

**From:** [Post, Kelly](#)  
**To:** [Zilavy, Jennifer](#); [Verbick, Jim](#); [Hartman, Kipp](#); [Licensed Establishment Admin](#); [licensing](#); [Meinert, David](#); [Norquist, Chad](#); [Parks, Timothy](#); [Sullivan, William](#); [Veum, Eric](#)  
**Subject:** RE: Request for Alcohol Producer Full-Service Retail Sales Application Review - Giant Jones Brewery  
**Date:** Wednesday, April 30, 2025 3:22:56 PM

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This temp B request is within the perimeter of the Fete de Marquette Street Use permit, which has been approved.

I agree that intoxicating liquor should not be allowed, since it is not allowed for the rest of the Fete event through the Street Use permit or the Park Event permit.

There is also a question of how this picnic/beer license overlaps with the one issued for Fete. During the Street Use permit discussion, it came up that during Fete customers that buy beer from Giant Jones are then allowed to walk freely through Fete. They use the same plastic cups that Fete uses for their beer. So it's difficult to know if someone at Fete bought the beer at Giant Jones or at the festival.

The discussion was that anyone buying beer from Giant Jones should not be allowed to leave their licensed premises.

Now that they applied for this, I'm hoping them applying for this and getting it approved (without liquor) will allow for that overlap?

I'm all for figuring out a way to make it work from a perspective of supporting local small businesses and local festivals run by non-profits.

Parks approves this Picnic Beer/Temp B permit for Giant Jones Brewery during Fete de Marquette, with the exception of intoxicating liquor.

Thanks -

Kelly Post

608-264-9289

*Park and Street Use Supervisor*

**MADISON PARKS**

330 E. Lakeside Street • Madison, WI 53715



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**From:** Zilavy, Jennifer <JZilavy@cityofmadison.com>

**Sent:** Thursday, April 24, 2025 9:13 AM

**To:** Verbick, Jim <JVerbick@cityofmadison.com>; Hartman, Kipp <KHartman@cityofmadison.com>; Licensed Establishment Admin <LEAdmin@publichealthmdc.com>; licensing <licensing@cityofmadison.com>; Meinert, David <DMeinert@cityofmadison.com>; Norquist, Chad <CNorquist@cityofmadison.com>; Parks, Timothy <TParks@cityofmadison.com>; Post, Kelly

<KPost@cityofmadison.com>; Sullivan, William <WSullivan@cityofmadison.com>; Veum, Eric <EVeum@cityofmadison.com>

**Subject:** RE: Request for Alcohol Producer Full-Service Retail Sales Application Review - Giant Jones Brewery

I think we should NOT allow the sale of intoxicating liquor since that is standard practice (by law, not choice) for picnic/beer licenses and Jones is looking to be a vendor at an event that traditionally runs with a picnic/beer license.

Jennifer

*Jennifer Zilavy*

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City of Madison

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**From:** Verbick, Jim <[JVerbick@cityofmadison.com](mailto:JVerbick@cityofmadison.com)>

**Sent:** Thursday, April 24, 2025 9:04 AM

**To:** Hartman, Kipp <[KHartman@cityofmadison.com](mailto:KHartman@cityofmadison.com)>; Licensed Establishment Admin <[LEAdmin@publichealthmdc.com](mailto:LEAdmin@publichealthmdc.com)>; licensing <[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)>; Meinert, David <[DMeinert@cityofmadison.com](mailto:DMeinert@cityofmadison.com)>; Norquist, Chad <[CNorquist@cityofmadison.com](mailto:CNorquist@cityofmadison.com)>; Parks, Timothy <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>; Post, Kelly <[KPost@cityofmadison.com](mailto:KPost@cityofmadison.com)>; Sullivan, William <[WSullivan@cityofmadison.com](mailto:WSullivan@cityofmadison.com)>; Veum, Eric <[EVeum@cityofmadison.com](mailto:EVeum@cityofmadison.com)>; Zilavy, Jennifer <[JZilavy@cityofmadison.com](mailto:JZilavy@cityofmadison.com)>

**Subject:** Request for Alcohol Producer Full-Service Retail Sales Application Review - Giant Jones

Brewery

Good morning,

Please review the attached application. This is an application for a brewery (that operates on a state permit) to be able to sell alcohol outside of their production premises. This application type is new, established by recent changes to the state statutes. The state will ultimately grant this allowance, but the producer (Giant Jones) is required to get sign-off from the host municipality. Municipalities are able to put limits and restrictions on this allowance. This application can either be used for a more permanent brick and mortar off-site location, like a taproom. It can also be used for a temporary off-site location, like for events as a picnic beer permit would. This particular application for Giant Jones is the latter, for Fete de Marquette.

This application is for Giant Jones Brewery to be able to sell beer, wine, and liquor on the 200 block of South Brearly St. Unlike municipal picnic beer permits, liquor is not an option as it is for this application. Again, municipalities can limit the scope and put restrictions on this allowance if it wishes. **Please review this application as you would for a picnic beer permit application.** For instance, if they need a street use permit or if they need to show liquor liability coverage, these are still valid requests we can make of these applicants. Let me know if you sign-off on this application, and if you have any feedback or request for restrictions. Once all sign-offs are complete, it will go to the Alcohol License Review Committee, and then to Council for final approval.

Let me know if you have any questions.

Sincerely,

**Jim Verbick, WCMC**

*(pronouns: he/him/his)*

**Deputy Clerk**

City of Madison City Clerk's Office

City-County Building-Room 105,

210 Martin Luther King Jr. Blvd. 53703

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