



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, October 16, 2024

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 354 (City-County Building)

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

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: 850 9521 4518

Applications will go to the Common Council Meeting of October 29, 2024

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: Westra, Farley

Call to Order/Roll Call

Present: 5 - Charles Myadze; Michael E. Verveer; Colin R. Barushok; Isadore Knox Jr. and Sheri Carter

Absent: 1 - Linda Vakunta

Excused: 2 - Kathryn M. Farley and Amy L. Westra

Non Voting: 5 - Jim Verbick; James Boxrud; Angela Kamoske; Amber McReynolds and Katherine Loving

Approval of Minutes

**A motion was made by Verveer, seconded by Carter, to Approve the Minutes.
The motion passed by voice vote/other.**

Public Comment

1. [85658](#) Public Comment

Disclosures and Recusals

Presentation of the Consent Agenda

Changes of Agent

2. [85371](#) Change of Agent
Woodman's Food Market Inc • Woodman's Food Market Inc #16
3817 Milwaukee St
New Agent: Christian Keymolen
Class A Beer and Class A Liquor
(District #15)

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

3. [85428](#) Change of Agent
Bowl New England Inc • dba Spare Time Madison • 7415 Mineral Point Rd

New Agent: Jessica Miller
Class B Combination Liquor & Beer
(District 9)

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

One registration in support.

4. [85470](#) Change of Agent
Speedway LLC • dba Speedway 4132 • 4902 Verona Rd
New Agent: April Harper
Class A Beer
(District 10)

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

Entity Reorganization

5. [84072](#) Entity Reorganization
Red Rooster Madison LLC • dba Red Rooster
2513 Seiferth Rd
Class B Combination Liquor & Beer
(District 16)
Add one new officer, remove one officer

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

One registration in support.

6. [85471](#) Entity Reorganization
Metcalf Foods-West Inc • dba Metcalfe's
7455 Mineral Point Rd
Class A Beer, Class A Liquor
(District 9)
Add two new officers

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

One registration in support.

7. [85472](#) Entity Reorganization
Metcalf Foods-West Inc • dba Metcalfe's

726 N Midvale Blvd
Class A Beer, Class A Liquor
(District 11)
Add two new officers

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

One registration in support.

Change of Licensed Premises

8. [85479](#) Change of Licensed Premises
Mega Marts LLC • dba Metro Market #434
Current Capacity (in/out): 200/200 • Proposed Capacity (in/out): 200/200
6010 Cottage Grove Rd • Agent: Andrew Hein
Class B Combination Liquor & Beer • 15% alcohol, 80% food, 5% other
Police Sector 627 (District 3)
Request to relocate pick-up parking spaces.

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

One registration neither in support or opposition.

New License - Public Hearing

Recessed Public Hearing

9. [85007](#) Public Hearing - New License
El Rancho Breakfast and Tacos LLC • dba El Rancho Breakfast and Tacos
824 E Johnson St • Agent: Guadalupe Diaz
Estimated Capacity (in/out): 50/50
Class B Combination Liquor & Beer • 20% alcohol, 80% food
Police Sector 407 (District 6)

A motion was made by Carter, seconded by Verveer, to RECOMMEND TO COUNCIL TO PLACE ON FILE WITHOUT PREJUDICE -RECESSED PUBLIC HEARING. The motion passed by voice vote/other.

Public Hearing

10. [85483](#) Public Hearing - New License
Dream Lanes LLC • dba Dream Lanes
13 Atlas Ct • Agent: Robin Goldberg
Estimated Capacity (in/out): 863/25
Class B Combination Liquor & Beer • 37% alcohol, 0% food, 63% other
Police Sector 611 (District 3)

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, one neither in support or opposition.

Report of Madison Police Department

11. [85656](#) Summary of Recent Calls for Service

MPD submitted the attached report.

Report of the City Attorney

12. [85696](#) Update on Prosecutions from the City Attorney's Office

City Attorney's Office submitted the attached report.

Report of City Clerk's Office

13. [85657](#) Summary of Licenses Issued

Clerk's Office submitted the attached report.

Adjournment

A motion was made by Carter, seconded by Myadze, to Adjourn at 7:05pm. The motion passed by voice vote/other.