



To: Madison Board of Park Commissioners
From: Vern Stenman
RE: Tenney-Lapham Neighborhood Engagement
Date: Monday, April 17, 2023

Park Commissioners,

I am writing to you today to communicate how our ongoing conversations with the Tenney-Lapham Neighborhood Association (TLNA) have been going. As you recall, we requested to increase our limit on concerts at Breese for 2023 from the 7 allowed in the contract, up to a cap of 10. We notified the TLNA of the potential additional concerts prior to attending the March BPC meeting, but we had hoped to have a more detailed conversation with them prior to attending the March BPC meeting and time did not allow for that conversation.

Since the last BPC meeting, we have attended 2 TLNA meetings to discuss the concerts. They opted not to take a vote on the concerts or other topics. Instead, we agreed on a couple things:

- We agree to not pursue additional concerts in future years without a more in-depth conversation with TLNA prior to requesting approval from BPC.
- To put an annual schedule in place to do a better job of receiving real-time feedback from neighbors. We have shared contact information for General Manager Tristan Straub with the neighborhood and we are working together to encourage neighborhoods to contact him at any time with comments or concerns. Additionally:
 - Issues that can't be dealt with immediately will be put on a list of concerns and we will present them at the September TLNA meeting along with recommendations on how to deal with each issue. The September meeting will also be an opportunity for the council to share new issues with us.
 - After we have assembled and addressed the above comments, we will share our revised Fan Access and Neighborhood Impact plans with the TLNA and hopefully receive their support for those plans at their February meeting.

Additionally, we had several productive conversations with neighbors that had specific concerns about the additional concerts. These conversations have resulted in specific actions, including:

- A request to Parking Enforcement to increase parking patrols in the neighborhood on concert nights, which has been granted.
- Parking Enforcement will also gather information about parking practices in the neighborhood to hopefully allow for future improvements.
- Adding additional email communication to all event attendees outlining the over 2,000 parking spaces available off-street in the area.
- We are requesting that two signs that read "Breese Stevens Field Parking" are added on East Washington Ave to direct people to park in the Livingston Garage for all BSF events, instead of people driving around the neighborhood to find parking.



- One neighbor recommended that we paint curbs yellow on either side of their driveways. We inquired about painting curbs yellow in the area and we were told that isn't allowed in this neighborhood by the Streets Department and that residents that have issues with people parking too close to their driveways at any time should notify Parking Enforcement at the non-emergency police number (608-255-2345) and the issue will be dealt with promptly.
- We asked Madison Police about ramping up patrols in the area surrounding concerts to help control traffic, but initially they prefer to focus on parking enforcement and again encourage neighbors to call with specific concerns (608-255-2345).

We feel that this process has strengthened our already strong relationship with our neighbors and we are excited to see how the event season goes this summer and we remain committed to continually working to improve the experience surrounding Breese events for our neighbors.

Regards,

A handwritten signature in black ink that reads "Vern St".

Vern Stenman
President
Big Top Events
(608)575-4267