

Message: Re: MERLIN Mentors

 Re: MERLIN Mentors

From Eskrich, Sara Date Sunday, November 13, 2016 11:14 AM

To Susie Younkle

Cc Erik kestring

Subject Re: MERLIN Mentors

Thanks, Susie. It was a great event! Thank for your service to the MPLs.

I'm ccing Erik so you can connect.

Best,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Susie Younkle <susie@merlinmentors.org>

Sent: Monday, November 7, 2016 8:39 AM

To: Eskrich, Sara

Subject: MERLIN Mentors

Hi Sara,

Good to see you on Friday night, and thanks for your support of Ex Libris!

Wanted to follow up on our conversation about [MERLIN Mentors](#). I'd be happy to talk to your husband Erik about his Olbrich beer garden concept and help him figure out the best startup resource(s) for him -- whether that's MERLIN or another organization in Madison that works with entrepreneurs.

Best, Susie

Susie Younkle
Program Director
MERLIN Mentors
312.560.1466 mobile

Message: Re: Meeting Availability - Olin Park Beer Garden Concept

 Re: Meeting Availability - Olin Park Beer Garden Concept

From Eskrich, Sara Date Sunday, March 27, 2016 7:12 PM

To Oleksiak, Claire; Carter, Sheri

Cc Romines, Charles

Subject Re: Meeting Availability - Olin Park Beer Garden Concept

Hi Claire,

Great to "meet" you. Welcome!

I would be happy to meet on 4/6 at 3pm (only have 1/2 hour) or 4/7 at 5pm or later.

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire

Sent: Monday, March 21, 2016 11:03 AM

To: Eskrich, Sara; Carter, Sheri

Cc: Romines, Charles

Subject: Meeting Availability - Olin Park Beer Garden Concept

Good Morning Alder Eskrich and Alder Carter-

Very nice to meet you electronically. I have recently joined Parks as the new community services manager.

As you may know, Friends of Olin-Turville submitted a letter to Parks in September 2015 requesting that we explore the possibility of creating a temporary beer garden in Olin Park in the summer of 2016, similar to the 'traveling' beer gardens in the Milwaukee County Parks. I would like to organize a meeting for us to discuss the idea and gather your feedback. Your attendance is critical to the meeting. I am reaching out to you first to coordinate availability before adding the rest of the meeting invitees.

Please let me know what works for you from the following:

- Thursday 3/31 anytime after 1 pm
- Wednesday 4/6 between 10 am- 12:30 pm or anytime after 3 pm
- Thursday 4/7 anytime after 2 pm

Thank you,
Claire

Claire Oleksiak

Community Services Manager
Parks Division, City of Madison
colesiak@cityofmadison.com

Like us on [Facebook](#). Follow us on Twitter @PlayMadison

Message: Accepted: Traveling Beer Garden Concept Meeting

☒ Accepted: Traveling Beer Garden Concept Meeting

From Eskrich, Sara Date Tuesday, March 29, 2016 6:30 PM

To Oleksiak, Claire

Cc

Subject Accepted: Traveling Beer Garden Concept Meeting

Message: Re: Talking Points - Madison Beer Garden Concept


 Re: Talking Points - Madison Beer Garden Concept

From Eskrich, Sara Date Saturday, April 09, 2016 9:27 AM

To Oleksiak, Claire; Romines, Charles

Cc

Subject Re: Talking Points - Madison Beer Garden Concept

 image002.png (8 Kb)

Thanks, Claire. Very helpful.

It was great to meet you - it's clear we are lucky to have you join city staff!

Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire

Sent: Friday, April 8, 2016 4:02 PM

To: Eskrich, Sara; Romines, Charles

Subject: Talking Points - Madison Beer Garden Concept

Good afternoon Alder Eskrich –

Very nice to meet you yesterday. Below are talking points for trial Madison beer gardens in summer 2016. I have also attached images from the Milwaukee gardens.

- History - In September 2015, Friends of Olin-Turnville (FOOT) submitted a letter to the Madison Parks Division requesting that we explore the creation of a temporary beer garden in Olin in the summer of 2016, similar to the Traveling Beer Gardens (TBG) in Milwaukee County Parks.

Goals - Provide a welcoming respite and amenity in the park; be a model of positive place-making; increase activity and 'eyes' in the park; be at least revenue neutral for Parks; test the concept this year and then evaluate in winter to determine if want to continuing into the future.

Proposal for 2016 Trial-

1. Only want to include parks in the trial that have Alder and neighborhood support
 2. A welcoming, family-friendly, and community environment
 3. Three park locations – Olin, Tenney and Vilas
 4. Up to 12 dates per park (most likely four weekends of Fri, Sat, Sun or three weekends of Thur, Fri, Sat, Sun)
 5. No more than one vendor per park
 6. No amplified music
- Timeline - Determine Locations by Friday, April 29 so that decision can be presented at the Parks Commission meeting on May 11th

Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
608.243.0187 office
607.339.1340 mobile
coleksiak@cityofmadison.com

Like us on [Facebook](#).

Follow us on Twitter [@PlayMadison](#)



Message: Fwd: Beer Garden in Olin Turville

✉ Fwd: Beer Garden in Olin Turville

From Eskrich, Sara Date Wednesday, March 16, 2016 8:52 PM

To Erik kestring;Mike Bare

Cc

Subject Fwd: Beer Garden in Olin Turville

✉ FOOT Letter to Eric Knepp on beer garden & planning.docx (39 Kb) ✉ ATT00001.htm (1 Kb) ✉ REVISED Proposal for a trial German beer garden.docx (18 Kb) ✉ ATT00002.htm (1 Kb) ✉ 2016 03-15 Biz times 2016 Beer Gardens001.pdf (414 Kb) ✉ ATT00003.htm (1 Kb)

Sent from my iPhone

Begin forwarded message:

From: Tom DeChant <tdmadtown@charter.net>

Date: March 16, 2016 at 4:11:22 PM CDT

To: <district13@cityofmadison.com>, <district14@cityofmadison.com>

Subject: Beer Garden in Olin Turville

Greetings, Sara and Sheri,

Last fall I submitted on behalf of F.O.O.T. (Friends of Olin-Turville) a proposal to Eric Knepp at the Madison Parks Division suggesting a trial run of a beer garden in Olin Park. The letter and proposal I sent to Eric and the Commissioners are attached, along with the most recent of multiple articles I sent about the Milwaukee County Parks Department's great financial and behavioral success with beer gardens.

The seed we planted has apparently now sprouted roots. I heard Monday from Parks Commissioner, Dave Wallner, that Eric would like to have a meeting soon – possibly within the next two weeks – on this beer garden topic. My understanding is that Olin is one of several parks under consideration for a possible trial run of the concept, and as such, it will be important for affected Alders to know about and support the idea. It is likely that he will be inviting you to this meeting, so I thought you'd appreciate some background on the concept first.

If you'd like a more personal update on this beer garden idea, I'd be glad to talk to each of you personally – by phone or over coffee (or beer!) – if your time permits. Just give me an e-holler or call at 608-239-4299.

Hope we can toast this concept together.

Best,

Tom DeChant

September 11, 2015

President David Wallner and the Madison Board of Parks Commissioners

C/O Eric Knepp, Parks Superintendent

City of Madison Parks Division

City-County Building, Suite 104

210 Martin Luther King Jr. Blvd.

Madison, WI 53703

Dear President Wallner, Commissioners and Mr. Knepp:

The Friends of Olin-Turville (FOOT), now officially a partner with the Madison Parks Foundation, would like to meet with you and appropriate Parks Commissioners and staff to explore the possibility of creating a temporary beer garden in Olin Park in the summer of 2016, similar to the 'traveling' beer gardens that have become so successful in the Milwaukee County Parks System over the last three years. In the language of place-making, a temporary beer garden is a 'lighter, quicker, cheaper' concept that we feel could be reasonably tested in one season at very low cost to determine its viability for future renewal or expansion.

The attached document, "Proposal for a Trial German-style Beer Garden in Olin Park," was first presented to our FOOT group at its regular bi-monthly meeting of June 9, 2014 (minutes attached). Upon review of that document, which describes the history and success of the Milwaukee County Parks experiment, FOOT members present voted unanimously to support the proposal for a trial run of the beer garden concept in Olin Park with some modifications. The most salient of these was that the concept be tested on a trial basis with careful evaluation to follow; that perhaps only partial-week operation would be needed (say, Thursday through Sunday); and that key operational protocols followed in Milwaukee, such as early closing hours, availability of food, and appropriate live music be incorporated into the Madison model as well.

At our most recent FOOT meeting of August 17, 2015, members inquired as to "whatever happened to that beer garden idea?" As a group, we are still enthusiastic about testing this concept at Olin Park, since we believe that it would directly help achieve a key FOOT goal of increasing activity and 'eyes' in the Park, while providing a delightful respite for neighbors, downtown commuters, boaters, soccer teams and nearby hotel and convention guests, not to mention the broader Madison population in general. In addition, as the attached Milwaukee Journal-Sentinel and Wisconsin State Journal articles point out, the Milwaukee beer garden experience has contributed *significant* revenue to the Milwaukee County Park system over the last three years, and encouraged privately-funded park improvements as well.

Lest this idea die yet again for lack of momentum, FOOT members would like to meet in the near future with Mr. Knepp, Mr. Wallner, and other Parks leadership and staff as appropriate to explore this proposal in depth, with the goal of moving it forward to implementation by the summer of 2016. As coordinator for FOOT, I would be your contact for scheduling such a meeting.

We strongly hope you'll give this matter your serious consideration and agree to meet with one or more FOOT representatives in the near future.

Sincerely,

Tom DeChant

For FOOT (Friends of Olin-Turville)

c. 608-239-4299

tdmadtown@charter.net

Background:

In the summer of 2012, the Milwaukee County Board granted approval to their Parks Division to implement a trial German-style beer garden in Estabrook Park. This is a heavily-used urban park located on the near-north side along the Milwaukee River and serving a very diverse population.

A local private vendor, Old German Beer Hall, was selected through a bid process to operate the garden with agreement that the county receive a commission of 20% of beer sales and 10% of food sales. In that first year, Milwaukee County netted \$65,000 from the beer garden operation (Milw. Journal-Sentinel, 6/17/13) and the British travel site, cheapflights.com, named it one of the 10 best beer gardens in the world (M J-S, 9/21/12).

In 2013, the second year of operation, Old German Beer Hall invested \$125,000 of their own money to make permanent improvements to the Estabrook beer garden location, and Milwaukee County netted \$125,000 in revenue from the operation (M J-S, 5/4/14).

In 2014, the county created two additional permanent beer gardens in Hoyt Park (Wauwatosa) and Humboldt Park (south side of Milwaukee). They also tested a *traveling* beer garden concept (vendor: Sprecher Brewing) which was set up for two weeks at a time in various county park locations. Under this contract, Sprecher provided the entire set-up – beer truck and serving counter, tables and seating, and food trailer. County Parks bought all beer and food at cost from Sprecher, and provided staffing. Milwaukee County officials estimated that the from the time the first garden opened in 2012 through the end of the 2014 season, the multiple garden sites collectively brought in \$560,000 for the county (WI State Journal, 8/29/2014).

Operations:

The Estabrook beer garden is open every day from noon to 9 PM (last call) with the site closing at 10 PM. Estabrook's seating has expanded from 500 to ~800 due to its success. Permanent bathrooms were already located at the Estabrook site, but have been improved by the private vendor. The new Humboldt beer garden operates from 3 to 9 PM (last call) on Wednesday through Sunday, with seating capacity of about 300. The traveling beer gardens operate from 4 to 10 PM, M-F, and 11 AM -10PM on weekends, with last beer served at 9 PM. All seating at each site is communal (picnic tables) as is typical in German beer gardens; most of the sites use portable, collapsible tables that they import from Germany. Live traditional German music is generally provided at each site. Milwaukee police have reported that the increased activity in Estabrook has actually made the park safer (M J-S Letter to the Editor, 5/31/14).

Suggested Proposal to Madison Parks Division:

On behalf of FOOT (Friends of Olin-Turville) I would like to propose that the Madison Parks Division contract with a local or Milwaukee vendor to provide a *mobile* (traveling-style) beer garden, *on a trial basis*, in Olin Park in the summer of 2016. Following one of the principles of placemaking – 'lighter, quicker, cheaper' – a mobile beer garden would involve minimum city investment (no permanent improvements), with the vendor bearing the set up costs and sharing revenues as in the Milwaukee County models. Possible locations include the area between John Nolen Drive and the Medical Society building, visible to the bike path (Estabrook's beer garden is on Milwaukee's well-used Oak Leaf bike trail). Alternatively, the hill overlooking the beach and adjacent to the restrooms would work well, as demonstrated at this year's Great Taste of the Midwest. The trial could be for one season, or shorter, if the city could find a vendor who would propose on a shorter-duration contract. Operating hours should respect neighborhood wishes for quiet in late evening. A Thursday through Sunday operating schedule might be sufficient for a test.

Originally prepared by Tom DeChant, June 17, 2014; updated, August 22, 2015

Message: Re: Concerned opposition to an Olbrich Park Beach biergarten

✉ Re: Concerned opposition to an Olbrich Park Beach biergarten

From Mike Bare Date Tuesday, December 13, 2016 10:38 PM

To Knepp, Eric; Oleksiak, Claire; Wallner, David; Gnam, Emily; jllewis2@me.com; Leopold, Madelyn; Ragland, Nancy; All
Alders; Ahrens, David; Park Commission; licensing; Gloede, Carl; Christianson, Eric; ferchocs@yahoo.com; Reyes,
Gloria; james1771@frontier.com; katsbigbox@gmail.com; orrantia@wisc.edu; msd@foolproofplan.net; grades5@yahoo.com; Allen,
Roger; sfletcher@uwsa.edu; tlc@mailbag.com

Cc

Subject Re: Concerned opposition to an Olbrich Park Beach biergarten

📎 BKM Group - Letter to Parks Commission.pdf (11709 Kb)

Dear Parks and ALRC Commission Members, Alders, and City Staff:

Thank you for your service to our community.

I'm writing as a co-owner of BKM Group, LLC, d/b/a Olbrich Biergarten. Tomorrow night, 12/14/16, the Board of Park Commissioners will consider our agreement with the City to provide placemaking services at Olbrich Park. We are very excited about opening this German-style biergarten.

The attached letter is addressed to the Board of Park Commissioners but responds to concerns that have been raised by neighbors. We hope you will include this in your consideration of our proposal.

Further information about our proposal is available at https://urldefense.proofpoint.com/v2/url?u=http-3A_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFOYPZBagUCDuBiM9O9twmxaBM0hCgII&r=T-hRz9hrLTJTXvPlzewIOV-_ZMY-_a6ib5duZQcg73E&m=rHOWm2coQqkd4SPxjdkSGdxrYI_baNcI9TiC091rJf0&s=kaHU1ODUybZw90wp97-ogi5gw8qmbxXI2ueFx6q8ZI8&e=

Thanks again,
Mike

Mike Bare

Co-Owner

BKM Group, LLC d/b/a Olbrich Biergarten

mike.bare83@gmail.com

608-620-3001

https://urldefense.proofpoint.com/v2/url?u=http-3A_www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFOYPZBagUCDuBiM9O9twmxaBM0hCgII&r=T-hRz9hrLTJTXvPlzewIOV-_ZMY-_a6ib5duZQcg73E&m=rHOWm2coQqkd4SPxjdkSGdxrYI_baNcI9TiC091rJf0&s=kaHU1ODUybZw90wp97-ogi5gw8qmbxXI2ueFx6q8ZI8&e=

The BKM Group

December 13, 2016

Members

Board of Park Commissioners

210 Martin Luther King Jr. Blvd.

Madison, Wis. 53703

Re: Vendor Agreement for BKM Group, LLC, d/b/a Olbrich Biergarten

Members of the Board of Park Commissioners:

Thank you for considering us to be a vendor of placemaking services at Olbrich Park. We are honored to be selected as co-winners of this request for proposals. We look forward to continuing to work with City staff and the Board of Park Commissioners to create a safe and enjoyable experience.

We have conducted a significant amount of public outreach about this proposal and have received an overwhelmingly positive response to our proposal. As a result of feedback we have received from some neighbors and other stakeholders, we have made several adjustments to and clarifications about our plan.

Since being selected on September 19, 2016, we have met with the three adjacent neighborhood associations. Two of them, SASY Neighborhood Association and Lake Edge Neighborhood Association, have endorsed our proposal and have submitted letters of support for your consideration. We also held a public information session on October 27 at the Olbrich Park Beach House, and shared that event information with the three neighborhood association leaders. The Alcohol License Review Committee held a public hearing on our liquor license application on November 16, and plans to hold another hearing on December 21. We presented our proposal and answered questions at an additional public information session, hosted by Alder David Ahrens (District 15) on December 8. We have answered a list of 46 questions sent by neighbors. We have also attempted to answer all phone calls, emails and social media questions we have received.

Attached is a compilation of the feedback we have heard thus far and our responses.

In the next week, we plan to present our proposal to the Board of Directors of Olbrich Botanical Gardens and the Friends of Starkweather Creek.

The adjustments we have made to our plan include:

1. Prohibiting unaccompanied minors from entering the Biergarten premises;
2. Prohibiting smoking, e-cigs and tobacco use in the Biergarten area;
3. Ending amplified sound at the 9:30pm or 9:00pm last call (Note: The draft agreement with the City has a provision to move the last call to 9:00pm if certain conditions are met.);
4. Reducing our maximum capacity by 10% from 300 people down to 270 people. This will both reduce any potential noise and reduce the burden on the Park's parking lots.
5. Being open to a condition being placed on our liquor license requiring that the ALRC must approve our change in liquor agent to an experienced operating manager before beginning operations;
6. Designating one of the four special events we are allowed each year by our draft agreement with the City to be a benefit for the newly formed Friends of Olbrich Park.

We'd like to thank the Parks Department staff for their responsiveness and professional handling of this complex contract negotiation.

The BKM Group

The amount public outreach and engagement, along with these proposed changes to our plan, prove that we will be a responsible Parks vendor that is both accountable to and a benefit to the City of Madison, taxpayers, Olbrich Park users and stakeholders, and neighbors.

We respectfully request you approve our agreement.

Sincerely,

Michael Bare
Co-Owner, BKM Group, LLC, d/b/a Olbrich Biergarten
(608) 620-3001
mike.bare83@gmail.com

Enclosures:

1. Draft "Responsible Alcohol Consumption Action Plan"
2. Responses to feedback we have heard about this proposal

The BKM Group

DRAFT

Olbrich Biergarten Responsible Alcohol Consumption Action Plan

BKM Group, LLC, as part of their management of the Olbrich Biergarten, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on similar plans maintained by other Madison Parks vendors, evidence-based responsible alcohol consumption policies, and is the result of working with Madison Parks and incorporating feedback from the Madison Police Department, and other sources.

General alcohol-related policies and practices for staff and operation:

1. All servers receive mandatory training by Olbrich Biergarten management and/or external experts.
2. All servers must complete Serv-Safe alcohol and Serv-Safe food training and present their certification to be kept on file at the Biergarten by the Operating Manager.
3. All servers are 21 or older.
4. Employees are not permitted to drink alcohol while on duty.
5. We have a licensed bartender on premises at all times.
6. Service and consumption of alcohol will be allowed only in designated containers we provide.
7. All patrons will be required to show ID to purchase alcohol or obtain a cup for alcohol in accordance with industry standards.
8. We have a state ID book and ID scanner on hand for staff checking IDs.
9. No underage individual will be allowed to purchase alcohol at the Biergarten or consume alcohol in the Biergarten even if accompanied by a parent, guardian, or spouse.
10. We have a stringent ID checking program for staff including incentives for finding false IDs.
11. We reserve the right to refuse alcohol to anyone we determine has had too much to drink and we will not serve them.
12. We reserve the right to refuse service to anyone found in violation of the rules at any time.
13. We will work with the Madison Police Department to staff special events with officers to provide additional security when requested by MPD.
14. An incident record will be kept on file at all times in the event there is ever an occurrence of a fake ID found, service refused, etc.
15. We provide an attractive selection of food and affordable non-alcoholic beverages.
16. We will install security cameras to monitor the premises.

Olbrich Biergarten Rules:

The following rules will be posted prominently at the entrance to Olbrich Biergarten and on our website:

- ¥ Show respect for our neighbors, Lake Monona, and Olbrich Park.
- ¥ Outside alcohol is prohibited by law at Olbrich Park. All alcohol must stay within the Biergarten.
- ¥ A parent, guardian or spouse over 21 must accompany individuals under 21 in the Biergarten.

- ✂ Individuals under 21 may not consume alcohol, even when accompanied by a parent or guardian.
- ✂ Grills are prohibited in or around the Biergarten.
- ✂ Picnic baskets and deliveries of outside food are welcome. Outside catering services are prohibited.

The BKM Group

- ✂ All tables at the Biergarten are shared. A limited number of tables may be reserved for a special event.
- ✂ All motor vehicles, motorcycles & motor scooters must remain in the paved parking lot.
- ✂ No smoking, e-cigs, or tobacco use in the Biergarten.
- ✂ Last Call at the Biergarten is 9:30pm. Plan accordingly. You must return all Biergarten containers and be out of Olbrich Park when it closes at 10pm.
- Offenses punishable by ARREST as determined by local law enforcement authorities:

- ✂ Underage drinking
- ✂ False identification (attempting to use fake IDs)
- ✂ Disorderly conduct or unsafe conduct

Last updated 12/12/2016

The BKM Group

RESPONSES TO FEEDBACK WE HAVE HEARD ABOUT THIS PROPOSAL

“This went too fast. We didn’t know.”

- o We have done a tremendous amount of outreach. At the November 16, 2016, ALRC public hearing on our liquor license application, Alder Verveer complimented us on “an unprecedented amount of outreach,” and stated that the ALRC received “a record number of letters of support.”
- o Below is a timeline of our activities:
 - May 25: City of Madison issued a request for proposals (RFP) for placemaking services at the Olbrich Park Beach House.
 - September 19: After following its standard process, the City of Madison notified us we were cowinners of the RFP, and the City publicly released the announcement.
 - September 19: We informed Alder Ahrens of the announcement.
 - September 22: We met with Alder Ahrens to discuss neighborhood outreach.
 - September 26: Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of our proposal.
 - September 27: We responded the next day to both leaders.
 - October 11: We presented our proposal to the Eastmorland Neighborhood Association at their monthly meeting.
 - October 12: We presented our proposal to the Lake Edge Neighborhood Association at their monthly meeting.
 - October 13: We presented our proposal to the SASY Neighborhood Association. They passed a motion to endorse our proposal and later submitted a letter to City leaders.
 - October 14: We notified the leadership of the Eastmorland, Lake Edge and SASY neighborhood associations of our October 27 required information session.
 - October 14: We provided blurbs for the neighborhood association newsletters and listservs that included a description of our proposal, the date of our information session, and our contact information.

- October 27: We held a required information session at the Olbrich Park Beach House to discuss our proposal and liquor license application.
- November 8: The Eastmorland Neighborhood Association discussed our proposal at its monthly meeting, but we were not invited to participate.
- November 9: The Lake Edge Neighborhood Association passed a motion to endorse our proposal and later submitted a letter to City leaders.
- November 16: ALRC held a public hearing on our proposal and application for a liquor license.
- November 22: We notified neighborhood associations and individuals who had been in touch with us previously about our December 8 public information session.
- November 22 to December 8: Alder Ahrens, neighborhood associations, BKM Group, and City staff informed neighbors of our December 8 information session.
- November 28: The City Clerk's office notified about 200 nearby residents of our December 8th information session via postcard.
- December 6: We responded in writing to 46 questions sent the previous day by Ms. Jennifer Laack, representing neighbors.
- December 8: We held an additional public information session.
- December 14: The Parks Commission held a public hearing on the draft vendor agreement.
- December 20: We briefed the Friends of Starkweather Creek and discussed environmental concerns at the site and agreed to work together on those issues.
- December 20: We briefed the Board of Directors of Olbrich Botanical Gardens.
- December 21: ALRC to hold a public hearing on our proposal and application for a liquor license.

"This will be too noisy."

The BKM Group

We understand that noise is an important consideration when balancing the use of a park and neighbors' experience. We believe our plan will minimize disturbances:

- We will not be playing loud music. The goal for the biergarten's atmosphere is one where conversation is possible.
- The volume of amplified sound will be limited to PA1 Level.
- We are farther away (670 feet) from the nearest residence than the East Side Club (238 feet), and the softball diamonds (380 feet) are to the nearest residence.

"There's not enough parking."

- o There are 369 public parking stalls at Olbrich Park, not including stalls in the boat launch lot or the lot at Olbrich Botanical Gardens. Similar venues in Madison have far fewer parking stalls. We are not proposing turning park space into a parking lot.
- o The beach house lot itself has 120 spots. For perspective, the East Side Club has 110 spots.
- o There are three-hour time limits on the parking lot and they are monitored.
- o Additional bike racks will be installed and walkers and cyclist have easy access from the Capital City Trail and the "Lake Loop."
- o Public transit is available on four bus routes on Atwood Ave.
- o Layering activities strengthens public spaces: many of our patrons will be individuals already at the park.

This map shows the neighborhood with parking stall counts, transit access, bicycle access, and distances to neighbors:

"It's too big."

- o We have requested a 10% reduction in the proposed capacity of 300 down to 270.

- o The Biergarten will occupy only 0.2% of the total acreage of Olbrich Park.

!

The BKM Group

- o N<'!1L# '2:819!R8BB!91:!89:#'4#'#!R8:!=!L2'6!</#'/d!2\$#\$#//!1!:=#! '#/:'11%/*!;26#!.19192*!:=#! \$=#!

C1BB#P&2BB!\$1<':/*!&2/6#:&2BB!\$1<':/*!:#998/!\$1<':/*!/1\$#\$#!48#B3/*!/14:&2BB !382%193/*!:=#!LB2P?'1<93*!:=#!
&12:!B2<9\$=!1'!NB&'8 \$=!01:298\$2B!K2'3#9/A! !

!

“Will it have a fence?”

- o A fence is not in keeping with the spirit of a City park that is open to anyone for legal uses.
- o Our contract with the City will specify a “premises” that will be marked with signs and monitored by staff. Signs and staff monitoring have succeeded at Milwaukee’s beer gardens.
- o There is evidence from six beer garden operations in Milwaukee over several years that indicates a fence is unnecessary.

“How will you control access by minors?”

- o Minors will not be allowed to purchase alcohol or consume alcohol in the Biergarten, even if accompanied.
- o A perimeter with signs and staff monitoring will keep unaccompanied minors out.
- o All of our staff will be Serv-Safe trained and certified.
- o We will inspect IDs from customers in accordance with industry standards.
- o Consumption of alcohol will only be allowed from containers we provide, and containers will be provided only to patrons with ID verifying age. There will be separate containers for alcoholic and non-alcoholic beverages.
- o The attached Responsible Alcohol Consumption Action Plan also addresses this concern.


“It will cause litter.”

- o We will have multiple receptacles for both trash and recycling and we will remove litter daily.

“What about the environment?”

We are committed to being environmental stewards.

- o We plan to serve local products—beverages sourced from the state of Wisconsin and food from Dane County.

 Sourcing locally is better for the environment and healthier.

- o We will minimize the presence of our operation under the drip line of trees on the Biergarten premises.
- o We will use recyclable serving materials. We are working on plans to serve alcohol in reusable non-glass containers (glass is prohibited in parks).
- o We will have receptacles for trash and recycling that will be emptied regularly throughout the day.
- o We will clear litter from the site daily.

- o We are in discussions with the Friends of Starkweather Creek about ways to inform our patrons of their presence next to the Lake and their impact on it.
- o We are discussing with the City how to better manage stormwater runoff from the parking lot and building.

“Alcohol was already banned in this park because of problems.”

- o Ordinance 8.24(1)(ee) prohibits alcohol in Olbrich Park without “prior approval of the Parks Division

or the Parks Superintendent.” Our understanding of the intent of this ordinance is to address uncontrolled and unmonitored alcohol consumption problems in the Park at a different shelter, not to outright ban alcohol in the park. Sports leagues, special events, and other parks users have successfully obtained this permission, including MSCR’s softball leagues.

- o Our operation will model responsible consumption and will not over-serve. All of our staff will be Serv-Safe trained and certified.

The BKM Group

- o The attached Responsible Alcohol Consumption Action Plan addresses concerns about responsible consumption.

“What is the security plan?”

- o We will install security cameras and our staff will be trained to respond appropriately to any concerns that arise.

- o We will foster a family-friendly environment with our co-occupants at Rutabaga Paddlesports.

- o Milwaukee’s parks with beer gardens have seen their incident reports and police/sheriff calls go from a “substantial amount” down to “next to nothing.”

- o Underutilized public spaces can attract undesirable activity such as graffiti, break-ins, underage drinking and illegal substance use. Like Milwaukee’s experience, our family-friendly operation will generate positive activity.

- o The attached Responsible Alcohol Consumption Action Plan also addresses this concern.

“This is too close to other establishments, including the East Side Club.”

- o Competition is a positive incentive for our competitors and us.

- o We briefed the East Side Club board of directors on our proposal on November 29, 2016, and they have not shared any concerns with us.

“Private business shouldn’t profit off of a park.”

- o We will make permanent capital improvements to the premises, pay a parks vending fee, pay a fee for using the space, and take on the cost of utilities and the bathrooms. The financial benefit of this agreement to Madison taxpayers exceeds \$230,000 over seven years.

- o The City of Madison currently contracts with a number of private vendors to provide placemaking and other services at public parks.

- o Private vendors who share a portion of their revenue or pay a fee to the City operate the City’s Breeze Stevens Terrace, the Mallards Stadium, Brittingham Boats, Wingra Boats, and other sites.

“We’re not Milwaukee.”

- o We want to learn from Milwaukee’s success and apply it to the Olbrich Biergarten.

- o Public beer gardens also operate in other cities across the country.

“Owners have no experience in hospitality.”

- o Experience in hospitality was not a requisite for being awarded the RFP. RFP responders were asked to list experience, and we were deemed to be a qualified applicant.

- o The experience we do have—advocacy and community building, business management, and business law—is applicable and of use, especially in this unique business venture in a public space.

- o We intend to assign our operations manager as our liquor agent prior to opening and are open to a condition being placed on our license so the ALRC must approve our change in liquor agent to an experienced operating manager before beginning operations.

- o If all liquor licenses were denied to applicants with no experience in operating a bar, no entrepreneur would be able to succeed.

- o An operating manager with extensive experience in bar management will manage the day-to-day

operations of the biergarten and supervise assistant managers.

o We are passionate about building community and facilitating community gathering. We are local. We chose to do this here and not in another City.

o We have a vision that matches with Madison's values, including:

✍ Stewardship of the environment: sourcing food from Dane County and all beverages from within the State of Wisconsin, using environmentally-friendly materials and practices, respecting the park, and limiting our environmental footprint;

The BKM Group

✍ Progressive employee relations: We will provide competitive compensation, and a nondiscriminatory and safe workplace; and

✍ A family-friendly establishment: We want families to enjoy a day at the Lake with Rutabaga Paddlesports or playing at the park, and bring a picnic to the biergarten.

"How much staff will be on site?"

o A "bartender" describes an employee who is licensed to serve alcohol to the customer. We will staff approximately 1 bartender for every 70-100 patrons onsite. For a busy night, that may be two, and at peak nights, three or more. Other staff will also be responsible for monitoring the premises. These staff will be managers, food prep, servers, runners, and cleaning staff.

o Each server will be Serv-Safe trained and certified.

Introduction.

Eskrich, Sara

Sun 11/22/2015 3:52 PM

To: Knepp, Eric <EKnepp@cityofmadison.com>; mike@mbare.org <mike@mbare.org>;

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.


Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Olbrich Park Biergarten

✉ Olbrich Park Biergarten

From Mike Bare Date Tuesday, December 20, 2016 3:20 PM

To licensing;Gloede, Carl;Christianson, Eric;ferchocs@yahoo.com;Reyes, Gloria;james1771@frontier.com;katsbigbox@gmail.com;orrantia@wisc.edu;msd@foolproofplan.net;grades5@yahoo.com;Allen, Roger;sletcher@uwsa.edu;tlc@mailbag.com;All Alders
Cc Knepp, Eric;Oleksiak, Claire;Ahrens, David
Subject Olbrich Park Biergarten

 BKM Group - Letter to ALRC December.pdf (17678 Kb)

Dear ALRC Members, Alders, and City Staff:

Thank you for your service to our community.

I'm writing as a co-owner of BKM Group, LLC, d/b/a Olbrich Biergarten. Tomorrow night, 12/21/16, the ALRC will consider our liquor license for opening a biergarten at Olbrich Park. We are very excited about opening this German-style biergarten.

We hope you will include the attached letter and enclosures in your consideration of our proposal.

Further information about our proposal is available at https://urldefense.proofpoint.com/v2/url?u=http-3A__www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=T-hRz9hrLTjTXvPlzewIOV-ZMY-a6ib5duZOcg73E&m=NwqXBJedo22nizC28-Ob-phWAAZOOhKvs6v9sKOTUaUA&s=04pe8cwqLjMHoeisPFyKWcsUrCOnrluPPh5Wjz-HBeU&e=

Thanks again,
Mike

Mike Bare
Co-Owner
BKM Group, LLC d/b/a Olbrich Biergarten
mike.bare83@gmail.com
608-620-3001

https://urldefense.proofpoint.com/v2/url?u=http-3A__www.olbrichbiergarten.com&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=T-hRz9hrLTjTXvPlzewIOV-ZMY-a6ib5duZOcg73E&m=NwqXBJedo22nizC28-Ob-phWAAZOOhKvs6v9sKOTUaUA&s=04pe8cwqLjMHoeisPFyKWcsUrCOnrluPPh5Wjz-HBeU&e=

543 Harvest Lane, Verona, WI 53593 | (608) 620-3001

The BKM Group

December 21, 2016

Members
Alcohol License Review Committee
210 Martin Luther King Jr. Blvd.
Madison, Wis. 53703
Re: Item 44842 New License BKM Group LLC • dba Olbrich Biergarten

Members of the Madison Alcohol License Review Committee:

Thank you for considering our liquor license application. Since you last considered our application on November 16, we have:

1. Conducted additional public outreach;
2. Received unanimous (5-0) endorsement of our operational agreement by the Board of Park

Commissioners;

3. Made several adjustments to our application based on feedback we have received from ALRC, the Board of Park Commissioners, the Coordinator of the Wisconsin Alcohol Policy Project, and neighbors; and
4. Developed the attached draft Responsible Alcohol Consumption Action Plan.

These points significantly strengthen our case for being granted a liquor license to operate the Olbrich Biergarten. Our proposal is unique and has the potential to be a special addition to Madison.

1. Conducted additional public outreach:

In the past month, we have presented our proposal and answered questions at an additional public information session on December 8 hosted by Alder David Ahrens (District 15) and advertised heavily by neighbors, Alder Ahrens, the City of Madison, and BKM Group, LLC; we have answered a list of 46 questions sent by neighbors in advance of the December 8 meeting; we met with the leadership of the Eastmorland Community Association; we answered questions from the Board of Park Commissioners and public comments at their December 14 meeting; we have discussed our operational plans with the Coordinator of the Wisconsin Alcohol Policy Project; we have met individually with neighbors; and we presented our plans to the Board of Directors of Olbrich Botanical Gardens and the Friends of Starkweather Creek.

This amount of public engagement goes above and beyond the requirements usually placed on any liquor license applicant. We have offered neighbors and other members of the community numerous opportunities to ask questions and provide feedback. We have thoroughly answered questions in person, at public events and hearings, and via email and telephone.

2. Received unanimous (5-0) endorsement of our operational agreement by the Board of Park Commissioners:

Last Wednesday, December 14, The Board of Park Commissioners held a public hearing and considered the attached vendor operational agreement. The Board unanimously (5-0) approved our operational concept and instructed Parks Department staff to negotiate with us on a few minor points.

3. Made several adjustments to our application based on feedback we have received from ALRC, the Board of Park Commissioners, the Coordinator of the Wisconsin Alcohol Policy Project, and neighbors:

The BKM Group

The adjustments we have made to our plan include:

1. Setting the last call at 9:00pm;
2. Ending amplified sound at the 9:00pm last call (Note: The attached draft agreement with the City will be re-negotiated to reflect this.);
3. Reducing our maximum capacity from 300 people down to 270 people. This will both reduce any potential noise and reduce the burden on the Park's parking lots. We request that our application be amended to reflect this 10% reduction in capacity;
4. Prohibiting minors from consuming alcoholic beverages in the Biergarten, even if accompanied;
5. Prohibiting smoking, e-cigs and tobacco use in the Biergarten area;
6. Being open to a condition being placed on our license that we must change our liquor agent to an experienced operating manager prior to opening;
7. Designating one of the four special events we are allowed each year by our draft agreement with the City will be a benefit for the newly formed Friends of Olbrich Park;

8. Requiring servers to be 21 or older and maintain a BAC below .04 while on duty (this evidencebased requirement was developed in consultation with the Coordinator of the Wisconsin Alcohol Policy Project);
9. Requiring that service and consumption of alcohol will be allowed only in designated reusable containers we provide. Non-alcoholic beverages will be served in distinctly different containers we provide;
10. Requiring our staff to check IDs of anyone appearing below age 35, having a state ID book and ID scanner with hard drive on hand to check IDs, and requiring servers to confiscate false IDs;
11. Contracting with an outside vendor to conduct at least two unannounced alcohol age compliance checks each year; and
12. Providing assistance to patrons with obtaining safe rides.

4. Developed the attached draft Responsible Alcohol Consumption Action Plan.

Many of the above adjustments reflect our draft Responsible Alcohol Consumption Action Plan. The Board of Park Commissioners requires vendors that serve alcohol to submit a Responsible Alcohol Consumption Action Plan for approval by the Board.

This plan is based on similar plans maintained by other Madison Parks vendors, evidence-based responsible alcohol consumption policies, and is the result of working with Parks Department staff and incorporating feedback from the Madison Police Department, the Wisconsin Alcohol Policy Project and other sources. These operational policies will put Olbrich Biergarten among the establishments with the best policies in the City of Madison and State of Wisconsin for ensuring responsible consumption.

This additional public outreach and engagement, along with these proposed changes to our plan, prove that we will be a responsible liquor license holder that is both accountable to and a benefit to the City of Madison, taxpayers, Olbrich Park users and stakeholders, and neighbors.

Finally, we retract our application for a Class C wine license. We respectfully request you approve our application for a Class B liquor license.

Sincerely,

Michael Bare, Co-Owner, BKM Group, LLC, d/b/a Olbrich Biergarten

The BKM Group

Enclosures:

1. Draft "Responsible Alcohol Consumption Action Plan"
2. Responses to feedback we have heard about this proposal
3. Draft agreement with the City of Madison, endorsed by the Board of Park Commissioners on December 14

The BKM Group

DRAFT

Olbrich Biergarten Responsible Alcohol Consumption Action Plan

BKM Group, LLC, as part of their management of the Olbrich Biergarten, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on similar plans maintained by other Madison Parks vendors, evidence-based responsible alcohol consumption policies, and is the result of working with Parks Department staff and incorporating feedback from the Madison Police Department, the Wisconsin Alcohol Policy Project and other sources.

General alcohol-related policies and practices for staff and operation:

1. All staff will receive mandatory training by Olbrich Biergarten management and/or external experts.
2. All servers must complete Serv-Safe alcohol and Serv-Safe food training and present their certification to be kept on file at the Biergarten by the Operating Manager.
3. All servers are 21 or older.
4. Employees must maintain a BAC below .04 while on duty.
5. We will have a licensed operator monitoring alcohol service at all times.
6. The on-duty manager is responsible for ensuring staff and patrons follow these policies and all applicable laws. This manager is authorized to respond to incidents, remove any individuals in violation of these rules or any applicable law, or contact law enforcement.
7. Service and consumption of alcohol will be allowed only in designated reusable containers we provide. Non-alcoholic beverages will be served in distinctly different containers we provide.
8. All patrons appearing to be age 35 or younger will be required to show ID to purchase alcohol.
9. We have a state ID book and ID scanner with computer hard drive on hand to check IDs.
10. Servers will confiscate false IDs, report it to law enforcement, and will receive a stipend for finding false IDs.
11. We will contract with an outside vendor to conduct at least two unannounced alcohol age compliance checks each year.
12. No unaccompanied minors are allowed in the Biergarten.
13. No underage individual will be allowed to purchase alcohol at the Biergarten or consume alcohol in the Biergarten even if accompanied by a parent, guardian, or spouse. Our staff will monitor consumption within the Biergarten. If underage drinking is found, all individuals involved may be escorted out of the Biergarten and the manager may contact law enforcement.
14. We reserve the right to refuse alcohol to anyone we determine has had too much to drink or anyone who is visibly intoxicated and we will not serve them alcohol. These patrons will be assisted with finding a safe ride.
15. We reserve the right to refuse service to anyone found in violation of the rules at any time.
16. An incident record will be kept on file at all times in the event there is ever an occurrence of a fake ID found, service refused, etc., and will be kept on record for at least 24 months.
17. We provide an attractive selection of food and affordable non-alcoholic beverages at a cost lower than alcoholic beverages.
18. We will install security cameras to monitor the premises in compliance with Madison Ordinance 38.05(13).

The BKM Group

Olbrich Biergarten Rules:

The following rules will be posted prominently at the entrance to Olbrich Biergarten and on our website:

¥ Show respect for our neighbors, Lake Monona, and Olbrich Park.

¥ Outside alcohol is prohibited by law at Olbrich Park. All alcohol must stay within the Biergarten.

¥ A parent, guardian or spouse over 21 must accompany individuals under 21 in the Biergarten.

- ¥ Individuals under 21 may not consume alcohol, even when accompanied by a parent or guardian.
 - ¥ Grills are prohibited in or around the Biergarten.
 - ¥ Picnic baskets and deliveries of outside food are welcome. Outside catering services are prohibited.
 - ¥ All tables at the Biergarten are shared. A limited number of tables may be reserved for a special event.
 - ¥ All motor vehicles, motorcycles & motor scooters must remain in the paved parking lot.
 - ¥ No smoking, e-cigs, or tobacco use in the Biergarten.
 - ¥ No personal amplified sound is allowed in the Biergarten.
 - ¥ Last Call at the Biergarten is 9:30pm. Plan accordingly. You must return all Biergarten containers and be out of Olbrich Park when it closes at 10pm.
- Offenses punishable by ARREST as determined by local law enforcement authorities:

¥ Underage drinking

¥ False identification (attempting to use fake IDs)

¥ Disorderly or unsafe conduct

Last updated 12/16/2016

The BKM Group

RESPONSES TO FEEDBACK WE HAVE HEARD ABOUT THIS PROPOSAL

“This went too fast. We didn’t know.”

o We have done a tremendous amount of outreach. At the November 16, 2016, ALRC public hearing on our liquor license application, Alder Verveer complimented us on “an unprecedented amount of outreach,” and stated that the ALRC received “a record number of letters of support.”

o Below is a timeline of our activities:

- May 25: City of Madison issued a request for proposals (RFP) for placemaking services at the Olbrich Park Beach House.
- September 19: After following its standard process, the City of Madison notified us we were cowinners of the RFP, and the City publicly released the announcement.
- September 19: We informed Alder Ahrens of the announcement.
- September 22: We met with Alder Ahrens to discuss neighborhood outreach.
- September 26: Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of our proposal.
- September 27: We responded the next day to both leaders.
- October 11: We presented our proposal to the Eastmorland Community Association at their monthly meeting.
- October 12: We presented our proposal to the Lake Edge Neighborhood Association at their monthly meeting.
- October 13: We presented our proposal to the SASY Neighborhood Association. They passed a motion to endorse our proposal and later submitted a letter to City leaders.
- October 14: We notified the leadership of the Eastmorland, Lake Edge and SASY neighborhood associations of our October 27 required information session.
- October 14: We provided blurbs for the neighborhood association newsletters and listservs that included a description of our proposal, the date of our information session, and our contact information.
- October 27: We held a required information session at the Olbrich Park Beach House to discuss our proposal and liquor license application.

- November 8: The Eastmorland Community Association discussed our proposal at its monthly meeting, but we were not invited to participate.
- November 9: The Lake Edge Neighborhood Association passed a motion to endorse our proposal and later submitted a letter to City leaders.
- November 16: ALRC held a public hearing on our proposal and application for a liquor license.
- November 22: We notified neighborhood associations and individuals who had been in touch with us previously about our December 8 public information session.
- November 22 to December 8: Alder Ahrens, neighborhood associations, BKM Group, and City staff informed neighbors of our December 8 information session.
- November 28: The City Clerk's office notified about 200 nearby residents of our December 8th information session via postcard.
- December 6: We responded in writing to 46 questions sent the previous day by Ms. Jennifer Laack, representing neighbors.
- December 8: We held an additional public information session.
- December 14: We met privately with the leaders of the Eastmorland Community Association.
- December 14: The Parks Commission held a public hearing on the draft vendor agreement.
- December 20: We briefed the Friends of Starkweather Creek.
- December 20: We briefed the Board of Directors of Olbrich Botanical Gardens.
- December 21: ALRC to hold a public hearing on our proposal and application for a liquor license.

The BKM Group

"This will be too noisy."

We understand that noise is an important consideration when balancing the use of a park and neighbors' experience. We believe our plan will minimize disturbances:

- We will not be playing loud music. The goal for the Biergarten atmosphere is one where conversation is possible.
- The sound will be limited to PA1 Level (no louder than 75 decibels at 150 feet from the source).
- We are farther away (670 feet) from the nearest residence than the East Side Club (238 feet), and the softball diamonds (380 feet) are to the nearest residence.
- We have reduced our proposed maximum capacity by 10% (from 300 down to 270) to help alleviate any potential crowd noise.

"There's not enough parking."

- o There are 369 public parking stalls at Olbrich Park, not including stalls in the boat launch lot or the lot at Olbrich Botanical Gardens. Similar venues in Madison have far fewer parking stalls.
- o The beach house lot itself has 120 spots. For perspective, the East Side Club has 110 spots.
- o There are three-hour time limits on the parking lot and they are monitored.
- o Additional bike racks will be installed and walkers and cyclist have easy access from the Capital City Trail and the "Lake Loop."
- o Public transit is available on four bus routes on Atwood Ave.
- o Layering activities strengthens public spaces: many of our patrons will already be at the park.
- o We have reduced our proposed maximum capacity by 10% (from 300 down to 270) to help alleviate any potential parking conflicts.
- o This map shows the neighborhood with parking stall counts, transit access, bicycle access, and distances to neighbors:

The BKM Group

"It's too big."

- o The Biergarten will occupy only 0.2% of the total acreage of Olbrich Park.
- o Our operation will not interfere with park users' access to the restrooms, Lake Monona, the beach, volleyball courts, basketball courts, tennis courts, soccer fields, softball diamonds, the playground, the boat launch or Olbrich Botanical Gardens.

“Will it have a fence?”

- o A fence is not in keeping with the spirit of a City park that is open to anyone for legal uses.
- o Our contract with the City will specify a “premises” that will be marked with signs and monitored by staff. Signs and staff monitoring have succeeded at Milwaukee’s beer gardens.
- o There is evidence from six beer garden operations in Milwaukee over several years that indicates a fence is unnecessary.
- o The map below shows a draft plan for the site. Stars indicate proposed sign locations. White star sign locations will have “No alcohol beyond this point” facing the Biergarten and “No unaccompanied minors allowed during operation” facing out. The red stars sign locations will have the rules contained in our Responsible Alcohol consumption Action Plan.

“How will you control access by minors?”

- o Minors will not be allowed to purchase alcohol or consume alcohol in the Biergarten, even if accompanied.
- o A perimeter with signs and staff monitoring (See map above) will keep unaccompanied minors out, as required by law.
- o All of our staff will be Serv-Safe trained and certified.
- o We will inspect IDs from customers in accordance with industry standards.
- o Consumption of alcohol will only be allowed from containers we provide, and containers will be provided only to patrons with ID verifying age. There will be separate containers for alcoholic and non-alcoholic beverages.

Beach House
Counter

Rutabaga
Paddlesports

Lake Monona

The BKM Group

- o The attached Responsible Alcohol Consumption Action Plan also addresses this concern.

“It will cause litter.”

- o We will have multiple receptacles for both trash and recycled and we will remove litter daily.

“What about the environment?”

We are committed to being environmental stewards.

- o We plan to serve local products—beverages sourced from the state of Wisconsin and food from Dane County.
- ✍ Sourcing locally is better for the environment and healthier.
- o We will minimize the presence of our operation under the drip line of trees on the Biergarten premises.
- o We will use recyclable serving materials. We are working on plans to serve alcohol in reusable nonglass containers (glass is prohibited in parks).

- o We will have receptacles for trash and recycling that will be emptied regularly throughout the day.
- o We will clear litter from the site daily.
- o We are in discussions with the Friends of Starkweather Creek about ways to inform our patrons of their presence next to the Lake and their impact on it.
- o We are discussing with the City how to better manage storm water runoff from the parking lot and building.

“Alcohol was already banned in this park because of problems.”

- o Ordinance 8.24(1)(ee) prohibits alcohol in Olbrich Park without “prior approval of the Parks Division or the Parks Superintendent.” Our understanding of the intent of this ordinance is to address uncontrolled and unmonitored alcohol consumption problems in the Park at a different shelter, not to outright ban alcohol in the park. Sports leagues, special events, and other parks users have successfully obtained this permission, including MSCR’s softball leagues.
- o Our operation will model responsible consumption and will not over-serve. All of our staff will be Serv-Safe trained and certified.
- o The attached Responsible Alcohol Consumption Action Plan addresses concerns about responsible consumption.

“What is the security plan?”

- o We will install security cameras and our staff will be trained to respond appropriately to any concerns that arise.
- o We will foster a family-friendly environment with our co-occupants at Rutabaga Paddlesports.
- o Milwaukee’s parks with beer gardens have seen their incident reports and police/sheriff calls go from a “substantial amount” down to “next to nothing.”
- o Underutilized public spaces can attract undesirable activity such as graffiti, break-ins, underage drinking and illegal substance use. Like Milwaukee’s experience, our family-friendly operation will generate positive activity.
- o The attached Responsible Alcohol Consumption Action Plan also addresses this concern.

“This is too close to other establishments, including the East Side Club.”

- o Competition is a positive incentive for our competitors and us.
- o We briefed the East Side Club board of directors on our proposal on November 29, 2016, and they have not shared any concerns with us.

“Private business shouldn’t profit off of a park.”

The BKM Group

- o We will make permanent capital improvements to the premises, pay a parks vending fee, pay a fee for using the space, and take on the cost of utilities and the bathrooms. The financial benefit of this agreement to Madison taxpayers exceeds \$230,000 over seven years.
- o The City of Madison currently contracts with a number of private vendors to provide placemaking and other services at public parks.
- o Private vendors who share a portion of their revenue or pay a fee to the City operate the City’s Breeze Stevens Terrace, the Mallards Stadium, Brittingham Boats, Wingra Boats, and other sites.

“We’re not Milwaukee.”

- o We want to learn from Milwaukee’s success and apply it to the Olbrich Biergarten.
- o Public beer gardens also operate in other cities across the country.

“Owners have no experience in hospitality.”

- o Experience in hospitality was not a requisite for being awarded the RFP. RFP responders were asked to list experience, and we were deemed to be a qualified applicant.
- o The experience we do have—advocacy and community building, business management, and business law—is applicable and of use, especially in this unique business venture in a public space.
- o We intend to assign our operations manager as our liquor agent prior to opening and are open to a condition being placed on our license so the ALRC must approve our change in liquor agent to an experienced operating manager before beginning operations.
- o If all liquor licenses were denied to applicants with no experience in operating a bar, no entrepreneur would be able to succeed.
- o An operating manager with extensive experience in bar management will manage the day-to-day operations of the Biergarten and supervise assistant managers.
- o We are passionate about building community and facilitating community gathering. We are local. We chose to do this here and not in another City.
- o We have a vision that matches with Madison’s values, including:
 - ✍ Stewardship of the environment: sourcing food from Dane County and all beverages from within the State of Wisconsin, using environmentally-friendly materials and practices, respecting the park, and limiting our environmental footprint;
 - ✍ Progressive employee relations: We will provide competitive compensation, and a nondiscriminatory and safe workplace; and
 - ✍ A family-friendly establishment: We want families to enjoy a day at the Lake with Rutabaga Paddlesports or playing at the park, and bring a picnic to the Biergarten.

“How much staff will be on site?”

- o A “bartender” describes an employee who is licensed to serve alcohol to the customer. We will have at least one licensed operator monitoring the service of alcohol. Other staff will also be responsible for monitoring the premises. These staff will be managers, food prep, servers, runners, and cleaning staff.
- o Each server will be Serv-Safe trained and certified.

Page 1 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

USE AGREEMENT FOR THE OLBRICH BEACH HOUSE FOR 2017-2023

Between the City of Madison and BKM Group, LLC

THIS AGREEMENT, entered into by and between the City of Madison, a municipal corporation (hereinafter referred to as “City”), and BKM Group, LLC (hereinafter referred to as “Permittee”), is effective as of January 1, 2017.

WITNESSETH:

WHEREAS, Madison General Ordinances Sec. 8.17 allows for a person to obtain an annual parks vending permit, valid from April 15 of each year through April 14 of the following year (“Permit Year”), to allow the person to sell foods, beverages, goods, services and lessons in a City park; and,

WHEREAS, for many years, vendors have entered into agreements with the City allowing vendors to provide recreational, placemaking and concession services to City residents and visitors at City shelters and facilities located at numerous City parks, which agreements are in the public’s interests as they facilitate greater access and enjoyment of the City’s parks, lakes and recreational opportunities; and,

WHEREAS, the vendors provide services to City residents and visitors, such as canoeing, kayaking, and boating lessons, watercraft rentals, kids camps, and food and general concessions,

that the City does not, and cannot, otherwise provide at these, or other, locations, but that are in the public's interest, which services help the City with its placemaking efforts at the City's parks; and,

WHEREAS, it is in the City's interest to have only one vendor of these recreational and concession services at each Park to ensure that general public's use of the Park is not interfered with, and that the vendor complies with general standards of safety and care in its dealings with the public; and,

WHEREAS, in 2016, following a Request for Proposals Process, Permittee was selected to provide placemaking services at the Olbrich Beach House in Olbrich Park, consisting of food and alcohol concessions in a biergarten setting; and,

WHEREAS, there are some needed capital investments to the Olbrich Beach House grounds and facilities that need to be made to provide the best and safest services possible, and these improvements can only be made by the Permittee if there is a contract confirming the relationship between the City and the Permittee.

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the Parties agree as follows:

Page 2 of 20

F:\Atroot\Does\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

1. Purpose. The purpose of this Agreement is to set forth the terms and conditions upon which the City will allow Permittee to use a portion of the Olbrich Beach House and the surrounding area in Olbrich Park (hereinafter, the "Premises") to conduct food and alcohol concessions.

The Premises is described as follows:

Portions of the Olbrich Beach House and surrounding lands, located within Olbrich Park, in the City of Madison, and more particularly described as follows: the existing large storage room, a portion of the men's lobby on the western side of the building that will be converted into a separately restricted space, the bathrooms and other common areas of the Beach House, the concrete pad on the western side of the building, the designated grounds adjacent to the western side of the building, and the concrete pad (including a potential extension thereof) and front of the building on the western two-thirds (approximately) of the north side of the building.

A map depicting the Premises is attached hereto as Exhibit 1.

2. Term; Renewal. The initial term of this Agreement shall be from January 1, 2017 through December 31, 2019. Thereafter, Permittee may renew this Agreement for up to two additional terms of two-years each if mutually agreed to by the City and the Permittee, running from January 1, 2020 through December 31, 2021 and from January 1, 2022 through December 31, 2023. To renew this Agreement, Permittee must, no later than October 1 in the final year of the then-current term, provide the City Parks Division with written notice of its intent to renew the Agreement. The City's decision to renew or not renew the Agreement will be based upon mutual agreement including the Permittee's performance under this Agreement during through the renewal request. The decision to renew or not renew the Agreement is not reviewable, and solely that of the Parks Superintendent, or his/her designee. The City will notify Permittee in writing of its decision to renew or not renew this Agreement no later than December 1 in the final year of the then-current term.

3. Grant. City does hereby grant to Permittee permission to operate a biergarten at the Premises, including selling alcoholic and non-alcoholic concession products, and other related products, at the Premises, as set forth in this Agreement. Alcohol will be sold for

consumption at the Premises only. The City will retain all riparian rights at the Premises and in no way does the Agreement transfer any riparian rights at Olbrich Park to the Permittee. As part of this grant of authority, Permittee shall have the exclusive use of the existing large storage room and that portion of the men's lobby on the western side of the building that will be converted into a separately restricted space, along with the concrete pad and designated grounds adjacent to the western side of the building, and the concrete pad (including a potential extension thereof) and front of the building on the western two-thirds (approximately) of the north side of the building. Any other uses of Olbrich Park by Permittee not covered by this Agreement shall be subject to Parks Division approval and may require additional permits or agreements with the City.

Page 3 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

4. Capital Improvements. The Parties agree that improvements, repairs and upgrades to the Premises ("Improvements") will be necessary or may be desirable in order to facilitate Permittee's offering of services at the Premises. Regarding these Improvements, the Parties agree as follows:

a. Timeline. The Parties will have the goal of completing the Improvements listed on Exhibit 2 by May 1, 2017. If the Improvements are not completed in all material respects to enable the opening of the Premises by Memorial Day 2017, the Parties shall determine a reasonable corresponding deferral of Permittee's payment obligations under this Agreement. The City will cooperate and discuss with Permittee in good faith the specific details of, and timeframe for completing, all such Improvements such that they are completed in a reasonable manner that is mutually acceptable to both the City and Permittee.

b. Capital Investment. The Permittee agrees to make Improvements to the Premises with values of no less than \$62,500 in the aggregate over the lifetime of this Agreement (by Dec. 31, 2023).

c. Improvement Planning. The City and Permittee will conduct annual inspections of the facility to identify any planned Improvements and establish schedules for such work.

d. Plans and Approval. Prior to making any Improvement, Permittee must notify the Parks Superintendent, or representative, in writing of the anticipated Improvement. Except for Improvements to the electrical, plumbing, or other utility services to the Premises, or repairs under \$5,000, Permittee shall present the plans for the Improvements to the Board of Parks Commissioners, who shall either approve the Improvement, or reject the Improvement. If rejected, Permittee has no appeal rights, but may present a modified plan to the Board for reconsideration at a later date. Depending on the nature of the proposed Improvement, the Board of Parks Commissioners may require, before approving or rejecting the Improvement, an advisory opinion from the Board of Public Works. Notwithstanding the foregoing, the Improvements set forth on Exhibit 2 hereto are hereby approved by the City and Board of Parks Commissioners (the "Preapproved Improvements").

e. Joint Participation. Upon notification of a proposed Improvement, the City may elect to participate in the project. If the City does elect to participate in an Improvement project, the Parties shall agree on each Parties' respective shares. If the City determines that public bidding requirements are applicable, the City shall manage and oversee the project, accepting Permittee's financial contribution to the Improvement prior to the start of construction. On any such City managed Improvement project, the City and its contractor shall coordinate the work schedule and plans with Permittee, and keep Permittee reasonably informed of the status of the project.

Page 4 of 20

f. Construction. Except as provided in the foregoing Subsections a. and e., the funding and construction of any Improvement under this Section is entirely the responsibility of the Permittee, who shall be responsible for obtaining any required permits, licenses, and approvals for the improvement.

g. Donation and Acceptance of Improvements. Once the Improvements are complete, Permittee shall notify the Parks Superintendent, or designee, who shall then have the Improvement inspected. If the Parks Superintendent, or designee, is satisfied that the Improvement is consistent with the approved plans, and there appear to be no obvious defects or deficient workmanship, the City will accept the Improvement, which will be considered a donation by Permittee to the City for the use and enjoyment of City residents who use the Premises.

h. Warranties and Representations. Permittee agrees that when making Improvements, it will ensure that any and all warranties and representations made to Permittee by the builder, contractor, manufacturer, etc., regarding the Improvement, shall also extend to the City, who shall assume ownership of the Improvement once completed.

i. Accounting. Upon the acceptance of the Improvement by the City, Permittee shall supply City with a final accounting of the costs of the Improvement, which amount will be applied towards Permittee's requirements under Subsection b.

j. Ownership of Improvements. Any Improvements made to the Premises pursuant to this Section shall be the property of the City upon completion and acceptance, where required, regardless of the source(s) of financial contributions for the improvement, except that the following items shall remain the property of Permittee and may be removed by Permittee from the Premises at the end of the term of this Agreement: coolers and refrigerators, stoves (if any) and tap system. While Permittee may use the Improvements pursuant to the terms and conditions of this Agreement, Permittee has no ownership right in any of said Improvements.

5. Conditions of Use. In entering into this Agreement, the Parties agree to the following terms and conditions regarding the Permittee's use of the Premises

a. Services to be Provided at Premises. Permittee shall provide equipment and services to facilitate concessions at the Premises. This may include food and beverage (alcoholic and non-alcoholic) sales and selling supporting merchandise or equipment at the Premises. Alcohol will be sold for consumption at the Premises only. Permittee's services may also include youth and family activities or a play zone. A list of products and services will be provided to the City upon request by the Parks Division. Permittee shall provide these services for up to 55 hours per week at a minimum from Memorial Day weekend through Labor Day.

b. Co-Occupancy of Premises; Change in Status. Permittee is expected to occupy the Olbrich Beach House with another party during the lifetime of this Agreement (the "Co-Occupant"). The Co-Occupant shall have the exclusive use of the

Page 5 of 20

existing refreshment and concession area along with the adjoining small storage/closet, as well as the non-exclusive use of the bathrooms and other common areas within the Beach House along with the concrete pad and beach area on the eastern side of the buildings, as identified on Exhibit 1. Co-Occupant is expected to conduct water sport equipment rental and instructional programs, run day camps, sell non-alcoholic concession products, and related products at the Premises, under the terms of a separate use agreement with the City. In lieu of

Co-Occupant paying for utilities, Co-Occupant shall be responsible for cleaning and stocking the restrooms at the Beach House.

Permittee and the Co-Occupant shall both agree to act in good faith toward each other and not interfere with the other's use of the Beach House or surrounding area. Permittee agrees not to sell any products that are competitive with the products sold by Co-Occupant. Moreover, as part of the use agreement with the Co-Occupant, the City will not permit the Co-Occupant to sell food and beverage products that are competitive with the food and beverage products sold by Permittee. Should there be any issues between the Permittee and the Co-Occupant that cannot be resolved by Permittee and the Co-Occupant on their own, the Parks Division shall attempt to mediate the issue. If the Co-Occupant's agreement with the City is terminated for any reason prior to the end of this Agreement, Permittee and the City will discuss any changes that may be necessary to the terms of this Agreement. Co-Occupant and Permittee may enter into an agreement between them to set forth their respective rights and obligations with respect to the Olbrich Beach House.

c. Permits and Licenses. Subject to Section 26.b., Permittee agrees, at its own expense, to obtain and keep current all licenses and permits necessary for the operation of Permittee's business, including an annual Parks Vending Permit under Madison General Ordinances Sec. 8.17 and a Class B alcohol license, and to comply with all Federal, State and City statutes, ordinances, rules and regulations applicable to Permittee's business. Permittee agrees to obtain all inspections by the Health Department, Fire Department or any other governmental agency that are required to operate the services authorized under this Agreement. Permittee shall provide the Parks Division with proof of such compliance upon request. Failure to comply with this provision shall be a default under this Agreement.

d. Equipment. City shall be responsible for providing access to the Premises, access to water and electrical service, and functioning bathrooms at the Premises. Permittee shall provide all other equipment necessary to operate the facility, including, but not limited to, all kitchen equipment, safety equipment, exterior seating, concessions, products, refrigerators, freezers, microwaves, and cash registers. The Permittee and Co-Occupant shall be jointly responsible for the entire cost of cleaning supplies, soap, and paper products for the public bathrooms at the Olbrich Beach House. Permittee may place other equipment related to the operation of the Premises by the Permittee consistent with this Agreement in locations approved by the Parks Superintendent, or his/her designee. Permittee

Page 6 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

may, solely at Permittee's expense, or along with Co-Occupant, install a security system at the Premises. Permittee may install or use other equipment with the written permission of the Parks Superintendent, or his/her designee. Upon request, Permittee shall provide the Parks Superintendent, or designee, with a current list of all the Permittee's equipment at the Premises.

e. Utilities. Permittee is responsible for 100% of water, sanitary sewer, and gas and electric costs at the Premises. City will provide Permittee with the relevant meter data for the Premises. The failure to pay these bills by the due date is a default under Section 26. If Permittee fails to pay these utility bills and the City terminates this Agreement, the unpaid utility bills will be deducted from any remaining security deposit under Subsection t below.

f. Product. Upon request by the Parks Superintendent or designee, the Permittee will provide a list of items offered for sale at the Premises by Permittee, including, but not limited to, food, beverages and confections, and related merchandise.

g. Alcohol Sales. Permittee is permitted to sell food and beverages, including alcoholic beverages at the Premises. Permittee will be required to have a valid Class B license for the Premises. Permittee's operation is a fair-weather operation scheduled to be open up to 55 hours per week within Park open hours, weather permitting. Permittee shall not dispense or distribute alcohol after 9:30 p.m. The times of operation may be modified upon the written approval of Permittee and the Parks Superintendent, or his/her designee, subject to any conditions of the Permittee's Class B license. In addition, if ceasing to dispense or distribute alcohol at 9:30 p.m. results in repeated issues of customers not leaving the Premises by Olbrich Park closing time, Permittee may be required to cease dispensing or distributing alcohol at 9:00 p.m.

It is the responsibility of Permittee to manage the distribution of alcohol in compliance with all applicable laws, and Permittee is solely responsible for any incidents arising from any violation by Permittee of any such law(s). Permittee shall monitor the service of alcoholic beverages, make sure no one under the age of twenty-one (21) is drinking alcohol, and refuse service to people who appear to be intoxicated or using poor judgment in their drinking.

h. Amplified Music Restriction. No amplified music requiring a PA2 permit shall be allowed during non-special event operations. Acoustic and background amplified music at a PA1 permit sound level is allowed to provide background music at the Premises. Amplification permits for special events must be secured through the Parks Division. PA1 permits have a sound limit of 75 decibels at 150 feet from the source. PA2 permits have a sound limit of 95 decibels at the sound board or 100 feet from the source, whichever is closer.

i. Special Events. Permittee may hold up to four (4) days of special events and activities at the Premises each year with attendance of between 250 and 1,000

Page 7 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

people. Any such special event or activity will not be charged a park event application fee, but other permit fees may apply depending upon the nature of the event or activity. Amplified music can be included in the special event application. All such special events or activities must be approved in advance by the Parks Division and coordinated with Co-Occupant. If a PA2 permit or event with an anticipated attendance of over 1,000 is requested, the Board of Park Commission must approve the event.

j. Equipment Safety. Permittee shall maintain all of Permittee's equipment, including safety equipment, in a safe working order at all times and store said equipment in a safe manner to prevent any unauthorized use or operation thereof.

k. Storage. Permittee may store equipment at the Premises necessary to provide the services set forth in this Agreement. The Permittee may store equipment inside the western side common area of the Beach House, outside the western side of the Beach House and inside the bathrooms during the 'off season' in a neat, orderly, and attractive manner as long as it does not interfere with utility or fire access, the use of the Beach House by Co-Occupant, or is otherwise a public nuisance.

l. Maintenance. Permittee shall be responsible for maintaining the Premises in a clean, safe and attractive condition when the Premises is in operation or use, including keeping the grounds immediately adjacent to the Premises picked up of all paper and debris. Permittee agrees that should the Parks Division determine that the maintenance requirements of this Subsection are not being met after written notification to Permittee and reasonable time to rectify, the Parks Division may perform or have performed additional cleaning or maintenance, and charge the actual costs of such work to Permittee, payable within thirty (30) calendar

days of the issuance of the invoice, or as a charge against the Permittee's security deposit.

Any custodial services, and any chemicals, trash-liners, soap and paper used by the Permittee pursuant to its obligations under this Subsection, are required to be in accordance with the City's Green Cleaning Program and comply with the green product standards, specifications and practices of this Program. Permittee is required to be familiar with the applicable standards of the City of Madison's Policy for a Sustainable Green Cleaning Program during the permit year. These standards are set forth in the City of Madison's Administrative Procedure Memorandum No. 4-6, available at <http://www.cityofmadison.com/mayor/apm/46.pdf>. The failure to abide by the requirements of this Program shall be a default subject to Section 26 of this Agreement; provided that if such failure is caused by Co-Occupant in connection with its cleaning of the restrooms, Permittee shall be permitted to cure such failure as set forth in Section 26.a.

m. Disposal of Fats, Oils and Grease. Permittee shall take measures to keep leftover fats, oils, grease and other food scraps ("FOG") from doing down the drains at the Premises, including, if necessary, a grease control device ("GCD"). Large amounts of FOG should be collected and stored in drums or barrels for recycling.

Page 8 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

Small amounts can be poured into a sealed container and thrown away. Permittee should scrape or wipe FOG from dishware and cookware and put it in the trash. The City shall have the right of entry into the Premises at any time to make inspections, observation, measurements, sampling, testing, or records review of the GCD or Permittee's operations to ensure that the Permittee is in compliance with this Section. Operational changes, maintenance and repairs requested by the City to ensure compliance with this Section shall be implemented by Permittee at Permittee's sole expense.

n. Refuse. Permittee is responsible for refuse disposal and recycling of waste from the Premises. Permittee may enter into an agreement with Co-Occupant to address this responsibility. The placement and manner of servicing of any dumpsters in Olbrich Park shall be subject to the approval of the Parks Superintendent or designee, such approval not to be unreasonably withheld.

o. Alterations to Premises. No modifications of any kind, or fixtures, additions or removals shall be made to the Premises without the permission of the Parks Superintendent, or his/her designee. Any modifications shall be submitted in writing to the Parks Superintendent, or his/her designee, outlining the need, plan, cost, desire for financial or physical assistance and if the alteration will be considered an Improvement as set forth in Section 4 above. Notwithstanding the foregoing, the Preapproved Improvements detailed in Exhibit 2 are hereby consented to by the Parks Superintendent.

p. Signage. All signs and banners, including menu boards, shall be approved by the Parks Superintendent or designee and the Zoning Administrator. Additionally, the Permittee shall post a readily observable sign at the Premises stating the Permittee's name, the Operating Agent and contact information as set forth below in Section 21.

q. Weapons Prohibition. Permittee shall prohibit, and shall require its subcontractors to prohibit, its employees from carrying weapons, including concealed weapons, in the course of performance of work under this Agreement, other than while at the Permittee's or subcontractor's own business premises. This requirement shall apply to vehicles used at any City work site and vehicles used to perform any work under this Agreement, except vehicles that are an employee's "own motor vehicle" pursuant to Wis. Stat. Sec. 175.60(15m).

r. Closing Date. The closing date of the Permittee's activities at the Premises shall be determined by Permittee, but such date shall occur no later than the Park Division's building winterization schedule, unless arrangements for winterizing of the Premises have been made by Permittee.

s. Surrender of Premises. Upon the termination of this Agreement under Section 26, or, in the event that this Agreement is not renewed or expires under Section 2, Permittee shall vacate and remove all personal property no later than the end of the Agreement. However, with the Superintendent's written consent, the

Page 9 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

Permittee may have additional time beyond the end of the Agreement to remove all equipment and property from the Premises.

The Permittee will deliver the facility to City in as good condition as the Premises was in at the commencement of the Agreement, with the exception of unavoidable wear and tear through careful use and with the exception of damage by fire, vandalism, natural disasters or other casualty beyond the control of Permittee. Permittee may be granted additional time to surrender the Premises under this Subsection by written agreement with the Parks Superintendent, or his/her designee.

Any damages to the Premises during the term of this Agreement beyond normal and expected wear and tear shall be the responsibility of the Permittee. If these damages are not repaired by the Permittee before surrender of the Premises to the City, the City shall cause the repairs to be made and charge the cost thereof against the security deposit as set forth in Subsection t below. Any balance still owing by Permittee in excess of the security deposit shall be due within thirty (30) calendar days of the invoice.

All equipment and other property of the City on the Premises shall remain the property of the City after the termination of this Agreement. No fixtures, whether or not purchased by Permittee, shall be removed from the Premises without the permission of the City. An inventory of City property and equipment will be performed before release. Any property of Permittee remaining on the Premises thirty (30) calendar days after surrender of the building will become the property of the City. Notwithstanding the preceding, Permittee must immediately surrender the Premises and remove all property therefrom in the event Permittee no longer meets the insurance requirements of Section 16.c.

t. Security Deposit. The Permittee shall provide the City a security deposit in the amount of \$3,000 prior to occupying the Premises. To satisfy this security deposit requirement, the City agrees to either hold a check issued during each calendar year of the Agreement from Permittee for \$3,000 (in which case, upon receipt of a new check for a particular year, the City shall return or destroy any prior checks issued by Permittee pursuant to this Section), or hold Permittee's credit card information and an authorization to charge up to \$3,000. If, at the time of surrender of the Premises there are any damages or other assessable costs under this Agreement, City is permitted to either cash the check, deduct for any charges and return the balance to Permittee, or charge Permittee's credit card the assessable amount, up to \$3,000. Permittee must provide the Parks Division with a new check or an updated credit card authorization within fifteen (15) business days of changing banks. In cases where the damage and other assessable costs are greater than \$3,000, Permittee shall pay to the City the remaining balance within 30 calendar days of the invoice from the City. If it is discovered that the Permittee's check and/or credit card authorization are unable to satisfy the \$3,000 security deposit amount, the City is authorized to take possession of any personal

property of Permittee remaining on the Premises and sell this property to satisfy the security deposit requirement.

u. Use Fee. For the use of the Premises and the right to provide the services set forth above herein, and in addition to the annual Parks Vending Permit under Madison General Ordinances Sec. 8.17, the utility costs imposed under Subsection e above, as well as the security deposit under subsection t above, Permittee agrees to pay the City a use fee (“Use Fee”) for each calendar year of the contract, according to the schedule set forth below. The Use Fee shall be paid in six equal monthly installments which shall be due on the last business days of each month from April through September of each calendar year of this Agreement.

v. Payment Schedule. Permittee shall make all payments required under this agreement. A payment will be considered late, and a default of the terms of this Agreement, if not received within five (5) business days of the due date.

The following is a projected schedule of annual payments based on the currently anticipated capital improvement plans and permit fees.

Year	Est. Capital Improvements	Vending Permit	Use Fee	Financial Benefit to City
------	------------------------------	-------------------	---------	------------------------------

2017	\$37,500	\$900	\$13,000	\$51,400
2018	\$5,000	\$900	\$18,500	\$24,400
2019	\$5,000	\$900	\$23,500	\$29,400
2020	\$15,000	\$900	\$25,000	\$40,900
2021	N/A	\$900	\$27,000	\$27,900
2022	N/A	\$900	\$29,000	\$29,900
2023	N/A	\$900	\$30,000	\$30,900
Totals	\$62,500	\$6,300	\$166,000	\$234,800

6. Entire Agreement. The entire agreement of the parties is contained herein and this Agreement supersedes any and all oral contracts and negotiations between the parties. In the event of a conflict between the terms of this Agreement and the terms of any

document attached or incorporated herein, the terms of this Agreement shall control and supersede any such conflicting term.

7. Status of Permittee. It is agreed that Permittee is an independent contractor and not an employee or representative of the City and that any persons who Permittee utilizes and provides for services under this Agreement are employees of Permittee and are not employees of the City of Madison. In addition, it is agreed that by granting Permittee the right to use the Premises for the purposes set forth herein, that the City is not granting Permittee the right to sell or distribute any City goods or services nor is there a community of interest, as that term is defined at Wis. Stat. Sec. 135.02(1), between the City and Permittee arising from this Agreement. The Parties both acknowledge that this Agreement does not create a dealership under Wis. Stat. Ch. 135.

8. Assignability and Subcontracting. Permittee shall not assign or subcontract any interest or obligation under this Agreement without City's prior written approval, including any lease, other than space in a boat storage rack, or exclusive use of the Premises. All of the services required hereunder shall be performed by Permittee and employees of Permittee. If Permittee is a corporation, partnership, limited partnership, limited liability company, limited liability partnership or other entity that is not an individual person, then an assignment prohibited within the meaning of this provision shall be deemed to include one or more sales or transfers, by operation of law or otherwise, or creation of new stock or ownership interests, by which an aggregate of 50% or more of Permittee's stock or ownership interests shall be vested in a party or parties who are not stockholders, partners, members or others who possess ownership interests in Permittee as of the date hereof.

9. No Realty. It is expressly understood and agreed that this Agreement is not a lease or a conveyance of realty, but merely a grant to Permittee of the right to conduct certain activities and provide certain services on City property for the benefit and convenience of the public, pursuant to Madison General Ordinances, Section 8.17.

10. Access to Premises. City, by its representatives, shall have access to Premises at any reasonable time provided such entry shall not interfere with Permittee's conduct of business. In case of emergency, the circumstances of which to be solely determined by City, City shall enter the Premises with or without force, as necessary, without assuming any liability for such entry and without affecting Permittee's obligations under this Agreement.

11. Designated Representative. Permittee shall designate a Contract Agent with primary responsibility for the oversight of this Agreement. In case the Contract Agents are replaced for any reason, or in the event of the death, disability, removal or resignation of the Contract Agents, Permittee will designate another Contract Agent within seven (7) calendar days by notifying the City as set forth below in Section 21.

12. Operating Agent. Permittee shall designate an Operating Agent of Permittee's activities at the Premises, who shall be the person primarily responsible for the day-to-day operation of the Permittee's activities at the Premises. Permittee shall provide the name

Page 12 of 20

F:\Atroot\Does\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

and contact information of a new Operating Agent to the Parks Superintendent, or his/her designee, within forty-eight (48) hours of any changes to the Operating Agent or the Operating Agent's contact information.

13. Advertising. It is understood that in the operation and conduct of this Agreement, City does not grant Permittee the right to sell or distribute any goods or services provided by City, nor does City grant Permittee the right to use a City trade name, trademark, logotype, advertising, or other commercial symbol without permission of the Park Superintendent or their designee. Notwithstanding the foregoing, the City acknowledges that Permittee will do business as "Olbrich Biergarten" and the City consents to

Permittee's use of such name. In any commercial advertisement or announcement, Permittee may use the names of Olbrich Park, but any such advertisement or announcement must also indicate that Permittee's activities are not associated with or affiliated with the City.

14. Amendments. This Agreement shall be binding on the parties hereto, their respective heirs, devisees, and successors, and cannot be varied or waived by any oral representations or promise of any agent or other person other than the parties hereto. Any change in any provision of this Agreement may only be made by a written amendment, signed by the duly authorized agent or agents of the Permittee and the Parks Superintendent, or his/her designee.

15. No Waiver. No failure to exercise, and no delay in exercising, any right, power or remedy hereunder on the part of the City or Permittee shall operate as a waiver thereof, nor shall any single or partial exercise of any right, power or remedy preclude any other or further exercise thereof or the exercise of any other right, power or remedy. No express waiver shall affect any event or default other than the event or default specified in such waiver, and any such waiver, to be effective, must be in writing and shall be operative only for the time and to the extent expressly provided by the City or Permittee therein. A waiver of any covenant, term or condition contained herein shall not be construed as a waiver of any subsequent breach of the same covenant, term or condition.

16. Indemnification and Insurance.

a. Indemnification. The Permittee shall be liable to and hereby agrees to indemnify, defend and hold harmless the City of Madison, and its officers, officials, agents, and employees against all loss or expense (including liability costs and attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the City or its officers, officials, agents or employees for damages because of bodily injury, including death at any time resulting therefrom, sustained by any person or persons or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Permittee's and/or Subcontractor's acts or omissions in the performance of this Agreement, whether caused by or contributed to by the negligence of the City, its officers, officials, agents, or its employees.

Page 13 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

b. Hazardous Substances; Indemnification. Permittee represents and warrants that its use of the Premises will not generate any hazardous substance, and it will not store or dispose on the Premises nor transport to or over the Premises any hazardous substance in violation of any applicable federal, state or local law, regulation or rule. Permittee further agrees to hold the City harmless from and indemnify the City against any release of such hazardous substance and any damage, loss, or expense or liability resulting from such release including all attorneys' fees, costs and penalties incurred as a result thereof except any release caused by the sole negligence or intentional acts of the City, its employees or agents. "Hazardous substance" shall be interpreted broadly to mean any substance or material defined or designated as hazardous or toxic waste, hazardous or toxic material, hazardous or toxic radioactive substance, or other similar term by any federal, state or local environmental law, regulation or rule presently in effect or promulgated in the future, as such laws, regulations or rules may be amended from time to time; and it shall be interpreted to include, but not be limited to, any substance which after release into the environment will or may reasonably be anticipated to cause sickness, death or disease or damage to or loss of use of real or personal property.

c. Insurance.

(1) Required Insurance. The Permittee will insure, and will require each

subcontractor to insure, as indicated, against the following risks to the extent stated below. The Permittee shall not commence work under this Agreement, nor shall the Permittee allow any Subcontractor to commence work on its Subcontract, until the insurance required below has been obtained and corresponding certificate(s) of insurance have been approved by the City Risk Manager.

(a) Commercial General Liability. During the life of this Agreement, the Permittee shall procure and maintain Commercial General Liability insurance including, but not limited to, bodily injury, property damage, personal injury, products and completed operations, in an amount not less than \$1,000,000 per occurrence. This policy shall also provide contractual liability in the same amount. Permittee's coverage shall be primary and

noncontributory, and list the City of Madison, its officers, officials, agents and employees as additional insureds. Permittee shall require all subcontractors under this Agreement (if any) to procure and maintain insurance meeting the above criteria, applying on a primary and noncontributory basis and listing the City of Madison, its officers, officials, agents and employees as additional insureds.

(b) Liquor Liability Insurance. Liquor Liability insurance in the amount of coverage of at least \$1,000,000 per occurrence listing the City of Madison, its officers, officials, agents and employees as additional insureds.

Page 14 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

(c) Automobile Liability. Business Automobile Liability insurance covering owned, non-owned and hired automobiles with limits of not less than \$1,000,000 combined single limit per accident. Permittee shall require all subcontractors under this Agreement (if any) to procure and maintain insurance covering each subcontractor and meeting the above criteria. This insurance shall be required for the full term of the Agreement and any renewal periods.

(d) Worker's Compensation. During the life of this Agreement, the Permittee shall procure and maintain statutory Workers' Compensation insurance as required by the State of Wisconsin. The Permittee shall also carry Employers Liability limits of at least \$100,000 Each Accident, \$100,000 Disease - Each Employee, and \$500,000 Disease - Policy Limit. Permittee shall require all subcontractors under this Agreement (if any) to procure and maintain such insurance.

(e) Umbrella Liability. During the life of this Agreement, the Permittee shall procure and maintain Umbrella Liability coverage at least as broad as the underlying Commercial General Liability, Liquor Liability, Business Automobile Liability and Employers Liability with minimum limits of \$2,000,000 per occurrence and aggregate.

(f) Property Insurance. Permittee shall be solely responsible for carrying personal property insurance sufficient to cover loss of all personal property on the Premises. The City shall not be liable for any damage to or loss of property of Permittee or others located on the Premises or within Olbrich Park except to the extent such damage or loss was caused by the City's sole negligence or willful

act.

(2) Acceptability of Insurers. The above-required insurance is to be placed with insurers who have an A.M. Best rating of no less than A~ (A minus) and a Financial Category rating of no less than VII.

(3) Proof of Insurance, Approval. The Permittee shall provide the City with certificate(s) of insurance showing the type, amount, class of operations covered, effective dates, and expiration dates of required policies prior to commencing work under this Agreement. Permittee shall provide the certificate(s) to the City's representative upon execution of the Agreement, or sooner, for approval by the City Risk Manager. The Permittee shall provide copies of additional insured endorsements or insurance policies, if requested by the City Risk Manager.

Page 15 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

(4) Notice of Change in Policy. The Permittee and/or Insurer shall give the City thirty (30) calendar days advance written notice of cancellation, nonrenewal or material changes to any of the above-required policies during the term of this Agreement.

(5) Insufficient Coverage. In the event of expiration, material change, or cancellation of insurance required by this Agreement, Permittee shall immediately cease use of the Premises and the provision of the services under this Agreement until such time as proof of the required insurance is provided to the City Risk Manager consistent with the requirements of this Section.

(6) Risk Manager. All information required to be provided to the Risk Manager should be addressed as follows:

City of Madison
Attention: Risk Manager, Room 406
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

17. Non-Discrimination. In the performance of the services under this Agreement the Permittee agrees not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income

level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, gender identity, political beliefs, or student status. Permittee further agrees not to discriminate against any subcontractor or person who offers to subcontract on this Agreement because of race, religion, color, age, disability, sex, sexual orientation, gender identity or national origin.

18. Nondiscrimination Based on Disability. Permittee shall comply with Section 39.05, Madison General Ordinances, "Nondiscrimination Based on Disability in City-Assisted Programs and Activities." Under Section 39.05(7) of the Madison General Ordinances,

no City financial assistance shall be granted unless assurance of compliance with Section 39.05 is provided by Permittee prior to the granting of the City financial assistance. Under Section 39.05(3)(b)4, "City financial assistance" includes any arrangement by which the City provides or otherwise makes available assistance in the form of the lease of, and the permission to use, City property.

Permittee assures that, in providing any service at the Premises, it shall not, directly or

through contractual, licensing, or other arrangements, on the basis of disability:

- a. Deny a qualified person with a disability the opportunity to participate in or benefit from the aid, benefit, or service;
- b. Afford a qualified person with a disability an opportunity to participate in or benefit from the aid, benefit, or service, or the City facility, that is not equal to that afforded others;

Page 16 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

- c. Provide a qualified person with a disability with a City facility or an aid, benefit, or service that is not as effective as that provided to others;
- d. Provide different or separate City facilities, or aid, benefits, or services to persons with a disability or to any class of persons with disabilities unless such action is necessary to provide qualified persons with a disability with City facilities, aid, benefits, or services that are as effective as those provided to others;
- e. Aid or perpetuate discrimination against a qualified person with a disability by providing significant assistance to any agency, organization, or person that discriminates on the basis of disability in providing any aid, benefit, or service to beneficiaries of the recipient's program;
- f. Deny a qualified person with a disability the opportunity to participate as a member of planning or advisory boards; or
- g. Otherwise limit a qualified person with a disability in the enjoyment of any right, privilege, advantage, or opportunity enjoyed by others receiving an aid, benefit, or service from a recipient, or by others using City facilities.

Permittee shall post notices in an accessible format to applicants, beneficiaries, and other persons, describing the applicable provisions of Sec. 39.05 of the Madison General Ordinances, in the manner prescribed by section 711 of the Civil Rights Act of 1964 (42 USCA Sec 2000e-10).

19. Taxes and Assessments. Permittee agrees to timely pay all taxes, assessments, or other public charges levied or assessed by lawful authority (but reasonably preserving Permittee's right of appeal) against the personal property and services of Permittee on the Premises during the term of this Agreement.

20. Severability. It is mutually agreed that in case any provision of this Agreement is determined by any court of law to be unconstitutional, illegal or unenforceable, it is the intention of the parties that all other provisions of this Agreement remain in full force and effect.

21. Notices. All notices to be given under the terms of this Agreement shall be in writing and signed by the person serving the notice and shall be sent registered or certified mail, return receipt requested, postage prepaid, or hand delivered to the addresses of the parties listed below:

City: Superintendent of Parks

City Parks Division
P.O. Box 2987
210 Martin Luther King, Jr. Blvd. #104
Madison, WI 53703

Permittee: Mike Bare

BKM Group, LLC

Page 17 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

543 Harvest Lane
Verona, WI 53593
608-620-3001

Mike.bare83@gmail.com

22. Third Party Rights. This Agreement is intended to be solely between the parties hereto. No part of this Agreement shall be construed to add, supplement, amend, abridge or repeal existing rights, benefits or privileges of any third party or parties, including but not

limited to employees of either of the parties.

23. Audit and Retaining of Documents. The Permittee agrees to provide a detailed summary report of all sales activities and a financial reconciliation of all amounts owed and paid to the City, which information shall be provided within fifteen (15) business days after the Permittee receives the City's written requests, unless the Parties agree in writing on a longer period. Records shall be retained by the Permittee for a period of three (3) years after completion of all work under this Agreement, in order to be available for audit by the City or its designee.

24. Choice of Law and Forum Selection. This Agreement shall be governed by and construed, interpreted and enforced in accordance with the laws of the State of Wisconsin. The parties agree, for any claim or suit or other dispute relating to this Agreement that cannot be mutually resolved, the venue shall be a court of competent jurisdiction within Dane County, State of Wisconsin and the parties agree to submit themselves to the jurisdiction of said court, to the exclusion of any other judicial district that may have jurisdiction over such a dispute according to any law.

25. Compliance with Applicable Laws. The Permittee shall become familiar with, and shall at all times comply with and observe all federal, state, and local laws, ordinances, and regulations which in any manner affect the services or conduct of the Permittee and its agents and employees. The Permittee's failure to comply with any such laws, ordinances or regulations shall be a default subject to Section 26 of this Agreement.

26. Default/Termination.

a. In the event Permittee shall default in any of the covenants, agreements, commitments, or conditions herein contained, or fails to fully perform and carry out any term or condition of this Agreement to the satisfaction of the City, and any such default shall continue unremedied for a period of ten (10) days after written notice thereof to Permittee, the City may, at its option and in addition to all other rights and remedies which it may have at law or in equity against Permittee, including expressly the specific enforcement hereof, forthwith have the cumulative right to immediately terminate this Agreement and all rights of Permittee under this Agreement.

b. The City acknowledges that Permittee's performance under this Agreement is subject to Permittee's ability to obtain certain licenses, permits, consents and other approvals, and Permittee shall use its commercially reasonable efforts to obtain all

Page 18 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft)

such licenses, permits, approvals, authorizations and consents. If, by March 31, 2017, Permittee has not received all licenses, permits, approvals, authorizations and consents (including, without limitation, a Parks Vending Permit, a Class B alcohol license, permission from the Parks Superintendent to serve alcohol and have it consumed by customers in the designated areas in Olbrich Park in compliance with City Ordinance 8.24(1)(ee), Dane County Food and Drink License, conditional use approval from the City of Madison Plan Commission, and Madison Urban Design Commission approval for material building upgrades and landscaping), the City and Permittee will discuss in good faith and determine a reasonable deferral of Permittee's investment and payment obligations under this Agreement until such time as Permittee is able to obtain all such licenses, permits, approvals, authorizations and consents. If, despite Permittee's commercially reasonable and continued efforts, it becomes clear that Permittee will be unable to obtain all required licenses, permits, approvals, authorizations and consents, Permittee may by written notice to the City terminate this Agreement, and in such case all rights and obligations of the Permittee under this Agreement shall cease (other than any liabilities arising from a breach by Permittee of this Agreement prior to the termination date).

27. Authority. Permittee represents that it has the authority to enter into this Agreement. If the Permittee is not an individual, the person signing on behalf of the Permittee represents and warrants that he or she has been duly authorized to bind the Permittee and sign this Agreement on the Permittee's behalf.

28. Counterparts; Electronic Delivery. This Agreement may be signed in counterparts, each of which shall be taken together as a whole to comprise a single document. Signatures on this Contract may be exchanged between the parties by facsimile, electronic scanned copy (.pdf) or similar technology and shall be as valid as original. Executed copies or counterparts of this Contract may be delivered by facsimile or email and upon receipt will be deemed original and binding upon the parties hereto, whether or not a hard copy is also delivered. Copies of this Contract, fully executed, shall be as valid as an original.

Page 19 of 20

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed by their proper officers on the day and year first above written.

FOR BKM GROUP, LLC

Michael Bare, Manager Date

FOR THE CITY OF MADISON

Paul Soglin, Mayor Date

Maribeth Witzel-Behl, City Clerk Date

Countersigned:

David P. Schmiedicke, Finance Director Date

Eric Veum, Risk Manager Date

Approved as to form:

Michael P. May, City Attorney Date

Execution of this Agreement by City is authorized by Resolution Enactment No. RES _____ ID No. _____ adopted by the Common Council of the City of Madison on _____ and approved by the Board of Parks Commissioners at its meeting on _____.

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

EXHIBIT 1

Map of Premises

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft) (12.5.16).docx

EXHIBIT 2

Improvements at Olbrich Beach House

Electricity and utility room:

- x Install 200 amp feeder from the street.
- x Upgrade circuit boxes/etc. in utility room.

- x Add a wall between utility room and storage room so both Permittee and Co-Occupant have access to the electrical boxes.

Outside (front):

- x Install new concrete/asphalt pads in front of the building to better support foot traffic to

the bathrooms and service counter.

- x Movable counters (that go inside at night) for service and food prep and pouring drinks.
- x Taps on the front of the building coming from the cooler inside the storage room.
- x Potentially install a sink outside for employee hand-washing.
- x New or additional bike racks.
- x Install security cameras

Outside (east and north fronts of building):

- x Clean and paint.
- x Restore or paint some of the original woodwork on the eave, install fachwerk on the wall to match.

Beer Garden:

- x Remove sod.
- x Install crushed stone path from the corner of the building to the beer garden seating area

(light blue in the attached site plan).

- x Install crushed stone over the beer garden seating area (light blue in the attached site plan).
- x Poles with string lights and speakers for background music above beer garden.

Restrooms:

- x ADA porta-potty outside, if necessary.
- x New toilet partitions.
- x Mirrors on the walls.
- x Paint walls.
- x Clean/polish floors.

Food Prep Room:

- x :DOO*RII*WR*FUHDWH*D*KDOOZD*WKDW*SUVHUYHV*PHQ¶V*EDWKURRP*HQWUDQFH*
- x Install four-hole sink for food prep and hand-washing that ties into plumbing for the

shower.

- x Install food prep counter.

F:\Atroot\Docs\dev\Assignments\Open\Olbrich Shelter Use Agreements\Use Agreement (BKM Group Olbrich) (2017-2022) (Updated Draft)
(12.5.16).docx

Food Prep and Storage rooms:

- x HVAC unit on roof or in storage room to heat/cool.
- x Drop ceiling and lighting per health code.

Storage Room:

- x Install cooler with tap lines going to the outside.
- x Install racks for storage and a desk for office work.

play **MADISON PARKS**

AGENDA MADISON BEER GARDEN CONCEPT THURSDAY, APRIL 7 2016

1. Welcome & Introductions
2. Goals
3. Research
 - a. FOOT materials, News articles, Joe Mrozinski (MKE), MPD (Gloede), City Attorney (Viste & Allen), Risk Management (Veum), Mayor's Office Alcohol & Food (Woulf), Interested citizens (Barrow & Bare)
4. Overview of Milwaukee's Program
5. Madison Beer Garden Trial Concept
6. Group Discussion
 - a. Interest
 - b. Questions and/or recommendations
 - c. Selection of locations
 - d. Operating parameters
6. Next steps

Notes for Presentation at Park Commission Meeting – 12/14/16

Background: Over the past several years, Parks has had success with placemaking initiatives, many of which would not have been possible without public-private partnerships that facilitate repairs to aging and underutilized buildings and management of programs that could not have happened just by Parks. Examples of these initiatives include Wingra and Brittingham boat rentals and camps, Let's Eat Out food cart nights, special events such as Ride the Drive and Central Park Sessions, the Mendota and Camp Randall Rowing Clubs historic boathouses, and Breese Stevens Field.

Placemaking RFP: This spring, Parks released a RFP for placemaking services at Olbrich and Marshall beach houses. The intent of the RFP was to identify public-private partnerships that would bring positive placemaking opportunities to both facilities. An interagency panel reviewed the submissions and conducted in-person interviews. Rutabaga Paddle Sports and BKM (Biergarten) were selected for Olbrich and Outdoor Madison (now called Mendota Boats, LLC) was selected for Marshall.

At Olbrich, the RFP panel determined that boat rentals and biergarten food/beverage concessions could create a strong partnership and environment for extending the visits and length of stay in the park for current users and bringing new users to the park which offers unique waterfront access. The success of restaurants and biergartens in other city parks across the country opened the door for it to be considered here in Madison. The proposal is for a relaxed family-friendly atmosphere that offers more access to the lake for boat rentals, provides a more welcoming environment for people to enjoy shoreline vistas with a well maintained picnic area and food/beverage offering, as well as have investment in the building and fostering an atmosphere of positive active public space. Summary of key information:

1) Process- The Olbrich/Marshall Placemaking RFP process has followed the same process that Parks has used numerous times for other public-private partnerships through the requirements of the City Purchasing office. RFP submissions are not subject to public review because it can put the City at a disadvantage for negotiating. It also is not appropriate to share the proprietary information provided by the proposers. A new use at an existing facility does not fundamentally change a park in a way that would require a master plan public meeting. The time for public input is happening when it has historically been scheduled to occur – at the neighborhood meetings organized by the proposer and here at the Park Commission and next week at the ALRC and then the Council and the Board of Estimates and back here to Park Commission. On, September 19, BKM was notified of winning the RFP. That same day they informed Alder Ahrens of the announcement. On September 26, Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of the proposal. On October 27, BKM held an informational session at the Olbrich Beach House. The public notification and engagement has been led by BKM, as we have relied on for all proposers to do through similar types of RFPs.

2) Community Park – Olbrich is a Community Park. It serves not just the residents adjacent to the park but also residents across the City. It offers a diversity of activities and is design to be a destination park that can accommodate the layering of uses.

3) Location - Biergarten would locate in approximately 0.2% of the total 66.85 acres of the park. The area to the west of the beach house has not been in use by other groups. It will not displace existing users and should operate in a way that still allows for current enjoyment of Olbrich park. The beach will continue to be guarded by lifeguards.

4) Parking – Parking is at high demand at park locations across the City. We do not have plans to increase the parking supply at Olbrich Park. Nor do we believe that parking needs to be increased. There will always be a tension to find more parking near our most-loved and used parks, however we do not believe it is good policy to remove park land for parking or to limit users because of parking. Many of the Biergarten visitors will be existing users. As well as Olbrich is a highly multi-modal location and hours of user groups in parks tend to differ.

5) Underutilized – The beach house facility is underutilized. Olbrich park overall has many uses. There seems to be a miscommunication around this piece of information of the facility vs. the beach house. Currently, the beach house only has been open when lifeguards are staffed there, roughly 11 am to 7 pm during the summer months. The building is also not our most attractive facility – could benefit greatly by upkeep and repair. There may also be some improvements that can begin to address environmental concerns such as related to stormwater, in the short term before the parking lot can be redesigned.

6) Noise- The draft Agreement includes noise must be limited to the PA1 level of 75 decibels at 150 feet from the source. Four special event days would be allowed with a PA2 permit, which would need to be approved by the Park Commission. The special event days could apply for a PA2 permits have a sound limit of 95 decibels at the sound board or 100 feet from the source, whichever is closer. Over the past couple of years, Parks staff has shown its commitment to establishing reasonable sound levels in our public spaces.

7) Term – The draft Agreement includes a three-year time period to test the concept. During those three years, there will be close monitoring and review by staff, the public and the Commission. Similar to Big Top operation at Breese Stevens, BKM will be held to high standards. This is certainly a new concept and that comes with unknowns that can be unsettling for some people. However, new concepts, especially with good partners, can also bring innovation and positive change to keep us moving forward to provide the best Park system possible.

CONCLUSION SUMMARY

Purpose: Conduct food and alcohol concessions. (Rutabaga Paddlesports is entering into a separate Agreement for boat rental at Olbrich as well)

Term: 2017 to 2019, with potential for two renewal terms until 2023. Renewal will be based upon mutual agreement including the Permittee's performance under the final Agreement including through the renewal request.

Fee: Under the current proposed operation plan, the total financial benefit to the City would be \$234,800. This includes \$62,500 in capital investment, \$6,300 in vending fees and \$166,000 in facility use fees. Factors such as hours of operations and seating capacity may impact the final financial benefit.

Review by BPC: The draft agreement is being presented at the Park Commission in order to review and provide feedback on the overall concept and operational proposal, as this is a new type of operations in Madison Parks. At the 11/16/16 ALRC meeting, the ALRC Committee requested feedback from Park Commission about the operational proposal for them to consider in making a decision to issue an alcohol license or not. The Park Commission's review of this Agreement is for approval, providing edits to Agreement that would allow for approval or

denying the operational proposal. The decision by the Park Commission will be sent to the ALRC for them to include in review of the alcohol permit on 12/21/16.

If approved to move forward and after gathering input from the Park Commission and the ALRC, Parks Staff will revise the document to create a final Agreement. The final document would then process through the standard review of Council, BOE, Park Commission (a second review) and Council.

If these proposals do go forward, both entities will be held to high standards and have Agreements specifying goals, operations, and reporting procedures. The Agreements will require at minimum approval from the Parks Commission, the Board of Estimates and the Common Council. In the case of the biergarten, it will also require a license to be issued by the ALRC.

Community Outreach and Letters of Support: The SASY and Lake Edge Neighborhood Associations have submitted letters of support for the Olbrich Biergarten. Eastmorland has submitted a letter in opposition.

- May 25: City of Madison issued a request for proposals (RFP) for placemaking services at the Olbrich Park Beach House.
- September 19: We were notified of winning the RFP, and the City publicly released the announcement.
- September 19: We informed Alder Ahrens of the announcement.
- September 22: We met with Alder Ahrens to discuss neighborhood outreach.
- September 26: Alder Ahrens notified the leaders of Eastmorland and Lake Edge Neighborhood Associations of our proposal.
- September 27: We responded the next day to both leaders.
- October 11: We presented our proposal to the Eastmorland Neighborhood Association at their monthly meeting.
- October 12: We presented our proposal to the Lake Edge Neighborhood Association at their monthly meeting.
- October 13: We presented our proposal to the SASY Neighborhood Association. They passed a motion to endorse our proposal and later submitted a letter to City leaders.
- October 14: We notified the leadership of the Eastmorland, Lake Edge and SASY neighborhood associations of our October 27 required information session.
- October 14: We provided blurbs for the neighborhood association newsletters and listservs that included a description of our proposal, the date of our information session, and our contact information.
- October 27: We held a required information session at the Olbrich Park Beach House to discuss our proposal and liquor license application.
- November 8: The Eastmorland Neighborhood Association discussed our proposal at its monthly meeting (though we were not invited to participate).
- November 9: The Lake Edge Neighborhood Association passed a motion to endorse our proposal and later submitted a letter to City leaders.
- November 16: ALRC held a public hearing on our proposal and application for a liquor license. Nine people registered and/or spoke in opposition to our proposal, fifteen people registered and/or spoke in favor of our proposal.
- November 22: We notified neighborhood associations and individuals who had been in touch with us previously about our December 8 public information session.
- November 22 to December 8: Alder Ahrens, neighborhood associations, BKM Group, and City staff informed neighbors of our December 8 information session.
- November 28: The City Clerk's office notified about 200 nearby residents of our December 8 information session via postcard.
- December 8: Additional public information session.
- December 14: Board of Park Commission

Message: Re: Meeting?

☐ Re: Meeting?

From Wallner, David Date Monday, September 28, 2015 8:38 AM

To Knepp, Eric

Cc

Subject Re: Meeting?

Yes, that's fine -

DW

From: "Eric Knepp" <EKnepp@cityofmadison.com>

To: "David Wallner" <annedave@chorus.net>

Sent: Monday, September 28, 2015 8:25:19 AM

Subject: RE: Meeting?

I can meet at 1045. Does that work for you?

Sent from my U.S. Cellular® Smartphone

----- Original message -----

From: "Wallner, David" <annedave@chorus.net>

Date: 09/25/2015 3:00 PM (GMT-06:00)

To: "Knepp, Eric" <EKnepp@cityofmadison.com>

Subject: Re: Meeting?

Yes. What's on your agenda besides Warner Park? Beer gardens? Fees?

DW

From: "Eric Knepp" <EKnepp@cityofmadison.com>

To: "David Wallner" <annedave@chorus.net>

Sent: Friday, September 25, 2015 2:55:49 PM

Subject: RE: Meeting?

Dave – would Monday at 10:30 work?

From: Wallner, David

Sent: Friday, September 25, 2015 2:21 PM

To: Knepp, Eric

Subject: Re: Meeting?

I am free between 3 to 5. I called and left a message on your cell. Let me know or we can set up a

time on Monday?

DW

From: "Eric Knepp" <EKnepp@cityofmadison.com>
To: "David Wallner" <annedave@chorus.net>
Sent: Friday, September 25, 2015 11:03:21 AM
Subject: RE: Meeting?

Dave – just saw you called.


Can you meet today?

From: Wallner, David
Sent: Thursday, September 24, 2015 9:45 AM
To: Knepp, Eric
Subject: Meeting?

Eric: I am back from our vacation to Canada and am available to talk about some of the issues you mentioned in your message while I was gone. I have some time today or tomorrow. Lots to discuss.

DAVE

Message: RE: Site Visit - Milwaukee Beer Gardens



 RE: Site Visit - Milwaukee Beer Gardens

From Oleksiak, Claire Date Tuesday, September 13, 2016 12:48 PM

To Wallner, David

Cc

Subject RE: Site Visit - Milwaukee Beer Gardens

 image002.png (8 Kb)  image003.png (8 Kb)

Glad you can join. This was the time that the most number of people could go.

I extended invitations to the people you suggested. Now have to figure out all the transportation details...

Thanks,

Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Wallner, David
Sent: Tuesday, September 13, 2016 9:18 AM
To: Oleksiak, Claire
Subject: Re: Site Visit - Milwaukee Beer Gardens

Yes, I can make it. My one concern is that going on a week day at this time there might not be many people at the gardens we visit. Having a Milwaukee parks person there to provide facts on attendance, etc. would be important.

DW

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>
To: "David Wallner" <annedave@chorus.net>
Sent: Tuesday, September 13, 2016 8:12:21 AM
Subject: RE: Site Visit - Milwaukee Beer Gardens

David-

Good ideas. Let me confirm with Eric and then send out the invites.

Will you be joining us too?

Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Wallner, David
Sent: Monday, September 12, 2016 10:39 PM
To: Oleksiak, Claire
Subject: Re: Site Visit - Milwaukee Beer Gardens

Claire: How about inviting Tom DeChant from FOOT group and Grant Frautschi from the foundation? Tom in particular should be invited since this has been his idea, along with a few other neighbors, from the get-go. And how about the two alders, Sarah and Sheri? They definitely should be given the chance to go since their districts are involved.

DW

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>
To: "Eric Knepp" <EKnepp@cityofmadison.com>, "David Wallner" <annedave@chorus.net>, "Charles Romines" <CRomines@cityofmadison.com>, "Kay Rutledge" <KRutledge@cityofmadison.com>, "Madelyn Leopold" <madelyn.leopold@gmail.com>, "Nancy Ragland" <nanragland@att.net>, "Mark Clear" <district19@cityofmadison.com>, "Samba Baldeh" <district17@cityofmadison.com>, "Jeffrey Lewis" <jllewis2@me.com>, "Emily Gnam" <emily.gnam@cunamutual.com>, "Janet Schmidt" <jschmidt@cityofmadison.com>, "Katie Crawley" <KCrawley@cityofmadison.com>, "Joshua Schmitt" <JSchmitt3@cityofmadison.com>, "Carl Gloede" <CGloede@cityofmadison.com>, "Jennifer Zilavy" <JZilavy@cityofmadison.com>
Sent: Monday, September 12, 2016 1:43:38 PM
Subject: Site Visit - Milwaukee Beer Gardens

When: Thursday, September 22, 2016 11:30 AM-4:30 PM (UTC-06:00) Central Time (US & Canada).
Where: Meet at Goodman Maintenance Facility - 1402 Wingra Creek Pkwy

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

With the correct time period!

Goal of the trip is to see the facilities and set-up for evaluation of the concept/operation in Madison Parks.

Milwaukee Parks have two types of beer gardens – traveling<http://county.milwaukee.gov/ImageLibrary/Groups/cntyParks/media/2016-Press-Releases/2016_TBGScheduleFlyer.pdf> and permanent<<http://county.milwaukee.gov/Parks/BeerGardens>>. The traveling gardens end on Sept 16. The permanent close in October. We will be visiting the permanent beer gardens on this trip.

Thurs., Sept 22


11:30 AM – Leave from Goodman Maintenance Facility located at 1402 Wingra Creek Pkwy

1:00 PM – Visit permanent beer gardens - Estrabrook Park & Humbolt Park. Also visit Hoyt Park & South Shore if time allows. I have reached out to Milwaukee County contacts to ask them about meeting us on site for a conversation.

3:00 PM – Return to Madison

4:30 PM – Arrive at Goodman Maintenance Facility

Message: Re: Thank you



 Re: Thank you

From Wallner, David Date Friday, September 23, 2016 5:29 PM

To Oleksiak, Claire

Cc Knepp, Eric;Romines, Charles;Leopold, Madelyn;Ragland, Nancy;Schmitt, Joshua;Tom DeChant

Subject Re: Thank you

 image004.jpg (41 Kb)  image006.png (8 Kb)

Claire: Thanks to you and Charlie and Josh for making it a worthwhile trip. I learned a lot of things about their operation and how we can make this work here in our burg. I hope Nancy doesn't get too much grief because of all the beer she drank on the road trip. Mums the word!

DAVE

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>

To: "Eric Knepp" <EKnepp@cityofmadison.com>, "David Wallner" <annedave@chorus.net>, "Charles Romines" <CRomines@cityofmadison.com>, "Madelyn Leopold" <madelyn.leopold@gmail.com>, "Nancy Ragland" <nanragland@att.net>, "Joshua Schmitt" <JSchmitt3@cityofmadison.com>, "Tom DeChant" <tdmadtown@charter.net>

Sent: Friday, September 23, 2016 1:57:19 PM

Subject: Thank you

Dear David, Madelyn, Nancy, Tom, Josh and Charlie –

Thank you for making time to visit Milwaukee yesterday. I hope that you found the tours and presentation to be informative... and enjoyable!

It was a pleasure to spend the day together and learn more about the Milwaukee County Park beer garden program.

Best,
Claire

Estrabrook.JPG

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



Message: RE: Beer Garden in Olin Turville

 RE: Beer Garden in Olin Turville

From Romines, Charles Date Monday, March 28, 2016 9:00 PM

To Wallner, David;Knepp, Eric;Oleksiak, Claire

Cc

Subject RE: Beer Garden in Olin Turville

David,

Claire is working on getting a meeting with a couple alders together. Once we have that set we will let you know. Setting meetings with Alders can be tough so we are sparing you the details until it's set.

Charlie

Sent from my U.S. Cellular® Smartphone

----- Original message -----

From: "Wallner, David" <annedave@chorus.net>

Date: 3/28/2016 5:07 PM (GMT-06:00)

To: "Romines, Charles" <CRomines@cityofmadison.com>, "Knepp, Eric" <EKnepp@cityofmadison.com>

Subject: Fwd: Beer Garden in Olin Turville

Any news on a meeting about the beer garden idea? Let me know.

DW

From: "Tom DeChant" <tdmadtown@charter.net>

To: "Anne Katz & David Wallner" <annedave@chorus.net>

Sent: Monday, March 28, 2016 4:59:18 PM

Subject: FW: Beer Garden in Olin Turville

Hi Dave,

Nice birthday for Anne Saturday, despite the hour. Hope the rest of the day was equally as good.

Just got this email from my Alder, Sara Eskrich, noting that Parks staff has already reached out to her and Sheri for a meeting. Since I didn't hear about any meeting, I assume Eric wants to meet with the alders first and separately? Are you in on this one? Keep me in the loop.

Tom

From: Eskrich, Sara [mailto:district13@cityofmadison.com]

Sent: Sunday, March 27, 2016 6:08 PM

To: Tom DeChant <tdmادتown@charter.net>; Carter, Sheri <district14@cityofmadison.com>

Subject: Re: Beer Garden in Olin Turville

Thanks for reaching-out, Tom!

Parks Staff has reached out to meet with me and Sheri. That should answer any questions on their thoughts, but I appreciate walking into that meeting with the background you provided.

Thanks again,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Tom DeChant <tdmادتown@charter.net>

Sent: Wednesday, March 16, 2016 4:11 PM

To: Eskrich, Sara; Carter, Sheri

Subject: Beer Garden in Olin Turville

Greetings, Sara and Sheri,

Last fall I submitted on behalf of F.O.O.T. (Friends of Olin-Turville) a proposal to Eric Knepp at the Madison Parks Division suggesting a trial run of a beer garden in Olin Park. The letter and proposal I sent to Eric and the Commissioners are attached, along with the most recent of multiple articles I sent about the Milwaukee County Parks Department's great financial and behavioral success with beer gardens.

The seed we planted has apparently now sprouted roots. I heard Monday from Parks Commissioner, Dave Wallner, that Eric would like to have a meeting soon – possibly within the next two weeks – on this beer garden topic. My understanding is that Olin is one of several parks under consideration for a possible trial run of the concept, and as such, it will be important for affected Alders to know about and support the idea. It is likely that he will be inviting you to this meeting, so I thought you'd appreciate some background on the concept first.


If you'd like a more personal update on this beer garden idea, I'd be glad to talk to each of you personally – by phone or over coffee (or beer!) – if your time permits. Just give me an e-holler or call at 608-239-4299.

Hope we can toast this concept together.

Best,

Tom DeChant

Message: RE: Beer Garden in Olin Turville

 RE: Beer Garden in Olin Turville

From Knepp, Eric Date Tuesday, March 29, 2016 10:23 AM

To Wallner, David; Romines, Charles

Cc

Subject RE: Beer Garden in Olin Turville

As Charlie stated, Claire is on this issue and working to coordinate a meeting with some Alders. Perhaps we should start planning the field trip to MKE now though?

From: Wallner, David

Sent: Monday, March 28, 2016 5:07 PM

To: Romines, Charles; Knepp, Eric

Subject: Fwd: Beer Garden in Olin Turville

Any news on a meeting about the beer garden idea? Let me know.

DW

From: "Tom DeChant" <tdmadtown@charter.net>

To: "Anne Katz & David Wallner" <annedave@chorus.net>

Sent: Monday, March 28, 2016 4:59:18 PM

Subject: FW: Beer Garden in Olin Turville

Hi Dave,

Nice birthday for Anne Saturday, despite the hour. Hope the rest of the day was equally as good.

Just got this email from my Alder, Sara Eskrich, noting that Parks staff has already reached out to her and Sheri for a meeting. Since I didn't hear about any meeting, I assume Eric wants to meet with the alders first and separately? Are you in on this one? Keep me in the loop.

Tom

From: Eskrich, Sara [<mailto:district13@cityofmadison.com>]

Sent: Sunday, March 27, 2016 6:08 PM

To: Tom DeChant <tdmadtown@charter.net>; Carter, Sheri <district14@cityofmadison.com>

Subject: Re: Beer Garden in Olin Turville

Thanks for reaching-out, Tom!

Parks Staff has reached out to meet with me and Sheri. That should answer any questions on their thoughts, but I appreciate walking into that meeting with the background you provided.

Thanks again,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Tom DeChant <tdmادتown@charter.net>

Sent: Wednesday, March 16, 2016 4:11 PM

To: Eskrich, Sara; Carter, Sheri

Subject: Beer Garden in Olin Turville

Greetings, Sara and Sheri,

Last fall I submitted on behalf of F.O.O.T. (Friends of Olin-Turville) a proposal to Eric Knepp at the Madison Parks Division suggesting a trial run of a beer garden in Olin Park. The letter and proposal I sent to Eric and the Commissioners are attached, along with the most recent of multiple articles I sent about the Milwaukee County Parks Department's great financial and behavioral success with beer gardens.

The seed we planted has apparently now sprouted roots. I heard Monday from Parks Commissioner, Dave Wallner, that Eric would like to have a meeting soon – possibly within the next two weeks – on this beer garden topic. My understanding is that Olin is one of several parks under consideration for a possible trial run of the concept, and as such, it will be important for affected Alders to know about and support the idea. It is likely that he will be inviting you to this meeting, so I thought you'd appreciate some background on the concept first.

If you'd like a more personal update on this beer garden idea, I'd be glad to talk to each of you personally – by phone or over coffee (or beer!) – if your time permits. Just give me an e-holler or call at 608-239-4299.

Hope we can toast this concept together.

Best,

Tom DeChant

Message: Accept: Traveling Beer Garden Concept Meeting

☐ Accept: Traveling Beer Garden Concept Meeting

From Wallner, David Date Wednesday, March 30, 2016 9:33 AM

To Oleksiak, Claire

Cc

Subject Accept: Traveling Beer Garden Concept Meeting

Subject: Traveling Beer Garden Concept Meeting

Organizer: COleksiak@cityofmadison.com

Location: Goodman - 1402 Wingra Creek Pkwy

Time: Thursday, April 7, 2016, 5:00:00 PM - 6:00:00 PM GMT -06:00 US/Canada Central

Invitees: district13@cityofmadison.com; district14@cityofmadison.com; CRomines@cityofmadison.com;
annedave@chorus.net; MWoulf@cityofmadison.com; JSchmitt3@cityofmadison.com;
tdmadtown@charter.net; EVeum@cityofmadison.com; DViste@cityofmadison.com;
RAllen@cityofmadison.com; CGloede@cityofmadison.com ...

~~*~*~*~*~*~*~*

Yes, I will attend.

Message: RE: Beer Garden Timeline

 RE: Beer Garden Timeline

From Oleksiak, Claire Date Monday, July 25, 2016 4:05 PM

To 'Tom DeChant'; Wallner, David

Cc

Subject RE: Beer Garden Timeline

 image002.png (8 Kb)  image003.png (8 Kb)

Hi Tom and David –

Sounds like a great trip!

Charlie recommends that we save Verveer for the final meeting. First complete background research and understand exactly what we will be asking for. I will reach out to Capt. Gloede this week. I'll report back.

Best,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Tom DeChant [mailto:tdmادتown@charter.net]
Sent: Monday, July 25, 2016 3:29 PM
To: Oleksiak, Claire; Wallner, David
Subject: RE: Beer Garden Timeline

Hi Claire,

Sorry to be so slow in responding – been busy sampling beers in Cleveland (family reunion) and Milwaukee (Festa Italiana – lousy beer choices!)

Outline of the road to an RFP for the beer garden pilot looks good. I especially like the idea of inviting ALRC members along for any tour of MKE beer gardens. They need to see first-hand how well these things run and esp. experience the general conviviality and decent behavior that attends them.

On the ALRC, the only members I know are Verveer and Everett Mitchell. Would be glad to approach either/both to discuss this topic – just let me know.

Let me know what else I can do and when.

Thanks,

Tom DeChant
Cell: 608-239-4299

From: Oleksiak, Claire [<mailto:COleksiak@cityofmadison.com>]
Sent: Friday, July 15, 2016 12:28 PM
To: Wallner, David <annedave@chorus.net>; 'Tom DeChant' <tdmادتown@charter.net>
Subject: Beer Garden Timeline

Tom and David-

Hope all is well.

Attached is my recommendation for next steps on the beer garden pilot at Olin. Please review and send thoughts/edits. Also, let me know if you have an interest in joining me for the ALRC meetings and/or relationships to leverage.


Thank you for both of your ongoing work and support of this project.


Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



Message: Re: TV News Reporter Inquiring About Beer Gardn Proposal

 Re: TV News Reporter Inquiring About Beer Gardn Proposal
From Wallner, David Date Monday, November 14, 2016 6:40 PM
To Shea, Ann
Cc Knepp, Eric; Oleksiak, Claire
Subject Re: TV News Reporter Inquiring About Beer Gardn Proposal

 image001.jpg (4 Kb)

Ann: I made it to Olbrich along with Claire. We were both interviewed. Claire was brilliant, I was cute. All went well. I will try to find the piece on the station's website. Thanks so much for putting this together. We need some good PR to keep this idea rolling.

DW

From: "Ann Shea" <AShea@cityofmadison.com>
To: "David Wallner" <annedave@chorus.net>
Sent: Monday, November 14, 2016 11:16:24 AM
Subject: RE: TV News Reporter Inquiring About Beer Gardn Proposal

Great -- Let's chat. Can you call me? 266-5949

From: Wallner, David
Sent: Monday, November 14, 2016 11:16 AM
To: Shea, Ann
Subject: Re: TV News Reporter Inquiring About Beer Gardn Proposal

Ann: I can take part, depending on the timing. Let me know ASAP. Do they want to do it today?

DW

From: "Ann Shea" <AShea@cityofmadison.com>
To: "David Wallner" <annedave@chorus.net>, "David Ahrens" <district15@cityofmadison.com>
Cc: "Claire Oleksiak" <COleksiak@cityofmadison.com>
Sent: Monday, November 14, 2016 11:06:45 AM
Subject: FW: TV News Reporter Inquiring About Beer Gardn Proposal

Greetings,

Please see below. I am coordinating an on-site (Olbrich) interview with Claire and Gordon from WKOW. Would either of you be available and/or interested in participating in the interview as well?

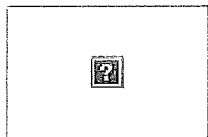
Best,

Ann Shea
Public Information Officer

Madison Parks

Direct: 608.266.5949

Email: ashea@cityofmadison.com



Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

From: Gordon Severson [<mailto:gseverson@wkow.com>]

Sent: Monday, November 14, 2016 10:54 AM

To: Shea, Ann

Subject: TV News Reporter Inquiring About Beer Gardn Proposal

Hello Ann,

This is Gordon Severson at WKOW 27 News.

I just got off the phone with Mike Bare at the BKM Group LLC. regarding their idea to bring a beer garden to Olbrich Park.

Mike mentioned that he and his partners have been working with Claire at the Madison Parks Division, as well as a board member named Dave.

I was wondering if either of these individuals would be available for a brief interview about this project.

If neither are available, would there be another representative from the parks division who could speak to this idea?

You can reach me at 608-669-3102 or via email at gseverson@wkow.com

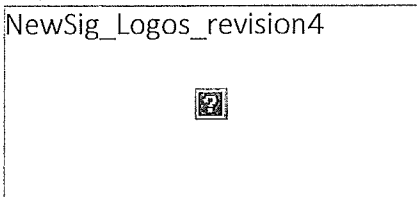
Thank you so much for your time.

Sincerely,

Gordon Severson

Reporter/Photographer

NewSig_Logos_revision4




5727 Tokay Blvd. | Madison, WI 53719

gseverson@wkow.com

phone: 608-669-3102

Quincy Media, Inc. and its subsidiaries do not discriminate in the sale of advertising in any medium (broadcast, print, or interactive), and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity.

Message: Re: Olbrich and Marshall Placemaking Update



 Re: Olbrich and Marshall Placemaking Update

From Wallner, David Date Wednesday, November 16, 2016 11:20 AM

To Oleksiak, Claire

Cc

Subject Re: Olbrich and Marshall Placemaking Update

 image001.png (8 Kb)  image002.png (8 Kb)

Glad to hear it. Hope the statements by Tom and me will help. I will try to be there to register my support.

DAVE

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>

To: "David Wallner" <annedave@chorus.net>

Sent: Wednesday, November 16, 2016 9:45:01 AM

Subject: RE: Olbrich and Marshall Placemaking Update

Hi David –

Yes, I spoke with Eric. He is planning to attend the meeting. He agreed with Charlie that it was not necessary for staff (me) to be at the meeting.

Great to hear that Tom will be there too (as long as he can stay)!

Best,

Claire

Claire Oleksiak

Community Services Manager

Parks Division, City of Madison

210 MLK Jr. Blvd. Rm. 104

608-243-0187 (office). 607-339-1340 (cell)

Like us on Facebook. Twitter @PlayMadison



From: Wallner, David

Sent: Wednesday, November 16, 2016 8:55 AM

To: Oleksiak, Claire

Subject: Re: Olbrich and Marshall Placemaking Update

Claire: I talked with Tom DeChant and he and I will both try to get to the ALRC meeting to register in support. I probably won't be able to stay to speak, ut Tom may be able to, depending on how long

the meeting goes. Did you talk to Eric about having a staff presence tonight at that meeting? As I mentioned, I am concerned that if opponents show up to speak against the license and our plan, the proposal could get sidetracked and referred. Let me know what's up.

DAVE

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>
To: "Parks BPC" <parksbpc@cityofmadison.com>
Cc: "Eric Knepp" <EKnepp@cityofmadison.com>, "Charles Romines" <CRomines@cityofmadison.com>, "Kay Rutledge" <KRutledge@cityofmadison.com>, "Ann Shea" <AShea@cityofmadison.com>
Sent: Monday, November 14, 2016 2:35:59 PM
Subject: Olbrich and Marshall Placemaking Update

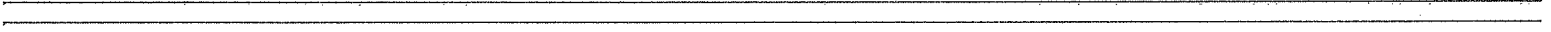
Good afternoon-

This Wednesday, November 16, the Alcohol License Review Committee agenda includes discussion about a proposed Olbrich Biergarten. There have been a couple of media stories about the topic. I would like to provide you with an update so you are aware of the status.

- 1) The Biergarten concept has not been approved and is still in a review stage. The Park Commission will have the final decision on the matter.
- 2) Placemaking RFP - This spring, Parks released a RFP for placemaking services at Olbrich and Marshall bathhouses. The intent of the RFP was to identify public-private partnerships that would bring positive placemaking opportunities to both facilities, which are currently underutilized. An interagency panel reviewed the submissions and conducted in-person interviews. Rutabaga Paddle Sports and BKM (Biergarten) were selected for Olbrich and Outdoor Madison was selected for Marshall.
- 3) Community Engagement - Selection by the panel opened the door for the groups to begin community engagement. In the case of BKM, we believe it is particularly valuable for them to engage with the alder, neighborhood associations and ALRC prior to coming before Park Commission. This will allow the Commission to have the most thorough information from the community when it comes time for review. Community input will also inform the drafting of the language in the Agreements that will go before the Parks Commission.
- 4) Agreements-- I anticipate that the three separate Agreements (Rutabaga, BKM and Outdoor Madison) will come to the Park Commission at the December 14th or January 13th meetings. If BKM is approved, they will need to develop a Responsible Alcohol Consumption Plan (similar to the plan the Mallards are presenting this week).
- 5) Questions? - Please let me know if you have questions now or at any point during the process.

Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



Message: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

 Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

From Wallner, David Date Friday, November 18, 2016 9:46 AM

To Mike Bare

Cc Oleksiak, Claire; Tom DeChant; Knepp, Eric; Romines, Charles; travis r mueller; erik ke sting

Subject Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

Claire: Nov. 30 at 2:30 works for me. If you get a chance, give me a call at 256-2958.

David Wallner

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

From: "Mike Bare" <mike.bare83@gmail.com>

To: "Claire Oleksiak" <COleksiak@cityofmadison.com>

Cc: "David Wallner" <annedave@chorus.net>, "Tom DeChant" <tdmadtown@charter.net>, "Eric Knepp" <EKnepp@cityofmadison.com>, "Charles Romines" <CRomines@cityofmadison.com>, "travis r mueller" <travis.r.mueller@gmail.com>, "erik ke sting" <erik.ke sting@gmail.com>

Sent: Friday, November 18, 2016 8:54:33 AM

Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

11/30 at 2:30pm works for our team (Travis will likely join by phone). We're working on a list of answers to the concerns we heard at the ALRC hearing that we would like to share with all of you at this meeting.

Thank you,

Mike

> On Nov 17, 2016, at 4:26 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>

> Good afternoon-

>

> Thanks for the updates.

>

> 11/28 from 10:30 to Noon: Charlie and I are available

> 11/30 from 2:30 -4:30 pm: Eric, Charlie and I are available (as this point)

>

> Preference from the rest of the group?

>

> Best,

> Claire

>

> Claire Oleksiak

> Community Services Manager

> Parks Division, City of Madison

> 210 MLK Jr. Blvd. Rm. 104

> 608-243-0187 (office). 607-339-1340 (cell)

> Like us on Facebook. Twitter @PlayMadison

>

>

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike.bare83@gmail.com>]

> Sent: Thursday, November 17, 2016 11:24 AM

> To: Wallner, David

> Cc: Tom DeChant; Oleksiak, Claire; Knepp, Eric; Romines, Charles; travis.r.mueller@gmail.com; erik.ke sting@gmail.com

> Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

>
> Thanks Dave and Tom,
>
> Copying Travis and Erik from our team.
>
> We think this was a good outcome last night. It will give the neighbors another chance to be heard, and give the Parks Commission a chance to weigh in on the policy questions that came up. It's useful to remember that Alder Verveer acknowledged that we have done "an unprecedented amount of outreach," and stated that ALRC received "a record number of letters of support."
>
> So, I'd like to thank everyone for the help and support.
>
> We're putting together a package of answers to the concerns we heard last night that we will share and vet with all of you. I'll also be reaching out to Alder Ahrens and the neighbors to get another neighborhood information session set up. That is also a forum where this kind of thing will be useful. As will a unified message from supporters like Tom, Rutabaga, and all of you folks at Parks.
>
> Agree on everyone meeting soon. I can meet tomorrow before 1pm, 11/21 before 1pm, 11/28 before noon, 11/30 after noon, 12/1 before noon, and 12/2 before 1.
>
> Thanks,
> Mike
> -----
> Mike Bare
> Co-Owner
> BKM Group, LLC d/b/a Olbrich Biergarten
> mike.bare83@gmail.com
> 608-620-3001
>
>
>> On Nov 17, 2016, at 9:24 AM, Anne Katz and David Wallner <annedave@chorus.net> wrote:
>>
>> I think sending these to the ALRC and the PC and the City Council and the mayor's office would be great. Who else?
>>
>> Kids, dogs, moms and dads, no fences, people having a good time, what could be bad about that? (The rock band might be a concern to a few in the second video, but the pledge from BKM that they would avoid loud amped music might help on that score.) Mike and his group could send these up the line, or you and Paul could as "concerned citizens." Mike contacted me today about a future meeting. Claire and Eric should be involved next time, maybe meeting in their office. I'd also suggest sending out that packet of info you put together earlier to the committees, etc. Were there any glowing editorials in that packet from the Journal or other sources? Let's get a meeting set up soon with parks staff.
>>
>> DW
>>
>> From: "Tom DeChant" <tdmadtown@charter.net>
>> To: "Anne Katz & David Wallner" <annedave@chorus.net>
>> Sent: Wednesday, November 16, 2016 11:39:49 PM
>> Subject: FW: Watch "Estabrook Beer Garden Promo 960x540" on YouTube
>>
>> Here's second one. Review them and see if you think they'd help sell the concept. Parts of this second promo show a tented environment that must have been temporary (for the opening). Might be confusing?
>>
>> From: Paul Gibler [mailto:pigibler@gmail.com]
>> Sent: Wednesday, November 16, 2016 10:26 PM
>> To: Tom Dechant <tdmadtown@charter.net>
>> Subject: Watch "Estabrook Beer Garden Promo 960x540" on YouTube
>>
>> https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_FKmbp0ba0QE&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=OrQJeYRrgRObA-k1jo4LC7Q-0AbhxYSOzYcqSXXgZzA&m=QivrSyo1lejL64sKIX7RCJT9Yd28G51b4p_QKphVqrw&s=htqHltfOkL-pZQqeT5u5Mk9Q-CTwT2TmNKnuI_1Gvis&e=
>

Message: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

☐ Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

From Mike Bare Date Friday, November 18, 2016 8:34 PM

To Tom DeChant

Cc Wallner, David; Oleksiak, Claire; Knepp, Eric; Romines, Charles; travis r mueller; erik ke sting

Subject Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

☐ Olbrich Biergarten Neighborhood Map.pdf (5714 Kb) ☐ ATT00001.txt (8 Kb)

Great idea. We had already discussed doing something similar, but you've added to the utility of the attached latest version.

I say the more the merrier, Tom. Your perspective and expertise is helpful.

Thanks,
Mike

170 stalls

75 stalls

160 stalls

110 stalls

> On Nov 18, 2016, at 12:54 PM, Tom DeChant <tdmادتown@charter.net> wrote:

> I can also make November 30th at 2:30 PM - what would be meeting location?

> Some quick thoughts, which others may have already arrived at:

> A. For upcoming presentations (neighborhood groups, Parks Commission, ALRC), I think a large graphic of the park and near-adjacent neighborhood would be helpful (poster board or PowerPoint projection). On it you could illustrate detail of biergarten location, parking numbers, proximity to nearest houses, two bus stops at Walker (served by 4 bus routes), Capital City bike bath crossing at Walker (you can see beach house from it), traffic signal and crosswalk island at Walker, proximity to ball field parking, etc. From my UDC experience, I know folks need visual props to help understand issues (or non-issues, as the case may be...).

> A. On fencing issue, it does feel like the short distance between the beach house and the beach (along edge of sand) might need some fairly solid barrier to keep folks from wandering up from the beach unnoticed. However, the larger biergarten space itself could be delimited by a permeable element like blue & white biergarten pennants strung on poles. These are typically strung at many biergartens, and could actually serve as a useful marketing tool as well, since they would be visible from Monona Drive.

> I have UDC at 4:30 on November 30th, so depending on location of the meeting, I may have to leave early. But would like to attend your meeting if it would be useful.

> Tom DeChant

> -----Original Message-----
> From: Anne Katz and David Wallner [mailto:annedave@chorus.net]
> Sent: Friday, November 18, 2016 9:46 AM
> To: Mike Bare <mike.bare83@gmail.com>
> Cc: Claire Oleksiak <COleksiak@cityofmadison.com>; Tom DeChant <tdmaddtown@charter.net>; Eric Knepp <EKnepp@cityofmadison.com>; Charles Romines <CRomines@cityofmadison.com>; travis r mueller <travis.r.mueller@gmail.com>; erik keesting <erik.keesting@gmail.com>
> Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

>
> Claire: Nov. 30 at 2:30 works for me. If you get a chance, give me a call at 256-2958.
>
> David Wallner
>

> ----- Original Message -----
> From: "Mike Bare" <mike.bare83@gmail.com>
> To: "Claire Oleksiak" <COleksiak@cityofmadison.com>
> Cc: "David Wallner" <annedave@chorus.net>, "Tom DeChant" <tdmaddtown@charter.net>, "Eric Knepp" <EKnepp@cityofmadison.com>, "Charles Romines" <CRomines@cityofmadison.com>, "travis r mueller" <travis.r.mueller@gmail.com>, "erik keesting" <erik.keesting@gmail.com>
> Sent: Friday, November 18, 2016 8:54:33 AM
> Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

>
> 11/30 at 2:30pm works for our team (Travis will likely join by phone). We re working on a list of answers to the concerns we heard at the ALRC hearing that we would like to share with all of you at this meeting.
> Thank you,
> Mike
>

>
> > On Nov 17, 2016, at 4:26 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:
> >
> > .Good afternoon-
> >
> > Thanks for the updates.
> >
> > 11/28 from 10:30 to Noon: Charlie and I are available
> > 11/30 from 2:30 -4:30 pm: Eric, Charlie and I are available (as this
> > point)
> >
> > Preference from the rest of the group?
> >
> > Best,
> > Claire
> >
> > Claire Oleksiak
> > Community Services Manager
> > Parks Division, City of Madison
> > 210 MLK Jr. Blvd. Rm. 104
> > 608-243-0187 (office). 607-339-1340 (cell) Like us on Facebook.
> > Twitter @PlayMadison
> >
> >
> >
> > -----Original Message-----
> > From: Mike Bare [mailto:mike.bare83@gmail.com]
> > Sent: Thursday, November 17, 2016 11:24 AM
> > To: Wallner, David
> > Cc: Tom DeChant; Oleksiak, Claire; Knepp, Eric; Romines, Charles;
> > travis.r.mueller@gmail.com; erik.keesting@gmail.com
> > Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

> >
> > Thanks Dave and Tom,
> >
> > Copying Travis and Erik from our team.
> >
> > We think this was a good outcome last night. It will give the neighbors another chance to be heard, and give the Parks Commission a chance to weigh in on the policy questions that came up. It s useful to remember that Alder Verveer acknowledged that we have done an unprecedented amount of outreach, and stated that ALRC received a record number of letters of support."
> >
> > So, I d like to thank everyone for the help and support.
> >
> > We re putting together a package of answers to the concerns we heard last night that we will share and vet with all of you. I ll also be reaching out to Alder Ahrens and the neighbors to get another neighborhood information session set up. That is also a forum where this kind of thing will be useful. As will a unified message from supporters like Tom, Rutabaga, and all of you folks at Parks.
> >
> > Agree on everyone meeting soon. I can meet tomorrow before 1pm, 11/21 before 1pm, 11/28 before noon, 11/30 after noon, 12/1 before noon, and 12/2 before 1.
> >

> > Thanks,
> > Mike
> > -----
> > Mike Bare
> > Co-Owner
> > BKM Group, LLC d/b/a Olbrich Biergarten mike.bare83@gmail.com
> > 608-620-3001
> >
> >
> >> On Nov 17, 2016, at 9:24 AM, Anne Katz and David Wallner <annedave@chorus.net> wrote:
> >>
> >> I think sending these to the ALRC and the PC and the City Council and the mayor's office
would be great. Who else?
> >>
> >> Kids, dogs, moms and dads, no fences, people having a good time, what could be bad about that?
(The rock band might be a concern to a few in the second video, but the pledge from BKM that they
would avoid loud amped music might help on that score.) Mike and his group could send these up the
line, or you and Paul could as "concerned citizens." Mike contacted me today about a future
meeting. Claire and Eric should be involved next time, maybe meeting in their office. I'd also
suggest sending out that packet of info you put together earlier to the committees, etc. Were
there any glowing editorials in that packet from the Journal or other sources? Let's get a meeting
set up soon with parks staff.
> >>
> >> DW
> >>
> >> From: "Tom DeChant" <tdmادتown@charter.net>
> >> To: "Anne Katz & David Wallner" <annedave@chorus.net>
> >> Sent: Wednesday, November 16, 2016 11:39:49 PM
> >> Subject: FW: Watch "Estabrook Beer Garden Promo 960x540" on YouTube
> >>
> >> Here s second one. Review them and see if you think they d help sell the concept. Parts of
this second promo show a tented environment that must have been temporary (for the opening). Might
be confusing?
> >>
> >> From: Paul Gibler [mailto:pjgibler@gmail.com]
> >> Sent: Wednesday, November 16, 2016 10:26 PM
> >> To: Tom Dechant <tdmادتown@charter.net>
> >> Subject: Watch "Estabrook Beer Garden Promo 960x540" on YouTube
> >>
> >> https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_FKmBp0ba0QE&d=CwIFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=OrQJeYRrgRObA-k1jo4LC7Q-0AbhxYSOzYcqSXXgZzA&m=QivrSyollejL64sKIX7RCJT9Yd28G51b4p_QKphVqrw&s=htqHltfOKL-pZQqeT5u5Mk9Q-CTwT2TmNKnuI_1Gvis&e=
> >>
> >

Message: Accept: Biergarten

☐ Accept: Biergarten

From Wallner, David Date Friday, November 18, 2016 10:21 PM

To Oleksiak, Claire

Cc

Subject Accept: Biergarten

Subject: Biergarten

Organizer: COleksiak@cityofmadison.com

Location: Parks


Time: Wednesday, November 30, 2016, 2:30:00 PM - 3:30:00 PM GMT -06:00 US/Canada Central

Invitees: tdmadtown@charter.net; EKnepp@cityofmadison.com; CRomines@cityofmadison.com;
travis.r.mueller@gmail.com; erik.kesting@gmail.com; annedave@chorus.net; mike.bare83@gmail.com

~~*~*~*~*~*~*~*

Yes, I will attend.

Message: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

 Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

From Wallner, David Date Monday, November 21, 2016 1:18 PM

To Mike Bare

Cc Oleksiak, Claire

Subject Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

Mike: I contacted Scott Milfred at the Wis. State Journal about them doing an editorial on the beer garden. I spelled out what I knew and he asked that we send him materials, videos, plans so they could review the idea. Someone could also put together a guest editorial letter supporting the idea that they might run. Getting the paper's endorsement of the idea would be a good step forward. I will leave it to you two to discuss who contacts Scott, assuming you are interested in this option.

DAVE WALLNER

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

From: "Mike Bare" <mike.bare83@gmail.com>

To: "Claire Oleksiak" <COleksiak@cityofmadison.com>

Cc: "Tom DeChant" <tdmadtown@charter.net>, "David Wallner" <annedave@chorus.net>, "Eric Knepp" <EKnepp@cityofmadison.com>, "Charles Romines" <CRomines@cityofmadison.com>, "travis r mueller" <travis.r.mueller@gmail.com>, "erik ke sting" <erik.ke sting@gmail.com>

Sent: Monday, November 21, 2016 11:53:46 AM

Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

We counted on the Google maps satellite image. That has a bit of guess work though because of the tree cover. We should use what you have provided.

> On Nov 21, 2016, at 11:42 AM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>

> Hi Mike -

>

> I'm getting a few different numbers for the parking spots based on a ranger spreadsheet. Where did you get the numbers for your map? Want to see if your data may be more accurate. See attached

>

> Thanks,

> Claire

>

> Claire Oleksiak

> Community Services Manager

> Parks Division, City of Madison

> 210 MLK Jr. Blvd. Rm. 104

> 608-243-0187 (office). 607-339-1340 (cell)

> Like us on Facebook. Twitter @PlayMadison

>

>

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike.bare83@gmail.com>]

> Sent: Friday, November 18, 2016 8:28 PM

> To: Tom DeChant

> Cc: Wallner, David; Oleksiak, Claire; Knepp, Eric; Romines, Charles; travis r mueller; erik ke sting

> Subject: Re: Watch "Estabrook Beer Garden Promo 960x540" on YouTube

>


> Great idea. We had already discussed doing something similar, but you've added to the utility of the attached latest version.

>

> I say the more the merrier, Tom. Your perspective and expertise is helpful.

>
> Thanks,
> Mike
> <Olbrich Parking Spaces .xls>

Message: Re: PS Re beer garden meeting

 Re: PS Re beer garden meeting

From Wallner, David Date Monday, December 12, 2016 6:19 PM

To Carl Landsness

Cc Knepp, Eric;Ahrens, David;district2;Rummel, Marsha

Subject Re: PS Re beer garden meeting

Carl: Thanks for your thoughtful words and your comments on our efforts at Olbrich. After many years of civic involvement, I'm used to people throwing a few stones my way. It's not pleasant, but it's all made tolerable by kind and rational people like you. Keep up your good work. The city needs more people like you.

David Wallner

From: "Carl Landsness" <earthchild@rebirththeearth.org>

To: annedave@chorus.net

Sent: Friday, December 9, 2016 3:43:47 PM

Subject: PS Re beer garden meeting

Insert "soul-serving" before 'synergy'



From: Carl Landsness <earthchild@rebirththeearth.org>

To: "annedave@chorus.net" <annedave@chorus.net>

Sent: Friday, December 9, 2016 3:22 PM

Subject: Re beer garden meeting

Mr. Wallner,

I felt badly for what you walked into last night re the beer garden proposal... sensing a lynch mob setup before you even started.

While I have reservations about the proposal, I am willing to explore win/win synergy with all stakeholders (a major mission of mine in many polarized realms). As a Madison native (with Olbrich as my primary childhood beach) and as a Friends of Starkweather and Eastside Planning Council board member... I have huge love and commitment to this area... and have participated strongly in various visioning for Olbrich Park, Olbrich Gardens, Garver, Starkweather and more (since I returned to my Madison roots twelve years ago... after 30 years out west in yuppiedom).

I even remember you reflecting back my "sanity, serenity and serendipity" words at a meeting re Garver proposals.

I sent the below letter to my Starkweather board last night... and am committed to exploring win/win ways to serve and honor both people and place...

in search of sanity, serenity, serendipity and... **SYNERGY**.

May the s's be with us



Carl Landsness

Madison native son, prodigal son, peacemaker, placemaker, troublemaker and steward (e.g. [here](#) and [here](#)).

----- Forwarded Message -----

From: Carl Landsness <earthchild@rebirththeearth.org>

To: Dea Larsen Converse <dealarsen4@gmail.com>; Lance Green <greenlance@aol.com>; Dave Pulkowski <david_pulkowski@gmx.com>; "dnjohnson@yahoo.com" <dnjohnson@yahoo.com>; Dane Wudel <dmw.fsc@gmail.com>; Deborah Crabtree <deborah@goodmancenter.org>; Paul Noeldner <paul_noeldner@hotmail.com>; Sean Gere <seangere@gmail.com>; Theresa Vander Woude <theresa.vanderwoude@cleanlakesalliance.com>

Cc: Brad Hinkfuss <bradhinkfuss@gmail.com>; Marsha Rummel <district6@cityofmadison.com>; Betty Chewning <bachewning@gmail.com>

Sent: Friday, December 9, 2016 12:00 AM

Subject: Olbrich Beach beer garden public input meeting

Lance and I attended a public input meeting tonight (Thur) re the Olbrich Beach beer garden proposal... hosted by Alder David Ahrens. I felt rather sad at how adversarial and hostile the meeting (about 80-100) felt was from the beginning...

with many angry people interrupting and attacking the first presenter (Parks Commission president David Wallner) before he even finished...

setting the tone for a very hostile 90 minute meeting.

I suspect that this resulted from a few angry neighbors or park users lobbying many others (Eastmorland and Lake Edge neighbors) with preset opinions and information.

I personally found much value in the presentations (from Ahrens, Wallner and beer garden proposer Mike Bare) and other info from parks community services mgr. Claire Oleksiak and parks superintendent Eric Knepp... helping me see positive possibilities to work **with** (vs. against)... even though I was wary of this proposal. The subjects of anger were diverse (e.g. not being notified earlier, noise, traffic, parking, alcohol, minors, lake access, restrooms).

Lance outlined the FSC letter/position (attached).

Questions were cutoff (at 90 minutes) before I could speak.

I do acknowledge that parks may have catalyzed the anger by not involving the public sooner (despite following standard parks procedures)...

and that their responses did more to escalate than deescalate the anger.

This goes before the city parks commission next Wed. at Warner and before the city alcohol commission on Dec. 21.

I encourage FSC to testify at both.

I personally plan to be at both (whether representing FSC or not).

After the meeting... I caught the last of SASY council meeting... reporting on the beer garden meeting...

finding much interest from chair Brad Hinkfuss, Alder Rummel and Betty Chewning...

now planning to step up their involvement in this.

I will likely post some comments on a couple listservs.

Carl

Message: Re: Olbrich talking points

☐ Re: Olbrich talking points

From Wallner, David Date Wednesday, December 14, 2016 2:28 PM

To Oleksiak, Claire

Cc

Subject Re: Olbrich talking points

☐ image001.png (8 Kb)

No problem.

DAVE

From: "Claire Oleksiak" <COleksiak@cityofmadison.com>

To: "David Wallner" <annedave@chorus.net>

Cc: "Eric Knepp" <EKnepp@cityofmadison.com>, "Charles Romines" <CRomines@cityofmadison.com>

Sent: Wednesday, December 14, 2016 1:43:07 PM

Subject: RE: Olbrich talking points

David-

I would prefer not to have it available. I did not write it for public consumption. I think it is a bit too point-counter-point in support of the concept, which is better for BKM to deliver. It's really only for organizing my thinking and how I want to structure the introduction themes.

I prepared an operational plan summary that Kay did/was going to have printed for the Committee.

I'll of course defer to Eric and Charlie if they would like something different.

Thanks,

Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Wallner, David

Sent: Wednesday, December 14, 2016 1:02 PM

To: Oleksiak, Claire

Cc: Knepp, Eric; Romines, Charles

Subject: Olbrich talking points

Claire: I read over your talking points summary this morning. This is really fine work, that should answer most of the questions people have about both the plan and the PROCESS. How about having copies of this available tonight to give to people?

See you then.

DAVE

Beer Garden Pilot at Olin 2017

Goal

Release an RFP for a 2017 beer garden pilot in the picnic area at Olin Park. Anticipate this will be run by a third party vendor (not a non-profit). The picnic area would need to be approved as a location to sell beer through the Alcohol License Review Committee.

Timeline

July 18-22: Discuss with Katie Crawley Mayor's view on piloting beer gardens in 2017.

July 25-29: Meet with select members of the ALRC to determine if they would support project and/or under what conditions they would support the project. Asterisk next to potential people to speak with in first round of conversations. Members include:

- Common Council Member Paul E. Skidmore
- Common Council Member Michael E. Verveer*
- Eric Christianson
- James Boxrud
- Carl Gloede*
- Roger Allen
- Adult City Resident Fernando Cano Ospina
- Adult City Resident Thomas A. Landgraf
- Adult City Resident Kathryn D. Hill
- Adult City Resident Michael S. Donnelly
- Adult City Resident Patrick J. Grady
- Everett D. Mitchell
- Mark D. Woulf
- Common Council Member Shiva Bidar-Sielaff*
- Adult City Resident Stefan J. Fletcher

August 1-5: Refine summary page of proposed pilot project at Olin.

August 21: At Board of Park Commission Retreat (no Board meeting this month), inform commissioners of potential RFP. Inquire about interest of members to attend a tour of Milwaukee beer gardens.

August 22: Send doodle scheduler to select date for tour of Milwaukee beer gardens. Potentially include members of ALRC as well.

August 29- September 16: Potential dates Milwaukee tour. One traveling tour ends Sept 5th and other ends on Sept 16. The permanent locations open until October.

November 1: Complete draft RFP for 2017 Beer Garden at Olin

November 15: Release RFP to public

December 15: RFP review

January 15: Select vendor for 2017

Message: FW: Introduction.

 FW: Introduction.

From Knepp, Eric Date Sunday, January 24, 2016 4:37 PM

To Romines, Charles

Cc

Subject FW: Introduction.

 Friends of Olin Turville Park.pdf (7825 Kb)

We should discuss at some point upon Claire starting. This guy, plus FOOT have approached me about biergardens in parks. I think it could work... and possibly in a couple different ways. His idea is to use an existing facility that is underutilized (a la Brittingham Boats).

I'm also including the letter from FOOT, who we should set up a time to meet with on that topic.

EMK

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

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Thursday, January 21, 2016 12:13 PM

To: Knepp, Eric

Subject: Re: Introduction.

Those meetings would be great! I'll take a look at the contracts before then.

Thanks,
mike

> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Monday, January 4, 2016 1:45 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

> Thanks,

> mike

>

>

>

> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Tuesday, December 29, 2015 1:50 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,
> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.
> Thanks again and happy new year!
> Mike
>
>
> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:
>
> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.
>
> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.
>
> Thanks,
>
>
>
> Eric M. Knepp
> Madison Parks Superintendent
> 608.266.4711
> www.cityofmadison.com/parks
> Like us on Facebook. Follow us on Twitter @PlayMadison.
> <image001.jpg>
>
>
>
> From: Mike Bare [<mailto:mike@mbare.org>]
> Sent: Monday, November 23, 2015 3:30 PM
> To: Knepp, Eric
> Subject: Re: Introduction.
>
> Hi Eric,
>
> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?
>
> Thanks,
> mike
>
>
> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:
>
> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.
>
> Thanks,
>
>
> Eric M. Knepp
> Madison Parks Superintendent
> 608.266.4711
> www.cityofmadison.com/parks
> Like us on Facebook. Follow us on Twitter @PlayMadison.
> <image001.jpg>
>
>
>
> From: Eskrich, Sara

> Thanks,

>

>

>

> Eric M. Knepp

> Madison Parks Superintendent

> 608.266.4711

> www.cityofmadison.com/parks

> Like us on Facebook. Follow us on Twitter @PlayMadison.

> <image001.jpg>

>

>

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Monday, November 23, 2015 3:30 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

>

> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>

> Thanks,

> mike

>

>

> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>

> Thanks,

>

>

> Eric M. Knepp

> Madison Parks Superintendent

> 608.266.4711

> www.cityofmadison.com/parks

> Like us on Facebook. Follow us on Twitter @PlayMadison.

> <image001.jpg>

>

>

>

> From: Eskrich, Sara

> Sent: Sunday, November 22, 2015 3:53 PM

> To: Knepp, Eric; mike@mbare.org

> Subject: Introduction.

>

> Hi Eric,

>

> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>

> Have a wonderful Thanksgiving!

>

> Thanks,

> Sara

>

> ---
> Sara Eskrich
> DISTRICT 13 ALDER
> CITY OF MADISON
> (608) 669-6979<~WRD000.jpg>
> district13@cityofmadison.com
>
> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/
>
> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

Message: RE: Introduction.

☐ RE: Introduction.

From Knepp, Eric Date Sunday, January 24, 2016 4:35 PM

To 'Mike Bare'

Cc

Subject RE: Introduction.

Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

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

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Thursday, January 21, 2016 12:13 PM

To: Knepp, Eric

Subject: Re: Introduction.

Those meetings would be great! I'll take a look at the contracts before then.

Thanks,

mike

> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Monday, January 4, 2016 1:45 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

> Thanks,

> mike

>

>

>

> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Tuesday, December 29, 2015 1:50 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

> Thanks again and happy new year!

> Mike

>
>
> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>
> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>
> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

> Thanks,

>
>
> Eric M. Knepp
> Madison Parks Superintendent
> 608.266.4711
> www.cityofmadison.com/parks
> Like us on Facebook. Follow us on Twitter @PlayMadison.
> <image001.jpg>

>
>
>
> From: Mike Bare [<mailto:mike@mbare.org>]
> Sent: Monday, November 23, 2015 3:30 PM
> To: Knepp, Eric
> Subject: Re: Introduction.

>
> Hi Eric,

>
> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>
> Thanks,
> mike

>
> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>
> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>
> Thanks,

>
>
> Eric M. Knepp
> Madison Parks Superintendent
> 608.266.4711
> www.cityofmadison.com/parks
> Like us on Facebook. Follow us on Twitter @PlayMadison.
> <image001.jpg>

>
>
>
> From: Eskrich, Sara
> Sent: Sunday, November 22, 2015 3:53 PM
> To: Knepp, Eric; mike@mbare.org
> Subject: Introduction.

>
> Hi Eric,

>
> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.
>
> Have a wonderful Thanksgiving!
>
> Thanks,
> Sara
>
> ---
> Sara Eskrich
> DISTRICT 13 ALDER
> CITY OF MADISON
> (608) 669-6979<~WRD000.jpg>
> district13@cityofmadison.com
>
> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/
>
> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

> Sent: Sunday, November 22, 2015 3:53 PM
> To: Knepp, Eric; mike@mbare.org
> Subject: Introduction.
>
> Hi Eric,
>
> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.
>
> Have a wonderful Thanksgiving!
>
> Thanks,
> Sara
>
> ---
> Sara Eskrich
> DISTRICT 13 ALDER
> CITY OF MADISON
> (608) 669-6979<~WRD000.jpg>
> district13@cityofmadison.com
>
> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/
>
> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

- [Image 1](#)
- [Image 2](#)
- [Image 3](#)
- [Image 4](#)
- [Image 5](#)
- [Image 6](#)
- [Image 7](#)
- [Image 8](#)
- [Image 9](#)
- [Image 10](#)
- [Image 11](#)
- [Image 12](#)
- [Image 13](#)
- [Image 14](#)
- [Image 15](#)
- [Image 16](#)
- [Image 17](#)
- [Image 18](#)
- [Image 19](#)
- [Image 20](#)
- [Image 21](#)

Image 1

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Tuesday, February 09, 2016 12:14 PM

To Knepp, Eric

Cc

Subject Re: Introduction.

Hi Eric, checking back in as requested. Hope all is well.

Best,
mike

> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Thursday, January 21, 2016 12:13 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Those meetings would be great! I'll take a look at the contracts before then.

> Thanks,

> mike

>

>

>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, January 4, 2016 1:45 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>> Thanks,

>> mike

>>

>>

>>

>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Tuesday, December 29, 2015 1:50 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>> Thanks again and happy new year!

>> Mike

>>

>>

>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>

>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>

>> Thanks,

>>

>>

>>

>> Eric M. Knepp

>> Madison Parks Superintendent

>> 608.266.4711

>> www.cityofmadison.com/parks

>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>> <image001.jpg>

>>

>>

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, November 23, 2015 3:30 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>>

>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>

>> Thanks,

>> mike

>>

>>

>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>

>> Thanks,

>>

>>

>> Eric M. Knepp

>> Madison Parks Superintendent

>> 608.266.4711

>> www.cityofmadison.com/parks

>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>> <image001.jpg>

>>

>>

>>

>> From: Eskrich, Sara

>> Sent: Sunday, November 22, 2015 3:53 PM

>> To: Knepp, Eric; mike@mbare.org

>> Subject: Introduction.

>>

>> Hi Eric,

>>

>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>

>> Have a wonderful Thanksgiving!

>>

>> Thanks,

>> Sara

>>

>> ---

>> Sara Eskrich

>> DISTRICT 13 ALDER

>> CITY OF MADISON

>> (608) 669-6979<~WRD000.jpg>

>> district13@cityofmadison.com

>>


>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>

>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>

Message: Re: Meeting Availability - Olin Park Beer Garden Concept

 Re: Meeting Availability - Olin Park Beer Garden Concept

From Eskrich, Sara Date Sunday, March 27, 2016 7:12 PM

To Oleksiak, Claire;Carter, Sheri

Cc Romines, Charles

Subject Re: Meeting Availability - Olin Park Beer Garden Concept

Hi Claire,

Great to "meet" you. Welcome!

I would be happy to meet on 4/6 at 3pm (only have 1/2 hour) or 4/7 at 5pm or later.

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire

Sent: Monday, March 21, 2016 11:03 AM

To: Eskrich, Sara; Carter, Sheri

Cc: Romines, Charles

Subject: Meeting Availability - Olin Park Beer Garden Concept

Good Morning Alder Eskrich and Alder Carter-

Very nice to meet you electronically. I have recently joined Parks as the new community services manager.

As you may know, Friends of Olin-Turville submitted a letter to Parks in September 2015 requesting that we explore the possibility of creating a temporary beer garden in Olin Park in the summer of 2016, similar to the 'traveling' beer gardens in the Milwaukee County Parks. I would like to organize a meeting for us to discuss the idea and gather your feedback. Your attendance is critical to the meeting. I am reaching out to you first to coordinate availability before adding the rest of the meeting invitees.

Please let me know what works for you from the following:

-Thursday 3/31 anytime after 1 pm

-Wednesday 4/6 between 10 am- 12:30 pm or anytime after 3 pm

-Thursday 4/7 anytime after 2 pm



Thank you,
Claire

Claire Oleksiak

Community Services Manager
Parks Division, City of Madison
colesiak@cityofmadison.com

Like us on [Facebook](#). Follow us on Twitter @PlayMadison

Message: Re: Talking Points - Madison Beer Garden Concept

 Re: Talking Points - Madison Beer Garden Concept
From Eskrich, Sara Date Saturday, April 09, 2016 9:27 AM
To Oleksiak, Claire; Romines, Charles
Cc
Subject Re: Talking Points - Madison Beer Garden Concept
 image002.png (8 Kb)
Thanks, Claire. Very helpful.

It was great to meet you - it's clear we are lucky to have you join city staff!

Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire
Sent: Friday, April 8, 2016 4:02 PM
To: Eskrich, Sara; Romines, Charles
Subject: Talking Points - Madison Beer Garden Concept

Good afternoon Alder Eskrich –

Very nice to meet you yesterday. Below are talking points for trial Madison beer gardens in summer 2016 . I have also attached images from the Milwaukee gardens.

- History - In September 2015, Friends of Olin-Turnville (FOOT) submitted a letter to the Madison Parks Division requesting that we explore the creation of a temporary beer garden in Olin in the summer of 2016, similar to the Traveling Beer Gardens (TBG) in Milwaukee County Parks.

Goals - Provide a welcoming respite and amenity in the park; be a model of positive place-making; increase activity and 'eyes' in the park; be at least revenue neutral for Parks; test the concept this year and then evaluate in winter to determine if want to continuing into the future.

Proposal for 2016 Trial:

1. Only want to include parks in the trial that have Alder and neighborhood support
 2. A welcoming, family-friendly, and community environment
 3. Three park locations – Olin, Tenney and Vilas
 4. Up to 12 dates per park (most likely four weekends of Fri, Sat, Sun or three weekends of Thur, Fri, Sat, Sun)
 5. No more than one vendor per park
 6. No amplified music
- Timeline - Determine Locations by Friday, April 29 so that decision can be presented at the Parks Commission meeting on May 11th

Thanks,
Claire


Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
608.243.0187 office
607.339.1340 mobile
coleksiak@cityofmadison.com

Like us on [Facebook](#).

Follow us on Twitter @PlayMadison



Message: Meeting Availability - Olin Park Beer Garden Concept

 Meeting Availability - Olin Park Beer Garden Concept

From Oleksiak, Claire Date Monday, March 21, 2016 11:03 AM

To Eskrich, Sara;Carter, Sheri

Cc Romines, Charles

Subject Meeting Availability - Olin Park Beer Garden Concept

Good Morning Alder Eskrich and Alder Carter-

Very nice to meet you electronically. I have recently joined Parks as the new community services manager.

As you may know, Friends of Olin-Turville submitted a letter to Parks in September 2015 requesting that we explore the possibility of creating a temporary beer garden in Olin Park in the summer of 2016, similar to the 'traveling' beer gardens in the Milwaukee County Parks. I would like to organize a meeting for us to discuss the idea and gather your feedback. Your attendance is critical to the meeting. I am reaching out to you first to coordinate availability before adding the rest of the meeting invitees.

Please let me know what works for you from the following:

-Thursday 3/31 anytime after 1 pm

-Wednesday 4/6 between 10 am- 12:30 pm or anytime after 3 pm

-Thursday 4/7 anytime after 2 pm

Thank you,

Claire

Claire Oleksiak


Community Services Manager

Parks Division, City of Madison

coleksiak@cityofmadison.com

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#)

Message: RE: Meeting Availability - Olin Park Beer Garden Concept

 RE: Meeting Availability - Olin Park Beer Garden Concept
From Oleksiak, Claire Date Tuesday, March 29, 2016 8:13 AM
To Carter, Sheri; Eskrich, Sara
Cc Romines, Charles
Subject RE: Meeting Availability - Olin Park Beer Garden Concept
Good morning-

I will schedule the meeting for Thursday, April 7th at 5 pm. Thank you for making time to attend.

Best,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
coleksiak@cityofmadison.com
Like us on [Facebook](#). Follow us on Twitter @PlayMadison

From: Carter, Sheri
Sent: Monday, March 28, 2016 12:14 PM
To: Eskrich, Sara; Oleksiak, Claire
Cc: Romines, Charles
Subject: Re: Meeting Availability - Olin Park Beer Garden Concept

Good Afternoon,
I can not meet on 3/31 - I have meetings all afternoon.

I can meet on:
4/6 - 3 pm - 4 pm
4/7 - 5 pm for 1/2 hr. I have a meeting starting at 5:30 pm.

Best Regards,
Alder Sheri Carter

District 14 - Madison Common Council
(c) 608-698-6027
e-mail: district14@cityofmadison.com
website: www.cityofmadison.com/council/district14

Confidentiality Notice: This E-mail and any attachments may contain confidential information. Use and

further disclosure of the information by the recipient must be consistent with applicable laws, regulations and agreements. If you received this E-mail in error, please notify the sender; delete the E-mail; and do not use, disclose or store the information it contains.

From: Eskrich, Sara
Sent: Sunday, March 27, 2016 7:11 PM
To: Oleksiak, Claire; Carter, Sheri
Cc: Romines, Charles
Subject: Re: Meeting Availability - Olin Park Beer Garden Concept

Hi Claire,

Great to "meet" you. Welcome!

I would be happy to meet on 4/6 at 3pm (only have 1/2 hour) or 4/7 at 5pm or later.

Thanks,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire
Sent: Monday, March 21, 2016 11:03 AM
To: Eskrich, Sara; Carter, Sheri
Cc: Romines, Charles
Subject: Meeting Availability - Olin Park Beer Garden Concept

Good Morning Alder Eskrich and Alder Carter-

Very nice to meet you electronically. I have recently joined Parks as the new community services manager.

As you may know, Friends of Olin-Turville submitted a letter to Parks in September 2015 requesting that we explore the possibility of creating a temporary beer garden in Olin Park in the summer of 2016, similar to the 'traveling' beer gardens in the Milwaukee County Parks. I would like to organize a meeting for us to discuss the idea and gather your feedback. Your attendance is critical to the meeting. I am reaching out to you first to coordinate availability before adding the rest of the meeting invitees.

Please let me know what works for you from the following:

- Thursday 3/31 anytime after 1 pm
- Wednesday 4/6 between 10 am- 12:30 pm or anytime after 3 pm
- Thursday 4/7 anytime after 2 pm

Thank you,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
coleksiak@cityofmadison.com

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#)

Message: Traveling Beer Garden Concept Meeting

☐ Traveling Beer Garden Concept Meeting

From Oleksiak, Claire Date Tuesday, March 29, 2016 4:41 PM

To Eskrich, Sara;Carter, Sheri;Romines, Charles;Wallner, David;Woulf, Mark;Schmitt,
Joshua;'tdmadtown@charter.net';Veum, Eric;Viste, Doran;Allen, Roger;Gloede, Carl;Patterson, John;Conf Rm
PA Goodman-This room is not set up. If you wish to have it set up contact: Lisa Laschinger

Cc
Subject Traveling Beer Garden Concept Meeting

When: Thursday, April 07, 2016 5:00 PM-6:00 PM (UTC-06:00) Central Time (US & Canada).

Where: Goodman - 1402 Wingra Creek Pkwy

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Please join us for a meeting to discuss the concept of trying a traveling beer garden in Madison Parks this summer. Thank you!

Message: Accepted: Traveling Beer Garden Concept Meeting

☐ Accepted: Traveling Beer Garden Concept Meeting


From Eskrich, Sara Date Tuesday, March 29, 2016 6:30 PM

To Oleksiak, Claire

Cc

Subject Accepted: Traveling Beer Garden Concept Meeting

Message: Talking Points - Madison Beer Garden Concept



 Talking Points - Madison Beer Garden Concept

From Oleksiak, Claire Date Friday, April 08, 2016 4:03 PM

To Eskrich, Sara;Romines, Charles

Cc

Subject Talking Points - Madison Beer Garden Concept

 BeerGarden.ppt (4573 Kb)  image002.png (8 Kb)

Good afternoon Alder Eskrich –

Very nice to meet you yesterday. Below are talking points for trial Madison beer gardens in summer 2016 . I have also attached images from the Milwaukee gardens.

- History - In September 2015, Friends of Olin-Turnville (FOOT) submitted a letter to the Madison Parks Division requesting that we explore the creation of a temporary beer garden in Olin in the summer of 2016, similar to the Traveling Beer Gardens (TBG) in Milwaukee County Parks.

Goals - Provide a welcoming respite and amenity in the park; be a model of positive place-making; increase activity and ‘eyes’ in the park; be at least revenue neutral for Parks; test the concept this year and then evaluate in winter to determine if want to continuing into the future.

Proposal for 2016 Trial-

1. Only want to include parks in the trial that have Alder and neighborhood support
 2. A welcoming, family-friendly, and community environment
 3. Three park locations – Olin, Tenney and Vilas
 4. Up to 12 dates per park (most likely four weekends of Fri, Sat, Sun or three weekends of Thur, Fri, Sat, Sun)
 5. No more than one vendor per park
 6. No amplified music
- Timeline - Determine Locations by Friday, April 29 so that decision can be presented at the Parks Commission meeting on May 11th

Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
608.243.0187 office




607.339.1340 mobile
colesiak@cityofmadison.com

Like us on [Facebook](#).

Follow us on Twitter [@PlayMadison](#)



Message: RE: Talking Points - Madison Beer Garden Concept

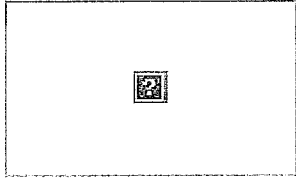
 RE: Talking Points - Madison Beer Garden Concept
From Oleksiak, Claire Date Monday, April 11, 2016 10:11 AM
To Eskrich, Sara; Romines, Charles
Cc
Subject RE: Talking Points - Madison Beer Garden Concept
 image001.png (8 Kb)  image002.png (8 Kb)
Thank you - I feel fortunate to be with the City Parks staff!

I look forward to working together,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
608.243.0187 office
607.339.1340 mobile
coleksiak@cityofmadison.com

Like us on [Facebook](#).

Follow us on Twitter @PlayMadison



From: Eskrich, Sara
Sent: Saturday, April 09, 2016 9:27 AM
To: Oleksiak, Claire; Romines, Charles
Subject: Re: Talking Points - Madison Beer Garden Concept

Thanks, Claire. Very helpful.

It was great to meet you - it's clear we are lucky to have you join city staff!

Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire
Sent: Friday, April 8, 2016 4:02 PM
To: Eskrich, Sara; Romines, Charles
Subject: Talking Points - Madison Beer Garden Concept

Good afternoon Alder Eskrich –

Very nice to meet you yesterday. Below are talking points for trial Madison beer gardens in summer 2016 . I have also attached images from the Milwaukee gardens.

- History - In September 2015, Friends of Olin-Turnville (FOOT) submitted a letter to the Madison Parks Division requesting that we explore the creation of a temporary beer garden in Olin in the summer of 2016, similar to the Traveling Beer Gardens (TBG) in Milwaukee County Parks.
- Goals - Provide a welcoming respite and amenity in the park; be a model of positive place-making; increase activity and 'eyes' in the park; be at least revenue neutral for Parks; test the concept this year and then evaluate in winter to determine if want to continuing into the future.
- Proposal for 2016 Trial-
 1. Only want to include parks in the trial that have Alder and neighborhood support
 2. A welcoming, family-friendly, and community environment
 3. Three park locations – Olin, Tenney and Vilas
 4. Up to 12 dates per park (most likely four weekends of Fri, Sat, Sun or three weekends of Thur, Fri, Sat, Sun)
 5. No more than one vendor per park
 6. No amplified music
- Timeline - Determine Locations by Friday, April 29 so that decision can be presented at the Parks Commission meeting on May 11th

Thanks,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
608.243.0187 office
607.339.1340 mobile
coleksiak@cityofmadison.com

Like us on [Facebook](#).

Follow us on Twitter [@PlayMadison](#)



Message: Site Visit - Milwaukee Beer Gardens

☐ Site Visit - Milwaukee Beer Gardens

From Oleksiak, Claire Date Monday, September 12, 2016 1:19 PM

To Oleksiak, Claire;Knepp, Eric;Wallner, David;Romines, Charles;Rutledge, Kay;Leopold, Madelyn;Ragland, Nancy;Clear, Mark;Baldeh, Samba;'Jeffrey Lewis';Gnam, Emily;Schmidt, Janet;Crawley, Katie;Schmitt, Joshua;Gloede, Carl;Zilavy, Jennifer

Cc

Subject Site Visit - Milwaukee Beer Gardens

When: Thursday, September 22, 2016 11:30 AM-12:00 PM (UTC-06:00) Central Time (US & Canada).

Where: Meet at Goodman Maintenance Facility - 1402 Wingra Creek Pkwy

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Goal of the trip is to see the facilities and set-up for evaluation of the concept/operation in Madison Parks. Milwaukee Parks have two types of beer gardens – traveling and permanent. The traveling gardens end on Sept 16. The permanent close in October. We will be visiting the permanent beer gardens on this trip.

Thurs., Sept 22


11:30 AM – Leave from Goodman Maintenance Facility located at 1402 Wingra Creek Pkwy

1:00 PM – Visit permanent beer gardens - Estrabrook Park & Humbolt Park. Also visit Hoyt Park & South Shore if time allows. I have reached out to Milwaukee County contacts to ask them about meeting us on site for a conversation.

3:00 PM – Return to Madison

4:30 PM – Arrive at Goodman Maintenance Facility

Message: Thursday, Sept 22nd - Milwaukee Beer Gardens In Park



 Thursday, Sept 22nd - Milwaukee Beer Gardens In Park

From Oleksiak, Claire Date Monday, September 12, 2016 1:13 PM

To Oleksiak, Claire; Knepp, Eric; Wallner, David; Romines, Charles; Rutledge, Kay; Leopold, Madelyn; Ragland, Nancy; Clear, Mark; Baldeh, Samba; 'Jeffrey Lewis'; Gnam, Emily; Schmidt, Janet; Crawley, Katie; Schmitt, Joshua; Gloede, Carl; Zilavy, Jennifer

Cc

Subject Thursday, Sept 22nd - Milwaukee Beer Gardens In Park

 image004.png (8 Kb)  image003.png (8 Kb)

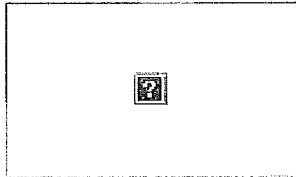
The site visit to Milwaukee will be next Thursday, Sept 22nd from 11:30 -4:30 pm.

Please email me if you did not complete the poll and would like to attend. I will follow-up with an outlook meeting request as well.

I look forward to the trip and learning more about the operation.

Best,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Oleksiak, Claire

Sent: Tuesday, September 6, 2016 10:15 AM

To: Knepp, Eric; Wallner, David; Romines, Charles; Rutledge, Kay; Leopold, Madelyn; Ragland, Nancy; Clear, Mark; Baldeh, Samba; Jeffrey Lewis; Gnam, Emily; Schmidt, Janet; Crawley, Katie; Schmitt, Joshua; Veum, Eric; Gloede, Carl; Zilavy, Jennifer

Subject: Site Visit Date Poll - Milwaukee Beer Gardens In Park

Good morning –

I am organizing a site visit to Milwaukee Country Park's beer gardens. Goal of the trip is to see the facilities and set-up for evaluation of the concept/operation for Madison Parks. I will be reaching out to Milwaukee County staff to see if they are able to meet us during the visit. We can take city vehicle (s), which will hold 5-10 depending on interest from the group. Let me know if I forgot anyone who should be invited.

Please click [this link](http://doodle.com/poll/kb7p6nafdh6q2xmy) to complete a doodle pool with your availability by Friday, Sept 9 at noon:

<http://doodle.com/poll/kb7p6nafdh6q2xmy>

Milwaukee Parks have two types of beer gardens – traveling and permanent. The traveling gardens end on Sept 16. The

permanent close in October. Below is a tentative itinerary based on date/time:

Mon., Sept 12-Tues., Sept 13 & Thurs., Sept 15

12:30 PM – Leave from Goodman Maintenance Facility

2:00 PM – Visit Estrabrook Park (Permanent)& Humbolt Park (Permanent). On Thurs., 9/15 can also visit Hoyt Park (Permanent) & South Shore (Permanent) if time allows.

4:00 PM – Visit Whitnall Park (Traveling – opens at 4 pm)

4:30 PM – Return to Madison

6:00 PM – Arrive at Goodman Maintenance Facility

Wed., Sept 21, Thurs., Sept 22 & Fri., Sept 23

10:30/11:30/12:30 – Leave from Goodman Maintenance Facility

12/1/2 PM – Visit Estrabrook Park (Permanent)& Humbolt Park (Permanent). Also visit Hoyt Park (Permanent) & South Shore (Permanent) if time allows.

2/3/4 PM – Return to Madison

3:30/4:30/6:00 PM – Arrive at Goodman Maintenance Facility


Best,

Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on [Facebook](#). [Twitter @PlayMadison](#)



Message: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

 Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park


From Oleksiak, Claire Date Tuesday, September 13, 2016 12:47 PM

To Oleksiak, Claire

Cc

BCC Franklin, Stephanie;'president@madisonparksfoundation.org';'tbeck@parkbank.com';'Tom DeChant';Eskrich, Sara;Carter, Sheri;SFranklin@cityofmadison.com;tdmادتown@charter.net;district13@cityofmadison.com;district14@cityofmadison.com

Subject Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

 image003.png (8 Kb)

Good afternoon,

I am arranging a site visit to Milwaukee next Thursday, Sept 22nd from 11:30 -4:30 pm. The goal of the trip is to see the facilities and set-up for evaluation of the concept/operation in Madison Parks. I will be reaching out to Milwaukee County staff about meeting us during the visit.

Please let me know by Thursday, Sept 15th if you would like to attend.

Itinerary:

Thurs., Sept 22

11:30 AM – Leave from Goodman Maintenance Facility located at 1402 Wingra Creek Pkwy

1:00 PM – Visit permanent beer gardens - Estrabrook Park & Humbolt Park. Also visit Hoyt Park & South Shore if time allows. I have reached out to Milwaukee County contacts to ask them about meeting us on site for a conversation.

3:00 PM – Return to Madison

4:30 PM – Arrive at Goodman Maintenance Facility

Best,

Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



Message: Re: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park


 Re: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

From Eskrich, Sara Date Tuesday, September 13, 2016 5:41 PM

To Oleksiak, Claire

Cc

Subject Re: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

 image003.png (8 Kb)

Sounds fabulous. Sorry to miss it, but I have to work.

Appreciate the invite,

Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire

Sent: Tuesday, September 13, 2016 12:46 PM

To: Oleksiak, Claire

Subject: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

Good afternoon,

I am arranging a site visit to Milwaukee next Thursday, Sept 22nd from 11:30 -4:30 pm. The goal of the trip is to see the facilities and set-up for evaluation of the concept/operation in Madison Parks. I will be reaching out to Milwaukee County staff about meeting us during the visit.

Please let me know by Thursday, Sept 15th if you would like to attend.

Itinerary:

Thurs., Sept 22

11:30 AM – Leave from Goodman Maintenance Facility located at 1402 Wingra Creek Pkwy

1:00 PM – Visit permanent beer gardens - Estrabrook Park & Humbolt Park. Also visit Hoyt Park & South Shore if time allows. I

have reached out to Milwaukee County contacts to ask them about meeting us on site for a conversation.

3:00 PM – Return to Madison

4:30 PM – Arrive at Goodman Maintenance Facility

Best,

Claire

Claire Oleksiak

Community Services Manager

Parks Division, City of Madison

210 MLK Jr. Blvd. Rm. 104

608-243-0187 (office). 607-339-1340 (cell)

Like us on [Facebook](#). Twitter [@PlayMadison](#)



Message: Automatic reply: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

☐ Automatic reply: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

From Eskrich, Sara Date Thursday, September 15, 2016 3:47 PM

To Oleksiak, Claire

Cc

Subject Automatic reply: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

Greetings-

I am out of town through Monday 9/20 without access to phone or email. I will respond to your email when I return. Thanks in advance for your patience as I catch-up.




If you need help with a timely matter please call the Common Council office at (608) 266-4074. Also city staff can help with almost any issue, you can find contact info for most issues here:

<http://www.cityofmadison.com/Council/councilMembers/FAQ.cfm>; or use Report a Problem: <https://www.cityofmadison.com/reportaproblem/>.

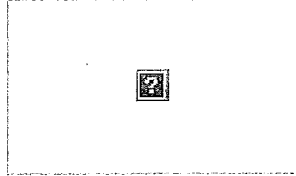
Thanks,

Sara

Message: RE: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

 RE: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park
From Oleksiak, Claire Date Thursday, September 15, 2016 3:47 PM
To Eskrich, Sara
Cc
Subject RE: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park
 image003.png (8 Kb)  image004.png (8 Kb)
Thanks for letting me know. Hope you get a chance to visit them too.

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on Facebook. Twitter @PlayMadison



From: Eskrich, Sara
Sent: Tuesday, September 13, 2016 5:41 PM
To: Oleksiak, Claire
Subject: Re: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

Sounds fabulous. Sorry to miss it, but I have to work.

Appreciate the invite,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Oleksiak, Claire
Sent: Tuesday, September 13, 2016 12:46 PM
To: Oleksiak, Claire
Subject: Thursday, Sept 22nd - Site Visit Milwaukee Beer Gardens In Park

Good afternoon,

I am arranging a site visit to Milwaukee next Thursday, Sept 22nd from 11:30 -4:30 pm. The goal of the trip is to see the facilities and set-up for evaluation of the concept/operation in Madison Parks. I will be reaching out to Milwaukee County staff about meeting us during the visit.

Please let me know by Thursday, Sept 15th if you would like to attend.

Itinerary:

Thurs., Sept 22

11:30 AM – Leave from Goodman Maintenance Facility located at 1402 Wingra Creek Pkwy

1:00 PM – Visit permanent beer gardens - Estrabrook Park & Humbolt Park. Also visit Hoyt Park & South Shore if time allows. I

have reached out to Milwaukee County contacts to ask them about meeting us on site for a conversation.

3:00 PM – Return to Madison

4:30 PM – Arrive at Goodman Maintenance Facility

Best,

Claire

Claire Oleksiak

Community Services Manager

Parks Division, City of Madison


210 MLK Jr. Blvd. Rm. 104

608-243-0187 (office). 607-339-1340 (cell)

Like us on Facebook. Twitter @PlayMadison



Message: Updated Agenda for Thursday, Sept 22nd - Milwaukee Beer Gardens In Park


 Updated Agenda for Thursday, Sept 22nd - Milwaukee Beer Gardens In Park

From Oleksiak, Claire Date Tuesday, September 20, 2016 10:12 AM

To Oleksiak, Claire;Knepp, Eric;Wallner, David;Romines, Charles;Rutledge, Kay;Leopold, Madelyn;Ragland, Nancy;Clear, Mark;Baldeh, Samba;Schmitt, Joshua;Zilavy, Jennifer;'Tom DeChant'

Cc

Subject Updated Agenda for Thursday, Sept 22nd - Milwaukee Beer Gardens In Park

 image004.png (8 Kb)

Good morning –

I have coordinated presentations for our site visits. I will also bring background reading material about the program for the drive. If you need to reach me day-of, my cell is 607-339-1340. Updated itinerary below:

1:00 PM –Estrabrook Park. Presentation and tour by Greg Brundage, General Manager of Estrabrook Beer Garden.

2:00 PM –Whitnall Park. Presentation and tour by Joe Mrozinski, Assistance Chief of Recreation & Business Development at Milwaukee County Parks. Mr. Mrozinski runs the beer garden program in Milwaukee. Whitnall is a traveling site. It has completed improvements funded through the traveling garden program.

2:30 PM – Arrive Humbolt Park or South Shore Park. Presentation and tour by Joe Mrozinski, Assistance Chief of Recreation & Business Development at Milwaukee County Parks.

3:00 PM – Depart for Madison.

4:30/4:45 PM – Arrive Goodman Maintenance Facility

Best,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
210 MLK Jr. Blvd. Rm. 104
608-243-0187 (office). 607-339-1340 (cell)
Like us on [Facebook](#). [Twitter @PlayMadison](#)



Message: FW: Introduction.

☐ FW: Introduction.

From Knepp, Eric Date Thursday, March 24, 2016 9:16 AM

To Oleksiak, Claire

Cc

Subject FW: Introduction.

Another old one. Beer gardens interest.

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

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Tuesday, February 9, 2016 12:14 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric, checking back in as requested. Hope all is well.

Best,

mike

> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Thursday, January 21, 2016 12:13 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Those meetings would be great! I'll take a look at the contracts before then.

> Thanks,

> mike

>

>

>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, January 4, 2016 1:45 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>> Thanks,

>> mike

>>

>>

>>

>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Tuesday, December 29, 2015 1:50 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>> Thanks again and happy new year!

>> Mike

>>

>>

>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>

>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>

>> Thanks,

>>

>>

>>

>> Eric M. Knepp

>> Madison Parks Superintendent

>> 608.266.4711

>> www.cityofmadison.com/parks

>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>> <image001.jpg>

>>

>>

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, November 23, 2015 3:30 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>>

>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>

>> Thanks,

>> mike

>>

>>

>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>

>> Thanks,

>>

>>

>> Eric M. Knepp
>> Madison Parks Superintendent
>> 608.266.4711
>> www.cityofmadison.com/parks
>> Like us on Facebook. Follow us on Twitter @PlayMadison.
>> <image001.jpg>

>>
>>
>>

>> From: Eskrich, Sara
>> Sent: Sunday, November 22, 2015 3:53 PM
>> To: Knepp, Eric; mike@mbare.org
>> Subject: Introduction.

>>

>> Hi Eric,

>>

>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>

>> Have a wonderful Thanksgiving!

>>

>> Thanks,

>> Sara

>>

>> ---

>> Sara Eskrich
>> DISTRICT 13 ALDER
>> CITY OF MADISON
>> (608) 669-6979<~WRD000.jpg>
>> district13@cityofmadison.com

>>

>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>

>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>

Message: RE: Introduction.

 RE: Introduction.

From Oleksiak, Claire Date Thursday, March 24, 2016 3:15 PM

To Knepp, Eric;'mike@mbare.org'

Cc Romines, Charles

Subject RE: Introduction.

Hi Mike -

Eric forwarded your email. I'm the new Community Services Manager - nice to meet you through email.

I have begun doing research into the beer garden concept for Madison. It sounds like you have also done a good bit of research. Would be good to compare notes and hear what you are envisioning. Please send me a couple of dates/times that work for us to meet in April.

Best,
Claire

Claire Oleksiak
Community Services Manager
Parks Division, City of Madison
coleksiak@cityofmadison.com
Like us on Facebook. Follow us on Twitter @PlayMadison

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

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Tuesday, February 9, 2016 12:14 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric, checking back in as requested. Hope all is well.

Best,
mike

> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Thursday, January 21, 2016 12:13 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Those meetings would be great! I'll take a look at the contracts before then.

> Thanks,

> mike

>

>

>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike - The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer

in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, January 4, 2016 1:45 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>> Thanks,

>> mike

>>

>>

>>

>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Tuesday, December 29, 2015 1:50 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>> Thanks again and happy new year!

>> Mike

>>

>>

>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>

>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>

>> Thanks,

>>

>>

>>

>> Eric M. Knepp

>> Madison Parks Superintendent

>> 608.266.4711

>> www.cityofmadison.com/parks

>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>> <image001.jpg>

>>

>>

>>

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Monday, November 23, 2015 3:30 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Hi Eric,

>>

>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular

—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>

>> Thanks,

>> mike

>>

>>

>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>

>> Thanks,

>>

>>

>> Eric M. Knepp

>> Madison Parks Superintendent

>> 608.266.4711

>> www.cityofmadison.com/parks

>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>> <image001.jpg>

>>

>>

>>

>> From: Eskrich, Sara

>> Sent: Sunday, November 22, 2015 3:53 PM

>> To: Knepp, Eric; mike@mbare.org

>> Subject: Introduction.

>>

>> Hi Eric,

>>

>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>

>> Have a wonderful Thanksgiving!

>>

>> Thanks,

>> Sara

>>

>> ---

>> Sara Eskrich

>> DISTRICT 13 ALDER

>> CITY OF MADISON

>> (608) 669-6979<~WRD000.jpg>

>> district13@cityofmadison.com

>>

>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>

>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>

Message: Re: Introduction.

 Re: Introduction.

From Mike Bare Date Wednesday, March 30, 2016 3:39 PM

To Oleksiak, Claire

Cc Knepp, Eric; Romines, Charles

Subject Re: Introduction.

Hi Claire,

Thanks for following up. I'd love to share the research/vision I have.

I'm free AM on the 4th, 10am to 4pm on April 11th, before 4pm on the 12th, AM on the 14th.

Thanks again,
Mike

> On Mar 24, 2016, at 3:15 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>

> Hi Mike -

>

> Eric forwarded your email. I'm the new Community Services Manager - nice to meet you through email.

>

> I have begun doing research into the beer garden concept for Madison. It sounds like you have also done a good bit of research. Would be good to compare notes and hear what you are envisioning. Please send me a couple of dates/times that work for us to meet in April.

>

> Best,

> Claire

>

> Claire Oleksiak

> Community Services Manager

> Parks Division, City of Madison

> coleksiak@cityofmadison.com

> Like us on Facebook. Follow us on Twitter @PlayMadison

>

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Tuesday, February 9, 2016 12:14 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric, checking back in as requested. Hope all is well.

> Best,

> mike

>

>

>> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

>>

>> -----Original Message-----

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Thursday, January 21, 2016 12:13 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Those meetings would be great! I'll take a look at the contracts before then.

>> Thanks,

>> mike

>>

>>

>>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Monday, January 4, 2016 1:45 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>>> Thanks,

>>> mike

>>>

>>>

>>>

>>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Tuesday, December 29, 2015 1:50 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>>> Thanks again and happy new year!

>>> Mike

>>>

>>>

>>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>>

>>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>>

>>> Thanks,

>>>

>>>

>>>

>>> Eric M. Knepp

>>> Madison Parks Superintendent

>>> 608.266.4711

>>> www.cityofmadison.com/parks

>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>> <image001.jpg>

>>>

>>>

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Monday, November 23, 2015 3:30 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>>

>>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>>

>>> Thanks,

>>> mike

>>>

>>>

>>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>>

>>> Thanks,

>>>

>>>

>>> Eric M. Knepp

>>> Madison Parks Superintendent

>>> 608.266.4711

>>> www.cityofmadison.com/parks

>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>> <image001.jpg>

>>>

>>>

>>>

>>> From: Eskrich, Sara

>>> Sent: Sunday, November 22, 2015 3:53 PM

>>> To: Knepp, Eric; mike@mbare.org

>>> Subject: Introduction.

>>>

>>> Hi Eric,

>>>

>>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>>

>>> Have a wonderful Thanksgiving!

>>>

>>> Thanks,

>>> Sara

>>>

>>> ---

>>> Sara Eskrich

>>> DISTRICT 13 ALDER

>>> CITY OF MADISON

>>> (608) 669-6979<~WRD000.jpg>

>>> district13@cityofmadison.com

>>>

>>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>>

>>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>>

>

Message: RE: Introduction.

☐ RE: Introduction.

From Oleksiak, Claire Date Wednesday, March 30, 2016 3:44 PM

To 'Mike Bare'

Cc

Subject RE: Introduction.

Hi Mike-

Can you do 8:30 am on April 4th? We can meet at the Goodman Maintenance facility at 1402 Wingra Creek Pkwy.

Thanks!

Claire

Claire Oleksiak

Community Services Manager

Parks Division, City of Madison

coleksiak@cityofmadison.com

Like us on Facebook. Follow us on Twitter @PlayMadison

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

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Wednesday, March 30, 2016 3:40 PM

To: Oleksiak, Claire

Cc: Knepp, Eric; Romines, Charles

Subject: Re: Introduction.

Hi claire,

Thanks for following up. I'd love to share the research/vision I have.

I'm free AM on the 4th, 10am to 4pm on April 11th, before 4pm on the 12th, AM on the 14th.

Thanks again,

Mike

> On Mar 24, 2016, at 3:15 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>

> Hi Mike -

>

> Eric forwarded your email. I'm the new Community Services Manager - nice to meet you through email.

>

> I have begun doing research into the beer garden concept for Madison. It sounds like you have also done a good bit of research. Would be good to compare notes and hear what you are envisioning. Please send me a couple of dates/times that work for us to meet in April.

>

> Best,

> Claire

>

> Claire Oleksiak

> Community Services Manager

> Parks Division, City of Madison

> coleksiak@cityofmadison.com

> Like us on Facebook. Follow us on Twitter @PlayMadison

>

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Tuesday, February 9, 2016 12:14 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric, checking back in as requested. Hope all is well.

> Best,

> mike

>

>

>> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>

>> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.

>>

>> -----Original Message-----

>> From: Mike Bare [<mailto:mike@mbare.org>]

>> Sent: Thursday, January 21, 2016 12:13 PM

>> To: Knepp, Eric

>> Subject: Re: Introduction.

>>

>> Those meetings would be great! I'll take a look at the contracts before then.

>> Thanks,

>> mike

>>

>>

>>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Monday, January 4, 2016 1:45 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>>> Thanks,

>>> mike

>>>

>>>

>>>

>>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Tuesday, December 29, 2015 1:50 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>>> Thanks again and happy new year!

>>> Mike

>>>

>>>

>>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>>

>>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>>

>>> Thanks,

>>>

>>>

>>>

>>> Eric M. Knepp

>>> Madison Parks Superintendent

>>> 608.266.4711

>>> www.cityofmadison.com/parks

>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>> <image001.jpg>

>>>

>>>

>>>

>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>> Sent: Monday, November 23, 2015 3:30 PM

>>> To: Knepp, Eric

>>> Subject: Re: Introduction.

>>>

>>> Hi Eric,

>>>

>>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>>

>>> Thanks,

>>> mike

>>>

>>>

>>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>

>>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>>

>>> Thanks,

>>>

>>>

>>> Eric M. Knepp

>>> Madison Parks Superintendent

>>> 608.266.4711

>>> www.cityofmadison.com/parks

>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>> <image001.jpg>

>>>

>>>

>>>

>>> From: Eskrich, Sara

>>> Sent: Sunday, November 22, 2015 3:53 PM

>>> To: Knepp, Eric; mike@mbare.org

>>> Subject: Introduction.

>>>

>>> Hi Eric,

>>>

>>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>>

>>> Have a wonderful Thanksgiving!

>>>

>>> Thanks,

>>> Sara

>>>

>>> ---

>>> Sara Eskrich

>>> DISTRICT 13 ALDER

>>> CITY OF MADISON

>>> (608) 669-6979<~WRD000.jpg>

>>> district13@cityofmadison.com

>>>

>>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>>

>>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>>

>

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Wednesday, March 30, 2016 3:45 PM

To Oleksiak, Claire

Cc

Subject Re: Introduction.

Great. See you then and there.

Thanks,

Mike

> On Mar 30, 2016, at 3:44 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>

> Hi Mike-

>

> Can you do 8:30 am on April 4th? We can meet at the Goodman Maintenance facility at 1402 Wingra Creek Pkwy.

>

> Thanks!

> Claire

>

> Claire Oleksiak

> Community Services Manager

> Parks Division, City of Madison

> coleksiak@cityofmadison.com

> Like us on Facebook. Follow us on Twitter @PlayMadison

>

> -----Original Message-----

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Wednesday, March 30, 2016 3:40 PM

> To: Oleksiak, Claire

> Cc: Knepp, Eric; Romines, Charles

> Subject: Re: Introduction.

>

> Hi claire,

>

> Thanks for following up. I'd love to share the research/vision I have.

>

> I'm free AM on the 4th, 10am to 4pm on April 11th, before 4pm on the 12th, AM on the 14th.

>

> Thanks again,

> Mike

>

>

>> On Mar 24, 2016, at 3:15 PM, Oleksiak, Claire <COleksiak@cityofmadison.com> wrote:

>>

>> Hi Mike -

>>

>> Eric forwarded your email. I'm the new Community Services Manager - nice to meet you through email.

>>

>> I have begun doing research into the beer garden concept for Madison. It sounds like you have also done a good bit of research. Would be good to compare notes and hear what you are envisioning. Please send me a couple of dates/times that work for us to meet in April.

>>

>> Best,

>> Claire

>>
>> Claire Oleksiak
>> Community Services Manager
>> Parks Division, City of Madison
>> coleksiak@cityofmadison.com
>> Like us on Facebook. Follow us on Twitter @PlayMadison
>>

>> -----Original Message-----

>> From: Mike Bare [<mailto:mike@mbare.org>]
>> Sent: Tuesday, February 9, 2016 12:14 PM
>> To: Knepp, Eric
>> Subject: Re: Introduction.
>>

>> Hi Eric, checking back in as requested. Hope all is well.

>> Best,
>> mike
>>

>>> On Jan 24, 2016, at 4:35 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>> Mike - I'm meeting with our new Community Services Manager the first week of February to discuss work plan. One of the items will be a potential RFP for underutilized facilities. Please check back with me around 2/8 and I'll try to get a meeting scheduled.
>>>

>>> -----Original Message-----

>>> From: Mike Bare [<mailto:mike@mbare.org>]
>>> Sent: Thursday, January 21, 2016 12:13 PM
>>> To: Knepp, Eric
>>> Subject: Re: Introduction.
>>>

>>> Those meetings would be great! I'll take a look at the contracts before then.

>>> Thanks,
>>> mike
>>>

>>>> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.
>>>>

>>>> From: Mike Bare [<mailto:mike@mbare.org>]
>>>> Sent: Monday, January 4, 2016 1:45 PM
>>>> To: Knepp, Eric
>>>> Subject: Re: Introduction.
>>>>

>>>> Hi Eric,

>>>> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

>>>> Thanks,
>>>> mike
>>>>

>>>> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?
>>>>

>>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>>> Sent: Tuesday, December 29, 2015 1:50 PM

>>>> To: Knepp, Eric

>>>> Subject: Re: Introduction.

>>>>

>>>> Hi Eric,

>>>> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

>>>> Thanks again and happy new year!

>>>> Mike

>>>>

>>>>

>>>> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>>

>>>> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>>>>

>>>> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>>>>

>>>> Thanks,

>>>>

>>>>

>>>>

>>>> Eric M. Knepp

>>>> Madison Parks Superintendent

>>>> 608.266.4711

>>>> www.cityofmadison.com/parks

>>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>>> <image001.jpg>

>>>>

>>>>

>>>>

>>>> From: Mike Bare [<mailto:mike@mbare.org>]

>>>> Sent: Monday, November 23, 2015 3:30 PM

>>>> To: Knepp, Eric

>>>> Subject: Re: Introduction.

>>>>

>>>> Hi Eric,

>>>>

>>>> Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

>>>>

>>>> Thanks,

>>>> mike

>>>>

>>>>

>>>> On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>>>>

>>>> Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

>>>>

>>>> Thanks,

>>>>

>>>>

>>>> Eric M. Knepp

>>>> Madison Parks Superintendent

>>>> 608.266.4711

>>>> www.cityofmadison.com/parks

>>>> Like us on Facebook. Follow us on Twitter @PlayMadison.

>>>> <image001.jpg>

>>>>

>>>>

>>>>

>>>> From: Eskrich, Sara

>>>> Sent: Sunday, November 22, 2015 3:53 PM

>>>> To: Knepp, Eric; mike@mbare.org

>>>> Subject: Introduction.

>>>>

>>>> Hi Eric,

>>>>

>>>> I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

>>>>

>>>> Have a wonderful Thanksgiving!

>>>>

>>>> Thanks,

>>>> Sara

>>>>

>>>> ---

>>>> Sara Eskrich

>>>> DISTRICT 13 ALDER

>>>> CITY OF MADISON

>>>> (608) 669-6979<~WRD000.jpg>

>>>> district13@cityofmadison.com

>>>>

>>>> Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

>>>>

>>>> <NESCO Lease.pdf><Warner Park Sailboat Storage signed 2013-2015.pdf>

>>>>

>>

>

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Monday, November 23, 2015 3:29 PM

To Knepp, Eric

Cc

Subject Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Eskrich, Sara

Sent: Sunday, November 22, 2015 3:53 PM

To: Knepp, Eric; mike@mbare.org

Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON

(608) 669-6979 
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Introduction.

☐ Introduction.

From Eskrich, Sara Date Sunday, November 22, 2015 3:53 PM

To Knepp, Eric;mike@mbare.org

Cc

Subject Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.


Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Wednesday, December 09, 2015 2:15 PM

To Knepp, Eric; Shea, Ann

Cc

Subject Re: Introduction.

Hi Eric,

Unfortunately, I've come down with a cold and fever. Don't want to give it to you or anyone else tomorrow. Could we reschedule? Next Wednesday the 16th after 11:30am is ideal for me. I could also do anytime Thursday the 17th after 10:30am.

Thanks,

mike

On Nov 24, 2015, at 7:32 AM, Shea, Ann <AShea@cityofmadison.com> wrote:

Greetings Mike,

Eric is available after 1:30 on Dec. 10 and all day on Friday, Dec. 11. Just let me know what works best for you. Our office is downtown at the City-County Building (210 Martin Luther King, Jr. Blvd. Room 104.)

Best,

Ann Shea

Parks Public Information Officer

[Madison Parks](#)

Direct: 608.266.5949

Email: ashea@cityofmadison.com

<image001.jpg>

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

From: Knepp, Eric

Sent: Monday, November 23, 2015 8:26 PM

To: 'Mike Bare'

Cc: Shea, Ann

Subject: RE: Introduction.

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting

time set.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]
Sent: Monday, November 23, 2015 3:30 PM
To: Knepp, Eric
Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Tuesday, November 24, 2015 10:57 AM

To Shea, Ann

Cc Knepp, Eric

Subject Re: Introduction.

Hi Ann,

Thanks for your help. I can be there at 1:30pm on the 10th.

Thanks,

mike

On Nov 24, 2015, at 7:32 AM, Shea, Ann <AShea@cityofmadison.com> wrote:

Greetings Mike,

Eric is available after 1:30 on Dec. 10 and all day on Friday, Dec. 11. Just let me know what works best for you. Our office is downtown at the City-County Building (210 Martin Luther King, Jr. Blvd. Room 104.)

Best,

Ann Shea

Parks Public Information Officer

[Madison Parks](#)

Direct: 608.266.5949

Email: ashea@cityofmadison.com

<image001.jpg>

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

From: Knepp, Eric

Sent: Monday, November 23, 2015 8:26 PM

To: 'Mike Bare'

Cc: Shea, Ann

Subject: RE: Introduction.

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]
Sent: Monday, November 23, 2015 3:30 PM
To: Knepp, Eric
Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter @PlayMadison.
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

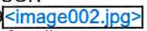
Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.


 RE: Introduction.

From Knepp, Eric Date Monday, November 23, 2015 3:10 PM

To Eskrich, Sara;mike@mbare.org

Cc

Subject RE: Introduction.

 image001.jpg (4 Kb)

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

Play_MP-for-email



From: Eskrich, Sara

Sent: Sunday, November 22, 2015 3:53 PM

To: Knepp, Eric; mike@mbare.org

Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.


Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.



 RE: Introduction.

From Knepp, Eric Date Monday, November 23, 2015 8:26 PM

To 'Mike Bare'

Cc Shea, Ann

Subject RE: Introduction.

 ~WRD000.jpg (5 Kb)  image001.jpg (4 Kb)

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

Play_MP-for-email



From: Mike Bare [mailto:mike@mbare.org]

Sent: Monday, November 23, 2015 3:30 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON



(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.

☐ RE: Introduction.

From Shea, Ann Date Wednesday, December 09, 2015 2:19 PM

To Knepp, Eric

Cc

Subject RE: Introduction.

[Move to 2pm on 12/17?](#)

From: Mike Bare [mailto:mike@mbare.org]

Sent: Wednesday, December 09, 2015 2:15 PM

To: Knepp, Eric; Shea, Ann

Subject: Re: Introduction.

Hi Eric,

Unfortunately, I've come down with a cold and fever. Don't want to give it to you or anyone else tomorrow. Could we reschedule? Next Wednesday the 16th after 11:30am is ideal for me. I could also do anytime Thursday the 17th after 10:30am.

Thanks,

mike

On Nov 24, 2015, at 7:32 AM, Shea, Ann <AShea@cityofmadison.com> wrote:

Greetings Mike,

Eric is available after 1:30 on Dec. 10 and all day on Friday, Dec. 11. Just let me know what works best for you. Our office is downtown at the City-County Building (210 Martin Luther King, Jr. Blvd. Room 104.)

Best,

Ann Shea

Parks Public Information Officer

[Madison Parks](#)

Direct: 608.266.5949

Email: ashea@cityofmadison.com

<image001.jpg>

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

From: Knepp, Eric

Sent: Monday, November 23, 2015 8:26 PM

To: 'Mike Bare'

Cc: Shea, Ann

Subject: RE: Introduction.

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]
Sent: Monday, November 23, 2015 3:30 PM
To: Knepp, Eric
Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979 
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.



 RE: Introduction.

From Shea, Ann Date Tuesday, November 24, 2015 7:32 AM

To Knepp, Eric;'Mike Bare'

Cc

Subject RE: Introduction.

 image001.jpg (4 Kb)  image002.jpg (2 Kb)

Greetings Mike,

Eric is available after 1:30 on Dec. 10 and all day on Friday, Dec. 11. Just let me know what works best for you. Our office is downtown at the City-County Building (210 Martin Luther King, Jr. Blvd. Room 104.)

Best,

Ann Shea

Parks Public Information Officer

[Madison Parks](#)

Direct: 608.266.5949

Email: ashea@cityofmadison.com



Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).

From: Knepp, Eric

Sent: Monday, November 23, 2015 8:26 PM

To: 'Mike Bare'

Cc: Shea, Ann

Subject: RE: Introduction.

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

Play_MP-for-email



From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Monday, November 23, 2015 3:30 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Eskrich, Sara

Sent: Sunday, November 22, 2015 3:53 PM

To: Knepp, Eric; mike@mbare.org

Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,

Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON



(608) 669-6979

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Tuesday, December 29, 2015 1:50 PM

To Knepp, Eric

Cc

Subject Re: Introduction.

Hi Eric,

Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat.

Looking forward to continuing the conversation.

Thanks again and happy new year!

Mike

On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Monday, November 23, 2015 3:30 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter @PlayMadison.
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979 <~WRD000.jpg>
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.

 RE: Introduction.

From Knepp, Eric Date Monday, January 04, 2016 1:17 PM

To 'Mike Bare'

Cc

Subject RE: Introduction.

Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

From: Mike Bare [mailto:mike@mbare.org]

Sent: Tuesday, December 29, 2015 1:50 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat.

Looking forward to continuing the conversation.

Thanks again and happy new year!

Mike

On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp

Madison Parks Superintendent

608.266.4711

www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter @PlayMadison.

<image001.jpg>

From: Mike Bare [mailto:mike@mbare.org]

Sent: Monday, November 23, 2015 3:30 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979 <~WRD000.jpg>
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: Re: Introduction.

☐ Re: Introduction.

From Mike Bare Date Monday, January 04, 2016 1:45 PM

To Knepp, Eric

Cc

Subject Re: Introduction.

Hi Eric,

Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

Thanks,
mike

On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

From: Mike Bare [<mailto:mike@mbare.org>]

Sent: Tuesday, December 29, 2015 1:50 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

Thanks again and happy new year!

Mike

On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks

Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).
<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]
Sent: Monday, November 23, 2015 3:30 PM
To: Knepp, Eric
Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter [@PlayMadison](#).
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org
Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.


Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979 

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

Message: RE: Introduction.

 RE: Introduction.

From Knepp, Eric Date Monday, January 11, 2016 1:04 AM

To 'Mike Bare'

Cc

Subject RE: Introduction.

 NESCO Lease.pdf (5106 Kb)  Warner Park Sailboat Storage signed 2013-2015.pdf (2428 Kb)

Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

From: Mike Bare [mailto:mike@mbare.org]

Sent: Monday, January 4, 2016 1:45 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

Thanks,

mike

On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

From: Mike Bare [mailto:mike@mbare.org]

Sent: Tuesday, December 29, 2015 1:50 PM

To: Knepp, Eric

Subject: Re: Introduction.

Hi Eric,

Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

Thanks again and happy new year!

Mike

On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

Could you meet on December 10 or 11 ? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter @PlayMadison.
<image001.jpg>

From: Mike Bare [<mailto:mike@mbare.org>]
Sent: Monday, November 23, 2015 3:30 PM
To: Knepp, Eric
Subject: Re: Introduction.

Hi Eric,

Thanks for the followup. The question/proposal relates to public beer gardens. County and local governments—Milwaukee County in particular—have established successful revenue streams for parks systems with beer gardens. I've done some research on the issue and would love to discuss it with you further. My interest in this would be as a vendor for the City, if Madison were to adopt a similar policy. Would you be willing to meet to talk further?

Thanks,
mike

On Nov 23, 2015, at 3:10 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

Thanks Sara. Greetings Mike. Please let me know the general nature of the question and I'll get you set up with a meeting as appropriate.

Thanks,

Eric M. Knepp
Madison Parks Superintendent
608.266.4711
www.cityofmadison.com/parks
Like us on [Facebook](#). Follow us on Twitter @PlayMadison.
<image001.jpg>

From: Eskrich, Sara
Sent: Sunday, November 22, 2015 3:53 PM
To: Knepp, Eric; mike@mbare.org

Subject: Introduction.

Hi Eric,

I'm writing to introduce you to my good friend, Mike Bare (cced on this email). Mike has a City of Madison Parks question/proposal that he would like to discuss with you or the appropriate staff member. I will let the two of you connect.

Have a wonderful Thanksgiving!

Thanks,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979 <~WRD000.jpg>
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

-
- [Image 1](#)
 - [Image 2](#)
 - [Image 3](#)
 - [Image 4](#)
 - [Image 5](#)
 - [Image 6](#)
 - [Image 7](#)
 - [Image 8](#)
 - [Image 9](#)
 - [Image 10](#)
 - [Image 11](#)
 - [Image 12](#)
 - [Image 13](#)
 - [Image 14](#)

Image 1

Image 2

Image 3

Message: Re: Introduction.

 Re: Introduction.

From Mike Bare Date Thursday, January 21, 2016 12:13 PM

To Knepp, Eric

Cc

Subject Re: Introduction.

Those meetings would be great! I'll take a look at the contracts before then.

Thanks,

mike

> On Jan 11, 2016, at 1:04 AM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike – The Parks chair and foundation president both could be good folks to know. Perhaps I could set something up with them in late Jan/early Feb if you would like? I'm honestly not sure of the next best step right now, as we have a lot of irons in the fire and don't have the staffer in place who would handle some of the key elements of an RFP type process. I've attached a couple contracts just to give you a flavor of how they look in general.

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Monday, January 4, 2016 1:45 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

> Trip in the spring sounds wonderful. Would it also be helpful to chat with any of the other stakeholders? Parks Chair? Foundation president? In the meantime, you had mentioned you'd send some sample contracts?

> Thanks,

> mike

>

>

>

> On Jan 4, 2016, at 1:17 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Let's grab a coffee sometime... or maybe we could make a road trip to the gardens in MKE this spring?

>

> From: Mike Bare [<mailto:mike@mbare.org>]

> Sent: Tuesday, December 29, 2015 1:50 PM

> To: Knepp, Eric

> Subject: Re: Introduction.

>

> Hi Eric,

> Thanks for taking the time to meet with me a few weeks ago to talk beer gardens. I thoroughly enjoyed the chat. Looking forward to continuing the conversation.

> Thanks again and happy new year!

> Mike

>

>

> On Nov 23, 2015, at 8:26 PM, Knepp, Eric <EKnepp@cityofmadison.com> wrote:

>

> Mike – I'd be willing to meet and discuss. Admittedly, this is on our radar, but we just haven't gotten to actionable work yet. I will tell you that there would likely be quite a few hurdles in doing this in Madison. Not to say not possible, just hurdles aplenty.

>

> Could you meet on December 10th or 11th? If so, I've copied Ann Shea here as she can assist in getting a meeting time set.

>