

From: [Marsha Rummel](#)
To: [Woulf, Mark](#)
Cc: [Players Sports Bar](#); [licensing](#); garyk@wil-mar.org; [Gloede, Carl](#); [Bidar-Sielaff, Shiva](#); [Verveer, Michael](#)
Subject: Atwoodfest special action request
Date: Tuesday, June 09, 2015 2:23:08 PM

Mark and all-

Players and WilMar have tried to do due diligence to inform me and seek my assistance. I was not able to help Wendy et al in time to meet the application deadline because June 3 was the first time they contacted me.

Assuming the location and appropriate license holder issue is resolved to the satisfaction of staff, I would support taking exceptional action at ALRC and at Council on July 21st to create an outside seating area with alcohol service during Atwoodfest July 25th and 26th..

I hope the Atwoodfest team will work with Mark Woulf and Capt Carl Gloede to make sure everyone is aware of what is permitted under the law and get a better understanding of the timeline of the license approval process so we don't do this next year.

I am copying ALRC Alders Bidar and Verveer so they are in the loop.

Marsha

On Tue, Jun 9, 2015 at 10:47 AM, Woulf, Mark <MWoulf@cityofmadison.com> wrote:

A few notes:

- Any change of licensed premises for Players must be for a space that is immediately adjacent to the bar. It cannot include the any portion of the street.
- If Players is applying for the Change of Licensed Premises, then Tex Tubbs cannot "use" the license to sell their alcohol. The alcohol sold must be provided by Players.
- The next deadline for Change of Licensed Premises applications is July 1 at noon. However, as you will see on this [schedule](#), the City Council would not approved it until after the festival. You will need your Alder to approve taking exceptional action to have the City Council take up the license at the July 21st Council meeting, otherwise it will not receive approval in time. This application should have been submitted June 3.
- MPD voiced concerns with this concept previously, so clear management plans, site drawings, etc, will be useful when approaching MPD prior to the ALRC meeting.

Let me know if you have other questions.

Best,

Mark

Mark Woulf

Director, Food and Alcohol Policy

Office of Mayor Paul R. Soglin

City-County Building, Room 403

210 Martin Luther King Jr. Blvd.

Madison, WI 53703-3345

[\(608\) 266-4611](tel:6082664611)

From: Marsha Rummel [mailto:marsha.rummel@gmail.com]

Sent: Tuesday, June 09, 2015 10:26 AM

To: Players Sports Bar; Woulf, Mark

Cc: licensing; garyk@wil-mar.org

Subject: Re: Atwoodfest

Please seek Mark Woulf if you need addl assistance. I think city clerk should be able to help you though

Sent from my iPhone

On Jun 9, 2015, at 7:55 AM, Players Sports Bar <playersbarmadison@aol.com> wrote:

I am writing to get some information on how to fill out our applications for Change of Premise or Change of Condition applications. Please read below on our plans to make this years Atwoodfest on July 25 & 26th the best yet. I need guidance on how or which application to fill out to

make this happen, and as you know this is very time sensitive so it can go in front of the board. Please call me or email me back on your suggestions.

Thank you,

Wendy Allen

Bar Manager, Players Sports Bar

244-9722

Sent from AOL Mobile Mail

-----Original Message-----

From: Gary Kallas <garyk@wil-mar.org>

To: Players Sports Bar <playersbarmadison@aol.com>; marsha.rummel <marsha.rummel@gmail.com>

Cc: ljshirley <ljshirley@hotmail.com>; Beatrice Hadidian <beatriceh@wil-mar.org>; sglendening

<sglendening@foodfightinc.com>

Sent: Thu, Jun 4, 2015 08:20 AM

Subject: RE: Atwoodfest

Hi Marsha,

Just want to write to note that the application Wendy refers to would essentially allow use of the space in the same way Players offered last year with three mostly aesthetic exceptions: 1) Tex Tubbs would vend comparable beverages as Players did last year. 2) Tex Tubbs would offer their menu on the space and 3) we would décor the space much like we have the Plan B lot for the Willy Street Fair i.e. tables, chairs and shade options for AtwoodFest visitors.

The number one complaint we received from atwoodfest visitors last year was: "it's hot out here, you folks need to provide a place to sit, relax and cool off." This Café concept whereby Players, Tex Tubbs and Us become even closer partners is a great way to do so. Anything you can do to help us achieve our objectives would be most appreciated!

Gary

From: Players Sports Bar [<mailto:playersbarmadison@aol.com>]

Sent: Wednesday, June 03, 2015 8:51 PM
To: marsha.rummel@gmail.com
Cc: lshirley@hotmail.com; Gary Kallas; Beatrice Hadidian;
sglending@foodfightinc.com
Subject: Atwoodfest

Hi Marsha,

On behalf of Atwoodfest, Gary Kallas, Texas Tubbs and Player's Sports Bar, we are contacting you to let you know our plans for this years festival. We would appreciate your help in making our plans a reality and doing so in the proper manner.

We were approached by the festival coordinators including Gary Kallas to have an outside cafe area with vending stations for alcohol and food. We have formed a collaboration with Texas Tubbs and are working with the and the festival to also include alcohol and food vending stations for them in the area. We would like to have a cafe theme in the adjacent parking with chairs, tables, lights, umbrellas and port-a-potties. On either end of the lot would be our separate vending stations with a large open area in between for people to enjoy everything the festival has to offer. The tag line would be along the lines of "Atwoodfest-Cafe" Sit, Dine, Listen Enjoy". We would greatly appreciate any insight you might have on how best to approach the ALRC about this space and which licenses to have to be applied for. We were also wondering if there might be away to have one application cover both businesses or if separate forms need to be filled out. After looking at the city website, I do believe this is a time sensitive request.

We are very excited to be part of this event and are hoping by increasing involment and donations that wee can raise even more money for the Wil-Mar center and other sponsored charities.

Please let me know as soon as possible your thoughts, we need this to go in front of the board. Thank you so much for your help.

Wendy Allen

Players sports Bar Manager

Sent from AOL Mobile Mail