

October 3, 2017

Madison Common Council  
210 Martin Luther King Jr. Blvd.  
Room 417  
Madison, WI 53703

Re: Entertainment License for The Edgewater

Dear Common Council Members:

My name is Melanie Gautreau and I am the Special Events Director for The Edgewater. Prior to the Common Council meeting to review The Edgewater's Entertainment License, I'm writing to clarify some of the information that has been discussed surrounding The Edgewater events and the efforts we've made to mitigate concerns raised by the neighbors.

First, it is important to recognize that while some neighbors have expressed concern about sound levels, other neighbors have spoken in support of the events. The neighborhood meeting regarding the entertainment license had attendance that was approximately 2:1 in favor of live music. And, several persons living on and adjacent to the property expressed that they enjoy the concerts and programming. We respectfully ask that their voices also be considered in this proposal.

Further, at ALRC we were asked to speak to the noise complaints received by the police. Since May 2014, the police have received 51 police noise complaints on 44 days over the nearly 3-year period we've been operating. Of the 44 days where complaints were called in:

- 10 were on days that the Edgewater had no events and at least 2 were before we opened.
- 11 were for operational issues like truck deliveries, buses idling, etc. or for events that didn't include live amplified music – a wedding ceremony and our annual tree lighting ceremony were included in these complaints.
- 6 complaints occurred when we had the large tent up, an issue we've recognized and changed.
- Of the remaining days that complaints were lodged, the police came to investigate on most, if not all days, and deemed the music to be reasonable in all but a few cases. In those few cases, they asked us to turn down the sound, and we complied immediately.
- These remaining complaints were made during larger concerts with bigger bands.

We have never been issued a citation or ticket for noise and believe we have an excellent working relationship with the Madison Police Department. We have attached a list of the complaints and what was happening during these times with this letter.

While not all complaints have been about live music, we do recognize that those complaints exist. And, we have been committed to working with the neighborhood to address those concerns. The specific efforts that The Edgewater team has undertaken include:

1. Bi-monthly meetings with the Alder to review concerns and discuss solutions;

2. Voluntarily meetings with the neighborhood on an annual basis to hear concerns directly and discuss potential mitigation measures. To date, meetings have occurred in August 2016 and May 2017. We included this as part of our Operations Plan going forward;
3. Changing our form of contract to put The Edgewater in charge of the sound board, even for client events, which allows us to control and monitor sound levels better;
4. Hiring sound technicians to monitor sound at various areas of the property;
5. Generally ending events at 9pm vs. 11pm, as is allowed under the PAMA;
6. Limiting our stage set up, pointing speakers toward the lake and not toward the street;
7. Changing the mix of music in the concert series to address concerns about base, pitch of singing, etc. This resulted in the “Brew grass Friday” series vs. rock bands multiple nights a week. Since this switch, the police and Edgewater staff have only received one complaint in more than a year of operation related to these events;
8. Purchasing new speakers that have improved directional capacity for sound transfer;
9. And, most recently, purchasing a band shell to mitigate the sound transfer from monitors on the stage back into the neighborhood.

While none of these efforts will completely prevent all sound from leaving the hotel property, they substantially mitigate the impact on our most immediate neighbors. Our track record demonstrates that, in the few instances where our music has been problematic, we have learned from those instances by incorporating appropriate sound mitigation techniques into our standard operating procedures. In so doing, we are committed to having a good working relationship with city officials and our neighbors.

Live music concerts with bands represent only a portion of community events that we host on the Plaza that would require an Entertainment License. We regularly meet with organizations across the community who are interested in showcasing their talents with the Madison area—children’s choirs and/or symphonic groups as an example. It’s partnerships like these that allow us to fulfill our promise to the city. A promise to be Madison’s Place for all ages, and a promise to deliver free, family-friendly entertainment that can be enjoyed year-round.

Please consider these points as you review the application for The Entertainment License.

Thank you.

Sincerely,

Melanie Gautreau  
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ATTACHMENT: POLICE CALLS FROM 2014 – JULY 8, 2017

POLICE CALLS FROM 2014 - JULY 8, 2017

No.	Incident #	Date	Time	Time	Time	Time	Time	Time	Event
1	2014-00166030	5/30/2014	5:53:18 AM	6:53:18 AM	7:53:18 AM	8:53:18 AM	9:53:18 AM	Hotel not open, possibly construction noise?	
2	2014-00272492	8/22/2014	6:16:59 AM	7:16:59 AM	8:16:59 AM	9:16:59 AM	10:16:59 AM	Hotel not open, possibly construction noise?	
3	2014-00287631	9/3/2014	6:29:37 AM	7:29:37 AM	8:29:37 AM	9:29:37 AM	10:29:37 AM	No outdoor event	
4	2014-00310167	9/20/2014	5:30:03 PM	6:30:03 PM	7:30:03 PM	8:30:03 PM	9:30:03 PM	Tailgate on the Plaza	
5	2014-00311834	9/22/2014	6:37:16 AM	7:37:16 AM	8:37:16 AM	9:37:16 AM	10:37:16 AM	No outdoor event	
6	2015-00177450	6/2/2015	10:34:23 PM	11:34:23 PM	12:34:23 AM	1:34:23 AM	2:34:23 AM	Corporate Event - Natty Nation	
7	2015-00199357	6/19/2015	8:33:38 PM	9:33:38 PM	10:33:38 PM	11:33:38 PM	12:33:38 AM	Friday Night music - Ken Wheaton	
8	2015-00199394	6/19/2015	8:58:26 PM	9:58:26 PM	10:58:26 PM	11:58:26 PM	12:58:26 AM	Friday Night music - Ken Wheaton	
9	2015-00199490	6/19/2015	10:11:26 PM	11:11:26 PM	12:11:26 AM	1:11:26 AM	2:11:26 AM	Friday Night music - Ken Wheaton	
10	2015-00199540	6/19/2015	10:53:32 PM	11:53:32 PM	12:53:32 AM	1:53:32 AM	2:53:32 AM	Friday Night music - Ken Wheaton	
11	2015-00218704	7/4/2015	6:24:32 PM	7:24:32 PM	8:24:32 PM	9:24:32 PM	10:24:32 PM	4th of July Fest - The Jimmy's, Star Six Nine	
12	2015-00271177	8/13/2015	9:01:34 PM	10:01:34 PM	11:01:34 PM	12:01:34 AM	1:01:34 AM	Thursday Night Music	
13	2015-00273751	8/15/2015	7:10:14 PM	8:10:14 PM	9:10:14 PM	10:10:14 PM	11:10:14 PM	Isthmus Concert Series in Sky Bar - PHOX	
14	2015-00289161	8/27/2015	8:41:41 PM	9:41:41 PM	10:41:41 PM	11:41:41 PM	12:41:41 AM	No outdoor events	
15	2015-00309124	9/11/2015	4:32:30 PM	5:32:30 PM	6:32:30 PM	7:32:30 PM	8:32:30 PM	Isthmus Concert Series on Plaza - Field Report	
16	2015-00309551	9/11/2015	10:12:33 PM	11:12:33 PM	12:12:33 AM	1:12:33 AM	2:12:33 AM	Isthmus Concert Series on Plaza - Field Report	
17	2015-00324835	9/23/2015	4:28:11 PM	5:28:11 PM	6:28:11 PM	7:28:11 PM	8:28:11 PM	No outdoor event at this time	
18	2015-00328890	9/26/2015	5:07:35 PM	6:07:35 PM	7:07:35 PM	8:07:35 PM	9:07:35 PM	Tailgate	
19	2015-00343025	10/7/2015	9:17:35 PM	10:17:35 PM	11:17:35 PM	12:17:35 AM	1:17:35 AM	No outdoor event, dinner in skybar with ambient speakers	
20	2016-00120791	4/15/2016	3:46:56 AM	4:46:56 AM	5:46:56 AM	6:46:56 AM	7:46:56 AM	No outdoor events	
21	2016-00191561	6/7/2016	9:27:00 PM	10:27:00 PM	11:27:00 PM	12:27:00 AM	1:27:00 AM	Movie on the Langdon Landing - Dazed and Confused	
22	2016-00197317	6/11/2016	6:06:37 PM	7:06:37 PM	8:06:37 PM	9:06:37 PM	10:06:37 PM	Saturday Night music - Red Hot Horn Dawgs	
23	2016-00203131	6/15/2016	9:15:46 PM	10:15:46 PM	11:15:46 PM	12:15:46 AM	1:15:46 AM	No outdoor event, dinner in skybar with ambient speakers	
24	2016-00226596	7/2/2016	3:40:42 AM	4:40:42 AM	5:40:42 AM	6:40:42 AM	7:40:42 AM	No outdoor event at this time	
25	2016-00245311	7/14/2016	6:41:45 PM	7:41:45 PM	8:41:45 PM	9:41:45 PM	10:41:45 PM	Thursday Night Music - Ryan McGrath Band	
26	2016-00245464	7/14/2016	8:42:20 PM	9:42:20 PM	10:42:20 PM	11:42:20 PM	12:42:20 AM	Thursday Night Music - Ryan McGrath Band	
27	2016-00287260	8/13/2016	6:22:15 PM	7:22:15 PM	8:22:15 PM	9:22:15 PM	10:22:15 PM	Saturday Night music - The Big Payback	
28	2016-00287260	8/13/2016	6:22:15 PM	7:22:15 PM	8:22:15 PM	9:22:15 PM	10:22:15 PM	Saturday Night Music - The Big Payback	
29	2016-00305189	8/26/2016	7:08:33 PM	8:08:33 PM	9:08:33 PM	10:08:33 PM	11:08:33 PM	Friday Night Music - The Defibulators	
30	2016-00306500	8/27/2016	7:10:06 PM	8:10:06 PM	9:10:06 PM	10:10:06 PM	11:10:06 PM	Saturday Night Music - The Sharrows	
31	2016-00317355	9/4/2016	8:14:28 PM	9:14:28 PM	10:14:28 PM	11:14:28 PM	12:14:28 AM	Labor Day Fest - Aaron Williams and the Hoodoo	
32	2016-00329331	9/13/2016	7:45:00 PM	8:45:00 PM	9:45:00 PM	10:45:00 PM	11:45:00 PM	Corporate Event - Steely Dane	
33	2016-00387817	10/29/2016	3:00:01 PM	4:00:01 PM	5:00:01 PM	6:00:01 PM	7:00:01 PM	Tailgate - Madison County	
34	2016-00405428	11/12/2016	6:53:29 PM	7:53:29 PM	8:53:29 PM	9:53:29 PM	10:53:29 PM	Tailgate - The Jimmy's	
35	2016-00412676	11/18/2016	6:22:04 PM	7:22:04 PM	8:22:04 PM	9:22:04 PM	10:22:04 PM	Bus idling	
36	2016-00419986	11/25/2016	5:49:37 PM	6:49:37 PM	7:49:37 PM	8:49:37 PM	9:49:37 PM	No live music, Tree Lighting Event (Caroling)	
37	2016-00438601	12/11/2016	11:35:09 PM	12:35:09 AM	1:35:09 AM	2:35:09 AM	3:35:09 AM	Ice rink speakers accidentally left on overnight	
38	2016-00438786	12/12/2016	6:27:21 AM	7:27:21 AM	8:27:21 AM	9:27:21 AM	10:27:21 AM	No outdoor events	
39	2017-00077739	3/8/2017	1:11:42 AM	2:11:42 AM	3:11:42 AM	4:11:42 AM	5:11:42 AM	No outdoor events	
40	2017-00079054	3/9/2017	3:21:35 AM	4:21:35 AM	5:21:35 AM	6:21:35 AM	7:21:35 AM	No outdoor event, music accidentally left on in Skybar overnight	
41	2017-00105076	3/31/2017	12:45:51 AM	1:45:51 AM	2:45:51 AM	3:45:51 AM	4:45:51 AM	Emergency maintenance call, truck idling	
42	2017-00150948	5/6/2017	6:12:02 PM	7:12:02 PM	8:12:02 PM	9:12:02 PM	10:12:02 PM	Wedding Ceremony on The Plaza - Trio	
43	2017-00178326	5/27/2017	6:36:38 PM	7:36:38 PM	8:36:38 PM	9:36:38 PM	10:36:38 PM	Memorial Day Fest on The Plaza	
44	2017-00178442	5/27/2017	8:03:43 PM	9:03:43 PM	10:03:43 PM	11:03:43 PM	12:03:43 AM	Memorial Day Fest on The Plaza	
45	2017-00178975	5/28/2017	6:16:36 AM	7:16:36 AM	8:16:36 AM	9:16:36 AM	10:16:36 AM	Wedding Set Up on Plaza	
46	2017-00185072	6/1/2017	8:33:24 PM	9:33:24 PM	10:33:24 PM	11:33:24 PM	12:33:24 AM	Thursday Night Music - Nora Jane Struthers	
47	2017-00186461	6/2/2017	8:29:05 PM	9:29:05 PM	10:29:05 PM	11:29:05 PM	12:29:05 AM	Friday Night Music - The Lil Smokies	
48	2017-00202048	6/13/2017	9:10:57 PM	10:10:57 PM	11:10:57 PM	12:10:57 AM	1:10:57 AM	Movie on The Plaza - Finding Dory	
49	2017-00212685	6/21/2017	6:36:45 PM	7:36:45 PM	8:36:45 PM	9:36:45 PM	10:36:45 PM	Make Music Madison concert on The Plaza	
50	2017-00226745	7/1/2017	7:22:00 PM	8:22:00 PM	9:22:00 PM	10:22:00 PM	11:22:00 PM	Fourth Fest on The Plaza	
51	2017-00236372	7/8/2017	5:28:00 PM	6:28:00 PM	7:28:00 PM	8:28:00 PM	9:28:00 PM	Saturday Night Music - Natty Nation	