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To: [Verveer, Michael](#)
Cc: [Vending Oversight Committee](#); [Blake-Horst, Meghan](#); [Cnare, Rebecca](#); [Ouk, Saran](#); [Mikolajewski, Matthew](#)
Subject: Re: Permanent Streatery Opinion
Date: Wednesday, October 27, 2021 12:27:02 PM

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I am looking forward to the Vending Oversight Committee tonight. Please accept this letter as written comments on agenda.

I first off would like to applaud you and the city enough for the hard work over the past year and a half. We proved that Madison can be forward-looking and work through public/private initiatives like this. I really appreciate the urgency of the city to mobilize through the pandemic to allow restaurants like ours (Merchant and Lucille) to continue to do what we do in an especially difficult business environment. What Meghan Blake-Horst has accomplished and overcome over this time period is nothing short of extraordinary, and I commend her and the city staff's commitment to our great city.

I have reviewed the excellent materials on today's agenda from the city and it seems like there are substantial policy, procedural, and financial recommendations from the city staff to make the Streatery Program more streamlined, manageable by the city and vendors, and economically viable.

A few takeaways I would like to underscore quickly:

- **A Curated Curb:** Marketing is key to this initiative. There is and will continue to be considerably more demand now for using the streetscape for retail, vending and biking instead of parking. The more we can create urban spaces that are green and allow human interactive experience, the more rich our urban landscape will be. For example, I am attaching photos of how Detroit recently transformed the historic fashion Livernois Avenue [pronounced "Liver-noy"]. The city elongated the curb to create a large Steatery and created safe sidewalk-level bike lanes, separated by green landscaping and pedestrian seating areas. I urge the city to use this time to think big, use street vending to revitalize, and use dollars to invest in a street that shows Madison's vitality, beauty, and modern lifestyle.
- **Equity:** I would like all to please keep in mind the difference between "Equity" and "Equal". The city and all stakeholders can only design a system that is equitable through fair-minded rules and regulations. The results, however, will not be equal for all operators.
- **Fees:** Businesses like mine would and should pay the hard costs for patio access as well as addl fees for programming. This is an expensive endeavor, however, part of equity is paying for use.

Thank you for your consideration.



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