



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

*This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, July 16, 2025

5:30 PM

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

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### HYBRID MEETING

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel web  
<https://www.cityofmadison.com/watchALRC>
- Livestream on the City of Madison YouTube channel  
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Webinar ID: 890 4731 9968

Applications will go to the Common Council Meeting of August 5, 2025.

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.

**Notified Absences:**

**Call to Order/Roll Call**

**Present:** 7 - Carmella Glenn; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley; Amy L. Westra; Yannette Figueroa Cole and Sheri Carter

**Absent:** 2 - Katherine Loving and Linda Vakunta

**Excused:** 1 - Kipp Hartman

**Non Voting:** 3 - Jim Verbick; James Boxrud and Amber McReynolds

**Approval of Minutes**

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

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**Public Comment**

1. [89114](#) Public Comment

**Disclosures and Recusals**

**Presentation of the Consent Agenda**

**Operator's License Applications**

2. [88836](#) Operator License Application  
Tony Meyer- Establishment where employed: Thrill Factory  
  
A motion was made by Westra, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - REPORT OF OFFICER. The motion passed by voice

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vote/other.

**Temporary Class B Concurrent with Street Use**

3. [88976](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Schenk's Corners Art Society  
Event Location: 1900 Block Atwood Ave  
Event Date: 8/15/2025 5 -10pm & 8/16/2025 2 - 10 pm  
Police District: 410 (District 6)  
Event: Schenk's Corners Block Party

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

**One registration in support.**

4. [88977](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Madison Homebrewers and Tasters Guild  
Event Location: Olin Park  
Event Date: 8/9/2025 11am - 7pm  
Police District: 313 (District 14)  
Event: Great Taste of the Midwest

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

5. [88978](#) Temporary Class B Retailer License  
Concurrent with Street Use Permit  
Jazz at Five Inc  
Event Location: 2 E Main St  
Event Date: 8/6, 8/13, 8/20, 8/27, and 9/3 4 - 8pm  
Police District: 406 (District 4)  
Event: Jazz at Five Summer Series

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

**Changes of Agent**

6. [88723](#) Change of Agent  
Kwik Trip Inc • dba Kwik Trip 1514 • 5445 University Ave  
New Agent: Joshua Burford  
Class A Beer, Class A Cider  
(District 19)

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

7. [88979](#) Change of Agent  
Madison Axe LLC • dba Madison Axe • 2427 Stoughton Rd  
New Agent: Brandon Long  
Class B Beer  
(District 16)

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

One registration in support.

#### Business Name Change

8. [88980](#) Business Name Change  
Mishqui Peruvian Cuisine LLC • Current dba: Mishqui Peruvian Cuisine  
4604 Monona Dr  
Class B Combination Liquor & Beer  
(District 15)  
New dba: Mishqui Peruvian Bistro

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

#### Entity Reorganization

9. [88981](#) Entity Reorganization  
Triple Shift Entertainment LLC • dba Bowl-A-Vard  
2121 East Springs Dr  
Class B Combination Liquor & Beer  
(District 17)  
Add one new officer, remove one officer

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

One registration in support.

10. [88982](#) Entity Reorganization  
Madison Axe LLC • dba Madison Axe  
2427 Stoughton Rd  
Class B Beer  
(District 16)  
Remove two officers

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

One registration in support.

11.     [88983](#)     Entity Reorganization  
HJ Liquors LLC • dba University Avenue Liquor  
525 University Ave  
Class A Beer, Class A Liquor  
(District 2)  
Remove one officer

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

One registration in support.

12.     [88984](#)     Entity Reorganization  
HJ Liquors LLC • dba City View Liquor  
6420 Cottage Grove Rd  
Class A Beer, Class A Liquor  
(District 3)  
Remove one officer

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

One registration in support.

13.     [88985](#)     Entity Reorganization  
Vintage II Inc • dba Tangent  
803 E Washington Ave  
Class B Combination Liquor & Beer  
(District 6)  
Add one new officer, remove one officer

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

14.     [88986](#)     Entity Reorganization  
Vintage II Inc • dba Vintage Brewing Co  
674 S Whitney Way  
Class B Combination Liquor & Beer  
(District 19)  
Add one new officer, remove one officer

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

#### Items Referred

15. [87483](#) Adopting the Updated Elected and Appointed Official Code of Ethical Conduct

**A motion was made by Farley, seconded by Carter, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL. The motion passed by voice vote/other. Figueroa Cole abstains.**

**Recommendation to Add terminology regarding culture and speaking to members of the media.**

16. [88744](#) Amending Section 38.05(3)(f) of the Madison General Ordinances to replace the word “church” with “place of worship” for the purpose of alcohol licensing distance restrictions.

**A motion was made by Carter, seconded by Westra, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

#### Change of Licensed Premises

17. [88972](#) Change of Licensed Premises  
Stuffed Olive Madison LLC • dba The Stuffed Olive  
Current Capacity (in/out): 114/0 • Proposed Capacity (in/out): 114/20  
351 State St • Agent: Stephen Bassler  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 403 (District 4)  
Request to add a sidewalk cafe to the premises.

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

**Two registrations in support.**

18. [88973](#) Change of Licensed Premises  
Classic Arcade LLC • dba Aftershock Classic Arcade  
Current Capacity (in/out): 54/0 • Proposed Capacity (in/out): 54/20  
1444 E Washington Ave • Agent: Brad Van Kauwenbergh  
Class B Combination Liquor & Beer • 75% alcohol, 5% food, 20% other  
Police Sector 409 (District 6)  
Request to add patio on the driveway side of the building to the premises.

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

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Two registrations in support.

**New License - Public Hearing**

**Recessed Public Hearing**

19.     [88502](#)           Public Hearing - New License  
                          Speedway LLC • dba Speedway 4132  
                          4902 Verona Rd • Agent: Charles Satterfield  
                          Class A Beer, Class A Liquor  
                          Police Sector 212 (District 10)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

20.     [88503](#)           Public Hearing - New License  
                          7-Eleven Inc • dba 7-Eleven #35851J  
                          2216 University Ave • Agent: Christopher Martinez Perez  
                          Class A Beer, Class A Liquor  
                          Police Sector 206 (District 5)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO RE-REFER - RECESSED PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.**

**Public Hearing**

21.     [88801](#)           Public Hearing - New License  
                          Go Forth LLC • dba This Is All Fabulous  
                          1026 N Sherman Ave • Agent: Kyle Kiepert  
                          Estimated Capacity (in/out): 40/30  
                          Class B Combination Liquor & Beer • 20% alcohol, 80% food  
                          Police Sector 503 (District 12)

**A motion was made by Westra, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**One registration in support.**

22.     [88802](#)           Public Hearing - New License  
                          Rusk Avenue Master Tenant LLC • dba Spark by Hilton Madison Central  
                          102 E Rusk Ave • Agent: John Kothe  
                          Estimated Capacity (in/out): 150/75  
                          Class B Beer, Class C Wine • 60% alcohol, 30% food, 10% other  
                          Police Sector 300 (District 14)

**A motion was made by Westra, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice**

vote/other.

One registration in support.

23. [88803](#)

Public Hearing - New License  
Light of the Moon Inc • dba Moon Bar  
328 W Gorham St • Agent: Jeffrey Road  
Estimated Capacity (in/out): 314/0  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Police Sector 403 (District 2)

A motion was made by Carter, seconded by Verveer, to RECOMMEND TO COUNCIL TO GRANT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.

The conditions are:

1. No refuse or recycling is to be stored on public property.
2. The 18+ license is limited to private parties; there is no such limitation on 21+.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.

Two registrations in support.

24. [88971](#)

18+ Center for Visual & Performing Arts License  
Light of the Moon Inc • dba Moon Bar  
Capacity (in/out): 314/0  
328 W Gorham St • Agent: Jeffrey Rood  
Class B Combination Liquor & Beer • 70% alcohol, 30% food  
Police Sector 403 (District 2)

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

The conditions are:

1. No refuse or recycling is to be stored on public property.
2. The 18+ license is limited to private parties; there is no such limitation on 21+.
3. No patrons are permitted to enter or re-enter the establishment after 1:30am on Friday or Saturday night.

Two registrations in support.

A motion was made by Carter, seconded by Farley, to Take A Recess. The motion passed by voice vote/other.

#### Call to Order/Roll Call

**Present:** 7 - Carmella Glenn; Michael E. Verveer; Colin R. Barushok; Kathryn M. Farley; Amy L. Westra; Yannette Figueroa Cole and Sheri Carter

**Absent:** 2 - Katherine Loving and Linda Vakunta



**Excused:** 1 - Kipp Hartman

**Non Voting:** 3 - Jim Verbick; James Boxrud and Amber McReynolds

25.     [88804](#)           Public Hearing - New License  
Red Lobster Hospitality LLC • dba Red Lobster  
4502 East Towne Blvd • Agent: Karen Marquis  
Estimated Capacity (in/out): 243/0  
Class B Combination Liquor & Beer • 8.31% alcohol, 91.69% food  
Police Sector 631 (District 17)

**A motion was made by Glenn, seconded by Westra, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**One registration in support.**

26.     [88806](#)           Public Hearing - New License  
Badger Lodging LLC • dba Home2 Suites & Tru by Hilton Madison  
2403 East Springs Dr • Agent: Amanda Bublitz  
Estimated Capacity (in/out): 219/0  
Class B Combination Liquor & Beer • 50% alcohol, 50% food  
Police Sector 632 (District 17)

**A motion was made by Verveer, seconded by Carter, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**One registration in support.**

27.     [88807](#)           Public Hearing - New License  
Madison Children's Museum • dba Madison Children's Museum  
100 N Hamilton St • Agent: Susan Ramspacher  
Estimated Capacity (in/out): 750/250  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 406 (District 4)

**A motion was made by Verveer, seconded by Figueroa Cole, to RECOMMEND TO COUNCIL TO GRANT - PUBLIC HEARING. The motion passed by voice vote/other.**

**Two registrations in support.**

28.     [88970](#)           21+ Entertainment License  
Madison Children's Museum Inc • dba Madison Children's Museum  
Capacity (in/out): 750/250  
100 N Hamilton St • Agent: Susan Ramspacher  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 403 (District 4)

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

One registration in opposition.

#### **Report of Madison Police Department**

29. [89112](#) Recent Calls for Service

**MPD submitted the attached report.**

#### **Report of City Clerk's Office**

30. [89113](#) Summary of Licenses Issued

**Clerk's Office submitted the attached report.**

#### **Request to Extend License Issuance**

31. [89189](#) Request to extend license issuance beyond the 180 day limit under MGO 38.05  
Wisco Cheese & Cheers LLC • dba TBD  
4905 Commercial Ave Suite B • Agent: Keval Patel  
Estimated Capacity (in/out): 20/0  
Class B Beer • 20% alcohol, 80% food  
Police Sector 609 (District 3)

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

#### **Municipal Approval for Full Service Retail Alcohol Sales**

32. [88394](#) Municipal Approval of Full Service Retail Alcohol Sales  
State Line Distillery LLC • dba State Line Distillery  
Event Location: 2219 Monroe St  
Event Date: ~~July 6, 13, 20, 27~~; August ~~3~~, 10, 17, 24, 31; September 7, 14, 21, 28; and October 5, 12, 19, and 26 9am - 2pm  
Police Sector 207 (District 13)  
Event: Monroe Street Farmers' Market

**A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE**. The motion passed by voice vote/other.

One registration in support.

#### **Adjournment**

**A motion was made by Westra, seconded by Figueroa Cole, to Adjourn at**

8:38pm. The motion passed by voice vote/other.