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May 17, 2017

Dear Members of the ALRC,

Due to the very limited service industry experience of the BKM Group, both the business owners and the Parks Department have consistently stated that the bar manager at the Olbrich Biergarten will be relied upon for all front and back of the house responsibilities at the Olbrich Biergarten. To this end, I created a list of questions for the applicant that I hope you will address during your evaluation of the potential change of agent and ultimately approval of the applicant. I appreciate your consideration of these questions as the bar manager will play a significant role in determining the success of this pilot, precedent setting project.

Thank you,

Jenn Jackson  


1. How many years of experience have you had as a bar manager? Besides your seasonal bar management experience at the Estabrook Biergarten where have you worked as a bar manager and for how long?
2. How many staff members have you managed at a time and how many employees do you anticipate hiring for the Biergarten?
3. Did you hire, train, and supervise staff independently in your prior bar management position(s)?
4. What formal industry training have you had and what process will you be utilizing to train the Biergarten staff? What qualifications you are requiring of your staff? How many hours of training will each staff member receive and are you creating the training manual? How will you ensure that staff complies with Wisconsin liquor laws and the conditions required on this liquor license?
5. Please explain the conflict management, de-escalation and diversity training you have had and will provide to staff members.
6. What is your background in safety and security training? What have been your responsibilities regarding safety and security and how have you addressed safety and security problems as a bar manager? Did you have a separate security team? What are your greatest concerns about ensuring safety at the Biergarten premise and how do you plan to address these issues?
7. Unlike the Milwaukee Biergartens which permit individuals of any age, the Olbrich Biergarten must follow the Wisconsin Tavern laws including only allowing individuals who are 21 and over, are with their 21+ year old spouse or with their legal guardian. When and how will you confirm legal guardian status?

8. The Olbrich Biergarten premise is entirely outdoors and weather conditions will determine the pace of business, how will you be maintaining appropriate levels of staffing? What do you consider to be appropriate staffing levels? How would you handle a day when you expected to be slow and staffed for minimal business and instead were very busy?
9. Given the permeable premise boundary and the large amount of space inside the premise, some that is outside of sightlines from the vending area, how will you be training your staff to monitor capacity? How will they determine if capacity has been met or exceeded and how will they stop people from potentially entering the premises from other places along the boundary when you have reached capacity? Will you have staff dedicated to monitoring the premise so that people with alcoholic beverages are not entering and exiting illegally?
10. Keeping in mind that the park closes at 10pm, how will you ensure customers and staff have left your premise by 10pm? How much time do you anticipate it will take for your staff to close the Biergarten if you are at capacity?
11. What is your policy to address an unruly or drunk patron causing a disturbance?
12. Which alcohol license conditions are different from the Estabrook Biergarten and how do you plan to adhere to them?
13. The job announcement for your position posted on Madison Craigslist noted that this position would be able to receive profit sharing. Since the amount of money made by the business will directly impact you financially and indirectly impact staff through tips, how will you ensure the license restrictions are not ignored in order to increase profits/tips? What action will you take if staff violates restrictions?
14. How will you address concerns brought to your attention by the Madison Police Officers or Madison Park Rangers? How heavily do your plans rely on these entities for safety/security responsibilities to these entities? If the burden on city staff became an issue would you hire private security?
15. How will you keep records of complaints and/or violations and who will have access to this information?
16. What have been the largest challenges you have been solely responsible to manage at the Estabrook Biergarten? How have you addressed these issues? Have they required relying on the Biergarten owner's resources?
17. How long have you known the owners of BKM and what is your relationship to them (friends, business advisor, etc.)? When BKM was developing their business plan did you provide insight based on your experience at the Estabrook Biergarten? Have you researched best practices for outdoor taverns with permeable boundaries? If so which have you incorporated into your training manual and policies?