

From: [Brett Myers](#)
To: [Plan Commission Comments](#); [Martinez-Rutherford, Dina Nina](#)
Subject: Re: Minocqua Brewing Company CUP Request for Amplified Music
Date: Tuesday, April 15, 2025 1:45:25 PM

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Addendum:

I would also like to add a final observation from the neighborhood meeting that further underscores my concern with Mr. Bangstad's request.

During the discussion, both Mr. Bangstad and his employees repeatedly assured us that if the amplified music ever became too loud, neighbors could simply "let them know," and they would turn it down. On its face, this may seem like a cooperative gesture. In practice, however, it places the responsibility for managing compliance squarely on the shoulders of nearby residents.

This approach effectively asks neighbors to monitor and police the noise levels themselves, rather than holding the business accountable for maintaining reasonable sound levels from the outset. It reflects a reactive, rather than proactive, attitude toward community concerns—one that is especially troubling given Mr. Bangstad's demonstrated pattern of pushing boundaries and resisting oversight.

Our neighborhood deserves peace and predictability, not a standing obligation to continually confront a business owner known for aggressive responses to criticism. The burden of compliance should never rest with those being impacted.

Thank you again for your thoughtful consideration of this matter.

Sincerely,
Brett Myers

On Mon, Apr 14, 2025 at 7:39 PM Brett Myers <brettspiel@gmail.com> wrote:

To the Members of the Plan Commission,

I am writing to express my strong opposition to Kirk Bangstad's request for a conditional use permit (CUP) allowing amplified music in the outdoor beer garden of Minocqua Brewing Company's Madison location.

There are several reasons I urge you to deny this request.

First, the beer garden is far too small to warrant amplified music. This tightly enclosed space sits directly adjacent to homes and residences, where loud, persistent sound would be disruptive and unnecessary. A modest outdoor space in a quiet neighborhood is simply not the place for amplified performances, especially given the area's mixed residential and commercial character.

More importantly, I am deeply concerned by Mr. Bangstad's public demeanor and combative attitude toward those who raise thoughtful concerns. At a recent neighborhood meeting, what should have been a constructive dialogue quickly devolved into a performance—one in which Mr. Bangstad demeaned residents and positioned himself as a misunderstood martyr rather than a responsible business owner. He appears far more interested in provoking conflict than resolving it.

This behavior is not new. Mr. Bangstad has a well-documented history of antagonism and noncompliance with municipal codes at his original brewery in Minocqua. He openly described himself as being "at war" with officials in northern Wisconsin—hardly the language of someone seeking to collaborate with a community or uphold local standards. Given his pattern of disregard for rules and his self-aggrandizing public persona, it is difficult to believe that any conditions placed on this CUP would be respected.

Let me be clear: my opposition to this permit has nothing to do with Mr. Bangstad's professed political ideology. In fact, as a longtime resident of Madison, I have deep respect for our city's proud tradition of progressive values—values that emphasize cooperation, mutual respect, and community-mindedness. Unfortunately, Mr. Bangstad's behavior stands in stark contrast to those ideals. His approach is not one of thoughtful progressivism, but of provocation and grievance for personal gain.

For the sake of our neighborhood and the integrity of our shared community standards, I respectfully urge the Plan Commission to deny Mr. Bangstad's request for a CUP.

Thank you for your time and your continued commitment to protecting Madison's neighborhoods.

Sincerely,
Brett Myers
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