

From: [Justin Brown](#)
To: [Prusak, Sydney](#)
Subject: The Winnebago
Date: Friday, July 12, 2019 6:56:50 PM

Hello, my name is Justin and my child and I live in the Emerson neighborhood. We wanted to write you to express our gratitude for the presence of The Winnebago in our neighborhood. What once was an exclusive club then a vacant building is now a beautiful meeting place. Out of all the shops, bars, restaurants, music venues and churches in the area The Winnebago serves me and my family the most. It has provided a safe space for us to experience a multitude of events that are extremely accessible. We wish to see the success of The Winnebago and their business goals. They are truly on their way to becoming a Madison destination for people of all representations. Thank you so much for your time and consideration of my family's opinion.

Thank you again,
Justin Brown

From: [Greg White](#)
To: [Prusak, Sydney](#)
Subject: Winnebago arts café capacity
Date: Saturday, July 13, 2019 12:02:25 AM

To whom it may concern,

I'm writing an email in regards to the Winnebago arts café on the Winnebago Street in Madison Wisconsin. I live in the neighborhood and support upping the capacity at the venue. I feel like the venue provides a sense of community, art and entertainment to a neighborhood that was once in rough shape.

These are the points I would like to make:

1. Upping the capacity doesn't necessarily mean the venue will be at capacity on a daily basis. This only means that the venue can attract popular artists and sell more tickets. This makes the business more profitable and allows the owners to hire more people and create their space in our economy. This doesn't mean the venue will have 225 people in it every night. It's very hard to have sellout crowds at a music venue.
2. It's very easy to get to the venue by using public transportation. I see people arriving in Cab's, Uber's, and taking the bus. I also see people arrive on their bicycles.
3. The city is dominated by FPC live or Frank productions. There is literally no more clubs with more than a 99 capacity that aren't controlled by FPC. Local artists do not make any money when they open a show for a national artist at these venues. The Winnebago provides a platform for local artists to make money and invite their friends to enjoy music in a warm intimate setting.

Thanks,

Greg White


Owner/Audio Engineer
MadisonProAudio.com

From: [Evan Nelson](#)
To: [Prusak, Sydney](#)
Subject: Winnebago Arts Cafe
Date: Monday, July 15, 2019 8:06:24 PM

Hi Sydney,

I just wanted to reach out to you because I know the Winnebago Arts Cafe is being reviewed for a capacity increase. As a long-time Madison resident and local musician, I cannot overstate how positive this change would be for the community.

In recent years, the landscape for local musicians has drastically changed. Some small/middle sized venues have closed and/or changed management, leaving a void for the working local musician. While it's great that we have venues like The Sylvee and Majestic, the little guy has sort of gotten squeezed out recently. Myself and other musicians used to be able to make a decent wage playing here in town, but it seemed like those days were over...until the Winnebago opened.

The location, sound quality and overall focus of the venue is clearly here to support people like me and local musicians like me, as well as small/medium sized touring acts. Also, their payout system benefits bands much more than other places in town. One of the shortfalls of the venue as of now is capacity. If it were increased, I'm sure not just the venue but the neighborhood in general would thrive.

Please take these things into consideration when you and your committee make your decision. They've put a lot of hard work into helping foster the musical and creative community, and they are on the brink of really taking it to the next level. Let's help Madison move forward!

Thanks,

Evan Nelson
Bassist for Bird's Eye, Kainalu, and other acts

From: [Bob Batyko](#)
To: bbatyko1@gmail.com; [Prusak, Sydney](#)
Subject: planning commission on the Winnebago request
Date: Monday, July 22, 2019 4:06:47 PM

Having lived in Madison for nearly 30 years I have seen the growth in the city and slow growth of the music and arts scene. I moved back to the near East side to be a part of the culture that puts multiple restaurants/bars/music venues within easy walking/biking distance.

And I am excited by the opening and expanding of new live music venues.

I am on the board of the Four Lakes Traditional Music Collective (FLTMC). We put on a festival (the Sugar Maple Music Festival at Lake Farm Park) and a concert series. The Sugar Maple fest and concert series brings acts to Madison that might only hit bigger cities. We have great respect for the room Jacob and John DeHaven have recreated in the space of the old Sons of Norway hall. The Winnebago has a great room design with state of the art PA system to create a community space & listening room. Sugar Maple has held a concert at the Winnebago that was well attended and professionally run. I see a need in Madison for a venue with the vibe and ambiance of the Winnebago that has a capacity above 99 persons. I think the Winnebago room and staff can accommodate the increased capacity. The growing number of residents with in the easy walking/biking distance should be weighed into the approval process for a Winnebago capacity increase.

Thank you for considering my comments.

Bob Batyko
606 S Thornton Ave
Madison 53703


President Four Lakes Traditional Music Collective

From: [Miles Hegg](#)
To: [Prusak, Sydney](#)
Subject: Winnebago Capacity Increase
Date: Sunday, July 21, 2019 10:41:30 AM

Dear Sydney Prusak,

It has come to our attention that there have been some hurdles in the process of increasing the capacity at the new cafe venue space on Winnebago St. My fiancé and I are residents of the neighborhood residing directly across the way on E. Washington Ave. We have seen the area begin to blossom as remodeling and construction from downtown reach East. Something that is consistent in this push eastward is the lack of character in the apartment complexes being constructed— fierce overcoat of the people's history of Madison's near east side. Concerning, yes. However, there had been a beacon of light in this change.

The Winnebago Cafe at first gave us reason to be skeptical. A new venue, cafe, bar...sort of a similar place to the booming food and drink culture in town. The Winnebago is a different story though. Every single time I stop by I see people of all backgrounds enjoying the space as a place to build and strengthen our community. It holds so much potential to provide a place for all people unlike other establishments in the area designated for imbibing. I am under the impression that it will be tough for them to increase their capacity so I am writing to ensure you that places akin to the Winnebago are extraordinary hard to find. Increasing capacity in the venue would allow more resources for them to develop strategies to better serve the community. That is their mission and like any small business they are trying as hard as they can to stay afloat.

Please take this into consideration when making this decision. Our community needs more spaces that all people can feel comfortable in.

Thanks you for your time and dedication to our community.

Best regards,

Miles Hegg and Kate McKay

From: [James Tevik](#)
To: [Prusak, Sydney](#)
Subject: Winnebago capacity
Date: Tuesday, July 23, 2019 7:49:18 AM

Hello, Sydney. My name is, Jim Tevik and I'm writing to you today in support of the Winnebago to have their capacity increased. I live one block away at 101 Dunning St and couldn't be happier for an establishment like this to be in my neighborhood. If increasing the capacity helps their business goals and stay here for a long time to come I'm all for it. Since the opening I have never noticed any problems with noise or others issues. I cannot attend the meeting tomorrow evening but hope this message will be a show of my support.

Thanks, Jim

From: [Shawn Calahan](#)
To: [Prusak, Sydney](#)
Subject: Winnebago capacity
Date: Wednesday, July 24, 2019 6:26:30 PM

To whom it may concern:

Hi my name is Shawn I'm an artist and promoter and also a supporter of music here in Madison. Increasing capacity at The Winnebago is crucial to the music scene here in Madison which is a very small market compared to other cities. The only way to increase awareness and motivate people to attend shows and enjoy themselves is if artists, venues, promoters, and the city is supportive.

As an artist increasing capacity results in more exposure to the artists performing. With that exposure comes more money to the artist and promoter, the venue makes more sales in food and alcohol, which will spread the word to surrounding cities and states that Madison has a great music scene.

As a promoter it's a challenge getting people to support local music. But I am motivated and dedicated to uplifting the music scene here. I have created an event like no other and the word is spreading fast. Jake the owner of the Winnebago is a great person. His venue definitely deserves the opportunity to help build the music scene here by allowing him to function at full capacity.

Thank you for your time. I hope you sincerely consider easing the capacity at The Winnebago.

From: [Rummel, Marsha](#)
To: [Larry and Catherine Stephens](#)
Cc: [Brad Hinkfuss](#); [Morgan Robertson](#); [Dan Melton](#); [Prusak, Sydney](#)
Subject: RE: Winnebago Arts cafe proposed expansion
Date: Wednesday, July 17, 2019 11:38:21 PM

And standard #10 as well: When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.

Sent from [Mail](#) for Windows 10

From: [Rummel, Marsha](#)
Sent: Wednesday, July 17, 2019 11:35 PM
To: [Larry and Catherine Stephens](#)
Cc: [Brad Hinkfuss](#); [Morgan Robertson](#); [Dan Melton](#); [Prusak, Sydney](#)
Subject: RE: Winnebago Arts cafe proposed expansion

Hi Catherine-

Thanks for your outreach to Jake and neighbors. I also asked him to consider if his expansion plans could be implemented on an incremental basis, for example once Union Corners phase 3 is constructed would it be possible to arrange for some shared parking with Gorman & Co. I told him if he wants to create a beloved place for the neighborhood, my gut feeling is doubling capacity now may create divisions that will be detrimental to that goal.

Like you, I also liked the Winnebago's original arts café business plan. I appreciate Jake's analysis of the local music scene and their efforts to provide a missing piece of the venue size puzzle. And his transportation initiatives are innovative. Some % of people will show up using these modes but there will be more people who will try to park on nearby streets and there will be more noise as people leave after shows let out.

As you may know, I now serve on the Plan Commission, and we must apply standards to review all conditional uses. Check out the standards for review of development proposals. There is a link under resources on the Common Council homepage <https://www.cityofmadison.com/Council/>

I am not sure the application meets conditional use standard #3 "The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner."

See you soon-

Marsha

From: [Larry and Catherine Stephens](#)
Sent: Tuesday, July 16, 2019 9:01 AM
To: [Rummel, Marsha](#)
Cc: [Brad Hinkfuss](#); [Morgan Robertson](#); [Dan Melton](#); [Prusak, Sydney](#)
Subject: Winnebago Arts cafe proposed expansion

Hi Marsha,

Good to see you at the farmer's market Sunday morning.

About a week ago, I sat down with Jake at the Winnebago, and we talked about how things are going, and the future plans. We had a great meeting. I shared my concerns about his plans to expand capacity.

I encouraged Jake to share his story and communicate with neighbors. This weekend, I picked up Jake's letter to neighbors sharing plans for selling bus passes to patrons and encouraging walking and biking, all great and progressive ideas. I also appreciate that Jake has promised to close the outdoor patio at 10 pm.

I am sure the heavy road construction on Winnebago has impacted the business. I support the Winnebago, and I wish for it to thrive — yet, at the core of this, and after talking with neighbors, I believe that expansion just a few months after opening breaks trust with the nearby neighborhood as it strays from the arts cafe concept. I join other neighbors with concern about how expanding (increase and double capacity) this venue would impact night time noise and available parking in our residential neighborhood where street parking is already at capacity.

I look forward to the neighborhood meeting on July 24.

Thank you,

Catherine Stephens
204 Division Street