



LATINO
Chamber of Commerce of Dane Co.

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MISSION

The Latino Chamber of Commerce of Dane County is a 501c (6) non-partisan organization formed in 2003 to represent the Latino and non-Latino business community in the greater Madison area. The Chamber promotes the interests of its members and community through advocacy and programs that have a positive impact on Dane County's economic growth.

April 27, 2018

Alcohol License Review Committee - City of Madison,
210 Martin Luther King Jr Blvd
Room 103, City-County Building
Madison, WI 53703
licensing@cityofmadison.com

RE: Restrictions on Blue Agave located 117 S Butler St, Madison, WI 53703

Dear Alcohol License Review Committee,

On behalf of the 300 business Members of the Latino Chamber of Commerce (LCC), and numerous other community leaders, we are requesting fair and unbiased treatment of our business community at-large. The mission of the Latino Chamber of Commerce is to promote and advocate for businesses and the Madison Community and in Dane County. Madison is in every sense a rich community. A community with a long history and a community that is attractive to a growing and vibrant business sector.

The Latino Chamber of Commerce of Dane County is a pro-business organization that was formed initially in 2008, to protect Latino owned Businesses from unfair regulations or discrimination, based on business preconceptions, we are in favor of promoting responsible alcohol-selling -serving practices while enhancing public safety & quality of life of all. Yet it has come to our attention that many of our Latino owned businesses are being treated unjustly and have been refused, revoked or limited in operating their business, with harsh impacts to their sustainability. Most recently I have been made aware of your decision to limit the ongoing operations of Blue Agave located 117 S Butler St, Madison, WI 53703.

Since opening in December 2017, Blue Agave has not only invested in its internal operations, but has supported initiatives that support the community, give-to charities, sustain other Latino owned businesses and engages in healthy dialogue with its neighbors. They above all provide a safe and modest business environment for young and old, as you will see families gather there to eat, enjoy music and spirts in an inviting atmosphere. Blue Agave also employs 25 personnel and contracts with numerous vendors. It is with this in mind that we request your support and reconsideration, to allow Blue Agave Restaurant & Lounge LLC to fully operate as it intends, without allowing heresy to be the reason you will cause an impact to this family owned business.

The LCC is not in support of allowing the hearsay of two individuals overshadow

this vibrant business which intends to continue growing and giving back to the community.

The LCC while supporting the overall safety of the community it serves, does encourage businesses to change with the times, have social responsibility initiatives, and perform at an elevated level of excellence. Yet we ask that you also represent your constituency of business owners and those considering becoming one, to show that there is a genuine interest in keeping commerce within this community. As chamber members, we understand that it is your duty to review each circumstance on a case to case basis, then give the business in question the opportunity to show a successful operation, in this business district, as so many other businesses are encouraged to do.

In Closing, we ask that you give Blue Agave, an opportunity to demonstrate that you also truly support the businesses of your community. We support and promote a competitive and fair business climate. Please vote in favor of in favor of Blue Agave, operating without the restriction that will sure to impact this Latino owned business.

I am open to discussing this further, or meeting with you to have a healthy dialogue on how to help improve the business vivacity of diverse ethnic communities in Madison.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jessica', with a stylized flourish at the end.

Jessica Cavazos
President and Chief Operating Officer
Latino Chamber of Dane County