

THE COLLINS-KRULOS PROPOSAL

Although we're not completely sure of everyone's status as a Worker Collective or Board member, it would appear the staff consists mostly of one Worker Collective member TEA KRULOS and one Board member, Treasurer TRACEY COLLINS. These two authors of this proposal still believe the Public House has great potential as a community space where people can learn, grow, have fun, and build community one drink at a time. We believe it would be a mistake to close the bar over human ego and a financial situation that is unpleasant but not impossible. Here is what we believe we need to carry on forward.

Current Financial Situation

As of Saturday, February 24, this is our financial situation:

Amount in our bank account: \$1,121.15 (after all outstanding checks clear)

Debts: Liquor/Beer/Food: \$5,349 overdue, \$1,917 due beginning of March (\$7,266 total)

[SEE APPENDIX 1 for a full list]

RIC Loan: \$1560 (\$260 monthly payment included in monthly operating cost)

Member Loan: \$2,630 (2% int/year for 36 months matures May 10, 2020)

Average Current Monthly Operating Costs (not including liquor/food purchases): \$9,873

[SEE APPENDIX 2 for more detail]

Quarterly Current Operating Costs: \$1,650 (water bill and taxes payable every 3 months)

[SEE APPENDIX 3 for more detail]

New Board Structure and Staff

We want to take the action of calling for a vote of "no confidence" in the current board (or what remains of it) and establish a new board, voted on by the Public House membership. This board would comprise of five members, who may or may not also be bartenders:

1. A General Manager, who is in charge of hiring, scheduling, bar aesthetics, training, drawer duties and communicating with the Workers and membership.
2. An Events Manager, who will work closely with an Events Committee to plan and promote Public House events.
3. A Treasurer, who carefully follows our finances, acts as bookkeeper, performs payroll, has drawer duties, bank duties and makes payments.
4. An Inventory Manager, who works closely with the Treasurer and keeps track of our inventory, implements an inventory tracking system that includes tracking spills, comps, shift drinks, is in touch with what people want to consume at the bar, and places orders to distributors.

5. A Member at Large, someone that helps with member communication and community outreach.

We believe all Board Positions should be paid up to a certain amount of hours on a weekly basis. We would use the hours previously allotted to the Worker Leaders in September 2017. Board members can choose to not claim the hours allotted to them. Other board positions can be added in time, but to start we need a small, coherent group that works together. We can no longer have a board that has constant turnover

Starting in September 2017, the Workers Collective came up with their own leadership positions and split 45 hours of duties, paid at \$10/hour, between the 3 positions. The positions and hours were as follows:

Position:	Hours/week:
Inventory (Lisa)	20
Events (Harry)	15
People (Angie)	10
TOTAL HOURS	45

We propose that the new Board Positions also be paid at \$10/hour, following this weekly schedule:

Position:	Hours/week:
General Manager	10
Events	10
Treasurer	8
Inventory	4
Member at Large	3
TOTAL HOURS	35

In this structure, Board Members will be workers and this transition will help move toward RWPH being a worker-owned collective. Board Members will be expected to fill out time sheets for every payroll. This structure also reduces the hours paid by 10 a week (if the Board Members elect to use them), an overall payroll savings of about \$400 a month.

We need new staff and we need them quickly. This includes bartenders, and at least one additional door person and sound person. These people should realize that the Public House is not a normal bartending gig and that we need their help to bring patrons in and increase sales.

Loan and Fundraising

To stay open, we are going to need an immediate boost of money to pay off our distributors and restock the bar—we are running out of stock every day. Once we are current with all of our distributors, we will no longer be using the invoicing system that has been in place. Instead we will have a check ready for every delivery so that we do not fall behind on our payments again. The Inventory Manager and Treasurer will work closely on a budget for each week, and if the bar can not afford the inventory, it will not be purchased. There are two things we'd like to see happen to help us get to this system

Loan: We need a loan to help us with operating costs and paying off distributors so we can get the bar stocked with our basic needs (beer, liquor that we sell every day, pizzas). Our suggestion is to approach the Food Co-op and individuals to ask for a loan of **\$7,500** with no interest, and a payment plan to pay it back.

Online/ in bar fundraiser: We can ask our members to participate in an online fundraiser (such as GoFundMe or IndieGoGo) in which donors are rewarded with both individual benefits (a free beer for a certain level donation for example) and group rewards—if we hit the 2,000 dollar mark, for example—we'll hold a party with free pizzas and a DJ. If we hit the 5,000 dollar mark—awesome free show with a free keg. We can keep track online and with a fundraising thermometer in the bar.

Recalibration Session

We strongly believe we need to shut the bar down for at least a couple days at some point. This recalibration period would be used to train new staff, give the bar a major cleaning session, try to fix things that need repair, hopefully restocking and doing inventory, rearranging and getting new art on the walls. We need volunteers to help!

Saving Money by Cutting Hours and Volunteer Shifts

Our first recommendation is cutting the hours 3-5 Monday through Friday, opening at 3 on Saturday (except for special events) and opening noon Sunday. 3-5 has been a very a slow shift, and it's common for bars to open at 5. This schedule eliminates 11 hours of payroll.

Our second recommendation is having the new 5-9 shift Monday through Friday staffed by bartenders willing to work for \$3.33/hour. Closing and weekend shifts still to be paid current rate of \$5/hour. This gives us a more manageable challenge. Filling 14 volunteer shifts a week would be a scheduling nightmare, but getting people to cover five 4 hour shifts (an Tea has already volunteered to do the Tuesday shift) for a reduced wage seems possible. We need people who are passionate about the Public House to own these shifts and bring people in.

It is our suggestion that this policy be reviewed quarterly. If things go well, paying the current bartender pay rate for happy hour shifts can return. Or we can incentivize sales growth by offering pay rate increases for consistently meeting sales goals during bartending shifts.

Between the cut hours and reduced happy hour wages, this saves about \$350/month in operating costs.

Another possible cut in hours would be to close the bar during the week at Midnight if the bartender working thinks that is the right call.

Small Cuts

Can we find someone to volunteer to wash bar rags once a week? If so, we can cut linen service costs. Can we find someone to print our flyers on their home printer (maybe in exchange for ink cartridge costs?) We can save money there. Small cuts add up.

POS system

We believe we need to upgrade to a POS system. A POS system makes tracking inventory much easier and gives us a better understanding of how much we sell of items. A POS system can track exactly how many pints of Riverwest Stein we sell in a month, for example. We need to price a POS—with some internet searching we might be able to find a deal on a used one. We'd like to use crowdsource funding to fund this project as well.

Communication

Communication has disintegrated at Public House, much like a psychological experiment gone awry. A strong distrust between the Worker's Collective and the Board has been simmering over the last year—there is a perception overall that people are holding secret meetings and plotting secret plans. It is unhealthy and quite frankly, ridiculous. We believe a smaller core board will help, as well as speaking to new staff about these problems and how we can work to avoid them. We also feel we should send a weekly newsletter to our membership that is transparent as possible. All four board members would be responsible for content. We can detail struggles we are having, as well as talking about positive news—upcoming events (and reviewing successful events), drink specials, new bartenders, and calls for volunteers.

Events

Events can make the difference between a dead night and a night where the community is engaged. There has been debate whether Public House needs more shows or more community events. We believe we need both, but there needs to be the right balance. Community events are great for the week, and we should offer shows on the weekend for entertainment.

Weekly and Monthly events

We currently offer weekly events like Monday Karaoke and Wednesday Trivia. We do several monthly events like Vinyl Potluck, and Sex Ed for Adults. Events management has been working

on new nights. SE WI NORML has started doing monthly meetings, usually on a Tuesday 7-9. At their last meeting, they brought in two gubernatorial candidates to talk, and we did \$200 in bar sales. \$200 isn't amazing, but not bad for a 2 hour happy hour stretch.

Joe Brusky from Overhead Light Brigade has started to organize a Friday happy hour geared toward members of the Milwaukee Teachers Education Association the last Friday of the month 4-6pm called Fight Back Friday! This is great—it is bringing in a group to a shift that has generally been slow. We're currently also working with comedian Greg Bach to offer a weekly comedy workshop/ open mic every Sunday afternoon. Again, a generally slow shift that will hopefully now be a fun time. We need more of this.

We need more weekends like last weekend

Last weekend was a great collaboration of event planning. We did a show Friday night where we made about \$700—not amazing, but not bad. On Saturday we had a beard competition organized by Stephen Anderson followed by a packed rock show booked by Harry. We made over \$1700 on Saturday. On Sunday the Food Co-op held their annual chili contest and we made close to another \$1000. If we can book popular bands, continue to have great events we can have more weekends where we do almost \$3500 in sales and that, my friends, will help a lot.

Monthly benefit

We should reach out to friends who are musicians and performers and see if we can organize monthly benefit shows where we keep the door money to be put toward paying off debts.

Extension of premises

One asset we have is our proximity to Garden Park (also known colloquially as “Wu-Tang Park”). One of our highest days for bar sales in 2017 was an event called The Night Carnival, which took place in Garden Park. Getting an extension of premises permit is \$50, which allows people to bring alcohol outside and lets us sell alcohol in the park.

Weather is a factor—we attempted two other park events in 2017. One was rained out and the other (Oktoberfest) had low sales due to extreme heat. This shouldn't be discouraging. If we can do events in summer that involve entertainment, food trucks, and an outdoor bar, we can make the park a great outdoor Public House.

Food

We need to foster our relationship with the Riverwest Food Co-op and explore new food options, something people frequently inquire about. We can do a lot with what little we have—stuff other than pizzas can be cooked in the pizza oven (like pasties!), we can serve chili and other food out of crockpots, snacks can expand beyond chips with bags of mixed nuts (made from bulk) and popcorn, we can dedicate a cooler shelf to cheese platters and sandwiches. A simple food menu

could be beneficial in sales for both the Public House and the Food Co-op. We should also do salads on Sundays during the farmer's market, using veggies from the market.

Tobacco

This is really a no-brainer. A tobacco license is \$100 a year and we constantly turn away people stopping in to buy smokes, who then go on to Linneman's, Hi Dive, or Bremen Café to buy them there instead.

Merch

We suggest (after clearing some hurdles) that we invest \$500 to have 100 new t-shirts made by a local screen printer. We have been out of merch for some time and t-shirt sales might help going into the summer season. If the shirts are sold at \$15, 100 shirts will yield \$1000. If they sell well, we can reorder.

Although it wouldn't be a huge money maker, we think we should sell some non-bar related merch like Slingshot organizers, copies of *World War 3 Illustrated*, zines, prints, buttons. We can rotate through cool stuff so we don't have an overcrowded mess of items, but constantly offer something.

A Positive Attitude

We need to end the vulture mentality surrounding Public House. We need to stop the rumor mill, the gossip, the conspiring behind each other's backs. We need to work together and not at odds with each other.

The Public House needs your help. If you take a look at the gallery wall, you'll see a display of posters of different events—awesome events—that have taken place over the last seven years. Many of you helped make these happen. If we work together to make this a place with a good vibe and a great place for community, we can make the Public House survive and flourish.

APPENDIX 1 - Debts to Distributors

Vendor	Overdue Balance	Current Balance	Total
Badger Liquor	\$1,460.83		1,460.83
Beechwood	428.50		428.50
Beer Capitol	1,664.55	445.40	2,109.95
Emils Pizza	316.20		316.20
Breakthru		894.23	894.23
Capitol Husting		176.29	176.29
Foltz Family Market	275.00		275.00
General Beverage	507.62	335.00	842.62
Mickey's Linen	348.60		348.60
Schmidt Kil-Bac	303.97		303.97
SESAC, INC	43.34		43.34
Sheeley Service		66.00	66.00
TOTAL	\$5,348.61	1,916.92	7,265.53

APPENDIX 2 - Current Monthly Operating Expenses

Expense	Amount
Rent	\$1,976
Payroll	3,000
Payroll Taxes Federal	1,500
Payroll Taxes WI	200
Sales Tax	950
Insurance	300
Work Comp Insurance	175
RIC Loan	260
Past Due Water Bill	612

Utilities	900
TOTAL	\$9,873

APPENDIX 3: Current Quarterly Operating Expenses

Expense	Amount
WI SUI Taxes	\$600
Federal Unemployment Taxes	350
Expo Taxes	400
Water Bill	300
TOTAL	\$1,650