

Opposition to BKM Group's Application for an Alcohol License Legistar File #44842, Agenda Item 18

There have been concerns expressed in the last week by Parks Commissioners as well as alders at the Board of Estimates meeting about the burden of the numerous forums this developer has been required to attend over the last several months. Much of that is due to the inexperience of this applicant and much of that was made unequivocally evident in the prior ALRC meetings. Thank you to all the ALRC members: you have asked insightful questions, by necessity educated the applicant about the state alcohol statutes including the implications of premise definitions and licensee responsibilities, and you have demanded due diligence from the applicant throughout this process.

Despite this, several serious concerns remain regarding this application:

- 1). Although capacity has been reduced, it remains very large at 240 persons. Should you see fit to approve the application, please only do so with a reduction in capacity. This is effectively an untested pilot project with an inexperienced vendor and it should be smaller.
- 2). Licensing novices for a large capacity venue that is without a security plan and designated security staff, and that will likely have a permeable premises barrier, exponentially increases the inherent risk associated with serving alcohol.
- 3) Most patrons will likely drink responsibly. However, over the course of a season, there **WILL** be intoxicated people. Biergarten staff will only be able to remove them from the defined premises; police presence will be required for disorderly conduct or transport to detox. Other public safety concerns include the potential increase of intoxicated bicyclists, pedestrians, drivers and boaters.
- 4).The applicant is relying upon the manager and servers to uphold all of the daily responsibilities of a licensee including monitoring the defined premises throughout service hours. Yet the sight line from the serving counter at the beach house to the crushed stone seating section of the premises has never been evaluated. Given the orientation of the beach house and the proposed service counter, the sight line does not offer the opportunity of direct surveillance of the seating area.
- 5) Although not within the purview of ALRC, there is a significant policy question as to whether the city of Madison should be encouraging the consumption of alcohol in a park where as recently as October 2015 it enacted a permanent ban on alcohol without a permit.

Please consider these issues in your review of the BKM Group's application. I have been an east side Madison resident for 36 years and live two miles east of this beautiful community park. Thank you.

Beth Godfrey
6 Bromley Circle
Madison, WI 53714

February 15, 2017