



155 E. WILSON STREET
SUITE 100
MADISON, WI 53703

PHONE 608/284-5460
FAX 608/284-5479

August 6, 2018

Mr. Samba Bladeh, President
City of Madison Common Council
210 Martin Luther King Jr. Blvd. Suite 417
Madison, WI 53703

Dear President Baldeh,

I write to offer my strong recommendation for **Tag Evers** as an applicant to serve as the interim alder for District 13. You and the Executive Committee are fortunate to have a broad pool of candidates from which to select an interim alder, and I am confident that your decision will be both difficult and successful!

I first met Tag more than a dozen years ago when I was working for former Mayor Cieslewicz. Today, in my position as CEO of Frank Productions, I work together with Tag on a daily basis. When he approached me recently about the prospect of him applying for the interim alder position in District 13 due to Alder Eskrich's resignation, I immediately supported the prospect. Tag is conscientious, communicative, and committed to finding fair, effective, and workable solutions, all qualities that I believe are desirable as an alder and a colleague.

I know Tag to be deeply committed not just to his professional duties as a senior talent buyer and concert promoter, but also to the continuous improvement of his communities at large. As you see in Tag's application materials, he is heavily involved in benevolent, community-focused work here in Madison, throughout the country, and internationally. Furthermore, and more importantly, Tag is curious; a true lifelong learner. He does not make snap decisions on policy issues; rather, he collects information, seeks conversation to deepen his perspectives, and engages in thoughtful discourse, all while maintaining focus on making decisions that result in direct action. In my many conversations with Tag, I find him to be open to new information and perspective, which allows him to embody that very rare and very important combination of being both persuasive and persuadable.

Given the myriad issues facing the Madison Common Council today, I am confident that you, the Executive Committee, District 13, and the City as a whole would benefit from Tag's thoughtfulness, commitment, and sincerity. I would be happy to answer any questions or provide any additional information you may need.

Thank you for your ongoing dedication to the City I'm proud to call home!

Most sincerely,



Joel Plant, CEO

frankproductions.com facebook.com/frankproductions twitter.com/Frank_Prod