

From: dorfmane@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, October 31, 2022 2:50:51 PM

Recipient: All Alders

Name: Eileen Dorfman
Address: 2407 Hoard, Madison, WI 53704
Phone: 5712496499
Email: dorfmane@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I think it would be a huge missed opportunity for the City not to fund the Madison Public Market. I hope the Common Council will seriously consider the potential benefits to the public and our local economy in providing a venue for diverse producers to sell goods directly to the public. Please fund the market!

From: [Christopher Hughes](#)
To: [All Alders](#)
Subject: Madison Public Market funding
Date: Thursday, October 6, 2022 9:52:17 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello Alders of Madison,

I'm reaching out as a Madison citizen who lives on the northside to voice my support for the Madison Public Market.

I would urge you to continue to work to find funding for this project to support local entrepreneurs who are depending on this space to sustain their businesses.

Thank you,
Chris Hughes

From: lorileeraulin@aol.com
To: [Mayor](#); [All Alders](#)
Subject: Madison Public Market
Date: Tuesday, October 4, 2022 9:40:35 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor and Alders,

I was very disappointed to read in the Northside News that the Madison Public Market is not planned to move forward. Our family has been looking forward to this for years!

I can't help but think that the Northside is missing out again. I feel that the project was delayed in order that the location could be used for the homeless. We patiently waited and supported the effort to serve the homeless population... and now the much awaited for Public Market is not moving forward! And it all seems like this was done behind closed doors with very little communication or input from the public. Madison residents deserve better communication and the ability to offer input.

This project is very important to Madison and to the Northside. It provides a much needed service on the Northside. It is located in an area where people coming into Madison for sporting events have easy access. Being close to the airport also offers easy access to visitors to our city.

Many people have been planning and hoping for this market for years. Please reconsider and support a funding amendment to make this market possible. We need this public market, and we need it on the North side!

Lori Raulin

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, October 3, 2022 1:15:13 PM

Recipient: All Alders

Name: Jake Rostermundt

Address: 3625 Dawes St, Madison, Wi 53714

Phone: 414-416-6806

Would you like us to contact you? Yes, by phone

Message:

As a Milwaukee native now in Madison, I would like to encourage you to approve the funding needed for the Madison Public Market. The Milwaukee Public Market was a huge factor in further development in the 3rd ward. I would suggest taking a walk through the Milwaukee Public Market to see the vibrant crowds and small businesses that thrive there. Not only have my wife and I visited the mke market, we often find ourselves at similar establishments all over the US. Including, Atlanta, Portland, Seattle, St. Paul, Denver and several others. I have friends and family that come from out of town and we alway take them to the Milwaukee Public Market. We would love to show them a market in Madison as well.

From: jwarenee@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, October 3, 2022 3:18:54 PM

Recipient: All Alders

Name: Renee Sandler
Address: 1622 Jefferson St., Madison, WI 53711
Phone: 608-334-2191
Email: jwarenee@gmail.com

Would you like us to contact you? Yes, by email

Message:

I hope you find a way to make this happen! The market will be such a wonderful opportunity for entrepreneurs, particularly from underrepresented communities. The loss of that grant should never have happened and the organizers have done such great work to create this thing. Please don't let this project die!

From: [Carolyn Virginia](#)
To: [Mayor](#); [All Alders](#)
Subject: Please support funding for Public Market
Date: Monday, October 31, 2022 2:30:55 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon,

I was distressed to learn that the renovations for the Public Market have been delayed!

I support the Public Market both because it will bring good quality local food all year long to Madison and because it will be an avenue for minority businesses to launch.

Please support the new funding amendment.

Thank you.

Carolyn Virginia
1510 Fremont Ave

Pronouns: she/her/hers

From: [sandra.montello](#)
To: [Mayor](#)
Cc: [All Alders](#)
Subject: Public Market funding
Date: Sunday, October 9, 2022 1:04:54 PM
Attachments: [The adventures of Buddy the wonder dog and how Buddy became a forever friend of the Madison Public Market.docx](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Greetings All:

This is the 2nd time I am writing to ask that you **NOT** provide funding for the Public Market. As a property owner, I feel my tax dollars are needed elsewhere. The FEED kitchens are very experienced at fundraising, they have many options and opportunities to raise funds and build a food hall/market for their clients without using tax money intended to serve the needs of the city.

It is not safe to drive. Every day, every trip I make I am in danger. I am not exaggerating. I am supposed to be looking ahead while I drive, but constantly I must keep an eye out behind me. I do my best to drive safely and obey the speed limit. That makes me an enemy of those who speed, decline to use their blinkers, drive aggressively, demand to be first in line, ignore the rules of the road, etc.

I encounter them every day, every trip.

I have been driving since the 70's and it has never been like this. The city of Madison needs to support those who want to drive safely before more lives are lost.

The Public Market may help some, but other food businesses will suffer losses and that is not fair. Other entrepreneurs who are doing their part to provide a "robust and resilient food system" are not getting money from the city. The Public Market will not serve the entire community_ but only those who are chosen to be showcased and supported in their business, and only those who become a customer.

I mentioned in my last email that I was not chosen to receive help so I can make my business plan a reality. I was simply told I'm not ethnic ENOUGH__that being a 2nd generation Italian immigrant disqualified me. But the Public Market is claiming they should receive funds so the WHOLE ENTIRE community will benefit. This is not true.

I am a professional chef. I have a list of professional training, experience and recognition. I spent 5 years at Madison College studying small business. My technical degree was given with a 4.0 GPA. I placed 2nd at the International level in Restaurant and Foodservice Management in Collegiate DECA. I refined my business plan 3 times PLUS created a visual 3D plan. I had the cash required to secure additional loan money to start my business, a credit score above 800 and equity in my home.

But I was never able to secure funding. I went to WWBIC - the loan officer asked me where my husband was. Deceased. The UW business school said my plan was too complicated and they declined my plea for help. Summit Credit Union said "no lender wants to take away the home of a middle-aged single woman." The SBA offered support, however no one had food-

service experience.

My business would never have gotten off the ground if I had become a client of the FEED Kitchens__their fees are so high I would have gone under.

What is tragic about being denied help from the Public Market is the vision I had of helping the community__as a volunteer. Teaching cooking classes using only free food from pantries. How to maximize food stamp benefits while doing so. How to eat a healthy diet on limited income. I have attached the story I wrote to help kids deal with the loss of a pet. I had a list of promotions that focus on supporting other vendors and bringing the community together.

I was turned down because I'm not ethnic enough? Seems rather shortsighted...

I have no ill will towards the FEED Kitchens__however I know they are fully capable of achieving their vision without the use of taxpayer money, and I implore you to vote no.

Thanks again for your time,
May all your dreams come true,
Sandra Montello
1913 Manley Street
Madison

The adventures of Buddy the wonder dog and how Buddy became a forever friend of the Madison Public Market...

Buddy was a super cool dog and still young enough for the vet to call him a puppy, even though he was not small at all. Buddy had some struggles; he was taken from his mother before he was old enough. For instance, he would start barking and not stop. His friends and family would say “Oh Buddy, I wonder about you!” This is why he was called Buddy the wonder dog...

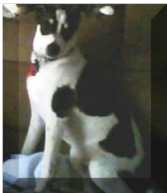
One day, the gate to the backyard was left open, and Buddy got out. He smelled food, so he decided to go exploring. He followed the smell, and found himself at the public market. As he was getting close to the door, a teenage girl came out with a small bag of groceries and a baby in a stroller. She wanted to listen to music, and was putting her earbuds in while looking at her phone. As excited as he was to find the source of the wonderful smell, Buddy couldn't keep his eyes away...

As she was leaving the market, a big gust of wind came up and knocked a shopping cart away from the elderly person who was using it. The cart began to roll towards the baby in the stroller. The teenage girl pushing the stroller couldn't hear the rattle of the cart or see that the baby was in danger. After all, she was only paying attention to her phone, believing all was well. But Buddy saw and he knew he needed to do something. And fast!

So he did what he was always being scolded for – he started barking. The girl didn't notice, so Buddy ran towards her, barking the whole time. Buddy's barking got so loud the girl looked up just in time to push the stroller out of the way while the cart flew by.

Everyone who heard Buddy's barking came running out of the market to see how Buddy had saved the baby from getting hit by the cart. They reminded the teenage girl to practice safety first and use her phone carefully. They asked if she realized the dangers of walking in traffic while listening to music with headphones on, and waited until she and her baby sister were safely on their way home. Then treats for Buddy appeared, while people crowded around giving him lots of praise and attention. Buddy loved it.

This was the day Buddy was made a forever friend of the Madison Public Market.



And nobody wondered about Buddy ever again...