



Date: Mar. 1, 2011

AVAILABLE TO ANSWER QUESTIONS FORM

CITY OF MADISON

Registration Statement - Common Council
COMMITTEE

10
Agenda No. 21126

PLEASE PRINT CLEARLY

Name Nina Emerson
Address 137 S. Brittingham Pl
Madison

Please check one:

AND

Please check:

- Support
- Oppose
- Neither Support Nor Oppose

- Available to answer questions

At this meeting are you representing an organization or a person other than yourself: Yes No
(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," provide the name of who you represent and go on to the next question.)

Name, address and telephone number of each person or organization you are representing:
Please refer attached.

Are you being paid for your representation? Yes No

Are you appearing as part of your other paid duties for this person or organization? Yes No
(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)

Speaking Limits: Public Hearing (Common Council) 5 minutes
Information Hearing..... 3 minutes
Other Items..... 3 minutes

(SEE BACK)

REGISTRATION STATEMENT - PAGE 2

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(Please go to the City Clerk's website www.cityofmadison.com/clerk/index.html or go to the Clerk's Office at Room 103 of the City-County Building, Madison, for more information.)

Date _____

Signature _____

Print Name _____

Nina J. Emerson
137 S. Brittingham Place
Madison, WI 53715

March 1, 2011

The Honorable Dave Cieslewicz, Mayor
Members of the Common Council
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Re: Agenda Item 21126

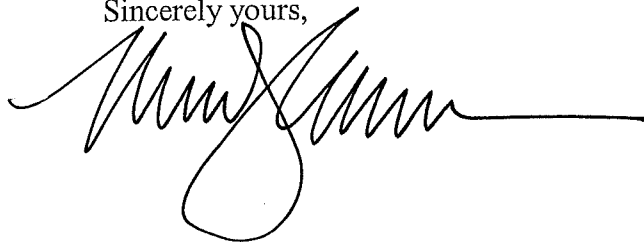
Dear Mayor Cieslewicz and Council Members:

I am submitting this letter in support of the referenced Agenda item extending the sunset date of the Downtown License Density Plan, a/k/a ALDO. However, I want the record to reflect the following comments:

- ALDO should be made permanent. The rolling sunset dates have not been productive and have taken away from the necessary data gathering to fully evaluate ALDO's effectiveness.
- ALDO should be evaluated based upon neutral criteria that is collected by city officials rather than biased data provided by the BID and other parties with a monetary interest in downtown real estate.
- ALDO should be left alone to do what it was designed to do; namely, "reduce the number and capacity of certain types of alcohol beverage licenses" and "decrease the strain on public resources caused by a high density of alcohol-related businesses..."

Thank you for your time and consideration.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Nina J. Emerson", with a long horizontal line extending to the right.



Date: 3/1/10

AVAILABLE TO ANSWER QUESTIONS FORM

CITY OF MADISON

Registration Statement - Common Council
COMMITTEE

PLEASE PRINT CLEARLY

Agenda No. 10

Name Janie Macarville
Address 1213 Beecher St #3
Madison

Please check one:

AND

Please check:

- Support
- Oppose
- Neither Support Nor Oppose

- Available to answer questions

At this meeting are you representing an organization or a person other than yourself: Yes No
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make aido permanent, keep original language

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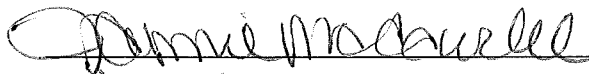
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Date 3/11/11

Signature 
Print Name JAMIE MACARULLE

DCCRAA Talking Points on Alcohol License Density Ordinances (ALDO)

MAKE ALDO PERMANENT!

Health Care Concerns

- Madison was just ranked the 15th drunkest city in America, based on alcohol-related liver disease, DUI related arrests and deaths and binge drinking, according to Men's Health Magazine. That's not the reputation any of us want for our home.
- We want a community that encourages healthy, responsible choices, not one that promotes over-consumption. Health begins where we live, work and play. Protect our community by addressing the alcohol abuse today.

Economic Cost

- We could be making Madison a safer, healthier place, while minimizing alcohol-related crime and violence, the source of major economic costs our community and state face.
- Extension of the 365 day rule will allow numerous locations to be grandfathered, creating more competition with a potential negative impact on revenue in the already over saturated market.

Violence

- The ALDO was created to reduce the number of alcohol licenses in the downtown area because of the unacceptably high amount of violence in the area; research shows a strong correlation between violence and the number of liquor licenses.

Law Enforcement Costs

- The financial impact of problem establishments on the city is astronomical. Even one problem establishment costs the city too much.
- Alcohol-related problems downtown drain resources from the Madison Police Department, and even pull city and county officers from outside the area as backup.

The Window of Time for Allowing a Tavern to Reopen within the ALDO Area

- One effective way to reduce alcohol abuse is by limiting the number of alcohol outlets in an area. This will reduce the economic and health-care related burden of alcohol abuse.
- Doubling the window of time for allowing a new tavern to open does not limit the number of alcohol outlets. It does not do what ALDO was set out to accomplish.
- 365 days is a reasonable amount of time to find a new tenant in a competitive real estate area.
- If an establishment closes and new tenants are not found within 365 days, our leaders should seize that opportunity to reduce liquor outlets in our neighborhood.

Exceptional Circumstances

- If an outlet gets more than 50% alcohol revenue, it should be viewed as a bar not a restaurant or entertainment venue.
- Half of a business' revenue does not need to come from alcohol in order for it to be successful.
- The exceptional circumstance clause should remain as it is in the existing ordinance with no more than a 25% liquor sales allowed for non-bar establishments.
- Raising the limit allowed for total alcohol sales does not work to reduce alcohol outlet density downtown. Let's remember what ALDO was set up to do and stick to it. Our community will thrive when we address the very real issue of alcohol abuse in Madison by keeping ALDO strong.



Date: 3-1-11

DO NOT WISH TO SPEAK FORM

CITY OF MADISON

Registration Statement - Common Council
COMMITTEE

Please Print

Agenda No. 10

PLEASE PRINT NAME CLEARLY

Name ROSEMARY LEE
Address 111 W WILSON
53903

Please check one:

AND

Please check:

- Support
- Oppose
- Neither Support Nor Oppose

- Do not wish to speak

At this meeting are you representing an organization or a person other than yourself: Yes No
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