

April 18, 2017

Dear members of the Alcohol License Review Committee,

I am writing regarding BKM Group, LLC's change of license condition request. Many of you may remember me as a very passionate citizen in objection to the biergarten. My concerns stemmed from my disagreement with the approach that the Parks Department took to establish this tavern in a public park. Sold as a 'placemaking' effort they did not follow the standards for creating such an environment, specifically there was no opportunity for public involvement prior to the project going through the City approval process.

Fortunately, many of the operational concerns that citizens had about the biergarten were addressed by the conditions the ALRC put on BKM's alcohol license. I am aware that according to BKM that there were no issues and no complaints about their first season. For the most part, I agree with this statement. However, on 8 out of 10 visits that I made to observe their operation I quickly noted one or more conditions that were not being met. I felt that it was unrealistic to contact the MPD to address these minor issues as utilizing their limited resources on such things was ultimately unnecessary. I am however, including photos that captured some of my observations.

While this year BKM is not requesting an increase in capacity, I anticipate this request in the future. With this in mind I would like to draw your attention to the parking issues that are already a significant issue at the current capacity. Due to safety issues I did contact non-emergency police to address parking in fire lanes and non-marked stalls that caused parking lot traffic issues. On one occasion the MPD did not have the resources required to spend time issuing parking tickets, including the cars in fire lanes.

At BKM's transfer of agent appearance at the 5/17/17 ALRC meeting, three Committee members reminded the new agent (Matt Gest) that the process to open the biergarten had been contentious among neighbors. They each made suggestions that efforts be made to develop a positive relationship by reaching out to the neighborhood. I reached out the BKM and offered assistance in coordinating a soft opening event for neighbors, I did not hear back regarding this offer. As an active participant against the biergarten and a

skilled event planner, I had contacts and resources that would have contributed to a positive and meaningful event. While a community building event was not one of their license requirements, I wanted to make you aware of this disappointing oversight. In lieu of taking advantage of the opportunity to bring together the community, as the project was intended, the anti 'anti-biergarten' people increased the neighborhood divide by following up with Facebook vitriol. Although not a direct result of BKM's operation I do strongly believe that a small good will effort by BKM early on would have curbed some of the distaste on both sides. The only efforts I am aware of were BKM's offers to surrounding neighborhoods associations (including one that isn't in the park's district) to host a fundraiser for their respective neighborhood associations. This was a kind offer, however, ultimately it set up neighborhood associations to advertise on behalf of the biergarten and to bring them customers. Participation appears as an endorsement by the association, in Eastmorland that would have meant further dividing neighbors. Coordination, promotion and gathering customers was the neighborhood association's responsibility. No special offers were made to the customers at the point of sale. The benefit to the association for bringing customers was 10% of beer sales, that's 60 cents per beer. While it's something, it certainly did not present itself as the community gathering effort that had been suggested.

I continue to be appreciative of the conditions that were established, and the thoughtful deliberations that the ALRC made throughout the approval process. Despite my disappointment with this business and process, I do not object to the condition modifications that BKM is seeking.

Thank you for your service and for your time reviewing my letter.

Jenn Jackson



On several occasions I observed a lack of, or an inattentive staff member at the entrance.



The fence is challenged by the weather and serves only as a visual boundary. It is often a fun place for children to play and to walk under to visit the lakeshore.





On busy days at the park and biergarten the beach lot is often full/overflowing. I observed cars parked along the fire lanes during multiple visits.



Two of the Facebook comments that highlight the missed opportunity to build positive relationships with and between neighbors.

Verizon 7:41 PM 6%

The Biergarten at Olbrich Park

Home Photos **Reviews** Posts About Col

reviewed The Biergarten at Olbrich Park — 5★
Saturday at 4:10 PM · 🌐

Great location, great beer, great atmosphere. All of the negative things about this place are ordinances forced upon it by the NIMBY neighborhood around it because apparently having a beer in a park by the lake will destroy civilized society. Extra big kudos for only stocking Wisconsin-produced independent beers...that alone would get me to come back and continue supporting this place!

The Biergarten at Olbrich Park and 2 others

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reviewed The Biergarten at Olbrich Park — 4★
July 2 at 9:03 PM · 🌐

It's nice. A bit sterile. Could use more plants, wish the drink station was closer to the seating ... feels like picnic tables at a state park. Lovely view and absolutely nothing that would come close to validating the ridiculous neighbor objections to the plan. If anything it's too tame.

The Biergarten at Olbrich Park and 1 other 1 Comment

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