

**CAPITOL**  
**NEIGHBORHOODS, INC.**  
MADISON, WISCONSIN

*~ Mansion Hill District ~*

October 17, 2009

Chair David Hart  
Alcohol License Review Commission  
210 N. Martin Luther King Jr. Blvd.  
Madison, WI 53703

Dear Chair Hart,

As representatives for the Mansion Hill District of Capitol Neighborhoods, Inc., we write in support of the application by Michael Hierl for the Segredo Boutique Bowling Alley to be located at 624 University Avenue.

We anticipate that Segredo will benefit the area by offering a facility with a new and unique activity for downtown Madison. The food service option at Segredo, which will also provide food service next door at Johnny O's, offers more than simply a place to drink alcohol. The reduction of capacity from 700 to 605 is a benefit to reducing alcohol density downtown. Finally, the plan to allow 18-21 year olds to attend offers multiple benefits. It gives a location that allows underage students an opportunity to participate in an activity that is beyond just experiencing the bar scene. It also will result in security that appears to be some of the most stringent in Madison to prevent problems and to allow both of age and under aged patrons to utilize this unique new establishment.

Thank you for your consideration and we look forward to your support of the application for Segredo Boutique Bowling.

Sincerely,

Gene Devitt  
Mansion Hill District Chair

Adam Plotkin  
Mansion Hill District Representative

Ledell Zellers  
Mansion Hill District Representative

John Sheean  
Mansion Hill District Representative

Fred Mohs  
Mansion Hill District Representative