

## Matthias, Isaac L

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**From:** miranda.alksnis@gmail.com  
**Sent:** Tuesday, October 10, 2023 11:24 AM  
**To:** All Alders  
**Subject:** [All Alders] Public Market

**Recipient:** All Alders

**Name:** Miranda Alksnis  
**Address:** 403 Washburn place, Madison, WI 53703  
**Phone:** 608-733-9404  
**Email:** miranda.alksnis@gmail.com

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

### Message:

I am so excited about the public market! This is a great thing for Madison - finally the city will be able to compete with places like Milwaukee with more interesting amenities.

## Matthias, Isaac L

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**From:** mburris13@charter.net  
**Sent:** Thursday, October 5, 2023 6:46 AM  
**To:** All Alders  
**Subject:** [All Alders] Madison Public Market

**Recipient:** All Alders

**Name:** margie burris  
**Address:** 1742 Winchester st, Madison, wi 53704  
**Email:** mburris13@charter.net

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

### Message:

I am against allowing more money for this market. Have you ever considered that we can't afford to go to places like this? Parisi wants to raise our property taxes, and the mayor wants to also. There are us older folks barely hanging on...and you think that we'd shop at another store? We go to the cheap stores, Aldis, etc. And shop at thrift stores. Please do not allow any more monies for this project. I can't afford it. Thank you

## Matthias, Isaac L

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**From:** dmcaris@sbcglobal.net  
**Sent:** Sunday, October 15, 2023 1:37 PM  
**To:** All Alders  
**Subject:** [All Alders] In support of the Madison Public Market

**Recipient:** All Alders

**Name:** Denise Cariski  
**Address:** 5027 Marathon Dr, Madison , WI 53705  
**Email:** dmcaris@sbcglobal.net

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

### Message:

I am writing to ask you to support the 2.2+ million budget amendment to authorize funding the budget shortfall to enable the Madison Public Market MPM construction to finally get started.

It has been long awaited and the excitement and support for it was palpable at the recent MPM event on September 12th. The MPM will benefit the city, its residents and visitors in many ways and for many years to come! MPM will provide employment opportunities for small independent businesses to develop and grow.

Whenever I travel both within and outside the United States, I always choose to visit public markets because each one uniquely reflects the region in which it is located through its food, arts & crafts and other offerings. They are bustling and vibrant places where locals and visitors congregate.

Please vote yes so this worthy project can move forward. I know many Madisonians and others in the surrounding areas who are as excited as I am about the MPM and are eager to visit and support it when it opens!

Sincerely,

Denise Cariski

**Matthias, Isaac L**

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**From:** reporting@cityofmadison.com  
**Sent:** Friday, October 6, 2023 3:18 PM  
**To:** All Alders  
**Subject:** [All Alders] Madison Public Market Funding

**Recipient:** All Alders

**Name:** Christine Cooper  
**Address:** 1155 Patriot Way, Sun Prairie, WI 53590

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

**Message:**

To whom it may concern,

I'm contacting you in regard to the 3M gap in funding for the Madison Public Market. This public market will be such an asset to the city of Madison.

I ask that you vote in favor of providing the 2M needed to begin construction on the Public Market this fall at the October 17 Common Council meeting.

Thank you for your time,  
Christine Cooper

## Matthias, Isaac L

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**From:** baentwistle@yahoo.com  
**Sent:** Monday, October 16, 2023 11:04 PM  
**To:** All Alders  
**Subject:** [All Alders] Public Market

**Recipient:** All Alders

**Name:** Bob Entwistle  
**Address:** 2709 Center Ave, Madison , WI 53704  
**Email:** baentwistle@yahoo.com

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

### Message:

I would urge the council to delay the market until other priorities such as BRT, Reindahl community center and the new homeless facility are completed.

Taking on more debt now when federal funding is decreasing and the cost of borrowing is increasing is very irresponsible. Taxes for homeowners will need to increase needlessly and costs will be passed on to renters making housing even less affordable.

As an alternative while we wait for the market, I would suggest the city working with existing grocery retailers to stock more local products. Many are already doing this but may be able to provide additional conduits for local businesses.

## Matthias, Isaac L

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**From:** sgoldwomon@uwalumni.com  
**Sent:** Saturday, October 7, 2023 5:41 AM  
**To:** All Alders  
**Subject:** [All Alders] Funding Public Market

**Recipient:** All Alders

**Name:** Sue Goldwomon  
**Address:** 350 S Hamilton St, Madison, WI 53703  
**Email:** sgoldwomon@uwalumni.com

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

### Message:

I am a longtime believer in the Public Market. It is a rare opportunity to help support people to become even more successful citizens while giving all of us yet another wonderful place to visit and shop. It is unfair to penalize the Market because the dragging on of this project has resulted in increased costs! Please continue to support this opportunity to create yet one more reason why Madison is the place we have all chosen to live. Thank you!

## Matthias, Isaac L

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**From:** klehman723@sbcglobal.net  
**Sent:** Saturday, October 7, 2023 4:00 PM  
**To:** All Alders  
**Subject:** [All Alders] Please Support Our Public Market

**Recipient:** All Alders

**Name:** Kerri Lehman  
**Address:** 2026 E Mifflin Street, Madison, WI 53704  
**Phone:** 608-577-1572  
**Email:** klehman723@sbcglobal.net

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

### Message:

Please support our public market, a place to help a diverse group of entrepreneurs, makers and consumers. This market will help the east side and greater Madison community for decades and decades. This is something we all need after the difficult years of the pandemic caused many businesses to struggle and close. Plus, the market will provide more business opportunities and education for many who have lacked access to such opportunities. Thank you!

## Matthias, Isaac L

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**From:** Scot Moss <scotmoss@gmail.com>  
**Sent:** Friday, October 13, 2023 12:21 PM  
**To:** All Alders  
**Subject:** public market

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

Stop the whole thing before it's too late and becomes another money pit. It should have been on Park St. anyway. If you want to spend more money, fix some streets.

Scot Moss  
District 5



## Matthias, Isaac L

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**From:** Norman Sannes <norman.sannes@gmail.com>  
**Sent:** Monday, October 2, 2023 5:02 PM  
**To:** Field, Derek  
**Cc:** All Alders  
**Subject:** Deficit spending

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

Please no more borrowing. No more for the Public Market (let the private sector kick in).

“Fiscal responsibility,” is a phrase that comes to mind.

Norman Sannes  
Heritage Heights, Madison

## Matthias, Isaac L

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**From:** Susan Schmitz <sschmitz0127@gmail.com>  
**Sent:** Monday, October 16, 2023 2:15 PM  
**To:** All Alders  
**Cc:** Mayor  
**Subject:** Public Market #37  
**Attachments:** Public Market letter to Alders.docx; ATT00001.htm

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

Hello City of Madison Alders:

See the attachment. Thank you.

Susan  
Susan Schmitz  
Schmitz Consulting, LLC  
608 516-2562  
[sschmitz0127@gmail.com](mailto:sschmitz0127@gmail.com)

October 16, 2023

Dear City of Madison Alders:

First of all, thank you for serving as City of Madison Alders—I very much appreciate your public service to our city. My name is Susan Schmitz. I was President of Downtown Madison, Inc. (DMI) from 1999 to the end of 2017. It was the best job ever because of all I learned and the opportunity to work with Alders (which was the favorite part of my job—I am NOT kidding).

I now work as a consultant (I have my own LLC) and have been working on the Purpose Built Homeless shelter, Naturally Occurring Affordable Housing (NOAH), the Lakefront Porch project on Wilson St. and raising funds for the New History Center. So just to be clear, I am representing myself with this message.

During former Mayor Cieslewicz' second term (2007-11) I worked with the city on a Public Market for Madison. We did a lot of research, made visits to successful Public Markets in other communities and brought in a specialist. DMI was (is) a member of the International Downtown Association and they helped us with connecting to the right cities and experts. We all learned a lot which leads me to why I think the current business plan for the proposed Public Market will not be successful.

- It is in the wrong location. Successful markets around the country are working because they are in locations where there is A LOT of foot traffic on a daily basis. The current location is not visible from East Washington Ave. (which was originally proposed), it cannot survive on car traffic alone—people need to access it on foot—and on a daily basis—it needs to be a destination (that people think about daily) that is assessible to everyone—every day. There will be no people coming from the park and the railroad yards.
- The business plan (including the “Market Ready” program) will not generate enough business to pay the annual operations. There need to be generators that bring in all people—which generates sales that can cover operating costs. Generators such as music events, additional arts events, restaurants, etc.

- The generators bring in funds so that the small businesses can afford to be there (which is one of the goals for the Market—making it possible for start-up businesses). With the current plan—the City of Madison will be asked to subsidize the operating costs of the Market for years.
- During my work on a Public Market for Madison, there were locations identified that were considered “Food Deserts”. The city set up neighborhood meetings (in the identified areas) to get feedback from people at the locations. The #1 location that was chosen was the old Thorstad Chevrolet site on South Park Street—everyone knew there was a lot of development planned for that area. But the administration after Mayor Dave did not like it and the “least desirable” location was chosen—First Street. I attended every one of the neighborhood meetings.

Please let the city start over. Public Markets can be amazing destinations for cities—and (if done right) can be a major generator for community good—which I know we all want. Please contact me with any thoughts/questions that you have. I will also sign into the meeting tomorrow to respond to questions (if there are any).

Respectfully,

Susan Schmitz

[Sschmitz0127@gmail.com](mailto:Sschmitz0127@gmail.com)

608-516-2562

## Matthias, Isaac L

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**From:** Robert Schubert <rscshubert@hotmail.com>  
**Sent:** Sunday, October 15, 2023 10:35 PM  
**To:** All Alders  
**Subject:** Please pass either of the two budget amendments to fund the Madison Public Market on Tuesday. I support the Public Market.

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

Please pass either of the two budget amendments to fund the Madison Public Market on Tuesday. I support the Public Market.

Robert Schubert  
2558 East Dayton Street  
Madison, Wisconsin 53704-4909  
District 12

**Matthias, Isaac L**

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**From:** Cmsimon@uwalumni.com  
**Sent:** Friday, October 6, 2023 2:14 PM  
**To:** All Alders  
**Subject:** [All Alders] Public market funding

**Recipient:** All Alders

**Name:** Carrie Simon  
**Address:** 1918 E. Dayton St., Madison, WI 53704-4719  
**Email:** Cmsimon@uwalumni.com

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

**Message:**

Please support the Public Market project by approving the funding needed to move forward with construction. So much time, energy, and money has been invested to date, it would be a travesty to let the project languish at this stage.

## Matthias, Isaac L

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**From:** trey.sprinkman@gmail.com  
**Sent:** Friday, October 6, 2023 2:25 PM  
**To:** All Alders  
**Subject:** [All Alders] Madison Public Market

**Recipient:** All Alders

**Name:** Walter Sprinkman  
**Address:** 11 Cambridge Rd, Madison, WI 53704  
**Phone:** 608-354-4000  
**Email:** trey.sprinkman@gmail.com

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

### Message:

Please vote yes to an amendment and support the 2m gap funding needed to support the Madison Public Market. With your "Yes" vote, we can finally bring this project to fruition, helping support small businesses whom are primarily minority and female owned and operated. I attended the last event the MPM had just a few weeks back, there was such excitement and buzz. Every news outlet was there talking with the business owners and community supporters.

Thank you

## Matthias, Isaac L

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**From:** Johnston.thayer@gmail.com  
**Sent:** Sunday, October 15, 2023 6:03 PM  
**To:** All Alders  
**Subject:** [All Alders] Madison Market

**Recipient:** All Alders

**Name:** Johnston Thayer  
**Address:** 5022 American Parkway Apt 472, Madison, WI 53718  
**Phone:** 864-245-7630  
**Email:** Johnston.thayer@gmail.com

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

### Message:

I write in support of efforts to provide the necessary funds critical to the construction of the Madison Public Market.

I have lived in or around Madison my entire life and believe the market would be a wonderful additional to our town.



## Matthias, Isaac L

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**From:** reporting@cityofmadison.com  
**Sent:** Saturday, October 7, 2023 2:05 PM  
**To:** All Alders  
**Subject:** [All Alders] Madison Public Market - Please Fund

**Recipient:** All Alders

**Name:** Danielle Vinson  
**Address:** 7023 Dewdrop Dr, Madison, WI 53719

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

### Message:

I write in support of efforts to provide the necessary funds critical to the construction of the Madison Public Market. The Market, along with the TruStage MarketReady Hall food-related entrepreneur space will provide essential business services to women, members of the BIPOC community, and first-generation immigrants seeking inexpensive business start-up opportunities. The Market offers a once-in-a-lifetime opportunity to create a fun, lasting and highly regarded public benefit.

We go out of our way to visit MKE for their public market. The community and revenue for small businesses would be amazing for Madison. It would be a highlight for tourists and a regular place to visit for locals. It would be a mistake not to fund a public market.

Whenever we visit places, we look for a public market MKE, Columbus Ohio, Florence Italy, Barcelona Spain. The ones listed above are all markets we have visited or plan to visit just this year.

## Matthias, Isaac L

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**From:** reporting@cityofmadison.com  
**Sent:** Tuesday, October 10, 2023 8:19 PM  
**To:** All Alders  
**Subject:** [All Alders] Madison Public Market

**Recipient:** All Alders

**Name:** Sophia Winkler-Schor  
**Address:** 423 N Ingersoll st, Madison, WI 53703

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

### Message:

Dea Alders,

I heard that once again the Madison Public Market is in jeopardy due to funding shortages. I am very disappointed to hear this. I have visited many public markets in the US and abroad and these are always amazing community spaces for people to gather, support small local vendors and enjoy tasty food. This market will be a huge benefit not only to eastside residents but all of Madison. This market should have been built years ago and with the growing washington corridor the demand for such a market is only growing. Please fund this market to begin the long delayed construction. Madison is losing out on a very cool opportunity due to all the delays and obstacles. Don't make this last hurdle the end to such a cool project!