

**From:** [Evers, Tag](#)  
**To:** [licensing](#)  
**Cc:** [vnapresident@gmail.com](mailto:vnapresident@gmail.com)  
**Subject:** Re: Support for 2/15 Agenda Item #4 - Bloom  
**Date:** Tuesday, February 14, 2023 5:51:15 PM

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Dear ALRC Members,

I wish to underscore VNA President Doug Carlson's support and heartily add my own.

The expansion of the Bloom Bakery establishment is a net positive to the community.

The amount of alcohol sold as a percentage of their overall business will be low. Their baked goods and sandwiches will surely be the main draw.

Please support this expansion and ratify the license.

Thanks.

TE

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Tag Evers

**DISTRICT 13 ALDER**  
CITY OF MADISON  
(608) 424-2580  
[district13@cityofmadison.com](mailto:district13@cityofmadison.com)

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**From:** VNA President <[vnapresident@gmail.com](mailto:vnapresident@gmail.com)>  
**Sent:** Tuesday, February 14, 2023 4:05 PM  
**To:** licensing  
**Cc:** Evers, Tag  
**Subject:** Support for 2/15 Agenda Item #4 - Bloom

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Dear ALRC (copy Alder Evers):

I am writing on behalf of the Vilas Neighborhood Association (VNA) Council in support of the alcohol license transfer for Bloom Bake Shop shop listed as agenda item #4 (76083) on the February 15 agenda. Please see the note and statement of support from the VNA Council below.

Thanks for your consideration,  
-Doug Carlson, VNA President

The owner of Bloom Bake Shop, located at 1851 Monroe Street, appeared before the Vilas Neighborhood Association meeting on January 25 to present the plan to expand into 1859 Monroe Street and transfer the existing alcohol license to the new location with minor modifications. The formal application had not yet been completed at the time of the VNA meeting, but the plan was generally welcomed and no substantial concerns were expressed.

The VNA Council subsequently adopted the following statement in an e-mail vote after the application was completed and reviewed: "The VNA Council supports the application for the alcohol license transfer of Bloom Bake Shop located at 1851 Monroe Street to the Lallande cafe proposed at 1859 Monroe Street following the liquor license application indicated as agenda item # 4 (76083) for the ALRC meeting on February 15, 2023."

The vote was five in favor, none opposed, and one abstention.