

Elmer, Linda

From: Askin, Tim
Sent: Monday, February 10, 2020 11:32 AM
To: Elmer, Linda
Subject: FW: Historic Preservation Commission staff report for 144 E Wells, Pabst Theater attached
Attachments: Re: [EXTERNAL] Pabst Blade Sign project

From: Mike Kinsella [<mailto:mikek@elevatedidentity.com>]
Sent: Monday, February 10, 2020 11:31 AM
To: Askin, Tim; Jason Gierl
Subject: RE: Historic Preservation Commission staff report for 144 E Wells, Pabst Theater attached

Tim,

Please see the attached email from Matt Rinka in support of the Pabst signage as proposed/submitted as well as the quote below from Gary Witt on the importance of both signs to The Pabst and Milwaukee. Please ensure that the board receives this information in advance of the 3pm meeting.

" Thanks to the rebirth that was led by Mike Cudahy, The Historic Pabst Theater has once again become the heavily trafficked crown jewel and center piece of Milwaukee. Now as the city grows around it, this beautiful representative of our city's past needs these two blade signs to join the present with its ability to stand out in a happily growing city. "

- Gary Witt/CEO Pabst Theater Group

Thanks,

Mike Kinsella
President

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From: Askin, Tim <Tim.Askin@milwaukee.gov>
Sent: Monday, February 10, 2020 9:06 AM
To: Jason Gierl <jgierl@ptglive.com>; Mike Kinsella <mikek@elevatedidentity.com>
Subject: Historic Preservation Commission staff report for 144 E Wells, Pabst Theater attached

Apologies for the lateness.

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Elmer, Linda

From: Matt Rinka <mrinka@rinka.com>
Sent: Monday, February 10, 2020 10:53 AM
To: Jason Gierl
Cc: Gary Witt; Mike Kinsella
Subject: Re: [EXTERNAL] Pabst Blade Sign project

Thank you Jason.

Yes, I am very supportive of the blade signage you're proposing.

Take care,

Matt Rinka

Sent from my iPhone

On Feb 10, 2020, at 10:50 AM, Jason Gierl <jgierl@ptglive.com> wrote:

Hey Matt -

Thank you for taking the time to review.

Here is what we're proposing today at 3pm to Historic.

Let us know if you have any questions and thank you for the support.

- Jason

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Jason Gierl *Art Director*

PTGLIVEEVENTS

PABST | RIVERSIDE | TURNER HALL | THE BACK ROOM @ COLECTIVO

P 414.800.1825 :: C [414.379.9116](tel:414.379.9116)

pabsttheater.org

<PabstBlade.pdf>