator License Application  
Jennifer Archibald - Establishment where employed: Zach's Avenue Bar
- 24. [15963](#) Operator License Application  
Kathryn Finn - Establishment where employed: Citgo
- 25. [15964](#) Operator License Application  
Jesse Coburn - Establishment where employed: Mr. Robert's
- 26. [15965](#) Operator License Application  
Britney Zilz - Establishment where employed: Lowell Center
- 27. [15966](#) Operator License Application  
Norman Anderson - Establishment where employed: NOLA
- 28. [15969](#) Operator License Application  
Robert Van Eaton - Establishment where employed: Bucks Madison Square  
Garden
- 29. [15970](#) Operator License Application  
Michael Dickson - Establishment where employed: E Washington Shell
- 30. [15971](#) Operator License Application  
Amy Koscinski - Establishment where employed: Come Back Inn
- 31. [15973](#) Operator License Application  
Corey Jarvis - Establishment where employed: Buffalo Wild Wings

**Report of the City Attorney**

- 32. [08455](#) Summary of Recent Office Enforcement Actions.

**Action Items**

- 33. [15735](#) Amending Section 38.05(3)(f), creating new Sections 38.05(3)(g) and renumbering current Sections 38.05(3)(g) through (n) to Sections 38.05(3)(h) through (o), respectively, of the Madison General Ordinances to make mail notification mandatory for new or transferred retail alcohol beverage licenses and sidewalk cafes and providing that all Common Council members and neighborhood associations receive notice of ALRC meetings.  
**Sponsors:** Marsha A. Rummel, Thuy Pham-Remmele, Chris Schmidt, Julia S. Kerr, Michael Schumacher, Satya V. Rhodes-Conway and Michael E. Verveer

34. [15773](#) Amending Section 38.05(3)(d) of the Madison General Ordinances to require the posting of signs for a change in licensed premises or the establishment of a sidewalk café.  
**Sponsors:** Marsha A. Rummel, Shiva Bidar-Sielaff and Michael E. Verveer
35. [15794](#) Amending Sections 38.10(4)(a) and (b) of the Madison General Ordinances to clarify the procedure for alcohol license suspension, revocation or nonrenewal.  
**Sponsors:** David J. Cieslewicz, Michael Schumacher and Michael E. Verveer
36. [15977](#) Creation of Subcommittee on the Downtown Alcohol Density Ordinance & the ALRC

### **Adendum**

37. [15858](#) Public Hearing - New License  
New Cardinal LLC • dba The Cardinal • 75% alcohol, 5% food, 20% Other  
418 E Wilson • Agent: Ricardo Gonzalez • Estimated Capacity: 196  
Class B Combination Liquor & Beer  
Aldermanic District 06 (Alder Rummel) • Police Sector 406 • Density Area

### **Adjournment**