

**TLNA Meeting  
November 10, 2016**

**Festival Foods Conference Center, 7:00 pm**

**Present:**

Patty Prime, Marta Staple, Patrick Heck, Elena Satut-Duncan, Karla Handel, Mark Bennett, Tyler Lark, Tim Stumm, Jessi Mulhall, Richard Linster, Sarah Herrick, Bob Klebba, Steve Wilke, Keith Wessel

Tom Christie, Andrea Rieck, Jeff Reinke, John Belknap, Diane Rose, Jean Espenshade, Don Jones, Lucas Molloy, Erri Hewitt, Liz Kern, Liz Stolz, Alaura Seidel, Jack Chandler, Jim Goronsen, Tom Christie, Mark Garthwaite, Ledell Zellers, Vern Stenman

**Call to order**

**Patrick Heck moves to approve July's minutes, Bob Klebba seconded. Minutes approved unanimously. October's minutes coming soon**

**Introductions**

**1. Undeveloped part of 1000 block, E. Washington Avenue**

Jeff Reinke: [jsreinke@yahoo.com](mailto:jsreinke@yahoo.com)

- Jeff is an E Mifflin resident, and bring concerns regarding 1000 block E Washington development plans. Recommends reconfigure plans where Summit CU had planned to be.
- Prefers smaller building, more green space, 3 story height limit, preserve existing green space with trees. Would like to see the development plans promote small business, affordable housing, and include a community center or room.
- Neighbor Andrea Rieck on E. Mifflin has concerns about increased residential density and increased traffic on Curtis Court; increased residential density will impact current feel of the neighborhood. Requests trees to be conserved
- Neighbor John Belknap on Curtis Ct. voices concerns regarding corner of Ingersoll and E Wash and the historically donated park space at that corner, donated to the city as a park in 1903. Multiple mature trees on that corner, requests encouraging current owners to preserve the living trees. Has not had a response from the parcel owners, and Stonehouse development.
- Discussion:
  - Patrick Heck wondered how requests to preserve trees might negatively impact expected investment return on the property.
  - Bob Klebba noted zoning for this parcel is UDD 8, established in 2008, and acknowledged the possibility that the time for neighborhood input on this zoning should have occurred in 2008.
  - Alder Zellers shared that there are some height restrictions within UDD8, and Bob Klebba agreed, suggested that an ad hoc committee should be aware of these restrictions.
  - Jeff Reinke noted that a precedent for neighborhood input affecting zoning may exist in the MNA,
- **Richard Linster motioned that TLNA form an ad hoc committee to approach Stonehouse on this matter, Bob Klebba seconds. Unanimously approved. Richard to take the committee lead.**

## 2. Parched Eagle Taproom at 1444 E. Washington

Jim Goronsen - [sonofgor@gmail.com](mailto:sonofgor@gmail.com), Tom Christie - [thomas.f.christie@gmail.com](mailto:thomas.f.christie@gmail.com), Jack Chandler - [artin1444@gmail.com](mailto:artin1444@gmail.com)

- Handout shared with business plan synopsis. Business plan attached as Appendix.
- Currently operating a tap room at the brewery site in Westport, open April 2015. Would like to open a taproom on East Washington, where they can serve their own beer and beer from WI breweries only, with a total of 12 taps. No plans for brewing at this new location. Will keep the Westport location open.
- Interested in Art In gallery space, Renaissance Museum moving out. Capacity of 50.
- Discussion:
  - Patrick Heck asked if they are ready to go to the ALRC, and Jim Goronsen said there is no need, only a brewery permit necessary. The permit from the DOR prohibits a liquor license.
  - Alder Zellers asked Jim if they have contacted the city regarding zoning, and that is next.
  - Jack Chandler is asked how this taproom will be connected to Maria's (formerly the Bling Plg), which has a liquor license. The tap room will be under separate control, as a separate location, and Jack is currently in talks with Captain Gloede about who can drink what where.
  - Proposed hours: Open Tuesday-Sunday, 4pm-midnight. Closed Monday. Possible food carts, possible outdoor seating in parking lot area.
  - Tom Christie stated that current Westport location is in a mixed residential building, has upstairs neighbors and no history of complaints or police calls. Brought letters of recommendation from Westport town attorney and their Westport landlord.
  - Patrick Heck requested a commitment to place more bike racks at their location, and Jim agreed. Jack noted that parking should be adequate, with 9-24 spaces leased from the city, which exceeds recommended.
  - Jack, Tom and Jim will follow up with city, and will plan a neighborhood meeting at the proposed location.

## 3. You are Beautiful mural at 1444 E. Washington

Alaura Seidl: [alauramegan@gmail.com](mailto:alauramegan@gmail.com) and Wendy Kent

- Representing the ArtWrite Collective, focusing on art for social justice, youth involvement, activism, and landscape diversification.
- Requesting support for a "you are beautiful" mural on the east facing wall of 1444 E. Washington Ave. Mural to be painted by queer and trans youth artists. Size 10' x 40', can be taken down to repair or move.
- Have support from Madison Arts Commission. Application in at UDC with meeting planned on 11/30/2016. Meets criteria for art, not considered a sign.
- As of time of meeting, fundraising has raised \$6000, to afford art supply funds for this and other projects.
- Web references:
  - ArtWrite Facebook Page <https://www.facebook.com/theartwritecollective/?fref=ts>
  - examples of You Are Beautiful installations [tps://you-are-beautiful.com/pages/public-art](https://you-are-beautiful.com/pages/public-art)
- **Patrick Heck motioned that TLNA donate \$150 with a matching donation from TLNA grant program, for a total of \$300 donation, Mark Bennett seconds. 12 aye votes, one nay vote, and one recorded in attendance was absent for this vote.**

## 4. Avenue Restaurant and Bubble Up Bar

Liz Stolz -- [lstolz@foodfightinc.com](mailto:lstolz@foodfightinc.com)

- Liz is the new manager at the Avenue club and Bubble up bar. Would like to create a connection between the new Avenue Club and the neighborhood.
- Acknowledged the history and stories she hears about the original Avenue Club. Wants staff to be a part of the neighborhood, wants to offer anything she can to the neighborhood.
- Discussion:
  - Richard Linster offered praise and gratitude for the generous donation of food from the Avenue to the Taste of Tenney, and Liz said she would like to continue to participate in similar activities
  - Patrick Heck asked if there is private event space, and Liz said the Avenue Club is working to carve out party space, but no private rooms, and do not plan to close for private events. Can host 30-45 people.
  - Neighbor John Belknap expressed concerns about late night deliveries to the restaurant.

## 5. Breese Stevens, recent events and Turkey Trot event

Vern Stenman -- [vern@mallardsbaseball.com](mailto:vern@mallardsbaseball.com), Lucas Molloy, Liz Kern

- Following up regarding summer events at Breese Stevens: planning neighborhood impact plan, fan access plan, responsible alcohol plan, and will review with Alder Zellers and take to Madison Parks Commission. Seeking comments, questions concerns.
- All events should be listed at <http://breesestevensfield.com/breese-stevens-events/>
- Amplification for poorly attended events has been a neighborhood concern. PA system belongs to the parks, and volume adjustment is hard to dial down. Speakers are too high, and one points into the neighborhood. Sound and volume are affected as high rise construction goes up on both ends of stadium. Looking into cost of adjustment. Hoping to increase speaker number to create better ability to control sound.
- Tyler Lark expressed concern about off street parking availability for neighborhood residents during events. Asked if parking can be managed or directed into lot spaces for middle sized or smaller events, like parking is managed for large events. Vern noted that additional 120-130 parking spots are planned in the 1000 block Stonehouse development, and anticipate a new parking garage on E Main. Ticketed events provide a better opportunity to direct parking by sending information with ticket. Next year will be a bigger challenge with current construction projects.
- Karla Handel has heard complaints from parents at EHS sports events at Breese that the American flag is not illuminated. Lucas confirms it is not, and Vern will look into this.
- Vern Stenman received comments of concern regarding loss of booster money at concession for EHS games. Breese now sells food concession for these games, and makes a donation to the boosters. Altered the menu, and adjusted prices and food offerings. Athletic Director and boosters at EHS are happy. Trying to boost EHS team spirit with increased signage in the stadium.
- Concerts next year will include 5-6 large shows with national acts. Planning a fundraiser with Parks Dept. Bodega scheduling may be adjusted, Catch and reel may continue. Considering adding ticketed events, including soccer.
- Festival Foods sponsoring upcoming Turkey Trot at Breese Stevens Field, Thursday November 24. Will be managed by Liz Kern and Lucas Molloy. Event is a fundraiser for Boys and Girls Club and Madison YMCA. Events are 5k and a 2 mile walk. Participants receive long sleeve shirt and pumpkin pie. 8 am start, open at 6:30 am. Participants expected between 630 am and 10 am.
  - Amplification planned at Patterson and Mifflin, exterior to stadium. Tents in stadium for water and pie, and for registration.

- Race route (2 mile) is west bound E Mifflin and back, 5k heads west on Gorham in bike and bus lane, includes State and Langdon Streets, and returns to Breese on Dayton via Gorham. There will be police, cones, and volunteers along route.
- Expected registration 1000-1500
- Bike boulevard on E. Mifflin will be open

## **6. Council Chair Reports**

### **Patrick Heck/Development Chair**

- Salvation Army steering committee has met, updates will be posted to website: <http://www.tenneylapham.org/development.html>. City process planned for spring 2017. Patty Prime and Karen Potnick are arranging a group to liason between neighborhood and salvation army. Diane Rose, SalvationArmy weekend supervisor and shelter manager, introduces herself.
- The county-owned Messner site: Supervisor Wegleitner requested capitol amendment to include affordable housing at Messner site, this did not move forward.

### **Tyler Lark/Parks Chair**

- Has met with MNA tree canopy, and the street tree committee as part of Sustainable Madison.
- Parks Dept wants to do a use survey of the parks, looking to collected data year round, multiple days of the week, multiple times of the day. Looking for volunteers for data collection. Tyler may volunteer if Reynolds use is to be reported. Interested in hearing from volunteers.
- Tenney island playground workshop is scheduled next week, 11/16/2016 at 6:00pm, at Whitehorse Middle School. Meeting will have a new process, one meeting to discuss Tenney island playground reconstruction. Sarah Lerner will be contact person. A second meeting will be scheduled.
- Reynolds is still closed following grass seeding, no scheduled events will be planned next year.

### **Richard Linster/Membership Chair**

- Membership report: For the membership year ended on Oct. 11th, we had 332 members who paid \$ 3,720.00 in dues. From the beginning of this year starting Oct. 12th, 2016, 34 members have paid \$ 340.00 in dues.
- Taste of Tenney was a success. Budget is attached as Appendix. Consider possibility of event fatigue among our vendors for future
- Neighborhood open house on October 23, 2016, was enjoyable and successful. Variable attendance in different location, and positive feedback. Better publicity would help boost attendance, and consider future advertiising on social media, a better location and size in the newsletter, and some publicity outside of the neighborhood.
- Recommend that TLNA move to calendar year for membership and budget for reporting, instead of year starting with annual meeting and ending with annual meeting, which can be variable.
- Richard Linster recommends a budget committee to support our new treasurer Tim Stumm, and keep budget committee together through the year. Volunteers for committee include Bob Klebba, Patty Prime, Karla Handel, and Treasurer Tim Stumm.

### **Steve Wilke/Business Chair**

- Jam on Johnson postponed for Fall, 2016. Friday nights don't work for many local businesses. Will have event, looking for a different day and time.

### **Bob Klebba/Traffic and Safety Chair**

- Traffic study on E. Mifflin conducted 09/09/2016, results have been shared, unclear interpretation. Demonstrated more traffic on Mifflin than Dayton, and increased traffic on Paterson and Ingersoll.
- Met with MPD officer, neighbors, Patty Prime, Alder Zellers regarding observed illegal activity in James Madison Park. Police involvement will happen if neighbors request and contact.

## 7. Elected Official Reports

Ledell Zellers -- district2@cityofmadison.com

- Common Council formed a subcommittee on police and community relations, met this week.
- Blair and Gorham homes sold by Michael Matthey, now owned by Michael Fisher, and proposing home improvements in keeping with PUD. Neighborhood meeting will be planned.
- Madison sanitary sewer utility is proposing a change to billing rates for sanitary sewer for establishments that serve food, to more fairly distribute the rate burden away from residential. Encouraging better grease traps for food establishments.
- City ordinance in the works regarding solicitation on the highways, including collections from clubs, homeless, etc. Working with city attorney and traffic engineering to focus application of the ordinance to arterials instead of all streets.
- Usable open space ordinances in place, working on changes to this. Would like to see exclusion of entryways and private balconies to the overall count of usable open space, to create equity in access to open space.
- 827 E Gorham property was cleaned up.
- Veritas village updates going to email listserve, last 11/3/2016.
- Comprehensive plan "Imagine Madison" kick off, and recommend neighborhood association engagement. This plan creates impact for the next decade. Kickoff meeting at Central Library 12/5/16 at 5:30 pm and Atrium at Village on Park at 2600 S. Park St. Plan commission, etc, will look at most recent neighborhood plans. TLNA plan not old, and was recently re-confirmed.
- City Budget: Meetings 11/14/16 and 11/15/16. Alder Zellers has proposed amendments for cameras and a LTE position for compiling data regarding bike and other traffic information.
- Developments/construction sites are putting fencing into bike lanes, and Alder Zellers has been persistently contacting traffic engineering when this is noted. Now sponsoring a budget amendment to create staffing with existing funding to manage these concerns. Staffing position in parking utility with city; will go through BOE.

## 8. President comments

Patty Prime

- Welcome to new council members Karla, Elena and Tim.
- Reminder: Planning meeting for council planned 12/1/2016, in the conference room at Festival Foods, from 6:00 - 9:00 pm.
- Hopeful for a social event, outside of the planning meeting, for the council.
- **Motion to Adjourn by Patty, and seconded by Steve Wilke.**

**Adjourned at 9:05 pm.**

## 1. **PARCHED EAGLE TAP ROOM**

### 2. **Business Plan Synopsis**

3. Prepared on October 29, 2016
4. For further information, contact: Jim Goronson (cell: 608-204-9192),
5. email: [jim@parchedeagle.com](mailto:jim@parchedeagle.com)
6. website: [parchedeagle.com](http://parchedeagle.com)

## 7. **Executive Summary**

### 1. **Description of the Business**

The Parched Eagle Brewpub has been in business since April 2015 and is located in Westport, WI on the northern outskirts of Madison. The business of the company is to provide a unique and intimate drinking and dining experience for all customers who step through our doors. Our emphasis is on producing high quality, fresh beers that pair nicely with food we offer. This business plan is for a second location, a tap room featuring our beers on tap, that will be located on the near east side of Madison.

It will be a small tap room with a capacity of around 50 people in the pub area serving beer on tap brewed at our original location as well as contract-brewed by the House of Brews in Madison (along with a few guest taps comprised of our favorite beers from local breweries) and food provided by food carts located outside on building premises and pledge to abide by reasonable closing hours. We will not have a kitchen. In this sense we will partner with local businesses in a way that is mutually beneficial for all.

Entertainment will be partially provided by a synergistic relationship with Maria's with the intent of making the location a destination for art, music and quality craft beer.

### 1. **Management Summary**

The Parched Eagle Brewpub is run by founders/business partners Jim Goronson and Tom Christie.

As president, Jim Goronson is responsible for the overall implementation of the Plan of Action and the daily operation of the business. The president will oversee the tenant improvements and installation of the tap room. The president will carry out the licensing process, secure financing of operational expenses, acquire food from local vendors, and direct the daily start-up operations. The president is also the brewmaster in charge of all brewery operations.

Jim is a 2012 graduate of the World Brewing Academy (Siebel Institute) Concise Course in Brewing Technology. Jim also spent time learning to brew on a craft brewery level at the House of Brews under the tutelage of owner/master brewer Page Buchanan.

Jim was a homebrewer for 19 years and is also a beer judge for homebrew contests certified by the Beer Judge Certification Program (BJCP).

Jim also has over a decade of non-profit fund raising and administrative experience, including financial management experience.

As vice president, Tom Christie assists the president in all areas related to the business and the daily operation of the brewery. The vice president is specifically the operations manager of the entire business, including the brew-house and quality control laboratory. Tom is also the information technology coordinator for the entire business.

### 1. **Marketing and Distribution**

The Parched Eagle Brewpub produces beers that are dispensed on premises from kegs in our brew-house cool room to the tap lines at the bar. We also provide a "to go" option of half-gallon and quart growlers.

The president is the individual most familiar with the company's products and with the local market for these products. The president is therefore the best qualified person to represent the company to its customers.

The marketing strategy consists of advertising in local print, telecommunications, and on-line media including social networking on Facebook, Twitter, and Instagram.

The Parched Eagle Tap Room will be a significant revenue-generator for the business where customers may come to purchase our products at retail prices. Sales of tap-poured beer will be the single-most important positive factor for our profit margin. Food from local vendors is also be an important source of revenue. Promotional merchandise such as glassware and T-shirts is also sold to increase our public exposure and profit margin.

We are also continuing to self-distribute kegs of our beer to local establishments including the High Noon Saloon, the Mason Lounge, Maduro Cigar Bar, the Malt House, Trixie's Growlers to Go-Go, and Craftsman Table & Tap in Middleton.

### **Wholesale Customer Testimonials**

Mari Klasna, Bar Manager, Craftsman Table & Tap: "My establishment is honored to have been Parched Eagle's first retailer account. We happily carry Parched Eagle beer whenever we can. Jim doesn't make a bad beer and we have the customers & sales to prove that."

Steve Renfro, Bar Manager, High Noon Saloon: "Even with the surge of local craft breweries, Parched Eagle stands above the rest by consistently delivering a quality, fairly priced product. Jim Goronson and company have been a pleasure to do business with and we here at the High Noon Saloon look forward to continuing our working relationship well into the future."

### **1. The Market**

In our opinion the Tenney-Lapham neighborhood on the near east side of Madison is an outstanding choice for our second location—the Parched Eagle Tap Room! While it can said be said that the near east side has plenty of craft beer establishments, the location at 1444 East Washington Avenue will be perfectly situated in a growing corridor of cultural activity.

We feel that the Parched Eagle Tap Room will complement, rather than compete with, the bars and restaurants in the area, including nearby brewpubs and craft beer bars.

Our tap room will be identified with the local community and will appeal to the local resident who, with friends, family members, and business associates, is eager to support a locally produced beer. Having tasted our fresh beer, these consumers will be sure to come back to our tap room as well as visiting our brewpub and asking for our beers at these fine local establishments.

Meanwhile it's safe to say that the larger Madison area is one of the hotbeds for craft brewing in the entire United States. According to locally-based Frank Beer Distributors, craft beer accounts for around 27% of their total beer sales in Madison, and that figure is rising on an annual basis. That said, 27% of total beer sales represents considerable room for growth!

### **Rationale**

Why a second location on the near east side? The answer is simple: we need a location in a more centrally located area that has a high percentage of craft beer drinkers. The near east side definitely fits that bill. Our original location is a nice venue but is not in an ideal location for bringing many customers through our doors. The Parched Eagle Tap Room should change that equation for us!

Since we opened on April 30<sup>th</sup>, 2015, we have received positive press about our beers (highlighted by Robin Shepard of the Isthmus naming Grainne's Special Bitter ESB his favorite local beer of 2015) and our beers have received many positive reviews on the UNTAPPD drinking app, as well as on Beer Advocate and Rate Beer.

The near east side has a high percentage of our primary market—craft beer drinkers—along with many professionals who are Madison's general bar-attending public. This group will be drawn to the tap room after work to relax in a friendly and classy atmosphere.

The tap room will also be located close to Madison's large college student population. Many college students have grown up in households where their parents drink craft beer so they are familiar with the concept and quality product.

## **Appendix 2--Taste of Tenney Budget Summary**

### Donations for TOT4

R. Linster	100.00
J. Wright	100.00
Festival Foods credit	200.00
John Bell	15.00
Peggy Furlan	30.00

Total Donations for PITP \$415.00

### Expenses

Sal's Tomato Pies	300.00
Supplies from Festival	226.40
Woodmans - supplies	4.76
Office Depot - nametags	11.98
Woodmans - pasta salad	58.79

Total Expenses \$601.93

Net Revenues/Expenses (\$186.93)

### Revenues/Donations

Event Donations	1,179.00
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Total Revenues/Donations \$992.07