

From: [agturnip](#)
To: [Plan Commission Comments](#); [Martinez-Rutherford, Dina Nina](#); [Wells, Chris](#); [sasyneighborhood@gmail.com](#); [Tucker, Matthew](#); [johnsondouglasn](#)
Cc: [kristiwkaylo](#); [Alexander Sherwood](#)
Subject: Opposition to File 91510 – Conditional Use for Outdoor Amplified Sound at 2927 E Washington Ave
Date: Sunday, March 1, 2026 9:35:18 PM

Some people who received this message don't often get email from jeremiah@snortum.com. [Learn why this is important](#)

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Dear Members of the Plan Commission and Alder Martinez-Rutherford,

My name is Jeremiah, and I reside at 241 Oak Street, directly across from 2927 E. Washington Avenue. I am writing to oppose File 91510, Minocqua Brewing Company's renewed request for amplified outdoor sound on Saturdays from 2:00 p.m. to 6:00 p.m., May through October 2026.

At the April 28, 2025 meeting, Planning staff concluded that Conditional Use Standard 3 was not met due to the beer garden's immediate adjacency to residential property. Staff further stated that they did not believe all impacts from amplified outdoor sound could be resolved given the site's proximity to homes. The Commission placed the prior request on file without prejudice.

The physical facts have not changed. The beer garden remains approximately 40 feet from a dwelling. What has changed in the 2026 application is only the proposed hours.

The Commission previously encouraged the applicant to re-engage the community. One Commissioner stated, "Now, after all, the neighborhood was there before you came," and urged that it would be "super helpful to go and reengage the community."

In response, the applicant stated, "I thought that was enough, actually."

Since that meeting, there has been no meaningful engagement with directly impacted residents. The only substantive modification in this new filing is a reduction in hours.

Additionally, the prior enforcement notice discussed at the April 2025 hearing involved amplified football broadcasts. The applicant acknowledged: "I didn't know that amplified music also meant we couldn't put the announcer's voices on during the Badger game... So I've learned that now."

The current 2026 application specifically seeks permission to amplify football broadcasts outdoors — the same activity that previously triggered enforcement. Under MGO §28.186(6)(b)(1), the Commission may consider history of compliance with relevant approvals.

It is also important to address the narrative that there have been "few complaints." Residents living adjacent to this business do not want to be in the position of constantly documenting and reporting every infraction. Contacting Building Inspection or Police for minor violations is taxing and stressful. It places the burden on neighbors to monitor compliance rather than on the business to operate within approved conditions. That dynamic erodes trust and quality of life.

Finally, public communications by the business following neighborhood opposition — including a social media post characterizing neighbors as attempting to "agitate" and celebrating being "enraging" — reinforce concerns about whether the applicant is approaching this matter in a spirit of good-faith collaboration. The conditional use process

relies on responsible stewardship of discretionary privileges. Public antagonism toward adjacent residents does not inspire confidence in that stewardship.

MGO §28.183(6)(a)(3) requires that neighboring properties not be substantially impaired or diminished in any foreseeable manner. Recurring amplified outdoor sound immediately adjacent to homes during weekend afternoon hours is foreseeably disruptive. The site conditions that led to the prior denial remain unchanged.

For these reasons, I respectfully request that the Plan Commission deny File 91510.

Thank you for your careful consideration.

Sincerely,

-Jeremiah Snortum-

From: [Doug Johnson](#)
To: [Plan Commission Comments](#)
Cc: [SASYNA Board](#); [Alexander Sherwood](#); [Kristi Kaylo](#); [agturnip](#); [Martinez-Rutherford, Dina Nina](#)
Subject: conditional use request-Legistar ID #91510
Date: Monday, March 2, 2026 11:13:04 AM

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Dear Members of the Plan Commission

The Board of Directors of the SASY Neighborhood Association has reviewed the conditional use application from Minocqua Brewing Company to allow for amplified sound in their outdoor eating area.

We were opposed to their 2025 request for essentially this same thing and are opposed to it again this year. Nothing has changed that would enable a finding that this request can satisfy Conditional Use Approval Standard #3 because of the negative impact that this will have on the neighborhood.

We ask that you deny this application.

Thank you,

Doug Johnson

SASY Preservation & Development Committee

From: [Erin K.S. Way](#)
To: [Plan Commission Comments](#)
Cc: alderdistrict15@cityofmadison.com
Subject: Legistar File #: 91510 Cond Use - 2927 E Washington Ave (2026)
Date: Sunday, March 1, 2026 1:23:43 AM

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Re: Opposition to Outdoor Amplified Music Permit for Minocqua Brewing Company

Dear Council Members and Licensing Officials,

My name is Erin Way. I am a Madison resident, near eastsider, progressive, and community member writing to urge the city to deny any outdoor amplified music permit for Minocqua Brewing Company's Madison location. My concerns go beyond noise. They are rooted in the extensively documented public record of the establishment's owner, Kirk Bangstad, and his demonstrated pattern of retaliating against anyone who raises concerns about his business or his conduct.

The public record on Mr. Bangstad is extensive and troubling. A Channel 3 News investigation found that former employees at the Madison taproom received checks from the Minocqua Brewing Super PAC with "organizing" written in the memo line, despite reporting that they never performed any organizing work or duties for the PAC. Rather than address those employees' concerns honestly, Bangstad sent emails and text messages attempting to discredit the employees who had spoken to the press.

The financial irregularities extend further. A civil lawsuit filed in February 2025 alleges that Bangstad defrauded donors by using funds raised for his liberal super PAC to pay himself nearly half a million dollars, routing payments through two entities "Effervescent Blue" and "NCPS" that are not registered businesses in Wisconsin and have no storefront or online presence. Federal Election Commission records also show no payments from Minocqua Brewing Company to the super PAC, despite Bangstad's public promises to donate a percentage of profits to the PAC, suggesting he was using donor money to subsidize his business rather than the reverse.

His conduct toward those who raise concerns is equally troubling. Mr. Bangstad has repeatedly used his social media platform to publicly shame, harass, and intimidate critics, neighbors, and community members who voice legitimate concerns. This pattern creates a chilling effect that discourages residents from engaging in the very civic processes this letter is a part of. When neighbors raised concerns about amplified music at his establishment, his response was not to compromise or communicate in good faith. It was to hire a non-amplified but very loud polka band to play on his patio to antagonize them. That is deliberate provocation masquerading as business operation.

This matters directly to the permit question before you. Outdoor amplified music will

generate neighbor complaints. Based on Mr. Bangstad's established conduct, those neighbors can expect to face public mockery or targeted harassment simply for exercising their right to take part in the civic process. The City of Madison should not issue a permit that places residents in that position.

None of this man's actions have shown that he has the maturity to follow any restrictions or limits in such a permit were it issued.

I also ask the Council to consider practical enforceability. An owner who responds to neighbor concerns with deliberate retaliation, who has accumulated many concurrent lawsuits while testifying he cannot satisfy existing judgments, is not an owner who will follow noise ordinances in good faith. Decibel limits are only meaningful when the permit holder respects the spirit of community standards, and the record here strongly suggests he does not.

Madison prides itself on being a city that listens to its residents. I urge you to ensure that the neighbors of this establishment can raise concerns through proper civic channels without fear of retaliation from its owner.

Thank you for your time and consideration.

Sincerely,

Erin Way

erinksway@gmail.com

608-334-9600

Here are the sources with URLs:

1. Channel 3 / WISC-TV Employee PAC checks investigation (August 2024)

https://www.channel3000.com/news/investigates/former-employees-question-minocqua-brewing-super-pacs-use-of-donations/article_ab03c045-1864-4cad-b2e9-ad89bc111775.html

2. Wisconsin Public Radio PAC fraud lawsuit & background (February 2025)

<https://www.wpr.org/news/lawsuit-minocqua-brewing-company-owner-kirk-bangstad-super-pac-donations>

3. Wisconsin Public Radio Deep dive: year's long pattern of controversy (February 2025)

<https://www.wpr.org/news/minocqua-brewing-company-kirk-bangstad-oneida-county-controversy-donations-criminal-defamation>

4. Wisconsin Watch Investigative report on PAC spending irregularities (February 2025)

<https://wisconsinwatch.org/2025/02/wisconsin-minocqua-brewing-company-bangstad-super-pac-donations-defamation-politics/>

5. Wisconsin Law Journal Donor fraud lawsuit summary (February 2025)

<https://wislawjournal.com/2025/02/25/minocqua-brewery-owner-accused-of-defrauding-donors/>

6. Urban Milwaukee PAC lawsuit summary (February 2025)

<https://urbanmilwaukee.com/2025/02/22/lawsuit-alleges-minocqua-brewing-company-owner-uses-super-pac-for-personal-gain/>