



*Tim Kabat*  
*Mayor*  
*City of La Crosse*

June 10, 2014

Mr. Mark D. Woulf  
Alcohol Policy Coordinator  
Alcohol License Review Committee  
City Clerk's Office, City of Madison  
210 MLKJ Blvd., Room 103  
Madison, WI 53703

Dear Mr. Woulf:

I write this letter in support for Kwik Trip, Inc.'s application to locate a new store at 1421 Monroe Street. I understand this proposed store is Kwik Trip's first in the City of Madison. I cannot comment on the specifics of Kwik Trip's application. However, I can address the tremendous relationship that the City of La Crosse has with Kwik Trip, Inc.

The City of La Crosse has partnered with Kwik Trip on many occasions including economic development projects and job creation, neighborhood policing and public safety, and community enrichment through various sponsorships and support for City events and programs including our Youth Outdoor Fest, Special Olympics, and the Polar Plunge to name a few. Based on the success of our local collaboration, I believe that the City of Madison will have a similar experience with Kwik Trip.

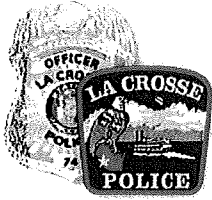
I have found Kwik Trip to be a very responsive and caring community partner. Anytime there has been an issue, whether the request is for surveillance video to help the City of La Crosse Police Department solve a crime or helping to ensure the safety of residents and visitors during festivals like Oktoberfest, Kwik Trip is willing to provide support and assistance.

Kwik Trip Inc. is one of La Crosse's largest employers and I have found them to be a strong and willing partner to make La Crosse a better place for everyone.

Sincerely,

Tim Kabat  
Mayor

CC: Honorable Mayor Paul R. Soglin, City of Madison  
Shiva Bidar-Sielaff, Alder, District 5 Madison City Council  
Captain Carl Gloede, Central District Captain, Madison Police Department



# Department of Police

RONALD J. TISCHER, CHIEF

June 9, 2014

Mark D. Woulf  
Alcohol Policy Coordinator  
Alcohol License Review Committee  
City Clerk's Office, City of Madison  
210 MLKJ Blvd., Room 103  
Madison, WI 53703

VIA EMAIL: [mwoulf@cityofmadison.com](mailto:mwoulf@cityofmadison.com)

Dear Mr. Woulf:

I am writing on behalf of the La Crosse Police Department to express our support for Kwik Trip, Inc. as they continue the application process for a beer and wine license for their new store at 1419 Monroe Street in Madison.

The La Crosse Police Department has always received exceptional support from Kwik Trip, Inc. Most significant to our line of work is their outstanding video surveillance system and their cooperation with the Department during investigations. Their willingness to share their footage has undoubtedly helped our Department to bring many cases to a swift conclusion, from theft to property damage to homicides.

Along with their professional support, Kwik Trip, Inc. is an incredible community partner. Just last week, as in many years past, they served as the primary sponsor of the Law Enforcement Torch Run for Special Olympics Wisconsin. Their willingness to give back to our community is truly remarkable.

It is for these, and many more reasons, that I am confident Kwik Trip, Inc. would be a true asset to your community, economy, and workforce. Thank you for your consideration. If you have any questions, please do not hesitate to contact me.

Respectfully,

A handwritten signature in black ink, appearing to read 'Ronald J. Tischler', with a stylized flourish at the end.

Ronald J. Tischler  
Chief of Police

RT:sc

cc: Shiva Bidar-Sielaff, Alder, District 5, Madison City Council  
Captain Carl Gloede, Central District, Madison Police Department  
David Ring, Community Relations Coordinator, Kwik Trip, Inc.

*"Pursuing Excellence"*

La Crosse Police Department \* 400 La Crosse Street \* La Crosse, WI 54601-3374 \* (608) 789-7201



Office of the Fire Chief Gregg A. Cleveland  
**La Crosse Fire Department**

726 5<sup>th</sup> Ave South, La Crosse, WI 54601 ■ (608) 789-7260 Fax (608) 789-7276  
<http://www.cityoflacrosse.org> ClevelandG@cityoflacrosse.org



*Serving La Crosse and Southwestern Wisconsin Quality Emergency Services Since 1896*

June 10, 2014

Mr. Mark D. Woulf  
Alcohol Policy Coordinator  
Alcohol License Review Committee  
City Clerk's Office, City of Madison  
210 MLKJ Blvd., Room 103  
Madison, WI 53703

VIA EMAIL: [mwoulf@cityofmadison.com](mailto:mwoulf@cityofmadison.com)

Dear Mr. Woulf:

I am writing in support of Kwik Trip Corporation's request for a beer and wine license for their store located at 1421 Monroe Street in the City of Madison.

Kwik Trip has been a very ardent supporter of the community, especially to the fire department in the performance of our mission. Specifically they have been a very strong partner in their expansion of the sales of alternative fuels. The evolution of alternative fuels moves faster than our codes and standards process, Kwik Trip has provided fire department personnel the training on alternative fuels that includes, but is not limited to, electric vehicles charging stations, E-85, LP, and biodiesel at no cost to the department.

Their commitment to community risk management also extends to our hazardous materials program. They have provided training to department personnel on special hazards such as ammonia systems that are used throughout their plant. All of this training has been provided at no cost to the city or fire department.

Kwik Trip's commitment to our region is unmatched as compared to the other cities I have had the pleasure to work in Wisconsin. I have no doubt that Kwik Trip will be a strong community partner to the City of Madison and the Madison Fire Department.

Respectfully,

*Gregg A. Cleveland*

Gregg A. Cleveland, Fire Chief  
La Crosse Fire Department

cc Shiva Bidar-Sielaff, Alder, District 5, Madison City Council  
Steven Davis, Fire Chief City of Madison  
David Ring, Community Relations Coordinator, Kwik Trip, Inc.

## Lund, Thomas

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**From:** Woulf, Mark  
**Sent:** Monday, June 16, 2014 4:05 PM  
**To:** licensing  
**Subject:** FW: Kwik Trip Varsity Store Support  
**Attachments:** Kwik Trip Varsity Store Support.docx

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**From:** Terri Pavlic [<mailto:Pavlic.Terri@co.la-crosse.wi.us>]  
**Sent:** Monday, June 16, 2014 11:52 AM  
**To:** Woulf, Mark  
**Cc:** Bidar-Sielaff, Shiva; Gloede, Carl  
**Subject:** Kwik Trip Varsity Store Support

Good Morning – please see the attached letter of support from La Crosse County Board Chair Tara Johnson. If you have any questions, please do not hesitate to give us a call. Thank you! Terri

*Terri J. Pavlic*  
*Administrative Assistant*  
*for Steve O'Malley*  
*La Crosse County Administrator*  
*Ph: 608-785-9700*  
*[www.co.la-crosse.wi.us](http://www.co.la-crosse.wi.us)*

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June 16, 2014

Mr. Mark D. Woulf  
Alcohol Policy Coordinator  
Alcohol License Review Committee  
City Clerk's Office, City of Madison  
210 MLKJ Blvd., Room 103  
Madison, WI 53703

VIA EMAIL: [mwoulf@cityofmadison.com](mailto:mwoulf@cityofmadison.com)

Dear Mr. Woulf:

I am writing in support of Kwik Trip Corporation as they apply for a beer and wine license for their store located at 1421 Monroe Street in the City of Madison. I echo what you have heard from my colleagues and fellow elected officials from La Crosse in their recent letters about Kwik Trip's stellar record as a community leader and excellent community partner.

Moreover, I am impressed by the stringent internal safeguards Kwik Trip uses related to the sale of alcohol in their stores including:

- Automatic electronic cooler door locks to secure alcohol products after sale hours
- Cash registers programmed to prevent alcohol sales during "no alcohol sale hours" specified by local municipalities
- Training (mandatory 4 hours) for all employees on the company's "Learn 2 Serve" beverage operator curriculum
- Regular "Secret Shopper" checks for alcohol and tobacco compliance

These matters are of particular importance to me as a local elected official and also as the mother of two teenagers. These voluntary measures are considerable and very effective and are another clear demonstration of Kwik Trip's commitment to safe communities and risk prevention not only for the corporation and their coworkers but also their customers and the community as a whole.

La Crosse County has a stronger economy, a heartier workforce and a wonderful spirit of community philanthropy because Kwik Trip Inc. is a vital community partner here. I am certain that the City of Madison will enjoy an equally beneficial experience when their Varsity Store opens in your fine community.

If I can answer any questions or provide additional information, please do not hesitate to contact me.

Sincerely,

Tara Johnson, Chair  
La Crosse County Board of Supervisors