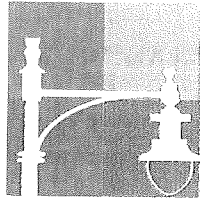


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Mayor Dan Devine and West Allis City Common Council
7525 W. Greenfield Avenue
West Allis, WI 53214

March 12, 2014

Dear Mayor Devine and Members of the West Allis Common Council,

This letter is being written on behalf of Pullum (Joe) Tairi, owner and proprietor of Urban Joe's in Downtown West Allis. It is our understanding that Mr. Tairi has applied for a class B liquor license and because of the limited number of such licenses and their current unavailability; Mr. Tairi will require special consideration to receive such a license.

The Downtown West Allis Business Improvement District (BID) would like to voice their support for Mr. Tairi in this effort. His business is of the type that both the BID and the city had previously identified as a high target business profile that we would like in the BID and our community. Its current offering of various coffee products and a variety of sandwiches in a street café type environment has filled a void that was missing in the area. We want to do all we can to help this type of business to thrive so that it brings more people to the downtown. While certainly addressing a need, Urban Joe's biggest issues at the moment are the fact that their offerings cater to a morning and lunch crowd more than later day visitors, and they have had to limit their hours because of that. Also, the competition in the coffee business is fierce – while Urban Joe's has quickly built up a loyal clientele based on their quality offerings and service, it is difficult to draw from much outside the very local proximity due to the proliferation of chain coffee providers on every corner. Being able to offer a wider variety of coffee/liquor combinations would help address both these issues and help Urban Joe's grow to be a destination café for a wider audience. If they could offer a wider assortment of drinks the viability of evening hours is much more feasible as it becomes a much more attractive alternative for people seeking a light dinner and time out with friends. A menu that would include many of the coffee/liquor recipe favorites would also set Urban Joe's apart from the chain coffee houses and promote people traveling from greater distances to enjoy them. Once here, those same people are exposed to the other businesses and experiences our area has to offer.

From our previous interactions with Mr. Tairi we have always found him to be honest, responsible, and truly dedicated to making this business work here in our community. When debating the merits of his receiving special considerations, for which we understand there have been earlier precedence, we believe Urban Joe's falls very much in the "restaurant serving alcohol" versus "bar serving food" guideline for consideration that has been mentioned in committee discussions. This is not a situation of opening yet another corner bar, whose limiting we understand to be one the basic tenants of the limitation on the number of class B licenses and one the BID agrees with 100%. Rather, we think that your positive consideration in this matter would be for the better of not only Urban Joe's but also the community as it would provide both local residents and visitors with a destination that provides a unique dining and social get together experience.

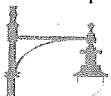
In conclusion, the BID supports Mr. Tairi's request for special consideration in this matter and will do whatever we can to help make his vision a reality.

Sincerely,

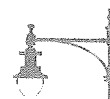
Chet Parker

Downtown West Allis BID – President

cc: Alderperson Cathleen Probst, Alderperson Marty Weigel, Mr. Joe Tairi



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BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH
AND WELCOMES COMMUNITY INVOLVEMENT



email: Mayor Devine, Paul Ziehler
3/13/14 John Sibal, Monica Schultz
Steve Schaer
Alderpersons