

From: [VNA President](#)
To: [licensing](#)
Cc: [Evers, Tag](#)
Subject: Support for 2/15 Agenda Item #4 - Bloom
Date: Tuesday, February 14, 2023 4:06:04 PM

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Dear ALRC (copy Alder Evers):

I am writing on behalf of the Vilas Neighborhood Association (VNA) Council in support of the alcohol license transfer for Bloom Bake Shop shop listed as agenda item #4 (76083) on the February 15 agenda. Please see the note and statement of support from the VNA Council below.

Thanks for your consideration,
-Doug Carlson, VNA President

The owner of Bloom Bake Shop, located at 1851 Monroe Street, appeared before the Vilas Neighborhood Association meeting on January 25 to present the plan to expand into 1859 Monroe Street and transfer the existing alcohol license to the new location with minor modifications. The formal application had not yet been completed at the time of the VNA meeting, but the plan was generally welcomed and no substantial concerns were expressed.

The VNA Council subsequently adopted the following statement in an e-mail vote after the application was completed and reviewed: "The VNA Council supports the application for the alcohol license transfer of Bloom Bake Shop located at 1851 Monroe Street to the Lallande cafe proposed at 1859 Monroe Street following the liquor license application indicated as agenda item # 4 (76083) for the ALRC meeting on February 15, 2023."

The vote was five in favor, none opposed, and one abstention.