



# City of Madison

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

## Meeting Minutes - Approved 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).*

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Tuesday, September 8, 2009

6:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300(Madison Municipal 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 September 15, 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

**Present:** 12 -

Michael Schumacher; Michael E. Verveer; Ronda Statz; Marsh Shapiro; Carl Gloede; Steve Brist; Thomas J. Farley; David A. Hart; Chet Gerlach; Dawn B. Crim; Katherine Plominski and Mark D. Woulf

**Absent:** 2 -

Thomas A. Landgraf and Pamela Bean

### Approval of Minutes

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

### Public Comment

[15869](#)

Presentation by Susan Schmitz of Downtown Hospitality Council

**Susan Schmitz from DMI registered to give a presentation.**

### Report of the Alcohol Policy Coordinator

1. [15332](#) Report of the Alcohol Policy Coordinator

**Report of the City Attorney**

2. [08455](#) Summary of Recent Office Enforcement Actions.

**Report of Madison Police Department**

3. [15827](#) MPD Report August 2009

**Report of City Clerk's Office**

4. [15796](#) Summary of Licenses Issued 08-25-09

**Action Items**

5. [15239](#) Amending Section 38.08(4) of the Madison General Ordinances to increase the late fees for alcohol beverage licenses from 15% of the license fee to 50% of the license fee.  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 10/21/2009. The motion passed by voice vote/other.**
6. [15240](#) Amending Section 38.10(1)(f) of the Madison General Ordinances to clarify that non issuance or lack of premise may be grounds for suspension and revocation, as well as non renewal of an alcohol beverage license.  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
7. [15439](#) Amending Section 38.10(1)(a)7. of the Madison General Ordinances to amend a statutory reference; and creating Sections 38.10(1)(a)9. through 38.10(1)(a)13. of the Madison General Ordinances to establish additional criteria for alcohol license suspension or revocation.  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
8. [15441](#) Creating Section 38.07(15) of the Madison General Ordinances to prevent the sale of liquor at establishments that sell motor fuels.  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Changes of Agent**

9. [15762](#) Change of Agent  
M&B Inc • dba Oak Crest Tavern • 5371 Old Middleton Rd  
New Agent: Matthew Grivalsky  
Class B Combination Liquor & Beer • 48% alcohol, 52% food  
Aldermanic District 19 (Alder Clear) • Police Sector 111  
**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.**
10. [15763](#) Change of Agent  
Monona Catering LLC • dba Monona Catering • One John Nolen Dr  
New Agent: Mark Mueller  
Class B Combination Liquor & Beer • 13% alcohol, 87% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 405  
**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.**
11. [15764](#) Change of Agent  
UltraMart Foods • dba Copps Food Center #8183 • 1312 S Park St  
New Agent: Clifford Kraege  
Class A Beer, Class A Liquor  
Aldermanic District 13 (Alder Kerr) • Police Sector 306  
**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.**
12. [15766](#) Change of Agent  
Mongo Management LLC • dba BD's Mongolian Grill • 4722 East Towne Blvd  
New Agent: Tasha Gosselin  
Class B Combination Liquor & Beer • 8% alcohol, 80% food, 12% Other  
Aldermanic District 17 (Alder Clausius) • Police Sector 517  
**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**

13. [15185](#) Change of Corporate Control -- 1 new officer(s)  
Applicant Cardinal Cafe & Bar Inc • dba Cardinal Bar • 100% alcohol  
418 E Wilson St • Agent: Corey Rogers  
Class B Combination Liquor & Beer  
Aldermanic District 06 (Alder Rummel) • Police Sector 406  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -REPORT OF OFFICER. The motion passed by voice vote/other.**

14. [15761](#) Change of Corporate Control -- Removing two officers  
M&B Inc • dba Oakcrest Tavern • 48% alcohol, 52% food  
5371 Old Middleton Rd • Agent: Matthew Grinvalsky  
Class B Combination Liquor & Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 111
- 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**

15. [14651](#) Change of Licensed Premise  
Whiskey River LLC • dba Rev Jim's Roadhouse • capacity of 180  
6402 Millpond Rd • Agent: Kevin Weaver  
Class B Combination Liquor & Beer • 70% Alcohol, 30% food  
Aldermanic District 16 (Alder Compton) • Police Sector 621  
Request to expand licensed premise to include a portion of the parking lot (see attached) for specific outdoor-related events listed in Addendum A.
- A motion was made by Ald. Schumacher, seconded by Ald. Verveer, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER with the condition that semi parking be limited to 1-hour. The motion passed by voice vote/other.**

**Registrant(s): Attorney Ron Trachtenberg**

16. [15767](#) Change of Licensed Premise  
WalMart Stores East LP • dba Wal Mart #1138  
7202 Watts Rd • Agent: Ed Kilgora  
Class A Beer, Class A Liquor  
Aldermanic District 01 (Alder Sanborn) • Police Sector 123  
Request to remove restriction of alcoholic beverages being sold only at registers 13 & 14 and to remove 1-year hold on liquor sales.
- 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.**

**Registrant(s): Ed Kilgora, agent**

17. [15768](#) Change of Licensed Premise  
Fresco LLC • dba Catering a Fresco at Overture Center • capacity of 4000  
201 State St • Agent: Cynthia Stoker  
Class B Combination Liquor & Beer • 25% Alcohol, 75% food  
Aldermanic District 04 (Alder Verveer) • Police Sector 405  
Request to change premise to include theatre portions of building.
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER to change premise to include all of the theatre. The motion passed by voice vote/other.**

**Registrant(s): Peder Moran**

### Entertainment Licenses

18. [15318](#) 21+ Entertainment License  
Legends Unlimited Inc • dba Legends Unlimited • Capacity:180  
439 Grand Canyon Dr • Agent: Abdula Ajdini  
Class B Combination Liquor & Beer • 20% alcohol, 80% food  
Aldermanic District 19 (Alder Clear) • Police Sector 113
- A motion was made by Ald. Schumacher, seconded by Gloede, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**Registrant(s); Duli Ajdini**

19. [15180](#) 18+ Center for Visual & Performing Arts License  
702 University Square LLC • dba To Be Determined • Capacity: 900  
702 W Johnson St • Agent: Scott Acker  
Class B Combination Liquor & Beer • 40% alcohol, 58% food, 2% Other  
Aldermanic District 08 (Alder Eagon) • Police Sector 402
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.**

### New License - Public Hearing

20. [15717](#) Public Hearing - New License  
AVRA LLC • dba Opa Cafe/Lounge • 20% alcohol, 80% food  
558 State St • Agent: Vasilis Kallias • Estimated Capacity: 60  
Class B Combination Liquor & Beer  
Aldermanic District 08 (Alder Eagon) • Police Sector 403 • Density Area
- A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the condition that it meets the definition of a restaurant as outlined in Chapter 32 of the MGOs. The motion passed by voice vote/other.**

**Chairperson Hart registered an abstention from voting.**

**Registrant(s): Vasilis Kallias**

21. [15719](#) Public Hearing - New License  
Extreme Franchise Corporation • dba Pizza Extreme • 3% alcohol, 97% food  
1614 Monroe St • Agent: Phillip Booras  
Estimated Capacity: 12 inside, 150-200 beer garden  
Class B Beer  
Aldermanic District 10 (Alder Solomon) • Police Sector 301
- A motion was made by Ald. Schumacher, seconded by Gerlach, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING with the condition that the premise not be extended to the parking lot beer garden until 1/1/2010 . The motion passed by voice vote/other.**

**Registrant(s); Brian Karlovich, Philip Booras**

22. [15720](#) Public Hearing - New License  
Osy LLC • dba Osy LLC • 15% alcohol, 85% food  
4126 E Washington Ave • Agent: Rong Bin Zheng • Estimated Capacity: 150  
Class B Beer  
Aldermanic District 17 (Alder Clausius) • Police Sector 518  
**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): Rong Bin Zheng**
23. [15725](#) Public Hearing - New License  
Chetan LLC • dba Swagat Groceries  
6717 Odana Rd • Agent: Resham Singh  
Class A Beer  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
**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): Anwar Zanidi**
24. [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  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE, due back on 9/16/2009. The motion passed by voice vote/other.**
25. [15192](#) Public Hearing - New License  
702 University Square LLC • dba To Be Determined • 40% alcohol, 58% food, 2% Other  
702 W Johnson St • Agent: Scott Acker • Estimated Capacity: 900  
Class B Combination Liquor & Beer  
Aldermanic District 08 (Alder Eagon) • Police Sector 402 • Density Area  
**A motion was made by Ald. Verveer, seconded by Ald. Schumacher, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -PUBLIC HEARING. The motion passed by voice vote/other.**

**Addendum**

26. [15846](#) Change of Licensed Premise  
M&P Holdings LLC • Americinn of Madison West • capacity of 80  
516 Grand Canyon Dr • Agent: Michael Sias  
Class B Combination Liquor & Beer • 1% Alcohol, 0% food, 99% Other  
Aldermanic District 19 (Alder Clear) • Police Sector 113  
Request to expand licensed premise to include parking lot for promotional events.  
Please see attached memo from General Manager.

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

**Registrant(s): Ray Duffield**

**Adjournment**

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