

From: [Madison, Sabrina](#)
To: [Verbick, Jim](#)
Cc: [Figueroa Cole, Yannette](#)
Subject: Fw: Econolodge liquor license application
Date: Wednesday, October 15, 2025 3:00:02 PM

#90111 ALRC Agenda

Please attach this thread to legistar.

Sabrina

In community,

Alder Sabrina Madison, District 17

Sent from my pocket computer

From: Madison, Sabrina <district17@cityofmadison.com>
Sent: Wednesday, October 15, 2025 2:17:35 PM
To: Becky/Jim Smith <jbjbsmith@gmail.com>; Philippa Bergmann <pb.supercherie@gmail.com>
Cc: Megan Hawkins <themightymeganh@gmail.com>; Kelly Ehresman <ehresmanpiano@gmail.com>; Trillian Bergmann <trillian.bergmann@gmail.com>
Subject: Re: Econolodge liquor license application

Hi —

Thanks for sharing your feedback and I hope you feel better soon.

I did have the opportunity to get an update from MPD and spoke with someone from the business as well. As I understand it:

- They intend to sell one or two brands of beer only, behind the counter.
- They would limit sales to two beverages per room.
- Sales would be for motel customers only.

I am going to recommend these notes to the ALRC as it's also what MPD recommends.

Please let me know if this helps to alleviate concerns you and others have on the thread and if you'd like to discuss further? I'm always open to hearing more feedback.

Sabrina

In community,

Alder Sabrina Madison, District 17

Sent from my pocket computer

From: Becky/Jim Smith <jbjbsmith@gmail.com>

Sent: Wednesday, October 15, 2025 11:17 AM

To: Philippa Bergmann <pb.supercherie@gmail.com>

Cc: Madison, Sabrina <district17@cityofmadison.com>; Megan Hawkins <themightymeganh@gmail.com>; Kelly Ehresman <ehresmanpiano@gmail.com>; Trillian Bergmann <trillian.bergmann@gmail.com>

Subject: Re: Econolodge liquor license application

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

Becky/Jim Smith reacted via [Gmail](#)

On Wed, Oct 15, 2025 at 11:10 AM Philippa Bergmann <pb.supercherie@gmail.com> wrote:

Hi, Sabrina,

I apologize this email is so late--I've been fighting the flu since last week. As a homeowner and resident of District 17, I wanted to put in writing my opposition to Econolodge's application for a Class B Liquor & Beer License.

I oppose adding more liquor licenses to this particular area, especially as it is so close to residential neighborhoods/lots of children and the motels/hotels already have issues with emergency calls.

I included my neighbors who are also opposed to this license application in case they want to reply with their own thoughts.

Thank you for your representation, as always!

Best,

Philippa

pb.supercherie@gmail.com