



November 16, 2016

Dear Mayor Soglin, and Members of the City Council, Parks Commission, and Alcohol License Review Commission:

I am writing on behalf of the Lake Edge Neighborhood Association (LENA) in support of the idea to establish a German- style biergarten being proposed for the Olbrich Park Beach House. This is a stellar idea for placemaking in an underutilized park.

We heard a presentation on the idea by the one of the co-owners of BKM Group, Mike Bare at the October meeting of our Neighborhood Association and subsequently discussed at our Annual Meeting held last week. Attendees at the meeting asked questions about pedestrian crossing at the intersection of Walter Street and Atwood Avenue, special events, the size and operation of the parking lots at the park, security, consideration for recyclable or reusable consumables, and the use of the bathrooms. We also suggested benefits for cyclists and ensuring it is a family welcoming environment. We are comfortable with the responses to these questions and suggestions and look forward to working with Mike and team to ensure it is a safe and enjoyable place.

One of our members said this is the kind of thing that can "make Madison cool again" and help us catch up to other cities, like Austin, Milwaukee and San Francisco, who have done this kind of thing successfully. We support the vendor's application for all necessary permits, licenses and contracts to get the biergarten operating.

Thank you for your consideration.

Sincerely

Angela Jenkins
President, Lake Edge Neighborhood Association

cc:

LENA Board of Directors

Bill Curtis, Vice President

Sara Strehlow, Secretary

Steve McCarthy, Treasurer

Members At-Large: Ashley Bergeron, David Ahrens (Alder District 15), Erica Beckman

Mike Bare, co-owner BKM Group