



11 N. Allen Street
Madison, WI 53726
(608)231-0100

April 2, 2007

Dear Neighbors,

Please accept our thanks for reading this newsletter about our work at The Froth House; it is a long letter and we appreciate your attention and interest.

Before and since opening our doors, many in the local community have requested The Froth House serve quality beers and fine wines in addition to food and beverages. They say they want something similar to Barriques or Café Zuzu. The local community had convinced the previous owners of Dancing Grounds to apply for a liquor license which was approved by the Alcohol License Review Committee (ALRC). At the time of opening our doors, we decided that we would concentrate first on providing our customers with excellent coffees, teas, sandwiches and other beverages before embarking on a beer and wine license. Our goal was to gain your trust and confidence in order to demonstrate our commitment to the community and integrity as a local business.

The Froth House proprietors, Erik Thebert and Dean Welch (I), and our first employee, Terese Dietrich, have lived at 2133 Chadbourne Ave. over the last 5 years, the property adjacent to the café's garden. As a part of this neighborhood, we are striving to improve our community and are proud of the hard work we have done to make this café a success. My bother Tom and sister Erin, students at the UW, are also a part of our family household. They also contributed to starting up the café. Kate, who lives on Regent Street and is an art therapy student at the UW, donated her artistry for our menu boards. Ana and Chance, part time employees, also live within a few blocks of The Froth House.

As community members, we felt the loss of Dancing Grounds and are determined to provide the neighborhood with a financially viable public space where friends and neighbors can meet and share their civic pride. Over the last 5 months we have hosted political gatherings, monthly fine art shows including the West High Art Seminar, supported school meetings, donated to charities like Franklin-Randall PTO and Neighborhood House Community Center to name a few activities. Most importantly, The Froth House serves as the social center of the Regent/Allen street neighborhood. The nearest similar business, Barriques, is three-quarters of a mile away.

Our patrons have continued to ask us to extend our hours and serve beer and wine. They say the adult community needs a place where they can go locally to relax and unwind after their day is over. Many of them expressed their dislike of bars, and want a relaxing atmosphere where the music is at a reasonable level so people can talk. We feel The Froth House can offer this relaxed and open atmosphere to the local community as an alternative to the bar scene. We are not seeking to attract outsiders. All marketing to date has been by local word of mouth and shop signs and, now, this letter. We welcome all to our café, but we serve our local patrons.

In preparation of the application, Erik and I undertook the State of Wisconsin's Responsible Beverage Server Course. Erik has 14 years of food and beverage preparation and serving experience, including 6 years serving beer and wine for Elegant Edibles/Coyote Capers. During college, I served beer at the UW Memorial

Union and worked for the Coyote Capers and the Great Dane during their start up phases. Serving beer and wine is a responsibility we take very seriously, and will take all safety precautions to ensure our cafe remains a social center of the community, not a bar or tavern.

We decided in February to formally pursue the beer and wine license and started the process by contacting our Alderperson Robbie Webber on Feb 24th. She expressed her approval and support of the idea. We then presented our idea to the Regent Neighborhood Association at the Feb 28th meeting. The large majority in attendance at the meeting supported the idea. One person felt that we should have a community meeting to discuss the proposal. Another gentleman's major concern was that we offer a variety of 3 dark beers.

Over the last 3 weeks, over two hundred of our customers have signed our roster in support of beer and wine at The Froth House.

On March 21, 2007, we presented the ALRC our business plan for a Class B Beer and Class C Wine license. Our business plan includes a number of proposals of which we would like to make you aware. We have sought and incorporate many of our neighbor's recommendations.

Firstly, we are limiting the hours of beer and wine service to 5pm to 9:45pm Monday through Friday while school is in session and on weekends 8am to 9:45pm Saturday and 8am to 6pm Sunday. We are committed to serving beer and wine only after students have left the area.

Secondly, we are pursuing a conditional land use permit from the city's Planning and Development Dept. to officially open the garden for our customers' enjoyment. We are committed to clearing the garden of all activities by 10 pm and will ensure that the volume is kept at a civil level for neighbors. Dancing Grounds did not receive any noise complaints during their use of the garden. We are planning a landscaping resurrection of the garden; please let us know if you would like to get involved. This will also open our business up for those who would benefit from a wheelchair accessible area.

Thirdly, we will not allow beer and wine deliveries before 9am M-F to alleviate morning congestion on Allen Street.

Fourthly, no beer or wine will be displayed until the proposed hours of beer and wine service.

Fifthly, our projected sales of beer and wine will account for 5% of total sales. We are not applying for a liquor license. A bar based business is not our intent or priority.

Sixthly, we plan on applying for the City of Madison's Façade Improvement Grant program through Urban Development. This is an excellent program which has targeted the Regent/Allen Corner Business Village.

Seventhly, we are reviewing the costs of adding a disabled accessible entrance on the side of the building.

Finally, minors will not be allowed in areas of beer and wine service unless accompanied by a parent or guardian.

After presenting our business plan to the board, we answered all questions presented by the review committee members. Several neighbors showed up in support as well as against the proposal. Those that were in support echoed many of the sentiments we have already stated in this letter. Those who opposed had a variety of concerns including parking, the high school proximity, litter, volume control, and target customer market.

We agreed with the Regent Neighborhood Association, ALRC, our alderperson and supporting/concerned neighbors that the best way to address these issues was to defer the decision on the

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application and have a neighborhood meeting on this subject. We set April 12th as the date for the meeting which will be at 7:00pm at The Froth House, we will provide snacks and beverages. We welcome everyone in support or opposed to the proposal and hope for an open and honest discussion surrounding this subject.

Thank you again for reading our long-winded letter, we had a lot we wished to share with you. Special thanks to everyone who helped us start the café, our current staff (you're awesome!) and, of course, our fabulous customers who have supported us from the beginning. We have something very special here.

Sincerely,

Dean Welch

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April 12th, 7-8pm
West High School
L.M.C.
(the library)