

**From:** [Evers, Tag](#)  
**To:** [Verbick, Jim](#)  
**Subject:** Fw: Pizza Extreme Liquor License  
**Date:** Tuesday, September 10, 2019 11:43:45 AM

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Hi Jim,

Please include this exchange in the legislative file for Pizza Extreme's application which comes back to ALRC on 9/18.

Thanks.

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Tag Evers

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**From:** Lea Jacobs <>  
**Sent:** Tuesday, September 10, 2019 10:01 AM  
**To:** Brian Goodman; Evers, Tag  
**Cc:** ; ;  
; ;  
; Jim Meyer  
**Subject:** Re: Pizza Extreme Liquor License

Dear Mr. Goodman,

Thank you for getting in touch with the VNA Council and for offering to meet with us. In my capacity as chair of the Zoning Committee, I would be happy to meet with you to discuss the PE application to the ALRC. I am also planning to attend the ALRC meeting on September 18th. I would like to learn more about the situation at Extreme Pizza. I suggest an informal meeting on Friday afternoon around 3pm. I am sorry that I am not available on Thursday or Monday, but I work full time and I have obligations to meet. I would also be open to a telephone conversation that might be easier for both of us to manage. Please let me know how you would like to proceed.

The VNA Council would like to repeat our offer to meet with you and other representatives of PE at our regularly scheduled meeting on September 25. This meeting date is posted to the neighborhood and allows for advanced notice that maximizes neighborhood participation and provides for a sufficient venue. We have also scheduled time at that meeting for a more general discussion of the problem of public drunkenness in the north Vilas neighborhood both during football Saturdays and during regular business days after closing time. This issue is larger than the question of Extreme Pizza's particular request. We have a situation along the Regent Street corridor with a large student population living on Spring Street, along the bike path, and in the houses in Greenbush and Vilas south of Regent Street. We also have a very large number of bars along Regent. Neighbors have complained about the exodus of intoxicated bar patrons into the streets of north Vilas after bar closing time.

Having said this, I would repeat the compromise that was proposed at the last ALRC meeting. The VNA is quite happy to have Pizza Extreme serve hard liquor on site (only on site, not to take away) during regular business hours. This is because the site is relatively small and not likely to add substantially to the problems of drunkenness on the streets at closing times on regular business days. But the VNA Council

does object to the sale of hard liquor during football Saturdays. The problems of public drunkenness before and especially after games are well known to the police and to city officials. Vilas neighbors, especially in the north of the neighborhood, experience this every game day. We are seeking to protect our homes and our families from a further expansion of this problem. On these grounds, the VNA Council objects to the sale of hard liquor in the Pizza Extreme beer garden.

The limitation of the beer garden to 500 people does not seem adequate or relevant to the problem the neighborhood faces since it offers the possibility of 500 more highly intoxicated people in our streets before and after games.

I do not know if the city would be willing to issue a liquor license to sell hard liquor on business days, but not in the beer garden on football Saturdays. The compromise we proposed may not be possible, and in any case it may be not acceptable to PE. But if it is not possible, then I think it is likely that the VNA Council will ask the ALRC for a rejection of the Pizza Extreme request as a whole.

Please do let me know how and when it would be best for us to talk.

Regards,  
Lea Jacobs  
Chair, VNA Zoning Committee