From: Freedman, Jason
To: Verbick, Jim; Zanders, Harrison
Cc: "ashleylu2014@gmail.com"; Figueroa Cole, Yannette; Chalecki, Lori; Esser, Gregory
Subject: Alcohol License 4633 Verona Rd
Date: Tuesday, September 20, 2022 9:57:19 AM
Attachments: image001.png

Jim and Harrison,

Reference the above license application to be heard later this week at ALRC, I would like to have the below submitted for the Wednesday meeting:

On behalf of Midtown PD, I am not in support of this license being granted.

Alcohol is a challenging and unique field to safely and effectively manage. I am concerned that the applicant doesn't have any experience in the field; while they have experience in other businesses, it is not the same. Alcohol establishments generate different and more frequent and more significant calls for service than many other businesses, and can have a disproportional and negative impact on the safety and health of the communities around them.

The applicant did not present a comprehensive plan to address security and community concerns, beyond the deployment of cameras. While I appreciate the value of cameras, they are not a sufficient means to create a stable and safe environment—that only comes with clear and consistently followed rules, trained and responsible management and employees, and an understanding of the challenges that come with running a liquor store: when to call police, what hours to operate, what products to sell (or not sell), how many staff to have on hand, what kind of signage, role of lighting and etc. The applicants lack of experience with regards to liquor establishments likely contributes to this lack of planning.

Based on answers to questions from area residents and myself at a community meeting on 9/19, I am concerned that the applicant lacks sufficient experience to successfully manage an alcohol establishment—regardless of the location.

However, we are not looking at just any location; Allied is a neighborhood that has made substantial strides over the last twenty years—becoming a safer, healthier community. Clearly Allied is still a vulnerable area, and in the immediate area of the proposed location, we've had homicides and shootings in the 18 months, and the overall area continues to be a focus for MPD. Also, there are already several places to purchase alcohol in the area. Increasing alcohol density is usually accompanied by increased police calls and increased negative impact to the area—e.g. trash, public intoxication, disturbances, noise, and, unfortunately, violence. Based on my experience, I believe the addition of more alcohol will only serve to erode or challenge some of the gains that have been made in the Allied area. Having an inexperienced owner with a steep learning curve will only serve to exacerbate the situation.

Importantly, I have heard from multiple residents and stakeholders who have all advised their opposition to this liquor establishment opening. Of note, at our 9/19 meeting every person present who spoke voiced concerns and/or outright opposition to this license. No one spoke in support.

Since becoming Midtown Captain, I have never received so many emails or calls in opposition to a liquor establishment.

Thank you,

Jason

Captain Jason Freedman
Midtown Police District
City of Madison Police Department

Desk 608-229-8201
Cell 608-209-7063

CITY OF MADISON
POLICE DEPARTMENT