

Sent: Wednesday, May 9, 2018 9:29 AM

To: Knepp, Eric <EKnepp@cityofmadison.com>; Leopold, Madelyn <madelyn.leopold@gmail.com>

Subject: Parks Commission meeting 5/9/18; agenda items 22 and 23 re: Breese Stevens Field

Dear Park Commissioners,

I regret I will not be able to join you tonight as you consider agenda items 22 and 23 regarding Breese Stevens Field. I support both the Use Agreement with Big Top Events and the amendment to the 2018 Parks Division Capital Budget.

I agree with Superintendent Knepp's concept of "Preservation through Purpose". Breese was in poor condition (and still needs some additional restoration attention) in large part because it was seldom used...so there was no real reason to maintain it. Breese is not the only city asset that has suffered from deferred maintenance; it has occurred with other city buildings such as the Madison Municipal Building and Central Library. I hope we are turning the corner on that trend and that Breese and other city structures will be well maintained. Breese is now being well used and enjoyed by many people. Mr. Knepp will share with you some of the data on former and current use.

Breese is a Community asset. So using citywide impact fees makes sense. That said it is nestled in a neighborhood. It is necessary and important to have a balance when considering the use and restrictions around that use. The Tenney-Lapham neighborhood has been outstanding in engaging on the benefits related to Breese as well as the issues and concerns as they impact the neighborhood. The outcome of the work with the neighborhood, Big Top and Parks staff is a contract that is a balance of competing interests, preferences and concerns. There are people in the neighborhood who would like more concerts...and those who would prefer no concerts. There are still concerns surrounding parking and traffic. That said, the continued limitations on the number of concerts, the new limitations to school night concerts, the commitment of Big Top to traffic and parking management (including an emphasis on and support of biking to get to the venue), and the responsiveness of Big Top management to issues as they are raised have resulted in my support of this compromise contract.

In regard to the financial arrangements, Mr. Knepp's analysis leads me to believe the proposed arrangement is in the best interests of the city financially.

In conclusion I urge your support of agenda items 22 and 23 on your agenda. Thank you.
Best,
Ledell

Alder Ledell Zellers
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