

## **Firchow, Kevin**

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**From:** Tom Yoshikami [tsyoshikami@wisc.edu]  
**Sent:** Monday, October 15, 2012 2:48 PM  
**To:** Firchow, Kevin  
**Subject:** Letter In Support of the Underground Food Collective's Proposed Restaurant on Willy St.

Dear Kevin Firchow,

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My name is Tom Yoshikami, and I'm writing to strongly support the Underground Food Collective's plans to open a restaurant on Willy Street. As a longtime fan of the Collective's endeavors, from Johnny and Ben Hunter's days of serving food at the Catacombs on the UW Campus to their recent Forequarter, I couldn't be more excited about the possibility of them opening up a restaurant on Willy Street. I've lived in the Wil-Mar neighborhood for twelve years, and seen many restaurants come and go. I'm a firm believer that this restaurant will stay. I can imagine that that with their emphasis on fantastic food, most of which is locally sourced and sustainably grown/raised, and their involvement in the community (their presence at the Tuesday Farmer's Market, their work with local non-profits, etc.), they will be a neighborhood fixture that we'll look back on without being able to comprehend the neighborhood without them. Indeed, I cannot think of a restaurant that I'd rather see open up on Willy Street than one run by the Underground folks.

Thank you for your time and if you'd like to talk about this further, please don't hesitate to contact me.

Tom Yoshikami  
608 S. Brearly St.  
608-239-4955  
[tsyoshikami@wisc.edu](mailto:tsyoshikami@wisc.edu)

## Firchow, Kevin

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**From:** Irene Cash [icash@madisondining.com]  
**Sent:** Monday, October 15, 2012 12:54 PM  
**To:** Firchow, Kevin  
**Subject:** Proposed Underground Food Collective Restaurant

To whom it may concern,

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We understand that there is a current discussion regarding the proposed plans by the Underground Food Collective to establish a new restaurant on Williamson Street. We'd like to add our input into the discussion for consideration.

First, my name is Irene Cash and I am the Executive Editor and Publisher of MadisonDining.com. MadisonDining.com serves the Madison public by providing information on restaurants, food, events, and, really, all things culinary. The website receives nearly 750,000 viewers annually, and those viewers spend, on average more than ten minutes per visit engaging with us. I mention this so that you understand the perspective from which I am writing - we engage with the Madison culinary consumer every day, and we like to think that because of this engagement we understand the trends of the food scene as well as the desires of the public.

Additionally, we have spent some time with the Underground Food Collective discussing their vision for this new restaurant. Frankly, we're excited about not only the quality of the establishment that they want to bring in, but their complete understanding of the very unique neighborhood and the consumers that they wish to serve. This is not a restaurant that is being developed with blinders on - this is a well thought out plan being developed with the neighborhood and culture in mind, by experienced businesspeople who are already well-established in the area.

Their passion about this project and their enthusiasm to create a truly unique yet culturally relevant consumer experience is, in our opinion, admirable, and we believe that it would be a very successful blending of culture, food, and "being a good neighbor".

The culinary circle that we engage with has begun to sit up and take notice of the unique, artisan, and respectful food and restaurant renaissance that is taking place in this area. This plan fits in perfectly - it isn't a place that will cater to the underage drinking crowd. This is a place that will draw the attention of the well-informed "foodie" that is driving the truly successful and thriving Madison restaurant scene today.

Our audience is clamoring for this sort of establishment, in this sort of location. We hear it every day. We would be delighted to share our insight with you if you would like. I can personally be reached at the information provided below:

Irene Cash  
Executive Editor/Publisher  
MadisonDining.com  
(608) 318-3636

**Firchow, Kevin**

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**From:** Laurie Stark [lauriestark@gmail.com]  
**Sent:** Monday, October 15, 2012 10:48 AM  
**To:** Firchow, Kevin  
**Subject:** Letter of Support for UFC's Proposed Restaurant on Willy St

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I'm writing in support of Underground Food Collective's proposed restaurant on Willy St. I know that I and a lot of my friends would frequent it often!

Laurie Stark

**Firchow, Kevin**

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**From:** Bessie Cherry [bessie.cherry@gmail.com]  
**Sent:** Monday, October 15, 2012 2:05 PM  
**To:** Firchow, Kevin  
**Subject:** Underground Food Collective's new Willy St. restaurant

Hello,

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I'm writing in support of Underground Food Collective's new Williamson Street venture, which I understand is to be discussed at tonight's Plan Commission meeting. I would like to express my wholehearted support for this restaurant. I'm so thrilled that another UFC undertaking will be opening- this one within walking distance of my home. I feel like their food, mission, and community building are a natural extension of the Willy Street neighborhood's overall vibe. And I think their culinary creativity and appeal will fill a niche not currently filled in the neighborhood. I have eaten UFC food countless times and have never been disappointed.

Thanks for your consideration!

best,  
Bessie Cherry