

March 13, 2017

Re: March 15, 2017 -- Agenda item #11, reference 45218

To who it may concern,

My name is Yannette F Cole, I live on Milford Road in Madison and would like to express my personal take on Rocky's Liquor store located at 4217 West Beltline Hwy. I am planning to be at the meeting tomorrow but also wish to submit my statement in writing.

I drive by the liquor store almost daily and since new ownership I have noticed a few changes. The area around the store has been kept much cleaner than before and I have also noticed a reduction in the number of people lingering in the parking area. The liquor store parking space has been limited since NAMI (next door business) has restricted usage of their parking area to the liquor store's customers. It is my personal opinion that this has been a contributing factor for the reduction of customers loitering in the area.

Since Ms. Ghumam and I met last November at the initial ALRC meeting we have kept an open line of communication. I personally feel that Ms. Ghumam has and is making efforts to be a better owner than the prior one. She has implemented most of the conditions placed by the ALRC and she continues to work on the outstanding ones. From day one, she has received opposition from a handful of neighbors, which in my opinion has created unnecessary stress and unwanted drama, but she has kept her doors open and has been committed to being a contributing part of our community.

During the last few months, I have had the opportunity to engage in various conversations with neighbors, the police and with Ms. Ghumam. One of the topics discussed was proper training of Ms. Ghumam employees. I strongly feel that most of the conflicts that have transpired could have been avoided if the employee's training was more effective.

One of my main tasks at my job is process improvement; identifying and mapping current business practices in order to develop streamline processes. I also generate standard operating procedures and training. Ms. Ghumam has agreed to accept my help to standardize her employee's training. I personally support having a woman of color owning a business in my neighborhood, and I wish for her to continue to be successful.

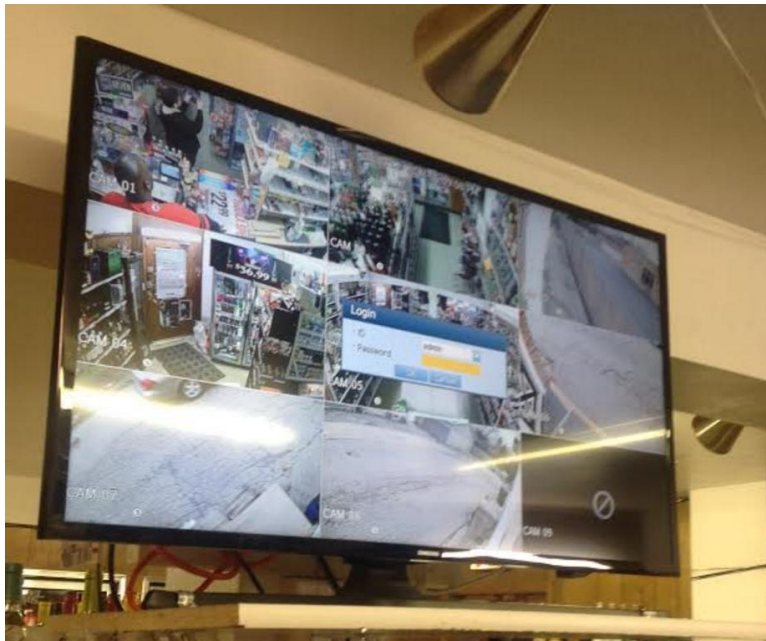
I do understand some of the reasons behind imposing the temporary restrictions, but I respectfully ask for the conditions to be removed. Specifically, the restriction on sales of small bottles, unless of course this restriction is to uniformly be extended across the city. Otherwise, I find it unfair and unnecessary. This particular restriction impacts the business bottom line and it will continue to be a burden on Ms. Ghumam's success.

Ms. Ghumam, authorized me to do a walk thru of her property and to take some pictures to share with you. Pictures are here attached.

Thank you for your consideration on this topic!

Sincerely,

Yannette F Cole (Not representing any institution)



*Figure 1 Monitor located facing the register, shows 8 installed cameras covering the inside and outside of the property*



*Figure 2 Camera facing the main entrance*

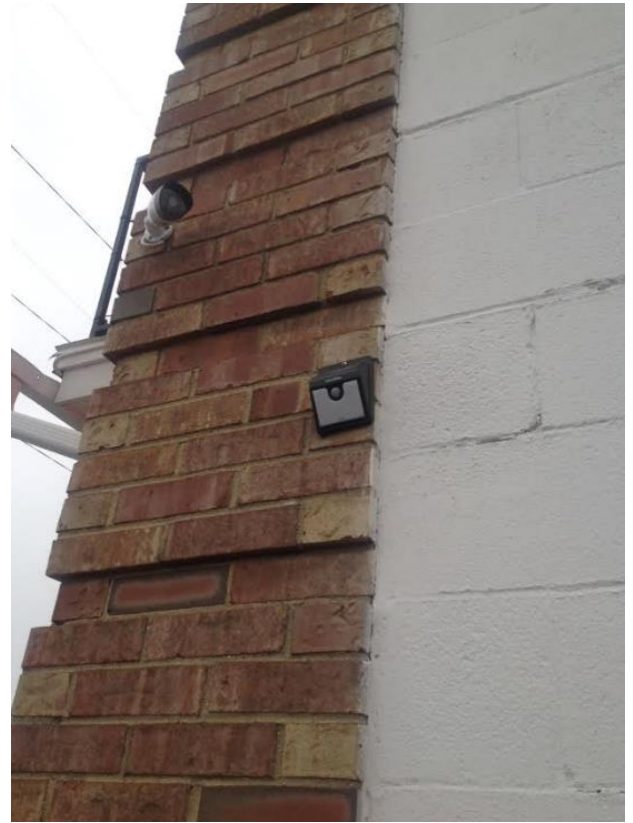


Figure 3 Camera on the back wall



Figure 4 camera outside main entrance





*Figure 5 outside cameras and motion light systems*



*Figure 6 Trash Pickup date, most of the trash bins were out on the curb*



*Figure 7 Front of the store clear of garbage*

