

**From:** Matthew Braunginn [mailto:braunginn@gmail.com]  
**Sent:** Wednesday, December 14, 2016 5:23 PM  
**Subject:** biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

I'm emailing to support the Olbrich Biergarten proposal. It seems like a great idea that would further enrich a great neighborhood and grow it's attraction from people across the city. It would become a place to drive across the Isthmus from the westside for. It would also enrich businesses around the area. I for one can not wait to sip a beer on a great Madison summer day out that way. Especially a spot that is outside and away from the Union which can be difficult at times to navigate.

Thanks,

Matthew Braunginn

**[REDACTED]**

---

**From:** Paul Kosmerl [REDACTED]@gmail.com]  
**Sent:** Wednesday, December 14, 2016 9:05 PM  
**To:** Park Commission  
**Cc:** licensing  
**Subject:** Olbrich Biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

As a homeowner directly adjacent to Olbrich Gardens, is like to express my excitement and support of the proposed Olbrich Biergarten.

It will be a fun place to go with my wife, kids and other neighborhoods families. My neighbors and I are very excited.

Thanks,  
Paul Kosmerl  
[REDACTED] Buena Vista St

**From:** Ahrens, David  
**Sent:** Wednesday, December 14, 2016 10:05 PM  
**To:** Park Commission  
**Subject:** FW: Olbrich Biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** Russell Knudson [mailto:[REDACTED]@gmail.com]  
**Sent:** Wednesday, December 14, 2016 9:37 PM  
**To:** All Alders  
**Subject:** Olbrich Biergarten

Hello,

I am writing to express my favor and approval for the proposed biergarten in Olbrich Park. It is my understanding that the Eastmoreland Neighborhood Association. Will you please send me a copy of this letter or explanation on the Association's stance?

Russell Knudson  
[REDACTED] Walter St. Madison.

**From:** Ahrens, David  
**Sent:** Wednesday, December 14, 2016 10:06 PM  
**To:** Park Commission  
**Subject:** FW: Support for Atwood biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

-----Original Message-----

**From:** Heidi Nelson [mailto:██████████@yahoo.com]  
**Sent:** Wednesday, December 14, 2016 9:38 PM  
**To:** All Alders  
**Subject:** Support for Atwood biergarten

In light of the probably inevitable debate surrounding the proposed biergarten and rutabaga outpost at Olbrich, I wanted to express my and my family's support.

I do not believe a venue that serves alcohol is automatically problematic, and I believe that adding this feature will enhance rather than detract from the public space use. I look forward to having an outdoor space like this to enjoy.

Change isn't automatically a bad thing, even on the East Side

Sincerely,  
Heidi Nelson  
██████████ Ohio

Sent from my iPhone

[REDACTED]

---

**From:** Parks  
**Sent:** Thursday, December 15, 2016 8:25 AM  
**To:** Park Commission; Wallner, David; Oleksiak, Claire; Knepp, Eric; Romines, Charles; Rutledge, Kay  
**Subject:** FW: Letter in Support of the Olbrich Biergarten  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** Amelia Fontella [mailto:[REDACTED]@gmail.com]  
**Sent:** Wednesday, December 14, 2016 5:52 PM  
**To:** Parks  
**Subject:** Letter in Support of the Olbrich Biergarten

To whom it may concern:

I just wanted to take a moment a voice my strong **support** for the proposed biergarten at Olbrich Park.

I live just a few houses away from Olbrich Park (on Buena Vista St.) and I see **the beachfront as a greatly underutilized space** in my immediate community.

The presence of a watercraft rental shop and a family-friendly biergarten will **add value to our park** and our neighborhood. Both these venues offer services and experiences that I personally will use. My family will use them as well. I see this project as **an asset to my neighborhood**: a gathering place and a way to truly enjoy the lakefront.

**As someone who owns a home less than a block from Olbrich Park, I want to stress my support and enthusiasm for this project.**

Thank you for considering my thoughts,

Amelia Fontella  
[REDACTED]@gmail.com  
[REDACTED]

[REDACTED]

---

**From:** Parks  
**Sent:** Thursday, December 15, 2016 8:38 AM  
**To:** Park Commission; Oleksiak, Claire; Wallner, David; Knepp, Eric; Romines, Charles; Rutledge, Kay  
**Subject:** FW: Parks Contact Submission: General Parks Questions  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** [REDACTED]@sbcglobal.net [mailto:[REDACTED]@sbcglobal.net]  
**Sent:** Thursday, December 15, 2016 8:36 AM  
**To:** Parks  
**Cc:** Romines, Charles  
**Subject:** Parks Contact Submission: General Parks Questions

**Contact Information:**

=====

**Name:** Melanie Luft  
**Street Address:**  
[REDACTED] Lake Edge Blvd  
Madison, WI 53716  
**Phone:** [REDACTED]  
**Email:** [REDACTED]@sbcglobal.net

**Comments / Questions:**

=====

**Subject:** General Parks Questions

**Comments / Questions:**

Really disappointed in the decision to add yet another alcohol driven venue in our city parks. I know that alcohol drives most activities in this city and if you are not an alcoholic maybe it isn't an issue. My husband is a recovering alcoholic and has been sober for 7 years. He understands not many options are open to him that does not involve alcohol but spending time in our parks was one place he didn't have it in his face and didn't have to smell etc.

Really sad!

[REDACTED]

---

**From:** Knepp, Eric  
**Sent:** Thursday, December 15, 2016 11:23 AM  
**To:** Park Commission  
**Subject:** FW: Olbrich biergarten proposal

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

-----Original Message-----

**From:** Zellers, Ledell  
**Sent:** Thursday, December 15, 2016 10:21 AM  
**To:** Knepp, Eric  
**Subject:** Fw: Olbrich biergarten proposal

Alder Ledell Zellers  
[REDACTED]

To subscribe to District 2 updates go to: <http://www.cityofmadison.com/council/district2/>

---

**From:** Kimberly Beitlich [REDACTED]@icloud.com>  
**Sent:** Wednesday, December 14, 2016 7:44 PM  
**To:** All Alders  
**Subject:** Olbrich biergarten proposal

As an Eastmorland homeowner, my family supports the biergarten proposal at Olbrich. We think it would be a welcome addition to the park and our neighborhood. I would also like to note that the letter from the Eastmorland neighborhood association saying the ECA was not in favor was sent with little neighbor input. Their view in no way represents the entire neighborhood.

Thank you,  
Kim Sisson  
Dawes street

[REDACTED]

---

**From:** Lance Wilde [REDACTED]@hotmail.com]  
**Sent:** Friday, December 16, 2016 9:33 AM  
**To:** Park Commission  
**Subject:** Olbrich Biergarten proposal

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi, I am a nearby resident in support of the Biergarten. I do not drink myself, but I think it sounds nice and "gemuetlich" myself for those who do. Thank you, Lance Wilde [REDACTED] Drexel Ave Madison [REDACTED]



[REDACTED]

---

**From:** Knepp, Eric  
**Sent:** Friday, December 16, 2016 11:18 AM  
**To:** Park Commission  
**Subject:** FW: Beer Garden at Olbrich

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** Zellers, Ledell  
**Sent:** Wednesday, December 14, 2016 5:42 PM  
**To:** Knepp, Eric  
**Subject:** Fwd: Beer Garden at Olbrich

Alder Ledell Zellers  
[REDACTED]

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

Begin forwarded message:

**From:** Charles Hicklin <[REDACTED]@hotmail.com>  
**Date:** December 10, 2016 at 12:18:18 PM CST  
**To:** <allalders@cityofmadison.com>  
**Subject:** Beer Garden at Olbrich

General Information

Name: Charles Hicklin  
Address: [REDACTED] Dawes  
City: Madison  
State: WI  
ZIP: 53715  
Phone:  
Work Phone:  
Email: [REDACTED]@hotmail.com  
Should we contact you?: Yes

Message:

I am very supportive of the proposed beer garden at Olbrich Park. As a resident of the area I am not worried about noise or traffic. I think the project will add a new and creative use at the park and not impact other park users in a negative way. I am looking forward to gathering with friends from the neighborhood there. Please approve the license application.

Recipient:  
All Alders

**From:** Knepp, Eric  
**Sent:** Friday, December 16, 2016 11:19 AM  
**To:** Park Commission  
**Subject:** FW: Support for Olbrich Biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** Zellers, Ledell  
**Sent:** Wednesday, December 14, 2016 5:12 PM  
**To:** Knepp, Eric  
**Subject:** Fwd: Support for Olbrich Biergarten

Alder Ledell Zellers  
[REDACTED]

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

Begin forwarded message:

**From:** Travis Doran <[REDACTED]@gmail.com>  
**Date:** December 14, 2016 at 2:52:52 PM CST  
**To:** [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)  
**Subject:** Support for Olbrich Biergarten

Greetings alders,

I am writing as an Eastmorland resident ([REDACTED] Dennett Dr.) in support of the Olbrich Biergarten proposal.

I would also like to express my concern about the letter that was sent from the Eastmorland Community Association. I don't know who has had input in the creation of this letter, and none of my neighbors share the feeling expressed in the letter.

Thank you,  
Travis Doran

[REDACTED]

---

**From:** Knepp, Eric  
**Sent:** Friday, December 16, 2016 11:19 AM  
**To:** Park Commission  
**Subject:** FW: Olbrich Biergarten proposal

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** Zellers, Ledell  
**Sent:** Wednesday, December 14, 2016 5:07 PM  
**To:** Knepp, Eric  
**Subject:** Fwd: Olbrich Biergarten proposal

Alder Ledell Zellers  
[REDACTED]

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

Begin forwarded message:

**From:** Alan Hiebert <[REDACTED]@gmail.com>  
**Date:** December 14, 2016 at 3:50:52 PM CST  
**To:** [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)  
**Subject:** Olbrich Biergarten proposal

Dear City Council Members,

I am in favor of the Olbrich Biergarten proposal. In my estimation the positives outweigh the negatives. Arguments against the proposal, such as concerns about safety at the Atwood/Walter intersection, are not related to the biergarten and are being used opportunistically. I urge the Common Council and the Board of Park Commissioners to consider arguments on both sides carefully and to understand that the Eastmorland Community Association's stance does not necessarily reflect the views of all residents of the Eastmorland neighborhood.

Sincerely,

Alan Hiebert  
[REDACTED] Johns St.  
Madison WI 53714  
[REDACTED]  
[\[REDACTED\]@gmail.com](mailto:[REDACTED]@gmail.com)

**From:** Knepp, Eric  
**Sent:** Friday, December 16, 2016 11:20 AM  
**To:** Park Commission  
**Subject:** FW: Opposition to bier garden

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

-----Original Message-----

**From:** Terry Shermeister [mailto:[REDACTED]@att.net]  
**Sent:** Wednesday, December 14, 2016 4:21 PM  
**To:** Knepp, Eric; Helen Fischer; [REDACTED]@gmail.com; Mary Waitrovich  
**Subject:** Opposition to bier garden

I write to oppose the proposal to allow the sale of alcohol/beer in Madison city parks. I have been an educator in Madison Public Schools for 40 years and have been a facilitator for students who have been affected by alcohol. Having another venue where alcohol is served near youth soccer, tennis, and other sports is a bad idea.

Additionally, the impact on the neighborhood its property values and potential for problem behaviors is unacceptable. Speaking as a property owner directly across the street, I do not want the beauty and tranquility of this park comprised by noise, odors, disruptions related to poor judgment of those who will not have to deal with this on a regular daily basis for seven months a year!

Respectfully,  
Terry Shermeister

Sent from my iPhone

**From:** Brenda Morris [albertina72@gmail.com]  
**Sent:** Saturday, December 17, 2016 9:30 AM  
**To:** Park Commission  
**Subject:** Olbrich biergarten proposal

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

To Whom It May Concern:

I wanted to express my support of the proposed biergarten at Olbrich park. I live nearby and really like the idea of an outdoor spot to have a cold drink by the lake. I am also a potential customer of the kayak and canoe rental - it would be fun to canoe from Olbrich, but I don't want to buy and maintain my own canoe.

I hope that neighborhood concerns about parking and noise can be addressed, but really as long as the biergarten closes fairly early (as I understand is in the proposal already) I see no problem with occasional live music - as already happens in the park and at the East Side Club.

The prospect of renovated parking lots and restrooms also appeals, as that end of the park is frankly looking a bit run down these days.

I do hope the plan is for a German style biergarten - family friendly, (leashed) dog friendly, with some food and non-alcoholic drinks along with the beer. If so, I'm in full support. I'm not very good at attending meetings and speaking up in front of people, so I wanted to write to you and be sure you know that there are neighbors who would gladly utilize this feature of the park.

Sincerely,  
Brenda Morris  
[REDACTED] Buena Vista St.  
Madison, WI 53704

--  
Brenda Morris  
Madison, WI

**From:** Glen Murie [REDACTED]@gmail.com]  
**Sent:** Saturday, December 17, 2016 9:31 AM  
**To:** Park Commission  
**Subject:** Olbrick Beirgarten Project

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

TWIMC,

I endorse this project.

I live at [REDACTED] Tulane Avenue, about five blocks from the proposed project site.

I am for public spaces that get people together. I think it will be good for the neighborhood.

I foresee only two legitimate concerns from critics of the plan, which are litter, and that it will not be an open and family friendly space.

Please ensure that the developer has plans and ideas for making sure that there are no trash issues like those we see around the KFC at the intersection of Cottage Grove and Dempsey, and I'm on board 100%.

Please also make sure that the zoning, services offered at the beirgarten, or other regulations would not prohibit me from going there with my daughters during the day.

Thanks,

Glen Murie

**From:** Ahrens, David  
**Sent:** Wednesday, December 21, 2016 2:52 PM  
**To:** Park Commission  
**Subject:** FW: biergarten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

A letter for historical context from former Parks manager, Fritz Kroncke.

---

**From:** Fritz Kroncke [mailto:██████████@gmail.com]  
**Sent:** Wednesday, December 21, 2016 12:26 PM  
**To:** [edit@isthmus.com](mailto:edit@isthmus.com); Ahrens, David  
**Subject:** biergarten

Madison does a great job vetting park contract proposals and establishing requests for proposals. In fact, they go a little overboard to the point where possible renters might change their minds before the process is complete.

I know. I was responsible for all the parks contracts on the waters for many years. I found the process itself was destructive to the overall goals of the Park Division but some of it was necessary. To suggest something has been railroaded through is comical, even though I'm sure many things have changed since I retired.

One goal that has been consistent is to establish places where a small business might flourish in an underutilized park. James Madison, Warner, Brittingham, Marshall and Olbrich were targeted years ago to allow a business to take over a slumping park enterprise. Those facilities were built when swimming beaches were better attended and each had a park concession. Now some have been replaced successfully with a private concern.

More should be accomplished. Many examples come to mind but Olbrich has special needs. The beach parking lot was once a young person hangout to the point where the Sheriff's Department made an amphibious assault trying to catch underage drinkers and pot smokers. New park ordinances were enacted particularly for Olbrich, that fined persons with open beers in the lot but once on the curb they were legal. Our maintenance section installed the most successful gate ever so the lot would be closed in the evening, but it is not used.

I always wondered if the local residents, not at all close to the beach, wanted the group out of the lot and over near their homes.

Looking around this community, it doesn't take much imagination to see a bier garden would be a success, probably a place any of us would like to visit. In fact, when thinking about the philosophy the Park and Pleasure Drive Association had when they established their entity, hanging out along the lake watching sunset with a fresh brew for anyone who wanted that, not just those who own waterfront property, would have been a goal.

**From:** Parks  
**Sent:** Tuesday, December 27, 2016 1:59 PM  
**To:** Park Commission; Knepp, Eric; Romines, Charles; Rutledge, Kay  
**Cc:** Wallner, David; Oleksiak, Claire  
**Subject:** FW: beer in Olbrich park

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

This is the same email received to the City's Feedback website but with no character limit.

-----Original Message-----

**From:** Nancy Wiegand [mailto: [REDACTED]@cs.wisc.edu]  
**Sent:** Tuesday, December 27, 2016 1:13 PM  
**To:** Parks; Nancy Wiegand  
**Subject:** beer in Olbrich park

I am extremely upset that a beer garden is being proposed at Olbrich Park.

1. City parks should not be commercial places or have commercial services. They're 'parks'! Low key snacks and soda at rare times would be OK but nothing more.
2. Where are people supposed to go if they want to be in a park if Olbrich, for example, hosts a commercial service? Parks are about nature, quiet, and silent sports activities. Where is someone supposed to go if they want a 'park' experience?
3. Children play in parks. The parks are for the children to a large extent. How many young kids are going to start drinking and start drinking early when alcohol is all around them, including in the very places they are supposed to go to play? The role models they'll see will be the opposite of what they should be doing.

Nancy Wiegand  
city of Madison resident



**From:** Kathy Soukup [REDACTED]@gmail.com]  
**Sent:** Tuesday, January 17, 2017 11:57 PM  
**To:** Knepp, Eric; Oleksiak, Claire; Park Commission; Wallner, David; Gnam, Emily; Jeffrey Lewis; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; KATHRYN HILL; Leslie Lang; Verveer, Michael; [REDACTED]@foolproofplan.net; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com; McKinney, Barbara; Zellers, Ledell; Hall, Amanda; Rummel, Marsha; King, J Steven; Wood, Zach; Cheeks, Maurice; Gruber, Tim; Palm, Lawrence; Eskrich, Sara; Carter, Sheri; Ahrens, David; Demarb, Denise; Kemble, Rebecca; Phair, Matthew  
**Subject:** a short letter for you to read  
**Attachments:** January 17. 2017. Letter from Eastmorland.docx  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

From Kathy Soukup, of Eastmorland Community Association

Please open and read the attached letter.

Thank you.

Kathy

January 17, 2017

Kathy Soukup,  
President  
Eastmorland Community Association  
P.O. Box 14584  
Madison, WI 53708

Madison City Council Members  
Madison City Park Commission  
Madison Alcohol License Review Commission  
210 Martin Luther King Junior Boulevard  
Madison, WI 53703

Dear City Council Members, City Park Commission and City Alcohol License Review Commission:

On January 10, 2017, about 45 people gathered at the Lakeview Moravian Church for the regular ECA Directors' meeting.

A motion was made and seconded. The motions reads as follows: Send a follow up letter to members of ALRC and Parks Commission and City Alders and any recipients of the original letter in opposition to the Biergarten stating that the action taken in sending that letter was not performed in accordance with the currently adopted ECA by-laws, no special meeting was appropriately called and as such the motion by email to send letter was out of order.

An amendment motion was made and seconded: that the Eastmorland Community Association write a letter in support of the Biergarten. The amendment was voted on: those in favor 18, those opposed 21. The amendment failed.

Next the motion listed first above was voted on: those in favor 24, those opposed 21. The motion passed.

Therefore, you are receiving this letter. At this point, Eastmorland Community Association is neither for nor against the Biergarten, as stated above.

Thank you for your time.

Sincerely,

Kathy Soukup,  
President  
Eastmorland Community Association

**From:** Parks  
**Sent:** Friday, January 20, 2017 8:36 AM  
**To:** Park Commission; Knepp, Eric; Romines, Charles; Rutledge, Kay  
**Cc:** Wallner, David; Oleksiak, Claire  
**Subject:** FW: Parks Contact Submission: Olbrich Botanical Gardens

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**From:** [REDACTED]@uwalumni.com [mailto:[REDACTED]@uwalumni.com]  
**Sent:** Thursday, January 19, 2017 3:57 PM  
**To:** Parks  
**Cc:** Romines, Charles  
**Subject:** Parks Contact Submission: Olbrich Botanical Gardens

**Contact Information:**

=====  
**Name:** Jamie McGee  
**Street Address:**  
[REDACTED] Dunning  
Madison, WI 53704  
**Phone:** [REDACTED]  
**Email:** [REDACTED]@uwalumni.com

**Comments / Questions:**

=====  
**Subject:** Olbrich Botanical Gardens

**Comments / Questions:**

Dear Madison Parks,

I don't know who to write to about this, so if you could please forward it to the correct department I'd appreciate it.

I'm writing about the proposal to allow a private company to open a beer garden venue at Olbrich beach house.

I am very opposed to this for many reasons. One is that Madison already has a zillion places where beer is served. In fact, the East Side Club next door is right there for people who want to drink and look at the water.

Another is that it would take up beautiful parkland where we fly kites and other activities for loud music and getting drunk.

If the park shelter is "under-utilized", let's have some kites, kayaks, art lessons, Olbrich plantings, swimming lessons, fishing lessons, etc., rather than another generic area to get drunk while listening to music.

Plus, music sounds carry! They are audible for miles depending on wind and all. It's already annoying to have to hear East-Side Club's music while hanging out in the park. To add to it is a mistake.

Please confirm that the right person received this e-mail.

Thank you,

J.M.

[REDACTED]

---

**From:** Naomi Kroth [REDACTED]@gmail.com]  
**Sent:** Wednesday, January 25, 2017 7:56 AM  
**To:** licensing; Park Commission  
**Subject:** Olbrich Bier Garten

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

I am writing in support of the Olbrich Bier Garten. I live at [REDACTED] Atwood Avenue in the SASY neighborhood, and I think the Bier Garten would be a wonderful addition to the east side. Given the two beautiful lakes we are situated between, it is a shame that Madison does not have more lake shore dining and public socializing options. I can count on one hand the number of Madison restaurants with a lake view. The Bier Garten is a great opportunity to increase that number.

Many cities, including Chicago and Milwaukee have been successful with public/private partnerships helping to leverage and fund their parks divisions. I know some people are worried about the alcohol consumption, but if you look at the German history of Bier Gartens, they were about public socializing, a place to meet up with friends and spend time together in a public place (hence then name public houses, aka pubs). If the real concern is over-consumption and noise, I'd be more worried about the neighboring bars, like the Eastside Club or Jade Monkey, that stay open and serve until 1am.

I for one am very excited at the prospect of the Bier Garten. I hope the atmosphere will be like that of the Memorial Union. A fun place where I can bring my kids to enjoy the lake shore and purchase food and drink, and play a game. Maybe it is a little more colorful later in the evening, but with a closing time of 10pm, I can't see it getting out of hand.

Thank you for your consideration,

--  
Naomi

**Miller, Nicole**

---

**From:** Heather Driscoll [REDACTED]@gmail.com]  
**Sent:** Monday, January 30, 2017 2:58 PM  
**To:** Park Commission  
**Subject:** Olbrich beer garden

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello,

I wanted to let you know that as a homeowner and resident of Oakridge Ave, I'm very supportive of the proposal to build a beer garden at Olbrich park. In fact, I'm really looking forward to it! I think it will be a wonderful addition to the east side.

Thanks!!

Heather Driscoll

**From:** Allison Moseley [redacted@gmail.com]  
**Sent:** Monday, January 30, 2017 3:02 PM  
**To:** licensing; Park Commission  
**Subject:** Olbrich Beer Garden

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

To Whom it may Concern,

I am writing to express my support for the Olbrich Beer Garden project. We live in the Lake Edge neighborhood and would love to see the underutilized lake front developed in a way that would bring the community together and offer outdoor activities. I really enjoyed when the Central Park Sessions were held in that area and would appreciate the beer garden and kayak rentals.

Please don't let a vocal group of naysayers prevent this project from moving forward. I think if you asked the majority of people in the neighborhood they would express support for the project.

Thank you,

Allison Moseley

**From:** Jenn Jackson, [REDACTED]@ymail.com]  
**Sent:** Tuesday, February 07, 2017 6:25 PM  
**To:** Park Commission; Wallner, David; Gnam, Emily; jllewis2@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba  
**Subject:** Opposition to the Olbrich Biergarten User Agreement  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

02/07/17

Dear City of Madison Parks Commissioners,

I am writing to voice my opposition to the proposed Olbrich Biergarten User Agreement. I am asking that you take the items below into consideration prior to voting to authorize the City to execute the agreement.

### **ADA Compliance**

The User Agreement allows for an ADA compliant porta-potty in lieu of an ADA accessible flush toilet. It does not seem adequate that the Capital Investment from the Developer does not require equal access to flush toilets for a 7 year User Agreement. I am also concerned that the gravel path and the gravel pad for seating do not meet accessibility requirements. Prior to voting to advance this User Agreement I ask that you ensure a formal review by a City of Madison Building Inspector is conducted and that the results are incorporated into a new User Agreement. While I understand that technically this project is not required to adhere to Federal ADA standards since the beach house work is cosmetic and the seating area is outdoors, I implore you to take the citizens of Madison who are differently abled into consideration. Everyone deserves the same access to the biergarten, especially in a public park.

### **Forestry**

There are three trees inside the biergarten premise. Two of the trees are on the edges of the gravel pad and one is inside the gravel pad. I've consulted with two private professional Arborists and both indicate the health of these trees will be compromised (death likely within 3-5 years) by installing the gravel pad. One of these 3 trees is a Memorial Tree; I ask that you verify that the family has been contacted and consents to incorporating the tree into the project premise. A fourth tree near the beach house is adjacent to the proposed concrete pad, this also appears to be at risk. Please ensure that this project has been fully reviewed by the Forestry Department and that the health of the trees will not be compromised due to the construction of the gravel pad and additional concrete area prior to advancing the User Agreement.

Thank you for taking these concerns into consideration when voting to execute this agreement.

Sincerely,  
Jenn Jackson  
[REDACTED] Busse St.  
Madison, WI 53714



**From:** Mike Bare [REDACTED]@gmail.com]  
**Sent:** Tuesday, February 07, 2017 1:46 PM  
**To:** Park Commission  
**Cc:** Knepp, Eric; Romines, Charles; Oleksiak, Claire  
**Subject:** Letter from BKM Re: Biergarten at Olbrich Park  
**Attachments:** BKM Group - Letter to Parks Commission 217.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Members of the Board of Park Commissioners:

Thank you for your service to our community.

I'm writing as a co-owner of BKM Group, LLC, d/b/a Biergarten at Olbrich Park. Tomorrow night, 2/7/17, the Board of Park Commissioners will consider our agreement with the City to provide placemaking services at Olbrich Park. We are excited to share the progress we've made on the proposal.

We hope you will include the attached letter in your consideration of our vendor agreement.

Thanks again,  
Mike

-----  
Mike Bare  
Co-Owner  
BKM Group, LLC d/b/a Biergarten at Olbrich Park [mike.bare83@gmail.com](mailto:mike.bare83@gmail.com)  
608-620-3001  
[https://urldefense.proofpoint.com/v2/url?u=http-3A\\_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=ThS8gCA3B30jlBVlG\\_HfMW5K6GhFn6CBwbE53omUlqU&m=hepYNaZGIoZv1r-qT3IB8mffizxYVKt9tqTIZzCpswI&s=DZYybMnVXyKG11x9DJij2dXHnAu7a0QBNHVZAHqXJB8&e=](https://urldefense.proofpoint.com/v2/url?u=http-3A_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=ThS8gCA3B30jlBVlG_HfMW5K6GhFn6CBwbE53omUlqU&m=hepYNaZGIoZv1r-qT3IB8mffizxYVKt9tqTIZzCpswI&s=DZYybMnVXyKG11x9DJij2dXHnAu7a0QBNHVZAHqXJB8&e=)



*Prost!*

Imagine a beautiful Saturday summer evening with a light breeze off of Lake skyline, friends and families all around, and a cold beer in your hand. Olbrich Olbrich Park these good feelings of *gemütlichkeit*—a unique German word de Our vision is to provide a public place for responsible enjoyment of a beer in setting.

As part of a public bid process, Madison Parks selected us to provide one of 1 Olbrich Park, alongside Rutabaga Paddlesports, who will provide water sport

We will work diligently to create a park experience that brings Madisonians a family-friendly atmosphere. We hope you will support our vision as we begin necessary permits and licenses to make the Olbrich Biergarten a reality.

[More Information \(Presentation from December 8 Com](#)

# SAMPLE MENU

## Eat

Giant pretzel \$7 (serves 2)  
Mustard cup \$1  
Cheese spread \$2  
Mini bratwurst three for \$4  
Veg bratwurst three for \$4  
Potato salad \$2

## Drink

Beer Pint \$6  
Cider Pint \$6  
Sport Drink \$2  
Root Beer \$2.5  
Bottled Water \$1.5

## ***The BKM Group***

---

February 7, 2017

Members

Board of Park Commissioners

210 Martin Luther King Jr. Blvd.

Madison, Wis. 53703

Re: Vendor Agreement for BKM Group, LLC, d/b/a Olbrich Biergarten

Members of the Board of Park Commissioners:

Thank you for considering us to be a vendor of placemaking services for the City of Madison.

Since you last considered the operational concept for the Biergarten at Olbrich Park, we have worked with City staff to address the changes suggested and concerns raised by the Board of Park Commissioners.

Those suggestions and concerns included the name of our business, the days and hours of operation, the level of amplified sound, opening the space to all park users, ensuring public access to the bathrooms, and our capacity.

In response, the agreement has been changed to include:

1. Changing our name to "The Biergarten at Olbrich Park," which has been agreed to by the Executive Committee of the Olbrich Botanical Society; and
2. The seasonal opening and closing of the Biergarten shall comply with the Park Division's winterization schedule;
3. Reducing the number of operational hours per week from 55 down to 51 (a 7% reduction);
4. Setting "last call" at 9:00pm with alcohol sales prohibited after 9:30pm;
5. Limiting amplified music to a PA1 level and must end by 9pm and we will not have amplified music two nights per week;
6. Removing the four special events allowance;
7. Removing the bathrooms from the alcohol premises so that they may be accessed by park users of any age who do not possess alcohol when unlocked;
8. Ensuring the premises will be open to park users of any age for legal uses during our non-operating hours; and
9. Reducing our maximum capacity by 20% from 300 people down to 240 people. This will both reduce any potential noise and reduce the burden on the Park's parking lots. There is also a corresponding 5% reduction in the use fee for the first year.

Working with staff, we have made a large number of other changes to the vendor agreement to respond to concerns from members of the public, members of the Alcohol License Review Committee, and alders. Those changes include:

1. Adding a 20 foot buffer between the shoreline riprap so that park users of any age may access the shore without entering the alcohol premises;
2. Granting exclusive use of the Biergarten premises to BKM Group, LLC;
3. Adding a requirement for daily litter collection;
4. Adding a precise map of the alcohol premises that was created by a Park Division surveyor.
5. Allowing for a "permeable demarcation" of the premises, including benches, planters, signs, landscaping, etc.; and

## ***The BKM Group***

6. Requiring BKM Group, LLC to present to the neighborhood associations (if requested) and to the Board of Park Commissioners by February 15 of each year on the operation during past year, plans for the upcoming year, concerns from neighbors, and to answer questions.

We'd like to thank the Parks Department staff for their responsiveness and professional handling of this complex contract negotiation.

The amount public outreach and engagement we have done, along with these proposed changes to our plan, prove that we will be a responsible Parks vendor that is both accountable to and a benefit to the City of Madison, taxpayers, Olbrich Park users and stakeholders, and neighbors.

We look forward to continuing to work with City staff and the Board of Park Commissioners to create a safe and enjoyable experience. We respectfully request you approve our agreement.

Sincerely,



Michael Bare  
Co-Owner, BKM Group, LLC, d/b/a Olbrich Biergarten  
(608) 620-3001  
[mike.bare83@gmail.com](mailto:mike.bare83@gmail.com)  
<http://www.olbrichbiergarten.com>

Enclosures:

- 1) Copy of agreement that shows changes from operational concept approved by the Board of Park Commissioners at its December 2016 meeting.

**Subject:** FW: attached letter  
**Attachments:** MDSN parks comm beer garden.pdf

---

**From:** Julia Sherman [mailto: [REDACTED]@wisc.edu]

**Sent:** Wednesday, February 8, 2017 10:48 AM

**To:** Knepp, Eric

**Subject:** attached letter

Eric: I am unable to attend tonight due to a previous commitment in Menomonie. I've written a letter to express some of the concerns I discussed with you. Your Commission has very limited experience in this area, Please view this letter as cautionary advice and not criticism.

Thanks for your help.

Julia

Julia Sherman, Coordinator  
Wisconsin Alcohol Policy Project  
975 Bascom Mall Room 6232  
Madison, Wisconsin 53706  
608-262-0370

[REDACTED]@wisc.edu

Visit our updated website: <http://law.wisc.edu/wapp/>



Madison Board of Park Commissioners  
210 Martin Luther King Jr Blvd, Room 103,  
City-County Building  
Madison, WI 53703

February 7, 2017

Mr. Chairman and Commission Members:

I appreciate the willingness of the Parks Commissioners and Eric Knepp to discuss the proposal for beer sales at the Olbrech Park beach house. This proposal represents a turning point for Madison Parks and deserves careful review.

Parks can provide alcohol-free recreational options for children, families, those in recovery and individuals who simply prefer a limited or alcohol-free environment. Adding a licensee to a park heavily used for youth sports further normalizes alcohol use for children and removes an alcohol free venue from the entire community. Once awarded, an alcohol license can only be suspended, revoked or non-renewed for cause making it difficult to reverse course later. To ban alcohol consumption in this park became it was problematic and then license alcohol sales at the same location a short time later suggests this issue is not ready for a permanent solution.

There is a large body of research establishing beyond question that additional locations selling or serving alcohol increases the amount of alcohol-related disorder and crime in the area. While many associate this research with areas with a high concentration of bars or other alcohol outlets, marginal increases are likely whenever the concentration increases. As a result, the estimated financial benefit to Madison may fall short of projections when the cost of additional police and emergency services are included. Because this retailer has no experience in selling alcohol and the plan omits essential factors in good alcohol control such as a secure perimeter, the risk and cost of alcohol-related disorder may be much higher than anticipated.

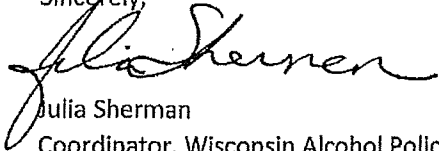
Any assertion that a beer-only license significantly lowers the risk is simply untrue. According to the National Alcohol Beverage Control Association Annotated Bibliography and Review (third edition), Beer "has been found to be involved in the majority of hazardous and binge drinking occasions and to be particularly linked to driving while intoxicated." In addition, although the vendor has proposed a selection of locally produced craft beers, the beverage selection is not binding. The vendor has the ability to sell any fermented malt beverage including the so-called hard ciders, hard sodas, or high alcohol alco-pops attractive to youth. While I accept their statements at face value, financial realities – in part dictated by the weather - may force the vendor to abandon this vision to meet their financial responsibilities.

Proponents of this project frequently refer to the Milwaukee County beer gardens as a success story but omit important distinctions between those locations and the proposal before you. Nonprofit groups operate several Milwaukee locations as community fundraisers. Milwaukee County, sometimes in collaboration with a local brewer, operates the other locations. The beer gardens financially benefit the parks and local charities. The local brewer provides alcohol sales experience lacking in this proposal. Simply put, the different community approaches have beer and sunshine in common, but little else.

Exhibit 3, the Responsible Alcohol Consumption Plan is largely a restatement of Wisconsin law with minor recommendations from the Wisconsin Alcohol Policy Project. It falls short of what some communities require for a temporary "Class B" Temporary license and lacks many evidence-based best practices adopted in other communities.

While municipalities across Wisconsin are adopting and implementing the evidence-based policies and practices to reduce excessive drinking, this proposal increases youth access to alcohol and reduces the number of alcohol-free recreational options in Madison, a city where alcohol is readily available. Over the past decade, rates of underage drinking have decreased significantly, while the rates of excessive alcohol use among Wisconsin adults remains uncomfortably high. Reducing the number of alcohol free-venues and activities while increasing access to alcohol is contrary to community efforts to improve the community alcohol environment.

Sincerely,

A handwritten signature in cursive script, appearing to read "Julia Sherman".

Julia Sherman

Coordinator, Wisconsin Alcohol Policy Project



**From:** Park Commission  
**Subject:** Biergarten @ Parks Commission (Olbrich Gardens 2/8/17)

---

**From:** Helen Fischer [<mailto:helenfischer24@gmail.com>]  
**Sent:** Wednesday, February 08, 2017 4:42 PM  
**To:** Park Commission; Wallner, David; Gnam, Emily; Jeffrey Lewis; Leopold, Madelyn; Ahrens, David; Clear, Mark; Ragland, Nancy; Baldeh, Samba  
**Subject:** Fwd: Biergarten @ Parks Commission (Olbrich Gardens 2/8/17)

Commissions, Good Afternoon,  
I am forwarding to you the comments I plan to present this evening at the Parks Commission meeting at Olbrich Gardens.  
Please give our testimony your serious consideration.

Thank you.

----- Forwarded message -----

**From:** Helen Fischer <[REDACTED]@gmail.com>  
**Date:** Wed, Feb 8, 2017 at 2:38 PM  
**Subject:** Fwd: Biergarten @ Parks Commission (Olbrich Gardens 2/8/17)  
**To:** Helen Fischer <[REDACTED]@gmail.com>

----- Forwarded message -----

**From:** Helen Fischer <[helenfischer24@gmail.com](mailto:helenfischer24@gmail.com)>  
**Date:** Wed, Feb 8, 2017 at 2:29 PM  
**Subject:** Biergarten @ Parks Commission (Olbrich Gardens 2/8/17)

Hello Commissioners and Alders.

I am Helen Fischer. I live on the corner of Atwood Avenue and Dennett Drive.

Olbrich Park is the beautiful front yard happily shared with my Eastmorland neighbors and hordes of Madison's children and adults who love this little piece of precious shoreline on Lake Monona.

We, the neighbors in the surrounding apartments and homes, asked to contribute our input, concerns and ideas to the planning for a Tavern at Olbrich Park.

We have, indeed, been given opportunities to do so.

I have 2 Large concerns to highlight tonight:

# 1 Re: CAPACITY

We asked for a maximum capacity of 150 people (which would require according to the Universal Plumbing Code, an additional 2 Women's Toilets and one (1) Men's Toilet.

**From:** Park Commission  
**Subject:** Olbrich beer garden

---

**From:** Bill & Mary Fiore [mailto:[lofi@charter.net](mailto:lofi@charter.net)]  
**Sent:** Wednesday, February 08, 2017 4:48 PM  
**To:** Ahrens, David  
**Subject:** Olbrich beer garden

I will not be able to attend the meeting tonight on the proposed beer garden at Olbrich Park, but would like to register my support. I have been following the issue and know it has been reviewed thoroughly, addressing all the concerns that have been voiced. I feel this would be a good addition to our neighborhood (I don't live close to the park but do use it, and would use it more with this proposed venue. Thanks for your work on this project.

Mary Fiore  
[REDACTED] Morrison St.

The Use Agreement endorses a maximum capacity of 240 people!

Furthermore, Parks has determined that in their judgment, "no additional bathroom facilities are needed"

The Universal Plumbing Code for bars and restaurants indicate 240 additional beer-drinking people require 6 additional toilets.

Additionally, the Use Agreement notes that " A portable toilet may be used Temporarily" to the Americans with Disabilities Act requirements.

How long is "temporarily"? A month, 4 months, 3 years?

This is Separate and Un-equal.

Not to mention a Smelly Eyesore !

## #2 Re: HOURS OF OPERATION

We asked that the Beer Bar be closed 2 pre-scheduled days per week.

The Use Agreement approves a 7 day / per week Tavern operation, with 51 hours per week, with hours NOT specified.

So, if it rains on Wednesday, then can the Tavern stay open for 12 hours on Thursday?

TO CONCLUDE.....We, the residents of the neighborhood apartments and homes, with much careful consideration, have offered our input.

Almost every single concern and priority we have voiced has been rejected, under the guise of "The Parks staff knows better. We have done this before. We maintain our prerogative to do what we think best at the park you use, pay for, and love."

THE RESULT: A Use Agreement, as it now stands, which sanctions a DisneyWorld - inspired Tavern with inadequate restrooms and a Porta-Potty for the Disabled to be installed on the precious lakefront of this little jewel of a park.

How dis-spiriting!

PLEASE COMMISSIONERS, do whatever is in your power to mitigate the impact of this ill-conceived idea!

Thank you for listening.

**Miller, Nicole**

---

**From:** Park Commission  
**To:** [REDACTED]@tds.net  
**Subject:** RE: beer gardens

-----Original Message-----

**From:** [REDACTED]@tds.net [mailto:[REDACTED]@tds.net]  
**Sent:** Thursday, February 09, 2017 6:22 PM  
**To:** Park Commission  
**Subject:** beer gardens

I registered my support of the Olbrich beer garden at last night's meeting, but did not stay to speak. I'd like to make a comment here:

Since my daughter and her family live in the Milwaukee area, I have spent some time at the Milwaukee beer gardens, especially at Estabrook Park. They are clean, friendly, pleasant and appropriate for all ages -- just nice places to walk or bike to, stop for a drink (beer or soda), have a small snack and, maybe, listen to some music. They enhance the Milwaukee quality of life and will do the same in Madison. Having a beer garden does not promote alcohol use; in fact, we are considering having our grandson's high school graduation party at one of the local beer gardens (alcohol-free for the kids).

Judith Landsman  
[REDACTED] Elmside Blvd  
Madison