

Miller, Nicole

From: Patricia Schneider [REDACTED]@att.net]
Sent: Wednesday, December 07, 2016 2:45 PM
To: Knepp, Eric
Cc: Park Commission
Subject: Beer garden proposal

Follow Up Flag: Follow up
Flag Status: Flagged

As a member of the Eastmorland Community Association and neighbor of Olbrich Park, I'm writing to express strong opposition to the plan for a beer garden on the beach.

1. The long-term ongoing rental of public park space for alcohol service would represent a fundamental -- and dangerous -- change in public policy. It needs further consideration.
2. The proposed operation is too large -- larger than many many bars in town.
3. The proposed hours/season of operation are excessive and will have a detrimental effect on the neighborhood with noise, congestion and drunkenness.
4. The applicants are inexperienced in tavern operation -- why allow such a large, risky, untested venture?
5. Action on the proposal is being rushed --- WHY is that?

Patricia Schneider
[REDACTED] Busse St.

[REDACTED]

From: Mary Waitrovich [REDACTED]@gmail.com]
Sent: Monday, December 12, 2016 1:54 PM
Subject: I am AGAINST the biergarten at Olbrich Park

For all of the reason espoused by my neighbors, I am opposed to the "family beer bar" in Olbrich Park. I live with a view of the park and I can tell you the park is not "under utilized." The beer garden is not needed and will interfere and conflict with other current uses of the park. Also I don't understand why the 3 rich guy developers should get to make a profit from public land.

Please use your position to oppose this development.

Mary Waitrovich
[REDACTED] Dennett Drive [REDACTED]
Madison 53714
Phone: [REDACTED]

[REDACTED]

From: Jenn Jackson [REDACTED]@ymail.com]
Sent: Monday, December 12, 2016 3:52 PM
To: Clear, Mark; Baldeh, Samba; Verveer, Michael; Skidmore, Paul; Bidar-Sielaff, Shiva; McKinney, Barbara; Zellers, Ledell; Hall, Amanda; Rummel, Marsha; King, J Steven; Wood, Zach; Cheeks, Maurice; Gruber, Tim; Palm, Lawrence; Eskrich, Sara; Carter, Sheri; Ahrens, David; Demarb, Denise; Kemble, Rebecca; Phair, Matthew; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; [REDACTED]@gmail.com; [REDACTED]@wisc.edu; Verveer, Michael; [REDACTED]@foolproofplan.net; [REDACTED]@yahoo.com; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com; Park Commission; Wallner, David; Gnam, Emily; [REDACTED]@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Knepp, Eric; Oleksiak, Claire
Subject: Opposition to Olbrich Park Biergarten
Attachments: Jenn Jackson Olbrich Biergarten Opposition.docx

Attached please find my letter of opposition to the Olbrich Park Biergarten. I am hopeful that you will take it into consideration as you evaluate and form your opinion related to the project.

Thank you,
Jenn Jackson

12/12/2016

• • •

Jenn Jackson
[REDACTED] Busse St.
Madison, WI 53714

City of Madison Parks Department and Commission
City of Madison Alcohol License and Review Committee
City of Madison Common Council

To Whom It May Concern:

I am a resident of the Eastmorland Neighborhood and am writing to express my opposition to the proposed Olbrich Biergarten. I am extremely upset at the manner in which this project was developed. The Parks Department determined Olbrich Park to be 'underutilized' but has no data to reflect the claim. Further, the RFP was issued and awarded before any community or neighborhood members were even made aware of the project. The Parks Department has decided we need a placemaking/community gathering place yet rather than engaging the community to discuss what might be beneficial to the neighborhood, community and park users they simply told us, you're getting a bar.

Aside from the poorly executed process of this project there are many concerns with the actual project. First, the Developers, BKM Group, LLC have NO educational background in development, they have executed NO prior development projects and they have NO experience in the Service Industry. They formed their LLC in June, on month after the RFP was issued in May. Since the City also has no experience with a project like the biergarten it is extremely concerning that we would be allowing a completely inexperienced private developer to develop our public lakefront park property.

A few items from the Park Department Mission and Value Statements that are not being met by this project:

- *Our Mission is* to preserve and promote parks' historic legacy.
Michael Olbrich recognized that the community living in the far East industrial part of Madison did not have nor could they afford lakefront property or access. He understood the valuable role that nature plays in our lives. He amassed many parcels of land and sold them to the city at cost with the goal of providing open green space for the neighborhood. I doubt a bar was in his vision.

██████████ Busse St.

• • •

- *Our Mission is* to provide affordable opportunities for recreational and educational experiences.

I fail to see how excluding underage individuals, encouraging sitting and consumption of a \$6 beer align with these items.

From the Value Statement:

- We encourage public participation through outreach and community relations. As previously referenced, there was NO outreach or opportunity for public participation aside from speaking at City meetings which allow for 3 minutes for a statement, not an engaged conversation.
- We use professional and equitable standards when planning, preserving and maintaining our resources to reflect community and neighborhood heritage, needs and changing interests. There has not been access or a presentation of any of this planning information nor is anything being preserved by installing an open air bar.
- We accept our roles as stewards of our natural environment. In what way does this project reflect being stewards of the natural environment? It is inserting a pea gravel pad and a bar into an existing green space adjacent to the lake.

I could write a ten page letter about the problems with this plan, rather I will share additional topics of concern with the hopes that you will either contact me for more information or research it on your own keeping the bias of participating partners in mind. Success of a recently implemented park alcohol ban, pedestrian and bike safety, lack of parking for new park visitors, noise both in the park and impacting neighbors.

I implore you to review this proposal with the items I have identified in mind. It is irresponsible to develop open green space in order to build a bar whether it creates community connections or not. Were it in alignment with the goals of our Parks Department and the intent of maintaining undeveloped green spaces I would be able to reconsider my stance. In the meantime, I feel this project must be stopped. I look forward to your thoughts regarding my feedback on this project.

Thank you for your time and consideration to stop this project.

Sincerely,

Jenn Jackson
10 year Resident, Eastmorland Community

[REDACTED]

From: Kathy Soukup [REDACTED]@gmail.com]
Sent: Monday, December 12, 2016 9:27 PM
To: Knepp, Eric; Oleksiak, Claire; Wallner, David; Gnam, Emily; [REDACTED]@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; [REDACTED]@gmail.com; [REDACTED]@wisc.edu; Verveer, Michael; [REDACTED]@foolproofplan.net; [REDACTED]@yahoo.com; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com; McKinney, Barbara; Zellers, Ledell; Hall, Amanda; Rummel, Marsha; King, J Steven; Wood, Zach; Cheeks, Maurice; Gruber, Tim; Palm, Lawrence; Eskrich, Sara; Carter, Sheri; Ahrens, David; Demarb, Denise; Kemble, Rebecca; Phair, Matthew; Park Commission
Subject: Concerned opposition to an Olbrich Park Beach biergarten
Attachments: Eastmorland Community Association Opposition Letter to Olbrich Park Biergarten Proposal.pdf

Dear Commission Members, Elected Officials, and City Staff:

Please find a letter attached that describes the Eastmorland Community Association's opposition to the proposed Olbrich Park Biergarten being proposed by BKM Group, LLC. After listening carefully to a few presentations and community gatherings regarding this project, the developer, and the Parks Department have not adequately addressed concerns and questions of neighborhood residents, which are articulated in the attached letter of non-support. Additionally, the Eastmorland Community Association takes issue with the lack of neighborhood input and inclusion in this process, most especially prior to the creation of a Request for Proposal for "Placemaking" at Olbrich Park.

I appreciate your careful review of the attached letter and issues raised, and urge you to carefully consider any forward movement of this proposed project. I understand that other neighborhood associations have supported this project, but please also consider that this project is located within the Eastmorland neighborhood and will have the largest impact on Eastmorland residents.

Thank you for reviewing the attached letter.

Sincerely,

Kathy Soukup,
President
Eastmorland Community Association

[REDACTED]

From: Jeanne Kaether [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 9:40 AM
To: Knepp, Eric; Oleksiak, Claire; Park Commission; Wallner, David; Gnam, Emily; [REDACTED]@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; [REDACTED]@gmail.com; [REDACTED]@wisc.edu; Verveer, Michael; [REDACTED]@foolproofplan.net; [REDACTED]@yahoo.com; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com
Subject: Opposition to Olbrich Biergarten

Please reconsider and put a halt to the plan for a biergarten at Olbrich Park for the following reasons:

Obrich Park is the only significant green space aimed at supporting the activities of families on the near East Side. It hosts several children's leagues, soccer camps, swimming and open space for casual family activity. In its current state, it is very family- (and kid-) friendly. Adding a 300 seat beer garden will significantly change the atmosphere in the park. Beer drinking is not a family activity. It caters to adults, infringing on the open space that draws families to the park. In fact, it presents a safety issue.

The park is not underutilized. The purpose of a park is to provide ample space for children and adults to enjoy the freedom of open space in which they can pursue casual outdoor activity. Families don't go to a neighborhood park in search of a crowd. They go in search of open area in which to enjoy nature. The parks department has stated that the beach house is most often locked and it needs repair. In other words, the lack of funding to fix this structure is what causes this facility to be underutilized.

I just returned to my hometown of Madison after several years away. One of the things that's striking about Wisconsin is how pervasive the beer culture is here. I have yet to attend a festival or event that doesn't cater to the desire to drink beer. As you consider extending beer sales into a family park, please consider the message you are sending to children: the park where you play is insufficient absent the presence of beer sales. There is very limited green space for children to enjoy. There is no shortage of events and establishments serving beer.

For practical reasons I believe this bier garden is ill considered:

Parking is insufficient. The Olbrich Gardens parking lot is often full. The lots in the park fill with those coming for league and boating activities. Creating a spillover onto neighboring streets has a negative impact on the residents there and has people crossing a very busy street to get to the park.

Noise presents a problem. I live across the street from the proposed bier garden. When the East Side Club hosts a band, the music is easily heard. I'd ask each of you to consider whether you'd like to listen to polka music from noon until 10 on the weekend or weekday evenings. Do those coming to the park to play touch football, volleyball, soccer and basketball, or to take a swim, want a backdrop of German bier garden music? Currently, the park is very quiet at night. Adding a facility that caters to 300 beer drinkers will most certainly change that.

Enforcement of the intended rules for the bier garden will present continued problems for the neighborhood. The developer suggests that last call will be at 9:30. That's 30 minutes to slug down a beer in time for the 10 PM close. Does that sound like a responsible plan or like encouraging rapid consumption?

Clearing the park at 10 will be left to others. The developers have stated that this is not their responsibility. Who will visit the park each night to clear it?

The developers have no hospitality industry experience. In fact, it's been difficult to discover what their experience is. There has been a remarkable lack of transparency in this process. Our alder for Eastmorland stated in an email a few days ago that he was unaware that one of the 3 development partners is married to an alder. The fact that that wasn't openly disclosed and that a team that lacks experience has been selected for this project is concerning.

The RFP sought sponsorship from neighborhoods that won't be directly affected by the bier garten. Eastmorland residents, will be and they weren't notified of this plan until late in the game. This became an even bigger issue given the fact that meetings connected to approval processes are taking place during the height of the holiday season. Trying to gather the information we need to understand this project, the process and how we might become part of your consideration has been very difficult.

This project, if not put on hold permanently, should at least be put on hold until there is significantly more study and scrutiny of the details. That study should include reaching out to the current users of the park.

Sincerely,
Jeanne Kaether
██████ Dennett Dr
Madison, WI 53714

[REDACTED]

From: Cynthia Watson [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 10:49 AM
To: Knepp, Eric; Oleksiak, Claire; Park Commission; Wallner, David; Gnam, Emily; [REDACTED]@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; [REDACTED]@gmail.com; [REDACTED]@wisc.edu; Verveer, Michael; [REDACTED]@foolproofplan.net; [REDACTED]@yahoo.com; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com; McKinney, Barbara; Zellers, Ledell; Hall, Amanda; Rummel, Marsha; King, J Steven; Wood, Zach; Cheeks, Maurice; Gruber, Tim; Palm, Lawrence; Eskrich, Sara; Carter, Sheri; Ahrens, David; Demarb, Denise; Kemble, Rebecca; Phair, Matthew
Subject: Opposition to Biergarten

To whom it may concern,

We are contacting you to voice our opposition to the proposed Biergarten for the lakeshore of Olbrich Park. We have been residents of the Eastmorland Neighborhood for over ten years. This Tavern on the lake will put an undue burden on the residents of the Eastmorland Neighborhood. Amplified music and the noise of 300-1000 people many whom are consuming alcohol will not allow us a peaceful use of our home every night for seven or more months out of the year.

The plan itself is exclusionary to anyone under legal drinking age that want to use a large portion of the public park without a guardian. This plan adds to the dangerous drinking culture that has been made so commonplace in our community. This plan adds nothing to the existing park beyond a place to sit and drink- if you can afford it. As a community we need alcohol free places to enjoy. This park was created by Michael Olbrich to be accessible to everyone. This plan does not enhance his vision or the Park's own mission statement.

No studies were performed on the actual park usage of the park. During the initial proposed hours of operation there are already numerous families gathered playing ball, flying kites and picnicking. Neighbors were not consulted at any point during the planning process. The many users of the park were not consulted.

Other issues include safety, parking and the environmental impact on the lake and wildlife in the area.

The developers are inexperienced in the service industry. They also lack experience as developers. Now, We are giving them prime real estate at a minuscule price to open one of the largest bars in Madison despite all of the issues that residents have brought up.

Please consider our concerns and stop this project from moving forward.

Sincerely,
Cynthia Watson & David Silbernagel
[REDACTED] Atwood Ave
Madison, WI 53714

From: Knepp, Eric
Sent: Tuesday, December 13, 2016 11:16 AM
To: Park Commission
Subject: FW: Olbrich Park Biergarten

From: Parks
Sent: Tuesday, December 13, 2016 8:18 AM
To: Oleksiak, Claire; Wallner, David; Knepp, Eric; Romines, Charles; Rutledge, Kay
Subject: FW: Olbrich Park Biergarten

From: Joe Shipley [mailto:██████████@frankbeer.com]
Sent: Tuesday, December 13, 2016 8:12 AM
To: licensing; Parks
Subject: Olbrich Park Biergarten

To whom it may concern,

I recently attended the community meeting on the east side for the proposed Olbrich park Biergarten. I am writing to express how impressed I was with the BKM Group's preparedness and candor in discussing their proposal. I was also impressed by how well the group handled the vitriol with which the neighborhood group addressed them. If the manner in which the BKM Group managed the community meeting is any indication, I truly believe they will operate the Olbrich Biergarten professionally and with respect to the neighborhood.

Also – having personally been to a few of these in Milwaukee, I can say that the sense of community and respect was amazing. This would be a great addition to the Madison landscape. If you have any questions, please feel free to ask.
Cheers,

Joe Shipley
Craft & Import Sales Manager
Frank Beer Distributors, Inc.
2115 Pleasant View Rd
Middleton WI 53562-0710

☎: Tel (608) 658-7220 (cell) | ☎: Tel (608) 836-6000 ext: 1225 (office)



[REDACTED]

From: Amy Beth Olejniczak [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 3:12 PM
To: licensing; Park Commission
Subject: Fwd: In support of Olbrich Biergarten

----- Forwarded message -----

From: Amy Beth Olejniczak <[REDACTED]@gmail.com>
Date: Tue, Dec 13, 2016 at 7:54 AM
Subject: In support of Olbrich Biergarten
To: licensing@cityofmadison.com, parksBPC@cityofmadison.com

To Whom it May Concern:

I am writing in support of the Olbrich biergarten proposal. In the last 18 years I have lived in numerous neighborhoods throughout Madison and during my time on the East Side was searching for such a place along the lakeshore. Madison has the wonderful gift of being able to offer joyful evenings with friends and neighbors on our beautiful lakes, and this area of the shoreline is so underutilized. It would bring new life, new business, warmth and cheer to the neighborhood. Though I now reside in Middleton, I still work on the near east side and hope to frequent the establishment with colleagues and out of town guests to show off our lovely city.

Many thanks for your consideration,

Amy Olejniczak MS MPH
[REDACTED] N Westfield Rd
Middleton WI 53562

[REDACTED]

From: Lily Johnson [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 3:17 PM
To: Park Commission
Subject: Olbrich Biergarten!

Hello!

As a Madison resident for the past six years, I have really learned to cherish our amazing parks and outside spaces. One of my favorites is Olbrich Park. The view of our city from there is perfect!

I was super excited to hear about the proposal to open a Beer Garden in the park. How European! How cosmopolitan! This sounds like a great way to not only bring people to the neighborhood- but to get them OUTSIDE! Enjoying nature! For extended periods of time! It is also my understanding that they are already taking into consideration the neighbors and won't be serving hard alcohol. A plus!

I do hope the
Parks Commission
will approve whatever permits might be needed for this project. I really look forward to enjoying a delicious local beer in Olbrich park soon!

Thank you for the consideration.

Lily Johnson
[REDACTED] E. Wilson St. [REDACTED]
Madison, WI 53703

[REDACTED]
[REDACTED]@gmail.com

[REDACTED]

From: Bonnie McMullin-Lawton [REDACTED]@att.net]
Sent: Tuesday, December 13, 2016 3:19 PM
To: Park Commission
Subject: biergarten

I want to lend my support to the concept of a biergarten at Olbrich Park. This would be a charming addition, celebrating the history of biergartens in Wisconsin and the brewing heritage of Madison.

My family has enjoyed our biergarten experiences in Milwaukee with music, games, and beer. A great way to spend a summer day with family and friends. It would be great to have this opportunity here in Madison Parks.

-Bonnie

-Bonnie McMullin-Lawton

[REDACTED]

From: Kathryn Mazack ([REDACTED]@gmail.com)
Sent: Tuesday, December 13, 2016 3:23 PM
To: Park Commission
Subject: biergarten

I support the biergarten at Olbrich Park. This would of benefit to the east side community as well at Madison at large.

Thank you.

[REDACTED]

From: Oleksiak, Claire
Sent: Tuesday, December 13, 2016 3:46 PM
To: Park Commission
Subject: FW: Concerned Opposition to Olbrich Park Biergarten

Not sure if you got this one yet.

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on [Facebook](#). [Twitter @PlayMadison](#)



From: Helen Fischer [mailto:[REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 12:41 PM
To: Knepp, Eric; Oleksiak, Claire; Wallner, David; Gnam, Emily; [REDACTED]@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Helen Fischer
Subject: Concerned Opposition to Olbrich Park Biergarten

Dear City of Madison Parks Superintendent, Community Services Program Manager, President of the Parks Commission and Parks Commissioners:

I live on Dennett Drive at the corner of Atwood Avenue. The view from my living room and bedroom is of the Olbrich Park beach house utility building. What happens at Olbrich Park impacts my life and that of my family very directly.

Since moving to Madison in 2015, I have used Olbrich Park several times each week for walking with my children and my grandchildren, for watching soccer practices and games, for enjoying the myriad summer festivals, and for sitting quietly on the lakeshore watching the sun set.

This park is heavily used throughout the year. I disagree strongly with any "underutilized" label applied to this park. On the contrary, the open green space is enjoyed by hordes of Madisonians.

I urge you to reconsider the proposal for a biergarten at Olbrich Park. This open green space should remain as such. The sounds emanating from a 300 seat bar concession overlaid on this vibrant peaceful public park will destroy all that makes it a valued green oasis on our lakefront. Please reject the biergarten project for Olbrich Park.

Respectfully,

Helen J. Fischer

[REDACTED] Dennett Drive
Madison 53714

[REDACTED]

From: Bryon Eagon [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 3:48 PM
To: licensing; Park Commission
Subject: Olbrich Biergarten Support

This is Bryon Eagon, former Alder from 2009-11, current UW Law student, and resident of [REDACTED] E. Wilson St. I am emailing to voice my support for the proposed Biergarten in Olbrich Park. Having been to similar types of venues in both Milwaukee and Germany, I support the proposed Biergarten because it is well-planned, would create a communal sense of gathering and culture, and provides added access to one of our two larger lakes - access that we should constantly strive to improve. The venue would be a destination linking the Madison area community, not just the immediate residents, with the park and the neighborhood. As a young professional looking to stay in Madison, the Olbrich Biergarten proposal is an fine example of the "place-making" that so many people of my generation are looking for in the places we may live, work, visit, and play. I hope you will join me in supporting the project and its necessary approvals. Thank you.

- Bryon Eagon

[REDACTED] E. Wilson St. [REDACTED]
Madison, WI 53703
[REDACTED]

[REDACTED]

From: Anna Kaminski [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 4:02 PM
To: Park Commission
Subject: Fwd: Support for Olbrich Biergarten

Hello,

I was informed that I sent this to the wrong email address - please see the forwarded message below.

Sincerely,
Anna Kaminski

Sent from my iPhone

Begin forwarded message:

From: Anna Kaminski <[REDACTED]@gmail.com>
Date: December 12, 2016 at 8:27:57 PM CST
To: parksBPC@cityofmadison.com, licensing@cityofmadison.com
Subject: **Support for Olbrich Biergarten**

Dear Board of Parks Commissioners and Alcohol License Review Commission,

This email is in support of issuing a license for beer and wine to be served at the Olbrich Biergarten. I will be unable to attend the meeting this Wednesday, but I wanted to voice my support.

As an active community member in Madison and a non-profit young professional I have gotten to know Mike Bare, co-owner of BKM Group LLC. He is a leader in the Madison community and has the mature, passionate and responsible character needed to open a successful biergarten. BKM's biergarten in Olbrich Park would allow Madison residents and visitors to appreciate the beauty of Lake Monona and enjoy the currently underutilized park. This would be a family friendly setting and would contribute to infrastructure improvements to the Olbrich beach house.

Please note my support as you consider issuing the appropriate license for beer and wine sales at the Olbrich Biergarten.

Sincerely,

Anna Kaminski
[REDACTED] Erin St [REDACTED]
Madison, WI 53715

[REDACTED]

From: Dan Lenz [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 4:45 PM
To: Park Commission; Lisa Olson; Michael Bare
Subject: Olbrich Biergarten
Attachments: ALRC biergarten letter.pdf

To whom it may concern,

Please see the attached letter which we sent to the ALRC last month regarding the proposed Olbrich Biergarten.

Thank you for your kind attention.

Dan Lenz and Lisa Olson

November 14, 2016

VIA E-MAIL

Members
Alcohol License Review Committee
210 Martin Luther King Jr. Blvd.
Madison, Wis. 53703

Re: *Proposed License for Olbrich Biergarten*

Dear Members of the Madison Alcohol License Review Committee,


Please accept this letter in support of the proposed alcohol license for the Olbrich Biergarten.

We have been residents of the Schenk-Atwood-Starkweather-Yaraha neighborhood, which borders Olbrich Park, since 2011. Since even before that, we have been regular visitors to Olbrich, which we appreciate for its open spaces, convenience, periodic events and waterfront. The proposed Olbrich Biergarten would complement the current uses of the park and attract additional visitors to both the park and the gardens. We have every reason to believe that the BKM Group, LLC, its members and employees will be excellent stewards of public space.

We adore Olbrich Park and strongly support this plan to bring people in from all over Madison. We encourage the ALRC to approve this license and look forward to enjoying the biergarten next summer.

Sincerely,

/s/Lisa A. Olson
/s/Daniel S. Lenz
██████ North Court
Madison, Wis. 53704



From: Amberdellger [redacted]@gmail.com]
Sent: Tuesday, December 13, 2016 7:13 PM
To: Park Commission
Subject: Biergarten

Hello,

I live on Farrell St and would like to voice my support for the proposed biergarten at Olbrich Park. I think it would be a great addition to the area and draw more people to the park. I think it's a great idea!

Thank you,
Amber

Sent from my iPhone

[REDACTED]

From: Will Kramer [REDACTED]@gmail.com
Sent: Tuesday, December 13, 2016 7:19 PM
To: licensing; Park Commission
Subject: Support for biergarten

Hi -

I love the idea of the biergarten at Olbrich! Can't wait to attend.

Will Kramer
[REDACTED] Misty Valley Dr
Middleton, WI 53562

[REDACTED]

From: Tristan Breedlove [REDACTED]@yahoo.com]
Sent: Tuesday, December 13, 2016 8:25 PM
To: licensing; Park Commission
Subject: Fwd: Olbrich beer garden

Please see my email of support originally sent on Nov. 14. Thanks.

From: Tristan Breedlove <[REDACTED]@yahoo.com>
Date: November 14, 2016 at 8:44:16 PM CST
To: "cgloede@cityofmadison.com" <cgloede@cityofmadison.com>, "echristianson@cityofmadison.com" <echristianson@cityofmadison.com>, "[REDACTED]@yahoo.com" <[REDACTED]@yahoo.com>, "greyes@cityofmadison.com" <greyes@cityofmadison.com>, "[REDACTED]@frontier.com" <[REDACTED]@frontier.com>, "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>, "[REDACTED]@wisc.edu" <[REDACTED]@wisc.edu>, "district4@cityofmadison.com" <district4@cityofmadison.com>, "[REDACTED]@foolproofplan.net" <[REDACTED]@foolproofplan.net>, "[REDACTED]@yahoo.com" <[REDACTED]@yahoo.com>, "district9@cityofmadison.com" <district9@cityofmadison.com>, "rallen@cityofmadison.com" <rallen@cityofmadison.com>, "district5@cityofmadison.com" <district5@cityofmadison.com>, "[REDACTED]@uwsa.edu" <[REDACTED]@uwsa.edu>, "[REDACTED]@mailbag.com" <[REDACTED]@mailbag.com>
Subject: Olbrich beer garden

I used to live in Milwaukee and fell in love with Estabrook Beer Garden. It was a place for family and friends to gather and reminded me and my German family of beer gardens we visited and loved in Germany. I hope you will consider approving the Olbrich beer garden plan as I think it will add a new fun and family-friendly place for all to enjoy our beautiful lake.

Sent from my iPhone

[REDACTED]

From: Jami Crespo [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 8:31 PM
To: licensing; Park Commission
Subject: Opposition to Olbrich Biergarten

Good evening. I live in Alder Ahrens district which is the district where the proposed Olbrich Biergarten is being debated.

I am not in favor of having an establishment that serves alcohol in a park.

Research shows that family, community and public policies/practices can improve the alcohol environment over time in a community. Part of the what determines an alcohol culture in a community is the number of licensed establishments and what we model as ok behavior for our kids. I am all for upgrading the facilities at Olbrich and having a concession stand to attract more business, but I do not want alcohol served there. A park is a place for children and families and I do not want an environment like the proposed one for my child or my community.

Additionally, we have several licensed establishments close by: East Side Club (which is right on the water already), Harley's Liquor and Bait, and several bars along Cottage Grove Road.

Should you decide you to recommend this application for approval, which I hope you don't, I suggest placing several conditions on the permit (ex: wristbands for those over age 21, a fenced area for drinking, ensuring the closing hours happen by writing them in as a condition, etc.). Please see the website I reference below for other examples of best practices for this type of location.

Outside of just this proposal, I have broader concerns about Madison's alcohol environment. Wisconsin consistently ranks at the top of the list for binge drinking, heavy drinking, and underage drinking. We need to do a lot more in our community to change the culture of drinking so we have healthier outcomes. I refer you to <https://law.wisc.edu/wapp/> for a lot of helpful resources on how to improve the alcohol environment in our community.

Thank you for your consideration.

--
Jami Crespo
[REDACTED] Major Avenue
Madison, WI 53716

[REDACTED]@gmail.com

[REDACTED]

From: Alissa Lawton [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 8:31 PM
To: Park Commission
Subject: Fwd: Olbrich Park beer garden

----- Forwarded message -----

From: Alissa Lawton <[REDACTED]@gmail.com>
Date: Mon, Nov 21, 2016 at 8:18 PM
Subject: Olbrich Park beer garden
To: licensing@cityofmadison.com

To whom it may concern,
I would like to express my support for this idea. I'm a Madison native but I currently live in Milwaukee. We have many local beer (bier) gardens and they are wonderful, family friendly, enjoyable places to spend a weekend afternoon.

I think this would be an excellent addition to the Madison area.

Thank you!

Sent from my iPhone

--
Alissa C. Lawton

From: Ahrens, David
Sent: Tuesday, December 13, 2016 8:53 PM
To: 'Dave Pausch'; Park Commission; licensing
Cc: Karen Saari
Subject: RE: Olbrich Biergarten
Attachments: BKM Group - Response to questions received via Jennifer Laack 12 6 16.pdf

Dave: As much as I am able, I've provided answers to some of your questions. Some aspects still need to be worked out by the city committees, Common Council and the vendor. Other items may have to be addressed by the Parks Dept. I am also attaching an exhaustive previous Q&A responded to by the developer. Many of the questions may cover some of the same issues raised here.

- Given that, essentially, there is already a similar style establishment run by the East Side Club that is located at the SE edge of Olbrich park (the Tiki Bar), why do the developers and the city feel another operation like this is feasible and necessary?

My sense is that the biergarten and Rutabaga water sports concession were not seen as "necessary" but commercially viable. The investors apparently believe it will work regardless of ESC. The ESC is welcoming the beer garden because it will bring more people to the general area.

- What assurances can the developers give that the establishment will be run by experienced hospitality professionals? Given the developer's lack of experience in this area, this seems a significant question.

I was initially concerned about this. Now I understand that the developers/investors are just that: investors. They will hire a general manager who will run the establishment. My expectation is that they will be careful about their hire and their new operation. They are novices in the bar business but they are not amateur managers. The investors will put a lot of money (at least \$100K) into this as well as considerable time. They will not turn over the keys and walk away, it is in their interest to stay engaged.

- How will the biergarten be accessed and exited by patrons? Will the exits/entrances be well staffed with security in mind?

The area will not be fenced off. However, in some way- it's not clear yet how- a perimeter will be defined. I think the fact that the garden area will have a gravel ground will help. There has been quite a bit of discussion with the developers about the staff that will be necessary to provide security and monitor coming and going particularly of minors. Obviously, there will be a lot more variability in attendance than in indoor bars due to seasonal differences so its hard to have a constant staff number. Unlike the Terrace at Memorial Union (probably the largest bar in the city) they won't sell pitchers of beer.

- How will the biergarten effect Olbrich beach? Will it limit or restrict access?

The place will open at 4 PM (M-F) throughout the summer so it probably will not have much impact. The Rutabaga concession will bring people to the beach and onto the water with canoes, kayaks, etc. There will be no beer from the beer garden allowed on the beach.

- Does the city plan to alter and improve pedestrian access across Atwood Ave? This seems important, given that a biergarten located within walking distance of three heavily used softball diamonds likely will prove pretty popular.
- **In 2018, the city will rebuild and redesign Atwood Ave. It's unknown what the plan is in terms of pedestrian crossing or much else other than that it will a bike lane in at least one direction. All of the other aspects will still have to be worked out.**
-
- Will access to the water be monitored at closing time? Swimming after drinking is a recipe for drowning, something that regularly (though not often) happens at other beaches in the city.
- **Closing time is 10. Last call is at 930. The relatively short operation time and early closing time should have the effect of reducing the incidence of extreme drunkenness. I know some drowning cases have been around the Terrace where people have been drinking until 1 or 2 AM. Other incidents behind Presbyterian Church on Gorham were homeless alcoholics. In any case, it is the staff responsibility that customers are out of the area by closing. This would include the beach area.**

From: Dave Pausch [mailto:████████@gmail.com]
Sent: Tuesday, December 13, 2016 7:12 PM
To: Park Commission; licensing
Cc: Ahrens, David; Karen Saari
Subject: Olbrich Biergarten

I'm writing regarding the proposed biergarten in Olbrich Park. I am tentatively in favor of the proposal, but also have some questions and concerns. I'm putting them in this email as I will not be able to attend the meeting on 12/14.

- Given that, essentially, there is already a similar style establishment run by the East Side Club that is located at the SE edge of Olbrich park (the Tiki Bar), why do the developers and the city feel another operation like this is feasible and necessary?
- What assurances can the developers give that the establishment will be run by experienced hospitality professionals? Given the developer's lack of experience in this area, this seems a significant question.
- How will the biergarten be accessed and exited by patrons? Will the exits/entrances be well staffed with security in mind?
- How will the biergarten effect Olbrich beach? Will it limit or restrict access?
- Does the city plan to alter and improve pedestrian access across Atwood Ave? This seems important, given that a biergarten located within walking distance of three heavily used softball diamonds likely will prove pretty popular.
- Will access to the water be monitored at closing time? Swimming after drinking is a recipe for drowning, something that regularly (though not often) happens at other beaches in the city.

Thanks for your attention to these questions. As a resident of the south end of Harding St (within shouting distance--almost--of the park), I'm definitely interested in the proposal. But also a little wary. Your answers--and those of the developer--will have a big effect on my future support of the project.

David Pausch
 2 ██████ Harding ST.
 53714

Questions about the Olbrich Biergarten Proposal from Nearby Residents

Please assume all questions are for all parties, there are a few that will not be applicable to each party.

THE RESPONSES TO QUESTIONS SUBMITTED BY JENNIFER LAACK (jlaack@bkmgroup.com) ARE PROVIDED BELOW IN RED BY THE BKM GROUP, LLC, D/B/A "OLBRICH BIERGARTEN."

Biergarten Operations

1. The proposal notes that the Biergarten will remain open until 10:00 pm. The park closes at 10:00. How will your staff ensure that the facility has been cleaned, trash, recycling has been collected, the bathrooms are cleaned and restocked, and both patrons and staff have exited not only the Biergarten, but also the park itself, including parking lots?

Our proposal includes no sales of alcohol after 9:30pm. Our staff will inform patrons at that time of the 10:00pm closure. Signs will also note the hours. Trash and recycling will be collected multiple times per day and at the end of the night. Bathrooms will be cleaned and stocked multiple times per day and at the end of the night.

2. What is the plan to absolutely ensure minors are not served alcohol?
 - o All of our servers will be Serv-Safe trained and certified.
 - o We will inspect IDs from customers in accordance with industry standards.
 - o Consumption of alcohol will only be allowed from containers we provide, and containers will be provided only to patrons with ID verifying age. There will be separate containers for alcoholic and non-alcoholic beverages.
 - o A perimeter with signs and staff monitoring will keep unaccompanied minors out.
 - o The attached (DRAFT) Responsible Alcohol Consumption Action Plan also addresses this concern. It will be reviewed and approved by the Parks Commission.

3. What will be the staffing plan? How many employees will be working at the facility and what will their roles be?

We will staff approximately one bartender (an employee who is licensed to serve alcohol to the customer) for every 70-100 patrons onsite. For a busy night, that may be two, and at peak nights, three or more. Other staff will also be responsible for monitoring the premises. These staff will be managers, food prep, servers, runners, and cleaning staff. Each server and bartender will be Serv-Safe trained and certified. Our operation will create many new jobs.

4. What type of experience and accreditation will staff have to ensure alcohol is responsibly distributed?

Each server will be Serv-Safe trained and certified, and will be required to obtain all credentials required by law. We will hire managers who have experience and a proven track record in ensuring responsible consumption by patrons and responsible service by staff.

5. What is the total capacity for the Biergarten? Would this number ever be expanded?

We have proposed a maximum capacity of 300. License capacities are reviewed annually by the ALRC.

6. At times the area around the beach house is extremely busy, with hundreds of users. This is amplified during special events, such as Shake the Lake. What is the plan for safety and crowd control?

We will have sufficient staff on site at all times to ensure a safe operation. We will install security cameras.

Milwaukee's parks with beer gardens have seen their incident reports and police/sheriff calls go from a "substantial amount" down to next to nothing.

We will foster a family-friendly environment with our co-occupants at Rutabaga Paddlesports.

The attached (DRAFT) Responsible Alcohol Consumption Action Plan also addresses this concern.

We will be limited to four special events per year. One of those will likely be the Shake the Lake evening. For special events, we will work with the Parks Department and Madison Police Department to create a plan and provide appropriate safety oversight and precautions.

7. At the ALRC it was mentioned that BKM will hire someone to run the business. Considering this job would be seasonal in nature (May-October) how will they find a quality manager that will really take care of this space while only guaranteed several months of work each year?

We will hire an operating manager with extensive experience in bar management to manage the day-to-day operations of the Biergarten. We will provide a competitive compensation package that will attract and retain the type of manager we are looking for. We will also provide a non-discriminatory and safe workplace to all of our employees. The Biergarten will be open seasonally, but the business will include more work hours during non-seasonal operation that will be included in the manager's contract. Many jobs in the hospitality industry in Wisconsin are seasonal; this is not unusual nor does it prevent seasonal businesses from hiring top talent.

Biergarten Design

8. Will there be fencing adjacent to the project or being used as a barrier related to this project? If yes, please describe.

Our current proposal does not include a fence/barrier. Our contract with the City will specify a "premises" that will be marked with signs and monitored by staff. Signs and staff monitoring have succeeded at Milwaukee's beer gardens. We believe that a non-fenced area integrates best with the rest of the park space, preserves views of the Lake, and will help maintain the spirit of a park.

9. What is the plan to contain alcohol on the Biergarten premises?

See answer to question number 8, and:

- Consumption of alcohol will only be allowed from containers we provide, and containers will be provided only to patrons with ID verifying age. There will be separate containers for alcoholic and non-alcoholic beverages.
- A perimeter with signs and staff monitoring will keep unaccompanied minors out.
- The attached (DRAFT) Responsible Alcohol Consumption Action Plan also addresses this concern. It will be reviewed and approved by the Parks Commission.

10. What physical changes and development would be made to the park specifically?

A full list will be included in the Agreement being presented at the Parks Commission. This will be available soon on Legistar.

11. What will the ground cover consist of?

We have proposed crushed stone that is permeable to rain and will hold up to the foot traffic.

12. In the interest of equity, how will the developer ensure that all users of the park would feel welcome in this space, especially considering many homeless use the park, and some users could not afford to pay for bottled water, let alone a \$7 beer with tip.

Parks are places for the community to gather and we plan to respect and foster that spirit of a park. Anyone is welcome in the Biergarten (minors must be accompanied) and we will not discriminate against any patrons for any reason. There are two drinking fountains in the Beach House (though they are part of the building controlled by Rutabaga Paddlesports, and they have discussed adding a bottle-filling station). Visitors may also bring food and outside non-alcoholic drinks.

Parking

13. The parking lots near the project are typically full when there are baseball games or basketball games. In fact during peak usage, park users often park on the grass, and then park on nearby residential streets—Johns, Sargeant, etc. What is the plan to address a potential increase in parking demand?

We defer to the Parks Department on demand.

- There are 369 public parking stalls at Olbrich Park, not including stalls in the boat launch lot or at Olbrich Botanical Gardens.
- The beach house lot itself has 120 spots. For perspective, the East Side Club has 110 spots.
- There are three-hour time limits on the parking lot.
- Our plan includes installing additional bike racks.
- Walkers and cyclist have easy access from the Capital City Trail and the "Lake Loop."
- Public transit is available on four bus routes on Atwood Ave.
- Layering activities strengthens public spaces: many of our patrons will be individuals already at the park who will not increase demand for parking.

14. Considering that parking is already an issue, how will parking be prioritized if there are conflicts between long standing users of the park, and park facilities, and the Biergarten?

We defer to the Parks Department.

Safety

15. Residents are concerned that other park users (basketball courts, tennis courts, soccer, beach) will be required to use the same restroom facilities as patrons of the bar. There is concern about the mixed (and conflicting) use with particular concern over children and intoxicated adults in the same facility. Please address.

Our staff will be available and will monitor all aspects of the operation, including bathroom access and safety. We do not anticipate this to be a conflict.

16. The intersection at Walter and Atwood is very tricky to navigate as a pedestrian. Considering one of the primary parking lots for several groups of park users and likely the Biergarten is across Atwood, how will pedestrian safety be addressed?

Pedestrian safety is outside the scope of our project and we defer to the appropriate City departments and policymakers.

17. Speeding is a frequent concern especially on Atwood and Walter, and also drunk driving. How will this be addressed?

Speeding is outside the scope of our project and we defer to the appropriate City departments and policymakers.

Like any licensed establishment, safety is ensured through proper training of staff, monitoring of guests, and refusal of service to those who may be or become intoxicated. All of our servers will be trained and certified to monitor consumption, not over-serve, and support alternative transportation if indicated, either with public transit, a sober friend, or a taxi. Public transit is available on four bus routes on Atwood Avenue.

18. Who will be responsible for dealing with intoxicated and/or unruly patrons?

Like any licensed establishment, the manager on duty will be trained and responsible for handling any issues.

19. Very often the beach does not have lifeguards on duty. At the Union Terrace patrons drink, swim or boat and drown. How will this be addressed considering the proximity to the beach and the availability of boat rentals?

We have discussed water and boating safety with Rutabaga Paddlesports and the City. We are committed to ensuring a safe environment.

20. Currently the "lake loop" runs along Atwood Avenue closest to Lake Monona in front of the beach house. This section of sidewalk is often extremely busy and dangerous especially on nice summer days being used by cyclists, moms pushing strollers, residents walking dogs, joggers, etc. How will this be improved to reduce conflicts of use and improve all user safety?

Sidewalk safety is outside the scope of our project.

General Responsibilities and Operations

21. Who will be responsible for clearing the park after 10:00 pm if folks linger? Biergarten employees? The Parks Department? Madison Police Department?

We defer to the Parks Department and Madison Police Department on enforcement after 10:00pm. Our staff will usher people out of the Biergarten premises before 10:00pm.

22. Who will be responsible for collecting and responding to any potential issues experienced by nearby residents because of this project?

Our contact information is available to neighbors and patrons. We will be happy to continue engaging with neighbors after we open. Our contract with the City allows the City to hold us accountable to the expectations within it.

23. Who will be managing safety and any issues that may arise at or near the Biergarten?

This will be a safe and family-friendly environment. Like any licensed establishment, the manager on duty will be trained and responsible for handling safety on the Biergarten premises during operating hours. We will also have security cameras that monitor the premises. Please also see our attached (DRAFT) Responsible Alcohol Consumption Action Plan.

We defer to the appropriate City department and policymakers regarding safety outside our premises or at other times.

24. Would there ever be a time in which admission would be charged to enter the Biergarten, or a cover fee?

There will not be an admission fee or cover charge during any regular business hours. This could occur during one of the four special events we would be allowed to hold by our contract, but we do not currently have any plans to do so.

25. Would the Biergarten ever be subleased for private functions or events?

No, but a limited number of tables could be reserved during our operating hours.

26. Will the Biergarten accept reservations?

Yes, but only for a limited number of tables during our operating hours. The Biergarten is in a Park, which is open to anyone for any legal use, and we plan to ensure most of the space is available during operating hours in that spirit of a park.

27. Currently the liquor license is for beer and wine. In the future would there be consideration to apply for a hard liquor license?

We will be withdrawing the application for a wine license. We have no intention to serve hard liquor. Our plan is to serve beer and hard cider and non-alcoholic beverages as well.

28. What factors will be in place to minimize the impact on the environment. Please discuss all aspects of the business: water usage, trash, recyclables and other waste, landscaping, etc.?

We plan to serve local products—beverages sourced from the state of Wisconsin and food from Dane County. Sourcing locally is better for the environment and healthier. We will minimize the presence of our operation under the drip line of trees on the Biergarten premises. We will use recyclable serving materials. We are working on plans to serve alcohol in reusable non-glass containers (glass is prohibited in parks). We will have receptacles for trash and recycling that will be emptied regularly throughout the day. We will clear litter from the site daily.

We are in discussions with the Friends of Starkweather Creek about ways to inform our patrons of their presence next to the Lake and their impact on it. We are also discussing with the City how to better manage stormwater runoff from the parking lot and building.

29. Who will be responsible for collecting and removing litter from the beach, lake, and outside of the Biergarten?

We will collect litter daily.

General proposal questions and concerns

30. There is currently an alcohol ban at Olbrich Park. If the Biergarten receives an exception to this ban, could the ban from the park be removed so that residents have the option to enjoy a beer lakeside without being required to pay an inflated charge to drink at the Biergarten?

We defer to the Parks Department and City policymakers.

31. Many residents are concerned about noise from this project. How will this be mitigated both in terms of the use of amplification as well as over noise created by the volume of patrons who are drinking?

We understand that noise is an important consideration when balancing the use of a park and neighbors' experience. We believe our plan will minimize disturbances:

- We will not be playing loud music. The goal for the Biergarten's atmosphere is one where conversation is possible.
- The volume of sound will be limited to PA1 Level (equivalent to a boombox at a park shelter and defined as no louder than 75 decibels at 150 feet from the source). According to a sound test we conducted, this level of sound was not audible across Atwood Avenue. The sound was not bothersome at 300 feet, and was barely audible (when no cars were passing on Atwood Avenue) at 450 feet (this is the distance to the basketball and tennis courts).
- We are farther away (670 feet) from the nearest residence than the East Side Club (238 feet), and the softball diamonds (380 feet) are to the nearest residence.

32. Will smoking be allowed in or near the Biergarten?

We will prohibit smoking, tobacco use, and e-cigarettes within the premises of the Biergarten.

33. In several proposals there has been mention that the goal is to respect the park as a park. Several residents feel that simply installing a bar/beer garden/biergarten, that is in and of itself not respecting the park as a park. Please respond to this.

When we say "respect the spirit of a park," we primarily mean a place that is open to all legal enjoyment by anyone. We want to enhance the Park and attract people to visit it or stay after a softball game or a visit to Olbrich Gardens. This also achieves the goals of placemaking.

We understand people all have varied preferences for park activities, designs, and uses. Fortunately, Madison has many and varied parks of all kinds. We believe this proposal respects the park in that it helps to fulfill Madison Parks mission and provides a layered recreational opportunity many residents have expressed interest in having.

We have heard from many folks who lament the lack of opportunities to be near the lakes and enjoy them. The Biergarten will be one of the few places in Madison to do so.

The Biergarten will occupy only 0.2% of the total acreage of Olbrich Park.

34. There have been several comments that the park space/beach house is underutilized. Many disagree with this statement. What data has been gathered, and process used to determine this space is underutilized? Further, does the water quality have an impact? Or the hours/closure of the bathrooms at the beach house?

We defer to the Parks Department.

35. Was a user survey performed to ensure that residents had a say in shaping the future of their parks?

We defer to the Parks Department and its standard RFP process.

36. How does this project align the mission and values of the City of Madison Parks Department?

We defer to the Parks Department.

37. What elements of this project make it family friendly?

Families are welcome. We will serve root beer and sports drinks and family-friendly food (brats and pretzels). We have discussed with Rutabaga Paddlesports having kites, recreational toys, balls, Frisbees, yard games, etc. available.

38. Who will pay utilities for the facility? Water, electricity, sewer?

The co-occupant vendors (us and Rutabaga Paddlesports) will pay utilities under an agreement with the City. Our contracts with the City will state that we are responsible for utilities.

39. If the Biergarten opened, but the project failed, i.e. Developers went bankrupt, what would be the plan for the space?

We defer to the Parks Department and City policymakers.

40. It has been stated that this project has been modeled after the beer gardens in Milwaukee County Parks, which are "quite successful". The County Parks Manager in charge of overseeing the County Parks beer gardens attributed the success of these projects largely due to the extensive and substantial experience in alcohol sales and service of the owners of the projects. At the ALRC meeting, BKM Group stated they do not have any experience in the hospitality industry, let alone alcohol sales and services. How will this lack of experience impact this project? How will this gap in experience/knowledge be addressed?

- We want to learn from Milwaukee's success and apply it to the Olbrich Biergarten.
- An operating manager with extensive experience in bar management will manage the day-to-day operations of the biergarten and supervise assistant managers.
- The background we do have—advocacy and community building, business management, and business law—is applicable and of use, especially in this unique business venture.

- We are passionate about building community and facilitating community gathering. We are local. We chose to do this here and not in another City.
- If all liquor licenses were denied to applicants with no experience in operating a bar, no entrepreneur would be able to succeed.
- We have a vision that matches with Madison's values, including:
 - Stewardship of the environment: sourcing food from Dane County and all beverages from within the State of Wisconsin, using environmentally-friendly materials and practices, respecting the park, and limiting our environmental footprint;
 - Progressive employee relations: We will provide competitive compensation, and a non-discriminatory and safe workplace; and
 - A family-friendly establishment: We want families to enjoy a day at the Lake with Rutabaga Paddlesports or playing at the park, and bring a picnic to the biergarten.

41. At the ALRC the Parks Commissioner stated the Biergarten would provide revenue in terms of a lease and sales profits. Where specifically will the monies go? The Parks Department, Parks Foundation, Olbrich Park or elsewhere (please identify)?

The exact details of this arrangement are still being negotiated and will be considered by the Board of Park Commissioners. We will make permanent capital improvements to the premises, pay a fee for using the space.

We defer to the Parks Department and City policymakers on how the revenue will be appropriated.

42. What impact will the Biergarten have on other businesses?

Our hope is that it will be positive. Competition is a positive incentive for our competitors and us. We briefed the East Side Club board of directors on our proposal on November 29, 2016, and they did not share any concerns.

43. Olbrich Botanical Gardens (one of the highest rated attractions in Madison) is planning an expansion and redevelopment. Considering this is an existing and successful Public-Private Partnership with the Parks Department and a gem for the neighborhood, why aren't the needs of the Gardens being prioritized? And what consideration has been given to the park overall considering the planned expansion, removal of some parking, and creation of the Biergarten?

We defer to the Parks Department and City policymakers.

44. In regards to respecting the park as a park first, what access will park users have to this space when the Biergarten is closed?

It will be open to any park user as any other picnic area in a park would be. (If we are required to have a fence, it will not likely be open.)

45. Why did the project progress so quickly? Why were neighborhoods first informed about this project only a month before the developers appeared before the ALRC with their liquor license application?

We would not have shared information about our proposal before the RFP process closed as it would tip other responders and we could have lost a competitive advantage in that process.

As the timeline below shows, we immediately informed Alder Ahrens of our being chosen as the winner of the City's RFP who in turn volunteered to put us in touch with the neighborhood leaders of the Eastmorland and Lake Edge neighborhood associations. We met with them at their next meetings before we submitted our liquor license application.

It is standard policy for the City Clerk's office to schedule a public hearing for the next month's ALRC meeting upon receiving a liquor license application.

At the November 16, 2016, ALRC public hearing on our liquor license application, Alder Verveer complimented us on "an unprecedented amount of outreach."

Below is a timeline of our activities:

- May 25: City of Madison issued a request for proposals (RFP) for placemaking services at the Olbrich Park Beach House.
- September 19: We were notified of winning the RFP, and the City publicly released the announcement.
- September 19: We informed Alder Ahrens of the announcement.
- September 22: We met with Alder Ahrens to discuss neighborhood outreach.
- September 26: Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of our proposal.
- September 27: We responded the next day to both leaders.
- October 11: We presented our proposal to the Eastmorland Neighborhood Association at their monthly meeting.
- October 12: We presented our proposal to the Lake Edge Neighborhood Association at their monthly meeting.
- October 13: We presented our proposal to the SASY Neighborhood Association. They passed a motion to endorse our proposal and later submitted a letter to City leaders.
- October 14: We notified the leadership of the Eastmorland, Lake Edge and SASY neighborhood associations of our October 27 required information session.
- October 14: We provided blurbs for the neighborhood association newsletters and listservs that included a description of our proposal, the date of our information session, and our contact information.
- October 27: We held a required information session at the Olbrich Park Beach House to discuss our proposal and liquor license application.
- November 8: The Eastmorland Neighborhood Association discussed our proposal at its monthly meeting (though we were not invited to participate).
- November 9: The Lake Edge Neighborhood Association passed a motion to endorse our proposal and later submitted a letter to City leaders.
- November 16: ALRC held a public hearing on our proposal and application for a liquor license. Nine people registered and/or spoke in opposition to our proposal, fifteen people registered and/or spoke in favor of our proposal.
- November 22: We notified neighborhood associations and individuals who had been in touch with us previously about our December 8 public information session.

- November 22 to December 8: Alder Ahrens, neighborhood associations, BKM Group, and City staff informed neighbors of our December 8 information session.
- November 28: The City Clerk's office notified about 200 nearby residents of our December 8 information session via postcard.
- December 8: Additional public information session.

46. Why did the Parks Department not engage residents input for the future of the park before promoting this project?

We defer to the Parks Department and its standard RFP process.

DRAFT

TO BE REFINED AND SUBMITTED TO THE PARKS COMMISSION AND ALRC.

Olbrich Biergarten Responsible Alcohol Consumption Action Plan

BKM Group, LLC, as part of their management of Olbrich Biergarten, will execute the following Responsible Alcohol Consumption Plan. This plan is based on similar plans maintained by other Madison Parks vendors and is the result of working with Madison Parks and incorporating feedback from the Madison Police Department and other sources.

General alcohol-related policies and practices

1. We have a stringent ID checking program for staff including incentives for finding false IDs.
2. All beer servers receive mandatory training by Olbrich Biergarten management and/or external experts.
3. All beer servers are 18 or older.
4. We have a licensed bartender on premises at all times.
5. Service and consumption of alcohol will be allowed only in containers we provide.
6. All patrons will be required to show ID to purchase beer or obtain a cup for alcohol in accordance with industry standards.
7. We have a state ID book and ID scanner on hand for staff checking IDs.
8. No under-age person will ever be allowed to consume alcohol whether or not a parent or guardian accompanies them. State law allows under-age persons, accompanied by parents or guardians, to drink under their supervision; the law also allows license holders not to serve those individuals per policy and Olbrich Biergarten will not serve these individuals under any circumstance.
9. We reserve the right to refuse alcohol to anyone we determine has had too much to drink.
10. We reserve the right to refuse service to anyone found in violation of the rules at any time.
11. We will work with the Madison Police Department to staff special events with officers to provide additional security when requested by MPD.
12. An incident record will be kept on file at all times in the event there is ever an occurrence of a fake ID found, service refused, etc.
13. We provide an attractive selection of food and non-alcoholic beverages.
14. Our employees are not permitted to drink alcohol while on duty.

Olbrich Biergarten Rules

The following rules are posted prominently at the entrance to Olbrich Biergarten and on our website:

- Show respect for our neighbors, Lake Monona, and Olbrich Park.
- Outside alcohol is prohibited by law at Olbrich Park. All alcohol must stay within the Biergarten.
- A parent or guardian must accompany individuals under 21 in the Biergarten.
- Individuals under 21 may not consume alcohol, even when accompanied by a parent or guardian.
- Grills are prohibited in or around the Biergarten.
- Picnic baskets and deliveries of outside food are welcome. Outside catering services are prohibited.
- All tables at the Biergarten are shared. A limited number of tables may be reserved for a special event.
- All motor vehicles, motorcycles & motor scooters must remain in the paved parking lot.

- No smoking, e-cigs, or tobacco use in the Biergarten. Smoking is prohibited in Olbrich Park.
- Last Call at the Biergarten is 9:30pm. Plan accordingly. You must return all beer garden containers and be out of the park when it closes at 10pm.

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage drinking
- False identification (attempting to use fake IDs)
- Disorderly conduct or unsafe conduct

Last updated 12/5/2016

[REDACTED]

From: Darren Bush [REDACTED]@rutabaga.com]
Sent: Tuesday, December 13, 2016 9:06 PM
To: Park Commission; licensing
Subject: Support for Biergarten

Dear members of the Planning Commission,

As you no doubt know, Rutabaga Paddlesports will open kayak and stand-up paddleboard concession at Olbrich Park in 2017. The Madison Parks Department felt that the boathouse was an underused resource and selected Rutabaga to open a satellite rental operation at that location. Rutabaga is excited to expand our rentals to east-side Madison neighborhoods and to be able to offer additional instructional programs for adults and youth at this new site.

We submitted our proposal last summer and were awarded the contract several months later. It was then we learned of the intent of Olbrich Biergarten to put their project into motion. While did not submit a co-proposal, and are two separate and distinct entities, we met with Mike Bare and discussed the possibility of joint occupancy of the building. Mike showed us his plans and we were impressed with the level of detail and thought put into his business plan.

We are supportive of the installation of a responsibly-run Biergarten. We believe it will bring a synergy that would allow both of our businesses to do well. We are confident that the operators will run their business in a responsible manner, and that the constraints put upon them by the city will mitigate any negative impacts. It is our belief that both operations will help create a place where local neighbors will want to enjoy themselves responsibly, both on and off the water.

I am aware that there has been some neighborhood organizations that are troubled by the installation of a alcohol-serving venue, and I think that hearing them out and solving any problems proactively is a good and worthwhile process. I would hope that the Biergarten would be given a chance to see if they can deliver what they promise.

Rutabaga is all about creating communities where people can gather and learn to love the outdoors, particularly on the water. We are happy to help create such a community, and look forward to getting more people enjoying the lakes we all love and cherish. We believe that the Biergarten will enhance, not detract from the new community we are attempting to build.

Respectfully,

Darren Bush

--
darren bush
owner and chief paddling evangelist

rutabaga paddlesports llc
[REDACTED] w. broadway
monona, wi 53716

p: [REDACTED]
f: [REDACTED]
skype: [REDACTED]

A river is more than an amenity, it is a treasure.
-- Oliver Wendell Holmes

[REDACTED]

From: Bryan Mette [REDACTED]@gmail.com]
Sent: Tuesday, December 13, 2016 10:15 PM
To: Park Commission
Subject: Proposed Olbrich Biergarten

As a resident of the downtown, I rarely find myself in the area around Olbrich Park. However, the proposed Biergarten would definitely entice me to visit this part of the city more often and I believe more of my peers would also do the same. I believe this is a unique concept that provides benefits to the community at large while also establishing reasonable limits on hours of operation and noise to ensure harmony with nearby residents. I urge the city to approve the application.

Bryan Mette

[REDACTED]

From: Mike Bare [REDACTED]@gmail.com
Sent: Tuesday, December 13, 2016 10:29 PM
To: Knepp, Eric; Oleksiak, Claire; Wallner, David; Gnam, Emily; [REDACTED]2@me.com; Leopold, Madelyn; Ragland, Nancy; All Alders; Ahrens, David; Park Commission; licensing; Gloede, Carl; Christianson, Eric; [REDACTED]@yahoo.com; Reyes, Gloria; [REDACTED]@frontier.com; [REDACTED]@gmail.com; [REDACTED]@wisc.edu; [REDACTED]@foolproofplan.net; [REDACTED]@yahoo.com; Allen, Roger; [REDACTED]@uwsa.edu; [REDACTED]@mailbag.com
Subject: Re: Concerned opposition to an Olbrich Park Beach biergarten
Attachments: BKM Group - Letter to Parks Commission.pdf

Dear Parks and ALRC Commission Members, Alders, and City Staff:

Thank you for your service to our community.

I'm writing as a co-owner of BKM Group, LLC, d/b/a Olbrich Biergarten. Tomorrow night, 12/14/16, the Board of Park Commissioners will consider our agreement with the City to provide placemaking services at Olbrich Park. We are very excited about opening this German-style biergarten.

The attached letter is addressed to the Board of Park Commissioners but responds to concerns that have been raised by neighbors. We hope you will include this in your consideration of our proposal.

Further information about our proposal is available at https://urldefense.proofpoint.com/v2/url?u=http-3A_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=ThS8gCA3B30j1BV1G_HfMW5K6GhFn6CBwbE53omU1qU&m=1rTt00ypS46uWtR8wOPHBCnGBpLqgoVpJGdCFjXEdcw&s=aiS66HC821r9yPqDW1SVgTZN7ak0iRmOW4RL8IEuvvU&e=

Thanks again,
Mike

Mike Bare
Co-Owner
BKM Group, LLC d/b/a Olbrich Biergarten
[REDACTED]@gmail.com
[REDACTED]

https://urldefense.proofpoint.com/v2/url?u=http-3A_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=ThS8gCA3B30j1BV1G_HfMW5K6GhFn6CBwbE53omU1qU&m=1rTt00ypS46uWtR8wOPHBCnGBpLqgoVpJGdCFjXEdcw&s=aiS66HC821r9yPqDW1SVgTZN7ak0iRmOW4RL8IEuvvU&e=

The BKM Group

December 13, 2016

Members

Board of Park Commissioners

210 Martin Luther King Jr. Blvd.

Madison, Wis. 53703

Re: Vendor Agreement for BKM Group, LLC, d/b/a Olbrich Biergarten

Members of the Board of Park Commissioners:

Thank you for considering us to be a vendor of placemaking services at Olbrich Park. We are honored to be selected as co-winners of this request for proposals. We look forward to continuing to work with City staff and the Board of Park Commissioners to create a safe and enjoyable experience.

We have conducted a significant amount of public outreach about this proposal and have received an overwhelmingly positive response to our proposal. As a result of feedback we have received from some neighbors and other stakeholders, we have made several adjustments to and clarifications about our plan.

Since being selected on September 19, 2016, we have met with the three adjacent neighborhood associations. Two of them, SASY Neighborhood Association and Lake Edge Neighborhood Association, have endorsed our proposal and have submitted letters of support for your consideration. We also held a public information session on October 27 at the Olbrich Park Beach House, and shared that event information with the three neighborhood association leaders. The Alcohol License Review Committee held a public hearing on our liquor license application on November 16, and plans to hold another hearing on December 21. We presented our proposal and answered questions at an additional public information session, hosted by Alder David Ahrens (District 15) on December 8. We have answered a list of 46 questions sent by neighbors. We have also attempted to answer all phone calls, emails and social media questions we have received.

Attached is a compilation of the feedback we have heard thus far and our responses.

In the next week, we plan to present our proposal to the Board of Directors of Olbrich Botanical Gardens and the Friends of Starkweather Creek.

The adjustments we have made to our plan include:

1. Prohibiting unaccompanied minors from entering the Biergarten premises;
2. Prohibiting smoking, e-cigs and tobacco use in the Biergarten area;
3. Ending amplified sound at the 9:30pm or 9:00pm last call (Note: The draft agreement with the City has a provision to move the last call to 9:00pm if certain conditions are met.);
4. Reducing our maximum capacity by 10% from 300 people down to 270 people. This will both reduce any potential noise and reduce the burden on the Park's parking lots.
5. Being open to a condition being placed on our liquor license requiring that the ALRC must approve our change in liquor agent to an experienced operating manager before beginning operations;
6. Designating one of the four special events we are allowed each year by our draft agreement with the City to be a benefit for the newly formed Friends of Olbrich Park.

We'd like to thank the Parks Department staff for their responsiveness and professional handling of this complex contract negotiation.

The BKM Group

The amount public outreach and engagement, along with these proposed changes to our plan, prove that we will be a responsible Parks vendor that is both accountable to and a benefit to the City of Madison, taxpayers, Olbrich Park users and stakeholders, and neighbors.

We respectfully request you approve our agreement.

Sincerely,



Michael Bare
Co-Owner, BKM Group, LLC, d/b/a Olbrich Biergarten
(608) 620-3001
mike.bare83@gmail.com
<http://www.olbrichbiergarten.com>

Enclosures:

1. Draft "Responsible Alcohol Consumption Action Plan"
2. Responses to feedback we have heard about this proposal

DRAFT

Olbrich Biergarten Responsible Alcohol Consumption Action Plan

BKM Group, LLC, as part of their management of the Olbrich Biergarten, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on similar plans maintained by other Madison Parks vendors, evidence-based responsible alcohol consumption policies, and is the result of working with Madison Parks and incorporating feedback from the Madison Police Department, and other sources.

General alcohol-related policies and practices for staff and operation:

1. All servers receive mandatory training by Olbrich Biergarten management and/or external experts.
2. All servers must complete Serv-Safe alcohol and Serv-Safe food training and present their certification to be kept on file at the Biergarten by the Operating Manager.
3. All servers are 21 or older.
4. Employees are not permitted to drink alcohol while on duty.
5. We have a licensed bartender on premises at all times.
6. Service and consumption of alcohol will be allowed only in designated containers we provide.
7. All patrons will be required to show ID to purchase alcohol or obtain a cup for alcohol in accordance with industry standards.
8. We have a state ID book and ID scanner on hand for staff checking IDs.
9. No underage individual will be allowed to purchase alcohol at the Biergarten or consume alcohol in the Biergarten even if accompanied by a parent, guardian, or spouse.
10. We have a stringent ID checking program for staff including incentives for finding false IDs.
11. We reserve the right to refuse alcohol to anyone we determine has had too much to drink and we will not serve them.
12. We reserve the right to refuse service to anyone found in violation of the rules at any time.
13. We will work with the Madison Police Department to staff special events with officers to provide additional security when requested by MPD.
14. An incident record will be kept on file at all times in the event there is ever an occurrence of a fake ID found, service refused, etc.
15. We provide an attractive selection of food and affordable non-alcoholic beverages.
16. We will install security cameras to monitor the premises.

Olbrich Biergarten Rules:

The following rules will be posted prominently at the entrance to Olbrich Biergarten and on our website:

- Show respect for our neighbors, Lake Monona, and Olbrich Park.
- Outside alcohol is prohibited by law at Olbrich Park. All alcohol must stay within the Biergarten.
- A parent, guardian or spouse over 21 must accompany individuals under 21 in the Biergarten.
- Individuals under 21 may not consume alcohol, even when accompanied by a parent or guardian.
- Grills are prohibited in or around the Biergarten.
- Picnic baskets and deliveries of outside food are welcome. Outside catering services are prohibited.

The BKM Group

- All tables at the Biergarten are shared. A limited number of tables may be reserved for a special event.
- All motor vehicles, motorcycles & motor scooters must remain in the paved parking lot.
- No smoking, e-cigs, or tobacco use in the Biergarten.
- Last Call at the Biergarten is 9:30pm. Plan accordingly. You must return all Biergarten containers and be out of Olbrich Park when it closes at 10pm.

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage drinking
- False identification (attempting to use fake IDs)
- Disorderly conduct or unsafe conduct

Last updated 12/12/2016

RESPONSES TO FEEDBACK WE HAVE HEARD ABOUT THIS PROPOSAL

“This went too fast. We didn’t know.”

- We have done a tremendous amount of outreach. At the November 16, 2016, ALRC public hearing on our liquor license application, Alder Verveer complimented us on “an unprecedented amount of outreach,” and stated that the ALRC received “a record number of letters of support.”
- Below is a timeline of our activities:
 - May 25: City of Madison issued a request for proposals (RFP) for placemaking services at the Olbrich Park Beach House.
 - September 19: After following its standard process, the City of Madison notified us we were co-winners of the RFP, and the City publicly released the announcement.
 - September 19: We informed Alder Ahrens of the announcement.
 - September 22: We met with Alder Ahrens to discuss neighborhood outreach.
 - September 26: Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of our proposal.
 - September 27: We responded the next day to both leaders.
 - October 11: We presented our proposal to the Eastmorland Neighborhood Association at their monthly meeting.
 - October 12: We presented our proposal to the Lake Edge Neighborhood Association at their monthly meeting.
 - October 13: We presented our proposal to the SASY Neighborhood Association. They passed a motion to endorse our proposal and later submitted a letter to City leaders.
 - October 14: We notified the leadership of the Eastmorland, Lake Edge and SASY neighborhood associations of our October 27 required information session.
 - October 14: We provided blurbs for the neighborhood association newsletters and listservs that included a description of our proposal, the date of our information session, and our contact information.
 - October 27: We held a required information session at the Olbrich Park Beach House to discuss our proposal and liquor license application.
 - November 8: The Eastmorland Neighborhood Association discussed our proposal at its monthly meeting, but we were not invited to participate.
 - November 9: The Lake Edge Neighborhood Association passed a motion to endorse our proposal and later submitted a letter to City leaders.
 - November 16: ALRC held a public hearing on our proposal and application for a liquor license.
 - November 22: We notified neighborhood associations and individuals who had been in touch with us previously about our December 8 public information session.
 - November 22 to December 8: Alder Ahrens, neighborhood associations, BKM Group, and City staff informed neighbors of our December 8 information session.
 - November 28: The City Clerk’s office notified about 200 nearby residents of our December 8th information session via postcard.
 - December 6: We responded in writing to 46 questions sent the previous day by Ms. Jennifer Laack, representing neighbors.
 - December 8: We held an additional public information session.
 - December 14: The Parks Commission held a public hearing on the draft vendor agreement.
 - December 20: We briefed the Friends of Starkweather Creek and discussed environmental concerns at the site and agreed to work together on those issues.
 - December 20: We briefed the Board of Directors of Olbrich Botanical Gardens.
 - December 21: ALRC to hold a public hearing on our proposal and application for a liquor license.

“This will be too noisy.”

The BKM Group

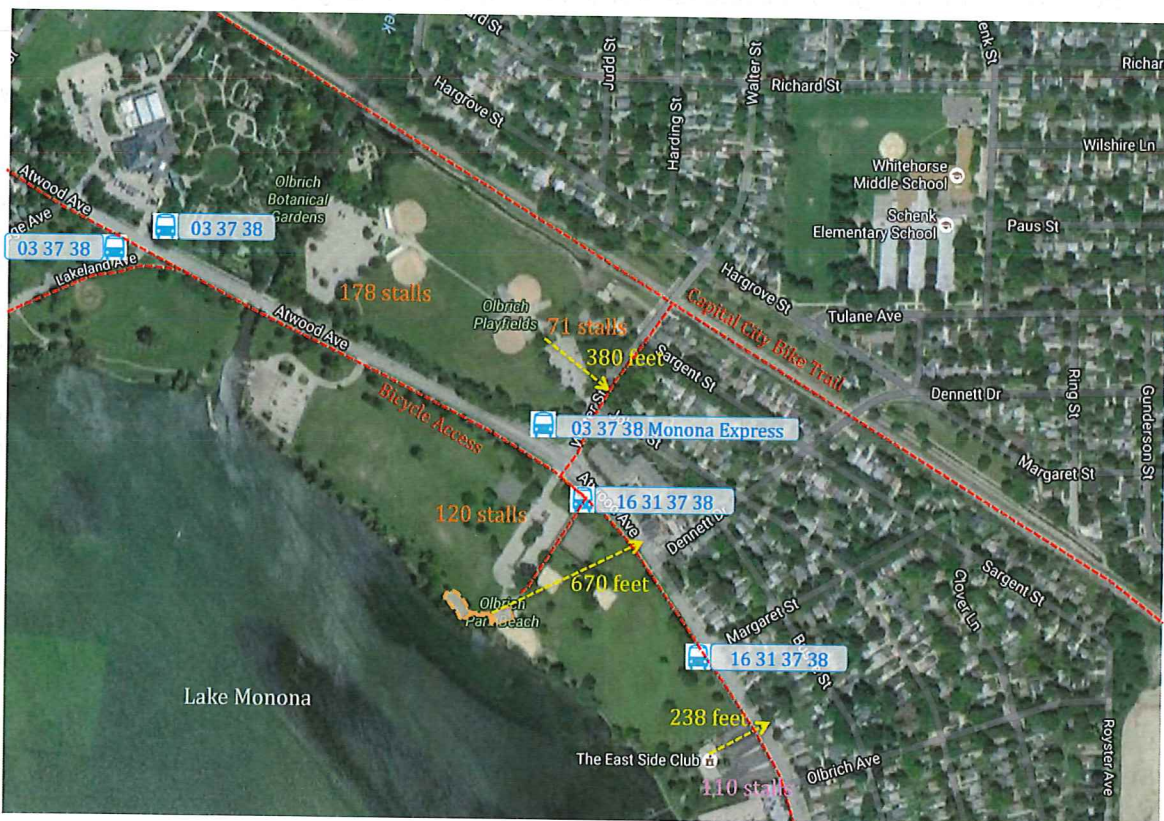
We understand that noise is an important consideration when balancing the use of a park and neighbors' experience. We believe our plan will minimize disturbances:

- We will not be playing loud music. The goal for the biergarten's atmosphere is one where conversation is possible.
- The volume of amplified sound will be limited to PA1 Level.
- We are farther away (670 feet) from the nearest residence than the East Side Club (238 feet), and the softball diamonds (380 feet) are to the nearest residence.

"There's not enough parking."

- o There are 369 public parking stalls at Olbrich Park, not including stalls in the boat launch lot or the lot at Olbrich Botanical Gardens. Similar venues in Madison have far fewer parking stalls. We are not proposing turning park space into a parking lot.
- o The beach house lot itself has 120 spots. For perspective, the East Side Club has 110 spots.
- o There are three-hour time limits on the parking lot and they are monitored.
- o Additional bike racks will be installed and walkers and cyclist have easy access from the Capital City Trail and the "Lake Loop."
- o Public transit is available on four bus routes on Atwood Ave.
- o Layering activities strengthens public spaces: many of our patrons will be individuals already at the park.

This map shows the neighborhood with parking stall counts, transit access, bicycle access, and distances to neighbors:



"It's too big."

- o We have requested a 10% reduction in the proposed capacity of 300 down to 270.
- o The Biergarten will occupy only 0.2% of the total acreage of Olbrich Park.

The BKM Group

- Our operation will not interfere with park users' access to the restrooms, Lake Monona, the beach, volleyball courts, basketball courts, tennis courts, soccer fields, softball diamonds, the playground, the boat launch or Olbrich Botanical Gardens.

"Will it have a fence?"

- A fence is not in keeping with the spirit of a City park that is open to anyone for legal uses.
- Our contract with the City will specify a "premises" that will be marked with signs and monitored by staff. Signs and staff monitoring have succeeded at Milwaukee's beer gardens.
- There is evidence from six beer garden operations in Milwaukee over several years that indicates a fence is unnecessary.

"How will you control access by minors?"

- Minors will not be allowed to purchase alcohol or consume alcohol in the Biergarten, even if accompanied.
- A perimeter with signs and staff monitoring will keep unaccompanied minors out.
- All of our staff will be Serv-Safe trained and certified.
- We will inspect IDs from customers in accordance with industry standards.
- Consumption of alcohol will only be allowed from containers we provide, and containers will be provided only to patrons with ID verifying age. There will be separate containers for alcoholic and non-alcoholic beverages.
- The attached Responsible Alcohol Consumption Action Plan also addresses this concern.

"It will cause litter."

- We will have multiple receptacles for both trash and recycling and we will remove litter daily.

"What about the environment?"

We are committed to being environmental stewards.

- We plan to serve local products—beverages sourced from the state of Wisconsin and food from Dane County.
 - Sourcing locally is better for the environment and healthier.
- We will minimize the presence of our operation under the drip line of trees on the Biergarten premises.
- We will use recyclable serving materials. We are working on plans to serve alcohol in reusable non-glass containers (glass is prohibited in parks).
- We will have receptacles for trash and recycling that will be emptied regularly throughout the day.
- We will clear litter from the site daily.
- We are in discussions with the Friends of Starkweather Creek about ways to inform our patrons of their presence next to the Lake and their impact on it.
- We are discussing with the City how to better manage stormwater runoff from the parking lot and building.

"Alcohol was already banned in this park because of problems."

- Ordinance 8.24(1)(ee) prohibits alcohol in Olbrich Park without "prior approval of the Parks Division or the Parks Superintendent." Our understanding of the intent of this ordinance is to address uncontrolled and unmonitored alcohol consumption problems in the Park at a different shelter, not to outright ban alcohol in the park. Sports leagues, special events, and other parks users have successfully obtained this permission, including MSCR's softball leagues.
- Our operation will model responsible consumption and will not over-serve. All of our staff will be Serv-Safe trained and certified.

The BKM Group

- The attached Responsible Alcohol Consumption Action Plan addresses concerns about responsible consumption.

“What is the security plan?”

- We will install security cameras and our staff will be trained to respond appropriately to any concerns that arise.
- We will foster a family-friendly environment with our co-occupants at Rutabaga Paddlesports.
- Milwaukee’s parks with beer gardens have seen their incident reports and police/sheriff calls go from a “substantial amount” down to “next to nothing.”
- Underutilized public spaces can attract undesirable activity such as graffiti, break-ins, underage drinking and illegal substance use. Like Milwaukee’s experience, our family-friendly operation will generate positive activity.
- The attached Responsible Alcohol Consumption Action Plan also addresses this concern.

“This is too close to other establishments, including the East Side Club.”

- Competition is a positive incentive for our competitors and us.
- We briefed the East Side Club board of directors on our proposal on November 29, 2016, and they have not shared any concerns with us.

“Private business shouldn’t profit off of a park.”

- We will make permanent capital improvements to the premises, pay a parks vending fee, pay a fee for using the space, and take on the cost of utilities and the bathrooms. The financial benefit of this agreement to Madison taxpayers exceeds \$230,000 over seven years.
- The City of Madison currently contracts with a number of private vendors to provide placemaking and other services at public parks.
- Private vendors who share a portion of their revenue or pay a fee to the City operate the City’s Breeze Stevens Terrace, the Mallards Stadium, Brittingham Boats, Wingra Boats, and other sites.

“We’re not Milwaukee.”

- We want to learn from Milwaukee’s success and apply it to the Olbrich Biergarten.
- Public beer gardens also operate in other cities across the country.

“Owners have no experience in hospitality.”

- Experience in hospitality was not a requisite for being awarded the RFP. RFP responders were asked to list experience, and we were deemed to be a qualified applicant.
- The experience we do have—advocacy and community building, business management, and business law—is applicable and of use, especially in this unique business venture in a public space.
- We intend to assign our operations manager as our liquor agent prior to opening and are open to a condition being placed on our license so the ALRC must approve our change in liquor agent to an experienced operating manager before beginning operations.
- If all liquor licenses were denied to applicants with no experience in operating a bar, no entrepreneur would be able to succeed.
- An operating manager with extensive experience in bar management will manage the day-to-day operations of the biergarten and supervise assistant managers.
- We are passionate about building community and facilitating community gathering. We are local. We chose to do this here and not in another City.
- We have a vision that matches with Madison’s values, including:
 - Stewardship of the environment: sourcing food from Dane County and all beverages from within the State of Wisconsin, using environmentally-friendly materials and practices, respecting the park, and limiting our environmental footprint;

The BKM Group

- Progressive employee relations: We will provide competitive compensation, and a non-discriminatory and safe workplace; and
- A family-friendly establishment: We want families to enjoy a day at the Lake with Rutabaga Paddlesports or playing at the park, and bring a picnic to the biergarten.

“How much staff will be on site?”

- A “bartender” describes an employee who is licensed to serve alcohol to the customer. We will staff approximately 1 bartender for every 70-100 patrons onsite. For a busy night, that may be two, and at peak nights, three or more. Other staff will also be responsible for monitoring the premises. These staff will be managers, food prep, servers, runners, and cleaning staff.
- Each server will be Serv-Safe trained and certified.

[REDACTED]

From: [REDACTED]@gmail.com on behalf of Evelyn Mazack [REDACTED]@ejmlc.com]
Sent: Tuesday, December 13, 2016 10:47 PM
To: Park Commission; licensing
Subject: Fwd: Support for Olbrich Biergarten Alcohol License

----- Forwarded message -----

From: Evelyn Mazack <[REDACTED]@ejmlc.com>
Date: Tue, Nov 15, 2016 at 8:25 PM
Subject: Support for Olbrich Biergarten Alcohol License
To: licensing@cityofmadison.com

PLEASE FORWARD THIS TO MEMBERS OF THE ALCOHOL LICENSE REVIEW COMMITTEE

I am a resident of Dane County who previously lived in the Olbrich neighborhood on Oakridge. Although I live out of town now, I frequent Madison daily and the Olbrich area often. I am in full support of proposal to open a Biergarten at Olbrich Park. Madison is in need of a family friendly environment around its lakes to allow recreation and fun. The Biergarten is a perfect fit at the Olbrich location. As a person of German heritage, a Biergarten exemplifies the idea of bringing people together outside for recreation and community. The proposal to do this in an open public place for responsible enjoyment of beer or wine at Lake Monona is a wonderful idea. Please support this proposal as it will add to Madison's reputation of a city open to all who endeavor to use its parks and lakes for their enjoyment.

Evelyn J. Mazack
[REDACTED] Diane Ave
Belleville, WI 53508

[REDACTED]

From: Bolles, David
Sent: Tuesday, December 13, 2016 10:46 PM
To: Park Commission; licensing
Subject: Support for Olbrich Park beer garden

I write in strong support of the proposal to build a beer garden at Olbrich Park. The model has seen great success in Milwaukee and it would make a fitting addition to the Monona shoreline.

David A. Bolles
Bolles Law Office LLC
[REDACTED]
Madison, WI 53701

Phone 608-403-3249
Fax 888-503-6072
Email [REDACTED]@gmail.com
Web www.affordableadvocacynow.com

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[REDACTED]

From: Andrew Hinkel [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 6:17 AM
To: Park Commission
Subject: Support for Olbrich Biergarten

Hello,

I am writing to express my support for the biergarten proposal for Olbrich Park. In view of the success of similar endeavors in Milwaukee and elsewhere, I think the proposal would be a great addition and benefit to the neighborhood. Despite the miles of shoreline, there are surprisingly few spaces on the isthmus or off where a family can gather, eat, drink, and socialize while enjoying the beauty of our lakes. I know that my family, for one, would be regular guests, and would be grateful for a place to relax outdoors that is welcoming to all. I believe the organizers have been quite responsive to community concerns about excessive consumption, parking, noise, etc., and I have a hard time imagining that the proposed venture would end up as a problem for the surrounding areas. I hope that the commission will approve this exciting and innovative proposal.

Sincerely,

Andy Hinkel
Center Avenue

From: Joe Shipley [REDACTED]@frankbeer.com]
Sent: Wednesday, December 14, 2016 7:08 AM
To: Park Commission
Subject: Olbrich Biergarten

To whom it may concern,

I recently attended the community meeting on the east side for the proposed Olbrich park Biergarten. I am writing to express how impressed I was with the BKM Group's preparedness and candor in discussing their proposal. I was also impressed by how well the group handled the vitriol with which the neighborhood group addressed them. If the manner in which the BKM Group managed the community meeting is any indication, I truly believe they will operate the Olbrich Biergarten professionally and with respect to the neighborhood.

Also – having personally been to a few of these in Milwaukee, I can say that the sense of community and respect was amazing. This would be a great addition to the Madison landscape. If you have any questions, please feel free to ask.

Cheers,

Joe Shipley
Craft & Import Sales Manager
Frank Beer Distributors, Inc.
[REDACTED] Pleasant View Rd
Middleton WI 53562-0710

☎: Tel ([REDACTED]) (cell) | ☎: Tel ([REDACTED]) ext: [REDACTED] (office)



[REDACTED]

From: Adam Holly [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 7:21 AM
To: Park Commission
Subject: German-Style Beer Garden

To Whom It May Concern:

I am emailing you to pledge my full support for Mike Bare's proposal of a German-Style beer garden in the city of Madison. Not only would this be a welcome addition to the city, but it would be a nice change of pace for citizens and visitors to enjoy alike.

Thank you for your consideration.

Sincerely,

Adam Holly

From: Dave Pausch [redacted@gmail.com]
Sent: Wednesday, December 14, 2016 8:46 AM
To: Ahrens, David
Cc: Park Commission; licensing; Karen Saari
Subject: Re: Olbrich Biergarten

Follow Up Flag: Follow up
Flag Status: Completed

David,

Thanks for your quick reply! Your answer--as well as BKM's--have made me feel generally confident in the project. I am still a little concerned about the perimeter being amorphous, but perhaps it will not be an issue. Please register me as officially in favor of the project (my wife Karen is cc'ed on this email...I will let her speak for herself, if she's interested...:) via this email, as I will not be able to attend this evening's meeting.

Dave Pausch
[redacted] Harding St. 53714

PS...I very much appreciate your responsiveness to my emails. It reflects well on you as our alder, and is likely to translate to support at the ballot box! :)

On Tue, Dec 13, 2016 at 8:52 PM, Ahrens, David <district15@cityofmadison.com> wrote:

Dave: As much as I am able, I've provided answers to some of your questions. Some aspects still need to be worked out by the city committees, Common Council and the vendor. Other items may have to be addressed by the Parks Dept. I am also attaching an exhaustive previous Q&A responded to by the developer. Many of the questions may cover some of the same issues raised here.

- Given that, essentially, there is already a similar style establishment run by the East Side Club that is located at the SE edge of Obruch park (the Tiki Bar), why do the developers and the city feel another operation like this is feasible and necessary?

My sense is that the biergarten and Rutabaga water sports concession were not seen as "necessary" but commercially viable. The investors apparently believe it will work regardless of ESC. The ESC is welcoming the beer garden because it will bring more people to the general area.

- What assurances can the developers give that the establishment will be run by experienced hospitality professionals? Given the developer's lack of experience in this area, this seems a significant question.

I was initially concerned about this. Now I understand that the developers/investors are just that: investors. They will hire a general manager who will run the establishment. My expectation is that they will be careful about their hire and their new operation. They are novices in the bar business but they are not amateur managers. The investors will put a lot of money (at least \$100K) into this as well as considerable time. They will not turn over the keys and walk away, it is in their interest to stay engaged.

- How will the biergarten be accessed and exited by patrons? Will the exits/entrances be well staffed with security in mind?

The area will not be fenced off. However, in some way- it's not clear yet how- a perimeter will be defined. I think the fact that the garden area will have a gravel ground will help. There has been quite a bit of discussion with the developers about the staff that will be necessary to provide security and monitor coming and going particularly of minors. Obviously, there will be a lot more variability in attendance than in indoor bars due to seasonal differences so its hard to have a constant staff number. Unlike the Terrace at Memorial Union (probably the largest bar in the city) they won't sell pitchers of beer.

- How will the biergarten effect Olbrich beach? Will it limit or restrict access?

The place will open at 4 PM (M-F) throughout the summer so it probably will not have much impact. The Rutabaga concession will bring people to the beach and onto the water with canoes, kayaks, etc. There will be no beer from the beer garden allowed on the beach.

- Does the city plan to alter and improve pedestrian access across Atwood Ave? This seems important, given that a biergarten located within walking distance of three heavily used softball diamonds likely will prove pretty popular.
- **In 2018, the city will rebuild and redesign Atwood Ave. It's unknown what the plan is in terms of pedestrian crossing or much else other than that it will a bike lane in at least one direction. All of the other aspects will still have to be worked out.**
-
- Will access to the water be monitored at closing time? Swimming after drinking is a recipe for drowning, something that regularly (though not often) happens at other beaches in the city.
- **Closing time is 10. Last call is at 930. The relatively short operation time and early closing time should have the effect of reducing the incidence of extreme drunkenness. I know some drowning cases have been around the Terrace where people have been drinking until 1 or 2 AM. Other incidents behind Presbyterian Church on Gorham were homeless alcoholics. In any case, it is the staff responsibility that customers are out of the area by closing. This would include the beach area.**

From: Dave Pausch [mailto:██████████@gmail.com]
Sent: Tuesday, December 13, 2016 7:12 PM
To: Park Commission; licensing
Cc: Ahrens, David; Karen Saari
Subject: Olbrich Biergarten

I'm writing regarding the proposed biergarten in Olbrich Park. I am tentatively in favor of the proposal, but also have some questions and concerns. I'm putting them in this email as I will not be able to attend the meeting on 12/14.

- Given that, essentially, there is already a similar style establishment run by the East Side Club that is located at the SE edge of Obrich park (the Tiki Bar), why do the developers and the city feel another operation like this is feasible and necessary?

- What assurances can the developers give that the establishment will be run by experienced hospitality professionals? Given the developer's lack of experience in this area, this seems a significant question.
- How will the biergarten be accessed and exited by patrons? Will the exits/entrances be well staffed with security in mind?
- How will the biergarten effect Olbrich beach? Will it limit or restrict access?
- Does the city plan to alter and improve pedestrian access across Atwood Ave? This seems important, given that a biergarten located within walking distance of three heavily used softball diamonds likely will prove pretty popular.
- Will access to the water be monitored at closing time? Swimming after drinking is a recipe for drowning, something that regularly (though not often) happens at other beaches in the city.

Thanks for your attention to these questions. As a resident of the south end of Harding St (within shouting distance--almost--of the park), I'm definitely interested in the proposal. But also a little wary. Your answers--and those of the developer--will have a big effect on my future support of the project.

David Pausch

██████████ Harding ST.

53714

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"We may please ourselves with the prospect of free and popular governments. But there is great danger that those governments will not make us happy. God grant they may. But I fear that in every assembly, members will obtain an influence by noise, not sense. By meanness, not greatness. By ignorance, not learning. By contracted hearts, not large souls."

— John Adams

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"We may please ourselves with the prospect of free and popular governments. But there is great danger that those governments will not make us happy. God grant they may. But I fear that in every assembly, members will obtain an influence by noise, not sense. By meanness, not greatness. By ignorance, not learning. By contracted hearts, not large souls."

— John Adams

[REDACTED]

From: Knepp, Eric
Sent: Wednesday, December 14, 2016 8:53 AM
To: Park Commission
Subject: FW: Olbrich Biergarten proposal

From: Kim Sisson [mailto:[REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 8:33 AM
To: Wallner, David; Knepp, Eric; Ahrens, David
Subject: Olbrich Biergarten proposal

Hello,

I'd like to express my support for the Olbrich biergarten and Rutabaga sports proposal. As an Eastmorland resident, my family thinks this would be a great addition to our neighborhood.

Thank you,
Kim Sisson
[REDACTED] Dawes Street

[REDACTED]

From: Breanna Illéné [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 9:16 AM
To: Park Commission
Subject: Biergarten in Olbrich Park

Dear members of the Park Commission,

I live at [REDACTED] Lansing St in the East Morland neighborhood. I have heard about the biergarten that has been proposed for Olbrich Park and I wanted to voice my excitement and support for this project.

I have spoken to many of my neighbors and there is a lot of excitement about the idea of having such a place so close to our homes. We love the idea that we won't have to go downtown to go out but instead will be able to walk there. I also see this as an opportunity for me to invite my friends from other parts of the city to hang out in my neighborhood (as opposed to me always having to go to theirs).

I believe this is a great opportunity to build community within our neighborhood and gives me even more reason to hang out in Olbrich Park. I look forward to spending some summer evenings at the biergarten.

Thank you,

Breanna Illéné

[REDACTED]

From: Jesse Hoffmeister [REDACTED@uwalumni.com]
Sent: Wednesday, December 14, 2016 9:47 AM
To: Park Commission; licensing
Subject: In support of Biergarten for Olbrich Parks

To Whom it May Concern,

I am writing as a future resident of the neighborhood around Olbrich Park in reference to the proposed Biergarten at Olbrich Park, and my strong support for the proposal.

My husband and I will be closing on our home at [REDACTED] Busse Street later this month. We are very excited to join such a vibrant neighborhood. One of the primary factors that attracted us was the exciting, forward-looking energy that has begun to develop in the area. One likely manifestation of this energy is the proposed Biergarten at Olbrich Park. On a purely personal level, we are excited to have a well-regulated outdoor social venue at which we might gather with friends and family. On a deeper social level, we are very strongly in support of the creation of public works and meeting spaces in the greater Madison community that provide infrastructure for both formal and informal gatherings of citizens; the placement of such infrastructure in close proximity to the beautiful natural resource of Lake Monona strengthens its significance and symbolism.

To reiterate, we would like to express our strongest support and endorsement of the proposed Biergarten at Olbrich Park. We are thrilled to be moving into the neighborhood soon.

Sincerely,
Jesse D. Hoffmeister
[REDACTED] Busse Street

[REDACTED]

From: Justin M Heim [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 9:59 AM
To: Park Commission
Subject: Support for Olbrich Park Beer Garden

To Whom It May Concern:

I am writing in support of the potential beer garden at Olbrich Park. I feel that it would add value to the neighborhood and would draw residents together. The beer garden model is one that promotes community, camaraderie, and shared experience. Beer gardens are family-friendly and I do not fear that this will negatively impact the park.

Thank you for your consideration,

Justin Heim

[REDACTED]

From: Oleksiak, Claire
Sent: Wednesday, December 14, 2016 10:19 AM
To: Crosby, Mark
Subject: FW: Olbrich Park Placemaking: Biergarten

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
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From: Knepp, Eric
Sent: Wednesday, December 14, 2016 9:51 AM
To: Park Commission
Cc: Oleksiak, Claire
Subject: FW: Olbrich Park Placemaking: Biergarten

From: Edward Woolsey [mailto:[REDACTED]@mailbag.com]
Sent: Tuesday, December 13, 2016 8:20 PM
To: Knepp, Eric
Subject: Olbrich Park Placemaking: Biergarten

December 13, 2016

Dear Superintendent Eric Knepp,

I've lived in the Eastmorland neighborhood for 15 years and have utilized Olbrich Park as a fisherman, boater, picnicker, soccer fan, softball player, coach and umpire, and have been a member of the Botanical Gardens. I am dismayed at the placemaking process the city and parks commission have gone through in designating the Olbrich beach and bathhouse area as a sight of a Biergarten. Our neighborhood association (ECA) was not made aware of the placemaking at parks until it had been decided to "award" Olbrich the site for Biergarten and Rutabaga boat rental. Only then were we informed of the project. While parks are for everyone, as a residential neighborhood, unbuffered from activities in the park, we should have been consulted at the earliest stages of the process.

My understanding is one of the reasons for placemaking is to increase the use of underutilized parks or parts of parks. I am not aware of any survey done showing this to be the case for Olbrich. Parking from softball overflows the parking lots during the summer and fall evenings while basketball and volleyball consume the area next to the beach end on the weekends. Only the bath house and restroom facilities are underutilized mostly because they are locked most of the time, By admission of the parks department, routine maintenance and repair of these facilities have be neglected over the last 30 or more years. As planned, the Biergarten would be placed some distance from the bathhouse where beer would be sold, on an area where grass would be removed and a pea gravel surface installed. Removal of vegetation will diminish the quality and quantity of green space. While gravel may allow water to percolate and not run off, the groundwater table is only 3 feet below. Grass roots act to take up nutrients that could adversely affect the lake. As the city grows we need all the green space available as buffers to our lakes.

At present, alcohol is banned from the park because we have had problems with public drunkenness and often the violence associated with it. It has given the city a bad reputation particularly when visiting high school softball teams and fans are confronted by this behavior near the ball diamonds. Sale of alcohol, using public space to do so, underage drinking, and other problems will not make Olbrich a community or family friendly environment. For these and many other reasons, I oppose the placemaking establishment of Olbrich Park for a Biergarten. I think there are other placemaking opportunities for the park like an ice cream stand that might make more sense.

Thank you for the idea of placemaking,

Ed Woolsey

████████ Dawes St.

Madison, WI 53703

Board of Park Commissioners,

I wanted to share my perspectives on the Olbrich Biergarten proposal as I understand it.

I am an Eastmorland resident and live about 7 blocks from the park. My family uses the park quite frequently, most often for soccer practice/games and also for walks along the lake.

I generally support the concept of bringing additional activity into the park, specifically around the beach and bathhouse area. The structure and surrounding area is very dilapidated and is generally very inactive, even at the height of summer. I believe that the biergarten and boat rental would be a great activation of the space.

My primary concern is that this additional activity should not limit or restrict anyone's public access to the park including to this area. I watched the previous ALRC meeting and was concerned with the conversation on requiring a fence around the area in order to satisfy liquor laws. I do not support fencing off a portion of the park and think this needs to be seen as an additional park amenity, not a privatization of part of our park. All park space needs to remain open and available to all users (even if they don't purchase food or beverage from the vendor). I also think it's critical to maintain meaningful access along the lakeshore. This is one of the most frequent current uses of this area (people walking along the lake) and should not be infringed upon by the installation of the seating area.

Other neighborhood residents have expressed concerns over parking and noise. I don't believe either of those are compelling arguments and I believe that the activation of the space and the investment in the building outweigh the potential negative impacts.

Lastly, there was also discussion about the potential conflict with the broader alcohol prohibition in the park. I would be in favor of removing the alcohol prohibition from the park. I understand it was put in place to try and address some specific behaviors, but feel that drinking alcohol responsibly in the park should be permitted whether the alcohol is bought from the biergarten or brought in as part of a picnic.

Thanks for your work and for your deliberation on this issue.

Grant Foster

██████████ Anchor Drive

From: Oleksiak, Claire
Sent: Wednesday, December 14, 2016 10:19 AM
To: Crosby, Mark
Subject: FW: Olbrich Park Biergarten proposal

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office), 607-339-1340 (cell)
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From: Knepp, Eric
Sent: Wednesday, December 14, 2016 10:01 AM
To: Park Commission
Cc: Oleksiak, Claire
Subject: FW: Olbrich Park Biergarten proposal

From: Jason Tish [mailto: [REDACTED]@gmail.com]
Sent: Sunday, December 11, 2016 1:49 PM
To: Knepp, Eric
Subject: Olbrich Park Biergarten proposal

Hi Mr. Knepp-

As I am unable to attend the public hearing of the BPC on Dec. 14, 2016, so I'm submitting my comments on the proposed biergarten use at Olbrich Park (Legistar File #45397).

I have lived in the SASY neighborhood for 12 years and serve on the SASY neighborhood association, though these comments do not represent the position of SASY.

I fully and enthusiastically support the proposal. The concept of an outdoor biergarten at Olbrich Park would support local businesses, provide local jobs, and encourage additional use of the park during summer months. It would support local food-production and brewing culture - a culture that has deep roots in Wisconsin and Madison. It would provide an additional option for neighborhood social activity that has a high potential to enhance a sense of community in the SASY area.

Of course there are risks to permitting outdoor alcohol service on public land, but I feel that the risks are low and are outweighed by the potential benefits. I have read the Use Agreement for the proposal and I feel that there are sufficient provisions for rescission of the permit in case of abuse, unintended consequences, or an increase in nefarious or criminal activity as a result of the proposed uses. I have faith that my neighbors, venue operators, and likely patrons of the biergarten would, in large part, act responsibly, and socially regulate those who might abuse the opportunity.

I encourage the Board of Parks Commissioners to move this proposal to the next step of approval.

-Jason Tish
Lafollette Ave

[REDACTED]

From: Joan Karan [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 10:21 AM
To: Park Commission
Subject: Fwd: Support Olbrich Biergarten Alcohol License

Subject: Support Olbrich Biergarten Alcohol License

I am an East side/ Isthmus resident and am writing in support of the Olbrich Biergarten proposal for an alcohol license.

This will be a welcome family friendly addition to Madison. The proposal also seems well thought out regarding safety and noise concerns. I know one of the project partners personally and he is a father of a young child and an honest person with the highest ethics. I trust that he will uphold the promises in the proposal and be sensitive to the neighborhood and any concerns they may have. Therefore the project has my wholehearted support. I urge the Alcohol License Review Committee to grant the necessary license.

Joan Karan
[REDACTED] Sherman Ave
Madison, WI 53794

[REDACTED]

From: Tara Converse Rollins [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 11:18 AM
To: Park Commission
Subject: German-style beer garden in Madison

> To whom it may concern,
>
> I am writing in support of the German-Style beer garden business proposal by Mike Bare. I think this could be a wonderful addition to our city! Madison would benefit from continuing to support local and independent businesses.
>
> Thank you for your consideration
>
>
> Tara Rollins
>
> Sent from my iPhone

[REDACTED]

From: Tom DeChant [REDACTED]@charter.net]
Sent: Wednesday, December 14, 2016 12:38 PM
To: Park Commission
Subject: In Support of trying a beer garden at Olbrich Park

Dear Board of Parks Commissioners:

As one who has enjoyed spending time in many of the Milwaukee County Park System's lovely beer gardens, I wish to strongly support the testing of this concept within a Madison park. I think the selection of Olbrich Park as a location for this initial test is excellent because it is a highly visible community-wide park with beautiful lake views and great access by foot, bike, and bus as well as generous car parking. Its multiple game courts and boat launch also produce a ready audience for new amenities like a beer garden.

I am genuinely surprised by the negative response this excellent proposal has received from some immediate park neighbors. There appears to be a misunderstanding of beer garden culture, and how fundamentally different a beer garden is from a tavern or outdoor festival or any of the other 'nuisance' comparatives that have been suggested.

Here are a few thoughts:

- Beer gardens are family centric, multi-generational places to socialize. They're about conversation, not consumption. The atmosphere is congenial and low-key.
- Because the focus is on conversation, music levels are kept low – beer gardens don't produce a lot of noise.
- Milwaukee police have consistently reported *fewer* behavioral incidents in the parks that have beer gardens. The effect of more 'eyes on the park' typically reduces behavioral problems rather than creating them.
- Beer gardens have produced significant revenue for the Milwaukee Co. park system that has helped reduce the need for tax increases. Beer garden vendors have also made significant capital improvements to the parks in which they operate.
- Olbrich Park is a community-wide park, and as such, Madison residents beyond the immediate neighborhood have a right to enjoy this amenity with improved place-making additions like a beer garden.
- Approval at this point might be considered as a 'test of concept.' The beer garden should be reviewed thoroughly after the first year, both by Parks Division and the ALRC, to determine if it is performing according to plan and if any of the problems neighbors anticipate actually arise. Approvals can always be withdrawn in the event that Madisonians aren't as cultured as our eastern neighbors.

Given the Milwaukee County Parks System's great success with its beer gardens over the last half-decade, I sincerely hope the Board of Parks Commissioners will at least give this concept a try here in Madison. It is, as the historians among you might know, a concept that was once quite popular here – 'everything old is new again.'

Thanks for your consideration,

Tom DeChant

Coordinator, Friends of Olin-Turville (FOOT)
Member, Madison Urban Design Commission

[REDACTED]

From: Amelia Fontella [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 12:46 PM
To: Park Commission; icensing@cityofmadison.com
Subject: Letter in Support of the Olbrich Biergarten

To whom it may concern:

I just wanted to take a moment a voice my strong **support** for the proposed biergarten at Olbrich Park.

I live just a few houses away from Olbrich Park (on Buena Vista St.) and I see **the beachfront as a greatly underutilized space** in my immediate community.

The presence of a watercraft rental shop and a family-friendly biergarten will **add value to our park** and our neighborhood. Both these venues offer services and experiences that I personally will use. My family will use them as well. I see this project as **an asset to my neighborhood**: a gathering place and a way to truly enjoy the lakefront.

As someone who owns a home less than a block from Olbrich Park, I want to stress my support and enthusiasm for this project.

Thank you for considering my thoughts,

Amelia Fontella
[REDACTED]@gmail.com
[REDACTED]

[REDACTED]

From: Max Scoll [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 1:27 PM
To: licensing; Park Commission
Subject: In support of Olbrich Biergarten

Good Evening,

Thank you for considering my perspective as a neighbor (Olbrich Park is across the street from my home on Garrison St.). I am wholeheartedly in support of the proposed biergarten in the Park. I would be in support of it were it moved closer in the park to my home. The proposed hours of operation and footprint align with our experience in Milwaukee and similar use of public space in cities like Salzburg, Munich, and San Francisco. I do not wish to downplay the traffic and safety concerns raised by the Eastmorland Neighborhood- they should be considered in the development and planning for traffic patterns and parking. I would suggest however that all the conditions they call into question seem to exist without the beergarten.

Atwood avenue is full of speeders: agreed- not due to a biergarten or impacted directly.

The Lake Loop is on the sidewalk: agreed- not optimal and can be addressed in the pending Atwood Ave redesign and rebuild.

Access has been linked to reductions in crime: Great- lets get more people access to and using the facility, green-space, and beach. I walk in the park daily. Compared to parks in other urban cities I've lived- Olbrich is relatively empty of people using it as a park vs as a venue for sports or races.

Equity: I haven't seen any language that the proposed biergarten would prohibit picnicking in the park. I similar venues carry-in food is allowed or allowed in designated areas. It

Parking: The parking lot for Olbrich Gardens, Walter Street Lot, Sport Court lots are often full on weekend days in the summer. The Olbrich softball lots and second boat launch docks to the east of Atwood are rarely in my experience (sample size dog walks, scientific method-eyeball) full in the summer- this does raise the need for safe crossings to and from the park (Already an issues due to speed and signal at Walter St.)

Noise: Please review the proximity of this neighborhood to sporting events, drum circles, military installations at the airport, and significant surface streets. Through the warm weather there is regular noise from events at the EastSide club, events at the Olbrich Gardens, bands at Chiefs, 5ks, soccer games, flag football etc.

Prost!

Max and Nikki [REDACTED] Garrison St. Madison WI

--

Max Scoll

[REDACTED]

From: Heather Reasa Schank [REDACTED]@ks-lawfirm.com]
Sent: Wednesday, December 14, 2016 1:35 PM
To: Park Commission
Subject: Olbrich biergarten

I'm opposed to the biergarten because I feel there is inadequate parking; it is already difficult to find parking at Olbrich Gardens. I believe the additional traffic will be more dangerous for pedestrians on the sidewalk and I don't like the change in "attitude" from a park to a business. Additionally, it is redundant – there is already a place to drink at the East Side Business Club.

Heather Reasa Schank, paralegal
Krekeler Strother SC
[REDACTED] West Beltline Highway, Suite [REDACTED]
Madison, WI 53713
[REDACTED]

[REDACTED]

From: Nicoletta Drilias ([REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 1:35 PM
To: Nicoletta Drilias
Subject: Support of Olbrich Bier Garten Proposal

Hello,

I live at [REDACTED] Garrison St, very near Olbrich Park. I am 100% in support of the Olbrich Bier Garten proposal. I am very hopeful that I will be able to enjoy the bier garten next summer.

I grew up in Wauwatosa and my parents still live there. They have been to several of the Milwaukee area bier gartens and love the relaxed, family friendly atmosphere.

I recently traveled to Germany and visited a few bier gartens and would be thrilled to have one within walking distance of my home.

I love going to the Memorial Terrace, but don't make it there as often as I would like because of the location. Having a gathering place at Olbrich, on the lake, with a view of the Madison skyline would be a dream come true.

Things like this are the reason I love my city and my neighborhood. I hope it is allowed to come to fruition.

Prost,

Nikki Drilias

[REDACTED]

From: Gary Hess [REDACTED]@yahoo.com]
Sent: Wednesday, December 14, 2016 1:39 PM
To: Park Commission; Knepp, Eric
Subject: "Proposed Biergarten at Olbrich Park"

Dear Parks Commission and Alcohol License Review Committee:

I am writing to express my support of the proposed biergarten at Olbrich Park.

Thank you!

Gary J. Hess
[REDACTED] Ellen Ave.
Madison, Wis. 53716

[REDACTED]

From: Sarah [REDACTED]@yahoo.com]
Sent: Wednesday, December 14, 2016 1:43 PM
To: Park Commission; licensing
Subject: Support for Proposed Olbrich Biergarten

Good Afternoon,

I am resident of the Eastmorland neighborhood and I am writing to express my support for the proposed Biergarten in Olbrich park.

It is my understanding that the Eastmorland Community Association has written a letter of opposition to this proposal, and I want to make it clear that they do not represent many residents of the neighborhood. Rather, a handful of people that lead the Association have unilaterally decided to oppose the project while purporting to represent the entire neighborhood.

There appears to be a hysterical, "the sky is falling" kind of reaction to this proposal by some people, and those opponents seem to be the loudest voices. I can assure you that many people are in support of this proposal. I live two blocks from Olbrich park and do not feel that noise, parking or the other complaints being cited will be an issue. There are many events that already happen at Olbrich Gardens and the park, including sporting events and loud music and in the 7 years I've been living in the neighborhood in very close proximity to the park, there have been no issues. People in general are courteous and do not cause problems, and loud music and events always stop at a reasonable hour.

I look forward to enjoying the Biergarten and think it will be a great addition to the park and the neighborhoods surrounding the park.

Thank you,

Sarah Piersma
Harding Street in Eastmorland Neighborhood

[REDACTED]

From: Michael Hoffmeister [REDACTED]@uwalumni.com]
Sent: Wednesday, December 14, 2016 2:06 PM
To: Park Commission; licensing
Subject: In support of Biergarten for Olbrich Parks

To Whom it May Concern,

I am writing as a future resident of the neighborhood around Olbrich Park in reference to the proposed Biergarten at Olbrich Park, and my strong support for the proposal.

My husband and I will be closing on our home at [REDACTED] Busse Street later this month. We are very excited to join such a vibrant neighborhood. One of the primary factors that attracted us was the exciting, forward-looking energy that has begun to develop in the area. One likely manifestation of this energy is the proposed Biergarten at Olbrich Park. On a purely personal level, we are excited to have a well-regulated outdoor social venue at which we might gather with friends and family. On a deeper social level, we are very strongly in support of the creation of public works and meeting spaces in the greater Madison community that provide infrastructure for both formal and informal gatherings of citizens; the placement of such infrastructure in close proximity to the beautiful natural resource of Lake Monona strengthens its significance and symbolism.

To reiterate, we would like to express our strongest support and endorsement of the proposed Biergarten at Olbrich Park. We are thrilled to be moving into the neighborhood soon.

Sincerely,
Michael R. Hoffmeister
[REDACTED] Busse Street

[REDACTED]

From: Witt, Neal [REDACTED]@countyofdane.com]
Sent: Wednesday, December 14, 2016 2:07 PM
To: Park Commission; licensing
Subject: Olbrich Biergarten

To whom it may concern,

This is a letter of support for a biergarten in the Olbrich neighborhood. I live on Tulane Ave (about 6 blocks from the softball fields) and truly believe that a biergarten would be a boon for the neighborhood and the city in general. The east side is very underrepresented in terms of "things to do" in the summer that involve Lake Monona. Even with the renovations done to the Memorial Union, it is a major hassle to park downtown in order to enjoy the jewel of the city. Having something similar in my very own neighborhood would be a dream come true and I hope it comes to fruition.

Thank you,
Neal Witt
Dane County Human Services

[REDACTED]

From: Jenny Rice [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 2:08 PM
To: licensing; Park Commission
Subject: In support of Olbrich beer garden

Hi,
I am writing in strong support of the new beer garden in Olbrich park. I have spent much time in the beer gardens of Bavaria, they are wonderful and very family centered. You always see families with children playing and eating. Very fun and cultural. Would be a great addition to Madison. Would also love to see one at Marshal Park.

Greg and Jenny Rice

[REDACTED] Belle Fontaine Blvd, Middleton

From: Armstead Feland V [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 2:12 PM
To: Park Commission
Subject: Olbrich Biergarten

I live at [REDACTED] Lindbergh St. (next to Olbrich Gardens), with my wife and two small children, and I wanted to express my support in favor of the Biergarten at Olbrich Park. . I had the opportunity to visit one of Milwaukee's Biergartens this past summer and found it to be a great community gather spot, inviting, and very family friendly. I remember thinking to myself, "Why don't we have these in Madison?" I would find a Biergarten to be a great addition to our neighborhood and increase usage in a underutilized Madison park.

Thank You,
Armstead Feland V

[REDACTED]

From: Kris Prusynski [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 2:13 PM
To: Park Commission; licensing
Subject: Olbrich biergarten

I live in Madison's Eastmorland neighborhood and I wanted to register my SUPPORT for the Olbrich biergarten. I do not agree with the neighborhood association's letter in opposition as I think this project would be a WONDERFUL edition to the neighborhood.

Austin, Joanne

From: Eric Britigan [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 2:19 PM
To: Park Commission
Subject: Olbrich Biergarten

Hello,

I wanted to write to express my support for the Olbrich Biergarten being discussed tonight at the meeting of the parks commission. I think it will be an excellent addition to the neighborhood and provide a much needed setting to help foster connections in our community.

I also want to make it clear that the Eastmorland Neighborhood Association does not represent the views of everyone in the community.

Thank you,
Eric Britigan

[REDACTED] Silver Road
Madison, WI

[REDACTED]

From: Bobby Marshment-Howell [bobbymarshmenthowell@gmail.com]
Sent: Wednesday, December 14, 2016 3:37 PM
To: [REDACTED]
Subject: Fwd: In support of a bier garten at olbrich park

Sent from my iPhone

Begin forwarded message:

From: Bobby Marshment-Howell <[REDACTED]@gmail.com>
Date: December 14, 2016 at 11:43:44 AM CST
To: parksBPC@cityofmadison.com
Subject: In support of a bier garten at olbrich park

As a life-long resident of the near east side, someone who played soccer at Olbrich growing up, swam in the algae-ridden Olbrich beach, and plans on raising a family that gets to experience the same things I am strongly in support of a bier garten in olbrich park. It will offer a fantastic environment to strengthen the community. I've spent two years living in Germany where bier gartens are quite popular in public parks, they are the heart of communities in small towns and large cities alike.

Please don't let the baseless concerns of alcohol abuse and noise violations from NIMBY-ers spoil what would be a cherished neighborhood gathering place.

Sincerely,

Bobby Marshment-Howell

Sent from my iPhone

[REDACTED]

From: Linda Marx [REDACTED]@chorus.net]
Sent: Wednesday, December 14, 2016 2:50 PM
To: Park Commission
Subject: Olbrich bier garten; in favor!

Greetings, I wish to register my overwhelming support for this project for several reasons:
Enhance utilization of an under utilized portion of the park system Enhance utilization of
the lake. Where can you go for a beer and a view of our city from the lake?
Extremely minimal impact on neighbors.....by the way I live on Oakridge av and could be
considered a neighbor.

Project is a revenue source

All in all a GREAT IDEA for stimulating activity in our parks and in our neighborhood.

I can't imagine any one not loving this idea.

Please endorse. I have a conflict tonight so am unable to attend he meeting.

Linda Marx

[REDACTED] Oakridge av

[REDACTED]

From: Travis Doran [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 2:56 PM
To: Park Commission
Subject: Olbrich Park Biergarten

Greetings Parks Commission,

I am writing as an Eastmorland resident ([REDACTED] Dennett Dr.) in support of the Olbrich Biergarten proposal.

I would also like to express my concern about the letter that was sent from the Eastmorland Community Association. I dont know who has had input in the creation of this letter, and none of my neighbors share the feeling expressed in the letter.

Thank you,

Travis Doran

Austin, Joanne

From: Oleksiak, Claire
Sent: Wednesday, December 14, 2016 3:28 PM
To: Park Commission
Subject: FW: Olbrich Biergarten

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on [Facebook](#). Twitter [@PlayMadison](#)

play
**MADISON
PARKS**

From: Jason Reid [mailto:██████████@yahoo.com]
Sent: Wednesday, December 14, 2016 1:58 PM
To: Knepp, Eric; Oleksiak, Claire; Managerpacommission@cityofmadison.com; Wallner, David; Gnam, Emily; ██████████@me.com; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Baldeh, Samba; Gloede, Carl; Christianson, Eric; ██████████@yahoo.com; Reyes, Gloria; ██████████@frontier.com; ██████████@gmail.com; ██████████@wisc.edu; Verveer, Michael; ██████████@foolproofplan.net; ██████████@yahoo.com; Skidmore, Paul; Allen, Roger; Bidar-Sielaff, Shiva; ██████████@uwsa.edu; ██████████@mailbag.com; McKinney, Barbara; Zellers, Ledell; Rummel, Marsha; King, J Steven; Wood, Zach; Cheeks, Maurice; Gruber, Tim; Palm, Lawrence; Eskrich, Sara; Carter, Sheri; Ahrens, David; Jason Reid
Subject: Olbrich Biergarten

I am writing to you to express my extreme disapproval with this proposal. I have no qualms with adults having a couple of drinks and enjoying themselves, but with that said, I would like to tell you why I find this proposal so unnecessary and potentially harmful. Olbrich is one of the larger parks that I have seen in my life. It offers a beach, volleyball courts, tennis courts, an area for basketball and large open spaces where I have seen people picnic, play soccer, fly kites, read, practice tai chi, meditate, dance, celebrate birthdays and even create artwork. All of this in the open air and with the immediate beauty of lake Monona and the city skyline. I am opposed to having a permanent structure set up in the park to promote the consumption of alcohol. Madison and indeed much of Wisconsin is known for having a drinking culture. I don't think this is something necessarily to be proud of or continue to promote especially at a time when local neighborhoods have had buildings damaged due to the negligence of intoxicated drivers, not to mention the continuing accidents involving vehicles alone. There are PLENTY of places in Madison where adults can gather and enjoy a beverage. In fact, the East Side Club, right next door to Olbrich park has an outdoor bar. I worry about the existing green space being consumed for this building as well as additional parking if needed. What need is served by creating this structure that isn't served by the MANY bars and restaurants in this city? Why not the promotion of exercise and health by creating an outdoor gym or other equipment for ALL park visitors to use? Perhaps use some of the land to create community gardens to increase Madison residents time spent outdoors as well as fostering a connection to growing?

Not owning a car and depending on Madison Metro or my own two feet to get me where I want to go, I consider myself primarily a pedestrian. I have had MANY close calls with vehicles and drivers and I worry about the increase of incidents with yet another establishment for people to drink and in a park! Possibly the worst place it could be located! Young children running around at a park do not need the extra danger of people whose ability has been impaired by alcohol around them, especially driving around the neighborhoods as they leave. I can

imagine an increase of trash, bottles, cigarette butts and food containers as careless people deposit it where they wish as intoxicated people tend to do. This will undoubtedly have an effect on the wildlife that visits the park as well as an effect on the lake.

I also worry about the neighbors having to put up with the extra noise, intoxicated people in their neighborhoods, damage to property and whatever else may come of it. I hope their points are taken into consideration as they will be the first ones to suffer whatever negative effects may come, almost immediately.

I find this proposal wholly unneeded and lacking to positively benefit the residents of Madison and I hope it will be rejected.

Thank you so much for your time and consideration

Jason Reid
[REDACTED] Buckeye Road
Madison, WI 53716

Austin, Joanne

From: Michael Chronister [REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 3:28 PM
To: Park Commission; licensing
Subject: Olbrich Biergarten

I am writing in support of the proposed Olbrich Biergarten. As a homeowner in the area surrounding Olbrich Park I feel this business will only add to the character and attractiveness of the neighborhood.

The beach and building currently at this location are very underutilized and this new attraction will bring many more people to the park and the east side, benefiting all. I know from visiting places like this in Milwaukee and throughout the country that these types of places, while serving alcoholic beverages, do not come with the problems (mostly perceived and not real) many associate with bars.

So please raise and stein and support the proposed Biergarten.

Prost

Michael Chronister
[REDACTED] Dixon St
Madison, WI 53704

Board of Park Commissioners
Meeting of December 14, 2016
Agenda Item #19, Legistar #45397
BKM Operational Plan for a Biergarten Proposal at Olbrich Park Beach

I urge the Board to carefully consider whether to accept the BKM Operational Plan for the following reasons.

1. A Biergarten does not comport with the purpose as outlined in the Request for Proposals

The Description of Services section of the RFP states:

Parks Division is accepting proposals from qualified vendors for the right to provide *placemaking services* in two lakefront parks. These services may include, but are not limited to; 1) equipment for water sports rentals (e.g. canoes, kayaks); 2) instructional programs for water sports; 3) concession operations; 4) innovative community, recreation and park placemaking concepts, in Marshall Park as well as Olbrich Park. ... Successful proposers will consider how their services *complement and integrate with existing park uses* as well as *engage a diversity of members of the community*. *Environmental sustainability and stewardship* are also important. (Section 2.1, emphasis added)

The goal of signing an agreement with an outside vendor(s) and conveying the rights to provide these services is to serve the public interest of Park patrons by offering seasonal services and *enhance the safety and ambience of these parks* by maintaining a business in park shelters. (Section 2.2, emphasis added)

I fail to see how this Biergarten provides placemaking. One view of placemaking: "With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well being."

http://www.pps.org/reference/what_is_placemaking/

I fail to see how a Biergarten complements and integrates with existing park uses. Alcohol was banned at Olbrich Park in 2012 for a one-year period expiring June 27, 2013. Two years later, alcohol was again banned. Legistar #39689, ORD-15-00113. The record for the 2015 ban is sparse, other than stating "alcohol consumption at the park remains a problem." What were those problems, and will those problems be a risk with a Biergarten? Even if a Biergarten would not pose a risk of creating alcohol-related problems, how does a Biergarten fit into Parks' mission and value statements?

I fail to see how a Biergarten engages a diversity of members of the community. The sample menu submitted as part of the application for an alcohol license (Legistar #44842) reflects \$5-\$7 for a glass of beer or wine. That is hardly affordable for many members of the community.

<https://madison.legistar.com/View.ashx?M=F&ID=4734511&GUID=E8B5FC6B-4BA3-4456-BA18-8708AFE0899C>

I fail to see how a Biergarten promotes environmental sustainability and stewardship. The Biergarten seating area will be made of crushed stone along the shoreline, under the trees. These shoreline trees are up against the stone rip-rap. To what extent might having a crushed stone seating area (of unspecified depth) cause stress to these trees (e.g., through root compaction), especially when the seating area will seat 260 people (per the alcohol license application)?

I fail to see how a Biergarten enhances safety and ambience. The Operation Plan provides the Biergarten would be open 55 hours per week. The alcohol license reflects total open hours of 51 per week:

opening at 4:00 p.m. Monday through Thursday, 3:00 p.m. on Friday, and noon on Saturday and Sunday. In other words, the business would not be adding anything to the park during weekdays, whether in safety or in ambiance.

2. Should the City be making money off of alcohol sales?

Does Madison want to be making money off of alcohol sales? The "Use Fee" would total \$166,000 over 7 years, with most years between \$23-25,000. This is a rather substantial sum, and the operators will not be able to fund this fee through the sale of ice cream treats.

3. Alcohol was not contemplated by the Request for Proposals.

RFP #: 8544-0-2016-BP, Services at City Parks, solicited proposals from qualified vendors for services at Olbrich Park.

The Sample Agreement attached thereto specified:

3. Scope of Services. In entering into this Agreement, Permittee agrees to the following terms and conditions regarding the services being offered by Permittee at the Premises:

A. Services to be Provided. Permittee shall provide equipment for water sports rental, instructional programs for water sports, youth camps for water sports, and beverage and snack concessions at the Premises. *No alcoholic beverages may be sold at the Premises.*

...

F. Product. All items offered for sale by Permittee, including, but not limited to, food, *non-alcoholic beverages* and confections, shall be approved by the Parks Superintendent, or his/her designee. All items for sale shall be individually listed on an inventory, a copy of which shall be filed with the Parks Division.

(emphasis added)

Although this was only a sample agreement, would not other potential purveyors of alcoholic beverages have reasonably assumed that alcohol would not be permitted? Is it fair to other potential bidders that the presumed restriction was not really a restriction at all?

4. Experience of the owners

"Our liquor agent and LLC member, Erik Kestling, has eight years of personnel management experience working with diverse teams. We will also have a salaried operations manager with experience in tavern management."

<https://madison.legistar.com/View.ashx?M=F&ID=4734511&GUID=E8B5FC6B-4BA3-4456-BA18-8708AFE0899C>

And from a Capital Times article:

BKM Group consists of [Mike] Bare, who's from Verona, Erik Kesting of Madison and Travis Mueller of Milwaukee. Bare's background is in politics and nonprofit organizations, Kesting has experience in corporate finance and Mueller is an attorney.

"We actually have not done anything like this in the past," Bare said. "This is a new kind of venture for all of us."

He said the trio plans to hire a "well-qualified operating manager" to run the business, which would not serve hard alcohol.

http://host.madison.com/ct/news/local/city-life/madison-eyes-a-german-style-beer-garden-for-olbrich-park/article_34db7208-5665-552e-bb6e-cc0a01007b1a.html

This is the City's first venture into serving alcohol in City Parks. Should it be run by a LLC that has no members with any experience?

If the Board of Park Commissioners believes that alcohol is appropriate for placemaking in a City park, the Board may want to reissue the RFP so it is clear that proposals for alcohol concessions will be considered. Otherwise, there may be a suspicion of cronyism. (As reflected to the alcohol license application, Erik Kesting is one of the LLC members. Alder Sara Eskrich is married to an Erik Kesting. http://host.madison.com/wsj/news/local/govt-and-politics/elections/election-madison-city-council-district/article_ecd217d2-7acf-5545-8646-2d20a2dcc831.html)

Respectfully Submitted,
Linda Lehnertz

[REDACTED]

From: Sarah Gillmore [REDACTED]
Sent: Wednesday, December 14, 2016 4:41 PM
To: Park Commission
Subject: Olbrich biergarten

Greetings,

We're home owners at [REDACTED] Atwood Ave and we support the Olbrich biergarten!

Thanks
Sarah Gillmore
Kristin Rucinski

From: Rob Fontella
Sent: Wednesday, December 14, 2016 4:26 PM
To: Park Commission; licensing; Ahrens, David
Cc: Rummel, Marsha
Subject: Support Letter to Olbrich Park Biergarten Proposal - Robert Fontella, Olbrich Garden Resident
Attachments: Support Letter to Olbrich Park Biergarten Proposal - Robert Fontella, Olbrich Garden Resident.pdf

Dear City Council Members, City Park Commission and City Alcohol License Review Committee,

This project, and the forward vision encouraging it, are gratefully welcomed. This would be such an asset to my neighborhood: a gathering place for my community, family, and friends and a way to truly enjoy the lakefront.

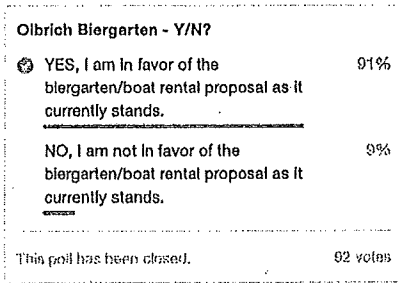
I strongly support the BKM Group, LLC's Olbrich Biergarten proposal, as do many of my neighbors. I am excited for the positive impact it will have on the neighborhood and this area, overall, of Madison. It would be an important addition to a very underutilized space, making it enjoyable for many.

As someone who owns a home less than a block from Olbrich Park, I would like to express our enthusiasm for the project. Further, we are ecstatic about placemaking efforts that create and redefine community resources that get people together and increase the ways we enjoy those spaces.

In summary, the presence of a watercraft rental shop and a family-friendly biergarten will add value to our park and our neighborhood. These are services and experiences that I personally will enjoy and that friends and family will enjoy.

Also, I do not share the Eastmoreland Community Associations' comments, who appear to mischaracterize the process, the aim, safety concerns, and the nature of the opportunities that come with the development proposal. Noise concerns are unfounded, as the levels are measurable. And specifically, and obviously, if there is an intersection/roadway that is considered unsafe for pedestrians, it would be unsafe regardless of who is using the park and should be considered as a stand-alone issue, and not be discouraged park use or this enriching development.

Finally, let me enclose a snap-shot of a survey run on our neighborhood's Nextdoor network, which summarizes what I have been hearing as we've discussed with our neighbors.



Shared with Atwood + 5 nearby neighborhoods in General

Thank you,

[REDACTED]

From: Kira Kennedy [REDACTED]
Sent: Wednesday, December 14, 2016 4:53 PM
To: Park Commission; licensing; All Alders
Subject: In Favor: Olbrich Biergarten

To Whom It May Concern,

My husband and I are in favor of the proposed Olbrich Biergarten.

I lived in Munich, Germany and experienced firsthand the splendor of outdoor biergartens. They build friendships, camaraderie and goodwill among neighbors. The success of the Memorial Union Biergarten and Capital Brewing Company's Biergarten prove that there's a thirst for additional similar establishments in Madison.

Thank you for your time,
Kira & Martin Kennedy

[REDACTED]

[REDACTED]

From: Ahrens, David
Sent: Wednesday, December 14, 2016 5:10 PM
To: Park Commission
Subject: FW: Olbrich Biergarten

From: Adam Both [mailto:[REDACTED]@gmail.com]
Sent: Wednesday, December 14, 2016 4:04 PM
To: Ahrens, David
Subject: Olbrich Biergarten

Hello District 15,

I'm a resident of the Eastmorland neighborhood ([REDACTED] Hargrove St) and I became aware of the letter that the community association sent out in opposition to the project.

I'd like to let you know of my support for the project and that the letter does not represent my position. While the ECE letter did have some legitimate concerns (as well as illegitimate ones), over all I believe the project to be a positive one for the city and neighborhood and am encourage by the trends I see for development in the area.

Regards,

Adam Both