

Statz, Ronda

From: [Redacted]  
Sent: Monday, February 16, 2009 12:00 PM  
To: Statz, Ronda  
Cc: [Redacted]  
Subject: RE: Class B Liquor License for Savor Faire

Dear Committee,

I have been a patron of Savor Faire and known Kathie Reielle since she first opened her shop on South Pinkney, one block off the Square. I continued to patronize her shop when she moved to Greenway Station.

I would like to strongly recommend that her request for a Class B liquor license be approved. She is an established business woman in this community and never had a problem at Greenway Station with her wine tastings and offerings. On the contrary, the wine bar was a cozy place to sit for awhile and take a break from shopping.

Savor Faire is a classy, eclectic boutique. Its customers are not troublemakers or out-of-control alcoholics. The shop will be a welcomed addition to the Square and I'm sure that the many people living in the area will appreciate not only the wonderful array of merchandise but will appreciate being able to relax with a glass of wine too.

Thank you for your consideration.

Sharon L. Hervig  
5818 Tolman Terrace  
Madison, WI 53711

# LETTERS OF SUPPORT

# AGENDA ITEM #8

# SAVOIR FAIRE CARDS & GIFTS

**Statz, Ronda**

**From:** maureen wilkes  
**Sent:** Monday, February 16, 2009 11:54 AM  
**To:** Statz, Ronda  
**Subject:** in honor of Savor Faire's liquor license

**Statz, Ronda**

**From:** Miller, Andrea  
**Sent:** Monday, February 16, 2009 11:57 AM  
**To:** Statz, Ronda  
**Subject:** Savor Faire Cards, Gift and Wine Bar

Dear Ronda,

I was absolutely thrilled to hear that Kathie Retail had decided to reopen her shop in downtown Madison. I was a regular patron of Kathie's shop when she was on King Street and though I have crossed town to shop her store at Greenway Station, I have sorely missed her presence downtown. Her shop was a wonderful asset to the downtown area then, as it has been to Greenway Station over the past few years. In both locations, the shop filled a niche with outstanding merchandising that was much in demand, and both shops were well kept and well staffed at all times.

Over the years, I have come to know Kathie personally as a fine, upstanding citizen, a professional businesswoman and a genuinely friendly and goodhearted person, who takes enormous pride in her business. I know that she is concerned about being able to continue to have her wine bar in her shop, but I cannot imagine that she would conduct any part of her business in a way that would be detrimental to the surrounding area or to her neighbors in business. In fact, I am quite certain that her neighbors would find her to be a compliment and a draw to their enterprises, as well as a welcome associate.

I hope that you will grant Kathie her liquor license. In this tough economy, she is to be admired for her perseverance and as all small business owners, needs every advantage to make her business thrive. This is one business that deserves that chance and I look forward to patronizing her shop for many years to come.

Thank you for your time,

Andrea Miller  
608-235-3411

We are writing on behalf of Savor Faire, relocating to 5 N. Pickeny Street, Madison. We shopped at their store here in Middleton on a regular basis, and are so sad to see them leave the area. They were a very up-scale shop and offered wine tastings weekly, which was a great thing. It helped for us to be able to taste wines we had never tasted before in hopes of purchasing them as gifts to friends and family. It was just a little "extra" that the store had to offer. It was always a very "quaint and fun evening" when they offered the tastings, but came in handy for us to purchase wines as gifts without having to go to a liquor store not knowing which wines to buy. They just made it easier for us to do so. We hope so much that they will get the license so we can continue to shop there in their new location. They will add a little something different to their area there. It's a very upscale shop and will attract a great clientele, I'm sure. We enjoyed meeting and getting to know Kathie, as well as the others that worked for her, over the years. The people that shopped there were very respected people in the community. Savor Faire is a sweet boutique with lots to offer, and with the wines, it gave the store that little something "extra" than most boutiques have to offer. We'd love to see them thrive in their new neighborhood!

Thanks much!

Mike and Maureen Wilkes 7443 Blazingstars Dr. Middleton, WI our e-mail address is [REDACTED]

Statz, Ronda

From: Julie Yaeger [REDACTED]  
Sent: Monday, February 16, 2009 10:45 AM  
To: Statz, Ronda  
Subject: Savorir Faire

Please give Savorir Faire the liquor license they need to serve beer and wine to their clients. This is an outstanding business in our community, I was a frequent customer at their Middleton location and loved their wine tasting events, which were handled in a fun but professional atmosphere. I hope the Alcohol License Review Committee can grant them their license and show their support for small businesses in these tough economic times.

[CHECK OUT OUR NEW WEBSITE AT WWW.CENTRALPLACERE.COM](http://WWW.CENTRALPLACERE.COM)

Julie Yaeger  
Central Place Real Estate, Inc.  
Director of Finance & Administration  
8383 Greenway Blvd. #570  
Middleton, WI 53562  
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Statz, Ronda

From: MCCULLOUGH, MARLA (ATTADV) [REDACTED]  
Sent: Monday, February 16, 2009 10:55 AM  
To: Statz, Ronda  
Subject: Savorir Faire

I would like to show my support for "Savior Faire" requesting a Class B liquor license. My fiancé and I have attended many Saturday and Wednesday evening wine tasting at Savior Faire when they were located in Middleton. The atmosphere Kathy creates is safe, enjoyable, and peaceful. It is an event we both look forward to attending. Kathy runs a very classy store which in turn attracts an adult and responsible crowd. The times we have been to Savior Faire it has always ran a business that is in strict accordance to the law. This business will in no way be a threat to the surrounding neighborhood, office, residents and retailers. In fact, it will enhance the neighborhood and surrounding business. Savior Faire is an asset to the downtown community and will be a wonderful addition to the surrounding neighborhood. We look forward to the opening of Savior Faire on the capitol.

Marla McCullough  
Subsequent Market Assignment--Outstate WI  
6523 Odana Road  
Madison, WI 53719  
(608) 273-8021  
(608) 273-8024 (FAX)

Statz, Ronda

From: John Black [REDACTED]  
Sent: Monday, February 16, 2009 12:16 PM  
To: Statz, Ronda  
Cc: kathie@savoiraire.biz  
Subject: Savor Fair Cards, Gifts & Wine Bar Alcohol License Review, 2-18-09

Dear Community Leader,

I greatly regret I am traveling this week and will not be able to impress upon you in person what a wonderful opportunity the City has with the addition of Savor Faire, and their tastings, to the Capitol Square. It is a well managed establishment that compliments so many of the things we all love about Madison - a well run business; people who care about their community; good food; good wine/beer; and camaraderie.

My family and I have lived in Madison for three years, and in that time have been customers of Savor Faire in Middleton. I have attended a great many of their wine tastings, and even "spread the word" of the events amongst friends and even within the company I worked for then. From the first time I walked into the store I was impressed with the often clever and always beautiful eclectic selection of gifts, and the tasting events were so well managed and enjoyable for all who attended. Every Holiday season I look forward to a glass of wine and receiving help from the friendly staff with selecting the perfect gifts for some lucky loved ones. While I no longer work in Middleton, I still live in Verona and find myself on the east side and downtown now every weekend, so I am excited that I will be able to re-connect with this business.

Being in the liability insurance industry - specifically liquor liability - all too often I see the effects of incompetence and over-service. The upscale-yet-friendly nature of the tastings, coupled with the hands-on, concerned management make these very low risk events that will enhance the experience of the Square and draw an enthusiastic, diversified and pleasant crowd.

Also, I would be remiss if I did not cite just one example of Savor Faire's community focus. My former employer sponsored a large annual fund raiser for children's cancer research, raising over \$180,000 in its first two years, and Savor Faire and Kathie Retelle could always be counted on to help.

I, and all my former co-workers (20+) hope you will look favorably upon the application. Additionally I am available at the contact number below if you would like to chat, and hear my opinions directly during your review process.

Best Regards,

John J. Black, Sr. CPCU (Formerly of Capitol Insurance Companies in Middleton)  
Axom Insurance Managers  
1701 Golf Road, Suite 1-1112  
Rolling Meadows, IL 60008  
847-340-3066

Statz, Ronda

From: Anne Boettcher [REDACTED]  
Sent: Monday, February 16, 2009 2:58 PM  
To: Statz, Ronda  
Subject: Savor Faire

To whom it may concern,

This is a message to show our support for Kathie Retelle and Savor Faire obtaining a liquor license for the soon to be opened site just off the square. We have been to Kathie's wine tastings, etc. and appreciate very much the mature and relaxed atmosphere where we can meet friends after work, browse through the unique items Kathie has in her shop and enjoy the ambiance of the capitol. We can assure you that this is as far from a frat party as you can get while still having alcohol involved. We believe that it would be a wonderful addition to the atmosphere and socializing options downtown, bringing in folks with culture, taste and a few extra dollars to spend on the local economy. So we highly encourage you to grant Kathie and Savor Faire the liquor license for which they are applying.

Thank you for your time and consideration.  
Anne Boettcher and Mary Pulda

**Statz, Ronda**

**From:** Palmer Susan K [REDACTED]  
**Sent:** Monday, February 16, 2009 5:09 PM  
**To:** Statz, Ronda  
**Subject:** Savor Faire Cards, Gifts & Wine Bar and the Alcohol License Review Committee this Wednesday, February 18 at 5:30

To Whom It May Concern:

I would like to show my support for Savor Faire Cards, Gifts & Wine Bar. This establishment will be relocating to Madison's Capital Square at 5 North Pinckney Street in early March. I understand that the owners will be appearing before the Alcohol License Review Committee this Wednesday, February 18 at 5:30 PM to request a Class B Liquor/Beer License.

Savor Faire has always conducted business in strict accordance with the law. Their Wine Tasting events have always been attended by mature adults and the behavior is very respectful. These events have been more about learning and sharing information about new wines and wine producing regions, and less about drinking. People attend with friends and expect to have more conversation than drink.

Savor Faire will be a valuable asset to their new neighborhood. They promote local artists and provide a relaxing and adult atmosphere for friends to meet and enjoy their time together. This is a classy shop with excellent and unusual merchandise that can not be found elsewhere in Madison. Their employees are very friendly and show that they do care about their customers. The shop is always immaculate and well presented to the public, both inside and out. I love that I can purchase wines from them and get a honest opinion about the wine from a knowledgeable staff member.

I look forward to stopping in at Savor Faire this summer before the Concerts on the Square and after the Farmers Market on Saturdays. It is one of the best kept secrets for shopping in Madison!

Sincerely,

Susan Palmer  
2871 Dunton Circle  
Madison WI 53711  
608-821-5435 - daytime

**Statz, Ronda**

**From:** Sklansky/Oltenstein [REDACTED]  
**Sent:** Monday, February 16, 2009 6:59 PM  
**To:** Statz, Ronda; ann@planeipropaganda.com; kathie@savoiraire.biz  
**Subject:** savor faire license

Dear Alcohol License Review Committee,

I am a Madison attorney who has shopped at Savor Faire at both its far West and prior downtown locations. I live on the far West side. In recent years, I have stopped at the store for wine tastings and to buy cards, stationery and an occasional gift. It's pretty low key. The staff has been exceptionally helpful and knowledgeable in helping me find the appropriate wine or gift. They are very professional. They do not cater to a "drinking crowd", but rather to peaceful customers. Their merchandise is high end, tasteful and, if anything, the store attracts mostly women, with very pretty jewelry and home accessories.

Please grant them a license so that this small, local business can prosper in a location in which it was such valuable business member in past years.

Sincerely,

Carol Ottenstein  
26 Oxwood Circle  
Madison, WI  
53717

Regarding Savorir Faire Liqueur License

**Statz, Ronda**

**From:** ludylg.chorus.net  
**Sent:** Monday, February 16, 2009 8:57 PM  
**To:** Statz, Ronda  
**Subject:** Savorir Faire Class B License Request

Please accept this e-mail in support of granting a Class B Liqueur License to Savorir Faire Cards, Gift and Winebar. I understand they will be moving to the 5 N. Pickney St location. Savorir Faire will be a great addition to the shopping choices in downtown Madison. I have shopped at the Greenway station location and also at their previous King Street location. The shop offers a nice mix of gifts and a relaxed atmosphere to have a glass of wine after shopping. My out of town guests always looked forward to a shopping trip downtown and now they will have the added bonus of a stop at Savorir Faire. I strongly encourage this license to be approved.

Judith Klug  
3106 Atwood Ave.  
Madison, WI 53704

**Statz, Ronda**

**From:** Bob Nelson  
**Sent:** Monday, February 16, 2009 9:54 PM  
**To:** Statz, Ronda  
**Subject:** Regarding Savorir Faire Liqueur License

I would like to register in support of allowing the Savorir Faire Shop to operate in Madison. I have been a loyal customer for years and was very sorry to see that they were not in Greenway Station when it was there last week. While it will be more difficult for me to get there in downtown Madison than in the Greenway Station where there is ample parking and other shopping opportunities, I will continue to seek it out because of the unique gift items and comfortable shopping atmosphere that they offered. Middleton's loss would truly be Madison's gain with a store and the people who operate it that really provide a comfortable shopping experience. The combination of unique gift items and very diverse wines as well as relaxed opportunities to sample those wines is very much appreciated. Kathie and her staff have been most friendly and helpful in all my visits and hope that they can continue to offer their shopping options for many years to come.

Respectfully,

Bob Nelson  
302 Stary Ave.  
Monona, WI 53716

608-221-4577

Statz, Ronda

From: Val Miller  
Sent: Monday, February 16, 2009 8:56 PM  
To: Statz, Ronda  
Cc: kalfie@savoirfaire.biz  
Subject: Support for Savoire Faire in Downtown Madison

**Although I'm unable to attend the hearing before the ALRC on Wed., Feb. 18, 2009 for Savoier Faire, I would like to voice my support in favor of them receiving their Class B liquor/beer license so that they can continue their wonderful business in the downtown area.**

**We've been attending Savoier Faire events ever since they began in Middleton. We are able to have a glass of wine, shop, enjoy friends and family, while also supporting local artists and musicians. This is the type of store and events that my young adult children, my 80-year old parents, and our middle-aged selves can enjoy and not feel overwhelmed as we can with some of the other noisy establishments downtown. The addition of Savoier Faire to the downtown area can only better support Madison's call to the community of supporting the arts and music, while offering a classy option for shopping and relaxing for all ages.**

**Please consider and grant them the license they need to carry on the good they've been able to provide to our community.**

**Thank you.**

**Valori J. Miller  
Waunakee, WI**

Statz, Ronda

From: Jean Clegg  
Sent: Monday, February 16, 2009 11:06 PM  
To: Statz, Ronda  
Subject: Savoire Faire

I am writing in support of Savoire Faire's request of the city to grant them a Class B Beer/Liquor license. I have enjoyed shopping trips at their former location at Greenway Station, and was looking forward to doing so again at their new location. The draw for me has been the wine tastings to discover new wines to buy for myself and friends. The atmosphere at the store has always been congenial and friendly. Let's support our small businesses, especially those that continue to provide a unique and safe place to enjoy ourselves.

Thank you for your consideration.

**Statz, Ronda**

**From:** Debby Dines [mailto:ddines@broker.com]  
**Sent:** Tuesday, February 17, 2009 7:32 AM  
**To:** Statz, Ronda  
**Subject:** Support of Savorir Faire

I am writing in support of Savorir Faire's request to obtain a Class B liquor/beer license. When Kathie's business was previously located downtown, I shopped there every few weeks for business and personal gifts. She ran a beautiful shop, and I look forward to having her back downtown again. As a business owner located directly next door to her location, I would be very excited to have a classy venue to meet clients for coffee or drinks and fully support her efforts to obtain the Class B license. Our building closes at 6pm, so I have to meet clients at the door. It would be nice to meet at Savorir Faire in a casual, upscale environment instead. I welcome Kathie back and look forward to having her as a neighbor.

Debby Dines - Broker  
UW MBA '02, USMA BS '90  
DINES INCORPORATED  
7 North Pinckney St., Suite 25  
Madison, WI 53703  
(608) 217-6974 (cell)  
(608) 268-0895 (fax)  
(608) 268-0899 (main office)  
[www.MyDowntownLife.com](http://www.MyDowntownLife.com)

**Statz, Ronda**

**From:** Witzel-Bethi, Maribeth  
**Sent:** Tuesday, February 17, 2009 7:36 AM  
**To:** Statz, Ronda  
**Subject:** FW: Dirty Dog neighborhood Saloon

**From:** Dawn Anderson [mailto:daanderson@dirtydog.com]  
**Sent:** Tuesday, February 17, 2009 7:30 AM  
**To:** Clerk  
**Subject:** Dirty Dog neighborhood Saloon

My name is Dawn Anderson current resident of Madison and I support the decision for the opening of the Dirty Dog Neighborhood Saloon.

Thank You,  
Dawn Anderson

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**Statz, Ronda**

**From:** Healy, Frances - DWD  
**Sent:** Tuesday, February 17, 2009 8:07 AM  
**To:** Statz, Ronda  
**Subject:** Savorir Faire

Savorir Faire is experienced in sales of alcohol & has always conducted business in strict accordance to the law. Savorir Faire will not be threat to the peaceful existence of the surrounding neighborhoods, offices, residents & retailers; and, Savorir Faire will be an asset to the community by setting up a thriving useful business on the Square.

Please grant Savorir Faire a liquor license. Thank you.

Frances Healy  
1626 Kings Mill Way #112  
Madison, WI 53718

**Statz, Ronda**

**From:** Wolff, Brian @ Madison  
**Sent:** Tuesday, February 17, 2009 9:33 AM  
**To:** Statz, Ronda  
**Cc:** kathie@savoirfaire.biz  
**Subject:** Savorir Faire IN SUPPORT

Dear Alderperson:

As a downtown business man, I am very happy to see Kathie return to our area. Myself and those in my office are in total support of her request for a Class B license.

Regards,  
Brian Wolff

Brian Wolff | Vice President  
CB Richard Ellis | Brokerage Services  
10 E. Doty Street, 4<sup>th</sup> Floor, Madison, WI 53703  
T 608.663.5445 | F 608.663.5438 | C 608.513.9653

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**Statz, Ronda**

**From:** Jamie Krohmer [REDACTED]  
**Sent:** Tuesday, February 17, 2009 9:22 AM  
**To:** Statz, Ronda  
**Cc:** 'Kathie Retelle'  
**Subject:** SAVOIR FAIRE

I have been a client of Savoir Faire in Middleton for more than three years. They are a wonderful business, and would be a fabulous addition to the Capitol Square, and would continue to be extremely responsible with a liquor license.

Regards,

Janie Marie Krohmer  
9317 Lawn Brook Drive  
Verona, Wisconsin 53593  
[REDACTED]

**Statz, Ronda**

**From:** Donna Winter [REDACTED]  
**Sent:** Tuesday, February 17, 2009 11:12 AM  
**To:** Statz, Ronda  
**Subject:** We support liquor license for Savoir Faire

Dear City of Madison, R Statz,

Please grant a permit for liquor license and cafe status to the Retelles, the owners of the Savoir Faire Card, Gifts and Wine Bar. They are an asset to our local business community and its residents.

They are responsible and proactive citizens and as shop owners have proven themselves both in Madison and in Middleton with their two previous shops. They are excellent owners and will draw much needed business to the downtown especially in these economic hard times.

They will operate a business that is inviting, safe and fun and respectful of their neighbors and other businesses and will follow the rules and guidelines set by the city to operate with a liquor license and cafe.

Wish we could be there to speak publicly but are not able to so will send an email in their support.

Sincerely,

Retired Detective City of Madison  
Donna Winter

Reference Librarian Middleton  
Liz W Dannenbaum

4313 Major Ave Madison 53716

"Life is not measured by the breaths we take, but by the moments that take our breath away."

**Statz, Ronda**

**From:** [REDACTED]  
**Sent:** Tuesday, February 17, 2009 4:52 PM  
**To:** Statz, Ronda  
**Subject:** Savorir Faire Cards, Gifts & Wine Bar

To Whom it May Concern:

Please consider granting a Class B license to Savorir Faire. We have been their customers for several years now. We are very excited that they are moving back to downtown because it will be much closer to our house. Liquor lic is a must for this place. Savorir Faire attracts great, fun, intelligent people that want to spent few hours buying gifts, chatting over a glass of wine or beer and socialize. Kathie makes it that it's fun for everyone. Savorir Faire will never attract a college crowd and it's closed way before a bar time, so I can not see where it may rise a concern to provide a license to such a great local business that have been part of Madison for so long. And I bet they have outstanding record of not causing problems in the past. Let's keep our downtown unique.

Please feel free to contact me with any questions.

**Best Regards,  
Victor Liamachka  
Apex Insurance Group  
Tel: 608.237.1737  
Fax: 608.467.5777**

**Statz, Ronda**

**From:** Johnson, Elizabeth  
**Sent:** Tuesday, February 17, 2009 12:25 PM  
**To:** Statz, Ronda  
**Subject:** Class B Liquor/Beer License for Savorir Faire

I will be unable to attend tomorrow night's meeting so I'm writing to lend my support for Savorir Faire's request for a liquor license for their location on 5 North Pinckney Street opening in early March.

This is a wonderful establishment that will lend class to the neighborhood and give people a wonderful place to shop and relax after a hard day's work. The Alcohol License Review Committee can rest assured that by granting them a liquor license this business will be an asset to the neighborhood and will not have to worry about any potential problems because there won't be any.

Thank you for your attention to this matter.

BETH

Elizabeth M. Johnson  
Direct Response Project Coordinator  
CUNA Mutual Group, 5710 Mineral Point Road, Location: 5710 1 G4-22, Madison, WI 53701-0391  
(608) 238-5851 x 3960

**Statz, Ronda**

**From:** Karen Gleason [REDACTED]  
**Sent:** Tuesday, February 17, 2009 7:09 PM  
**To:** Statz, Ronda

*Hello, I am writing in support of Kathie Retelle, the owner of Savoroir Faire, who is scheduled to appear before the Alcohol License Review Committee this Wednesday, February 18 to request a Class B Liquor/Beer License.*

*I have participated in Kathie's wine tastings as a vendor...I have a home business that provides all-natural food products and was able to advertise my business by providing snacks for wine tastings. As a new business owner, this was extremely helpful to my business. Kathie does a great service to the community by promoting other local businesses.*

*My experience with the wine tastings is that they are extremely professional and are very much enjoyed by the clients of Savoroir Faire. Kathie is an experienced, responsible business owner with a large following of loyal customers and Savoroir Faire will be a tremendous asset to the Capitol Square.*

*I hope that you will approve her request for a Class B Liquor/Beer License.*

Thank you,

Karen Gleason  
Wildtree Independent Representative  
5117 Sudbury Way  
Madison, WI 53714  
608-249-4525

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**Statz, Ronda**

**From:** Shon Sample [REDACTED]  
**Sent:** Wednesday, February 18, 2009 9:33 AM  
**To:** Statz, Ronda  
**Subject:** Savoroir Faire Liquor License

Hi Rhonda,  
I am writing this in support of Kathy Retelle's request for a liquor license at Savoroir Faire's new location on Pinkney St. in Madison. I have been acquainted with Kathy for nearly three years, and in that time I have known her to be a careful business owner who has used her business as a forum to responsibly educate interested patrons about wine with moderated tastings. She has been kind enough to include me, and the wines I represent, in these tastings, and this exposure has resulted in sales that I wouldn't have had otherwise. I hope that you will consider positively Mrs. Retelle's request. Thank-you.

Sean M. Sample  
Wine Merchants  
920-979-4955

**Statz, Ronda**

**From:** Justin Olmscheid  
**Sent:** Wednesday, February 18, 2009 9:42 AM  
**To:** Statz, Ronda  
**Subject:** Savor Faire

Hello,

I am writing in support of the licensing of Savor Faire. Savor Faire is exactly the type of top-notch establishment that people have come to expect when thinking of Capitol Square. It is a quaint and inviting shop which holds many events featuring local talent, while providing an environment that is relaxing, enjoyable and classy. One of the factors that has aided in creating such a wonderful atmosphere in the past is the ability to enjoy a glass of wine while socializing and browsing the shelves. I strongly urge you to keep that which makes Savor Faire a truly unique and magnificent establishment.

Thank you for your time,

Justin Olmscheid

**Statz, Ronda**

**From:** Kim Schenk  
**Sent:** Wednesday, February 18, 2009 9:42 AM  
**To:** Statz, Ronda  
**Subject:** Savor Faire's liquor license

To whom it may concern

I have been a patron of Kathie's store in Middleton for three years. I have found her staff to be very responsible in serving wine and beer. The events are well planned with timed perimeters and give the consumer good advice on entertaining. It has always been a well attend event with responsible socializing. And yes these events generate sales which is important for Kathie's business to succeed. I think her store with the added ability to serve wine and beer would enhance the community of downtown shopping.

Kim Schenk  
Verona WI  
608 848-6592

**Statz, Ronda**

**From:** Joan Gunderson  
**Sent:** Wednesday, February 18, 2009 12:04 PM  
**To:** Statz, Ronda  
**Cc:** Kathie Retelle  
**Subject:** class b liquor license for Savor Faire

To Whom It May Concern:  
The city of Madison is getting a huge opportunity in having Savor Faire Cards and Gifts move back downtown. With its unique blend of upscale and quirky gifts, S.F. will only enhance the local flavor of Madison. Serving wine by the glass, wine tastings and selling off beat wines adds to the charm that has become Savor Faire. People have come to rely on S.F. for relaxation--to sit and have a glass of wine and peruse the store. To have friendly conversation at the Wine Tastings. To take home a unique bottle of wine for dinner. Savor Faire gives people who don't want to go into a bar a nice alternative. I strongly support Kathie Retelle's request for a class B liquor license. I will not be able to attend tonight's meeting, but am sending this letter to voice my support. Savor Faire--Wine Bar and Gifts is will be a tremendous asset to downtown Madison!

Thank you for your consideration in this matter.  
Joan Gunderson  
Loyal Customer  
Lucky Employee

**Statz, Ronda**

**From:** [REDACTED]  
**Sent:** Tuesday, February 17, 2009 3:32 PM  
**To:** Plominski, Katherine  
**Cc:** Statz, Ronda  
**Subject:** Liquor License - Savor Faire Cards & Gifts

**TO:** Alcohol License Review Committee, c/o Kathryn Plominski, Office of the Mayor  
**FROM:** Richard and Katherine Bentley  
**RE:** Liquor License - Savor Faire Cards & Gifts, Inc.

Although we are unable to attend the February 18, 2009 meeting of the ALRC, we wish to express our support for the granting of a Class B liquor license to Savor Faire Cards & Gifts, Inc.

For several years, we patronized Savor Faire at its original central Madison location on South Pinckney Street and were disappointed when it left Madison's downtown and moved to its Greenway Station location in Middleton.

We are now doubly excited that Savor Faire will be returning to the Capitol Square - as the owners of the property at 5 North Pinckney Street, we are pleased to fill this retail space with a tenant such as Savor Faire whose owner, Kathleen Retelle, has such enthusiasm for providing her clientele with quality products and services in a relaxed and inviting atmosphere. In addition to its retail sales, Savor Faire also has a history of hosting wine tastings and other events promoting local artists and entrepreneurs, as well as fundraisers and business meetings. Each of these events will bring further attention to Madison's Capitol Square as a friendly place to do business, gather and socialize. We believe that this will be a thriving business offering unique gifts and specialty items and a valuable addition to the downtown retail scene.

While we understand that the City of Madison has legitimate concerns regarding the number and type of liquor licenses issued, we are confident that Ms. Retelle is experienced in the sales of alcohol and will operate Savor Faire in accordance with all applicable City ordinances in peaceful coexistence with neighboring retailers. However, in the unlikely event that issues were to arise, we would be happy to work with the City and Ms. Retelle to address any concerns.

In closing, we thank you for this opportunity to share our thoughts with the Committee and hope that you will grant Ms. Retelle's request for a Class B liquor license.

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