

From: [Evers, Tag](#)
To: [licensing](#)
Cc: [Verbick, Jim](#); [Haas, Michael R](#); "VNA President"; [DMNA President](#); kevin.rea@edgewoodhs.org
Subject: Re: Application for State Line Distillery @ Monroe Street Farmers Market
Date: Wednesday, July 16, 2025 3:24:48 PM
Attachments: [Outlook-cid_image0.png](#)
[Outlook-cid_image0.png](#)

Dear Committee Members,

I did hear back from the applicant just now. We had a nice conversation.

However, I'm still asking for referral to your next meeting. This would allow for the conversation to continue; moreover, it would allow for the two neighborhood associations and Edgewood High School's president to participate in the conversation.

Thank you.

Tag



Tag Evers

District 13 Alder

Tel 608 424 2580

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From: Evers, Tag <district13@cityofmadison.com>
Sent: Wednesday, July 16, 2025 2:49 PM
To: licensing@cityofmadison.com
Cc: [Verbick, Jim](mailto:JVerbick@cityofmadison.com) <JVerbick@cityofmadison.com>; [Haas, Michael R](mailto:MHaas@cityofmadison.com) <MHaas@cityofmadison.com>; 'VNA President' <vnapresident@gmail.com>; DMNA President <president@dmna.org>; kevin.rea@edgewoodhs.org <kevin.rea@edgewoodhs.org>
Subject: Fw: Application for State Line Distillery @ Monroe Street Farmers Market

Dear Committee Members,

I have several problems with the permit application by State Line Distillery to sell their "Intoxicating Liquor" beverages for on and off-site consumption at the Monroe Street Farmers Market.

Please note the email below from the company's founder received yesterday, July 15, 2025.

This is the first communication from the applicant to me as district alder. I have called the applicant twice on his office line and once on his mobile — no answer and no return call.

Moreover, there has been no communication that I am aware of by the applicant to the presidents of either adjacent neighborhood association; neither Doug Carlson, Vilas Neighborhood Association president, nor Marc Gartler, Dudgeon-Monroe Neighborhood Association president, has been contacted. Lastly, Edgewood High School president, Kevin Rea, has not been contacted either.

Please note in the email below the stated intention to sell the company's coffee liquer product for on-premises consumption AND to sell for off-premises consumption. However, this application only checks the box asking permission to sell for on-premises consumption.

This discrepancy aside, and notwithstanding the lack of timely communication by the applicant to community stakeholders and the district alder, I am strongly opposed to the granting of this permit.

First, there is no clear indication as to how the applicant would prevent under-age consumption. In other words, how will the applicant monitor the sale of alcoholic beverages to someone of age who could then pass the item on to someone who is underage? What plans are in place to monitor and prevent this from occurring?

Second, I am concerned about precedent. The request at the present time is to sell a coffee-based liquer. Does it follow, then, that the applicant could sell Bloody Marys or Mimosas for on-site consumption at the market if they so desired at a later date?

Third, and also related to precedent, I am concerned this opens the door to the applicant or similar businesses seeking to sell alcoholic beverages for on-premises consumption at other Farmer's Markets in the city. I find this a disturbing possibility and one I hope you will not enable.

Fourth, I am not aware of any demand for alcoholic beverages to be sold at the Monroe Street Farmer's Market. It seems odd to me that we would allow liquor to be sold for on-site consumption at a Farmer's Market from 9am to 1pm on a Sunday morning on the grounds of a Catholic institution.

In short, nobody is asking for this. The applicant has not sought to communicate his intentions in a timely manner with community stakeholders or the alder. While such communication may not be required in this instance, the lack of what we all agree is customary is nonetheless concerning.

Lastly, it's my understanding this item was added to the agenda just yesterday. I have been in communication with both neighborhood association presidents and Edgewood High School's president since first learning of this application in May. Accordingly, I am concerned that the recent addition to the agenda limits resident and stakeholder engagement.

I urge you to deny this permit application on its merits.

Short of denial, I ask that you refer this item to your next meeting to give the applicant an opportunity to make his case to the aforementioned stakeholders and me, the district alder.

Thank you for your consideration.

Tag



Tag Evers

District 13 Alder

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From: John Mleziva <jm@statelinedistillery.com>

Sent: Tuesday, July 15, 2025 10:56 AM

To: Evers, Tag <district13@cityofmadison.com>

Subject: Application for State Line Distillery @ Monroe Street Farmers Market

You don't often get email from jm@statelinedistillery.com. [Learn why this is important](#)

Good morning Alder Evers,

My name is John Mleziva and I am the owner of State Line Distillery. I wanted to reach out to tell you a bit about my upcoming request to participate in the Monroe Street Farmers Market. My family and I have enjoyed our weekly bike rides to the Monroe Street Farmers Market for several years, and ever since I opened State Line Distillery I thought it would be a wonderful place to introduce consumers to our brand and products.

The concept for what I'd like to do is quite simple. We would be offering a couple drink options (i.e. State Line Coffee Liqueur and Hot or Iced Coffee) for people to enjoy while shopping at the market and sell bottles of our products for people to take home. Since the business is located on the east side of Madison, I feel like this is a great opportunity for us to reach a new customer base.

Amber Middleton, the Monroe Street Farmers Market manager, as well as the rest of the board is excited about this potential addition to their Market; I am hoping you and the rest of the review board will allow this business partnership to proceed.

Thank you for your consideration and I look forward to seeing you on the Zoom call with the Alcohol License Review Committee on 7/16 to answer any follow-up questions you might have.

Sincerely,
John

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John Mleziva
Founder
608-571-4271 (office)
612-432-0037 (cell)

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