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From: nelson@elreyfoods.com [<mailto:nelson@elreyfoods.com>]

Sent: Wednesday, January 24, 2018 9:45 PM

To: Perez, Jose

Cc: molivia@elreyfoods.com; Jason Hyland

Subject: Version 3

Hi Alderman Perez,

We were able to view version 3 of shopping cart ordinance this evening after receiving it from the Wisconsin Grocers Association. We can appreciate the efforts they have made to make this less damaging to us as grocers in Milwaukee.

However, We are still in shock that this is really happening. This is unfair to our industry, and a very anti-business ordinance for Milwaukee to propose. I appreciate the concern of property value in Milwaukee, but I'm of the belief a grocer brings value to our neighborhoods. Not the contrary. El Rey is not in favor of the ordinance.

We have had an anti-theft system installed years ago. Maybe they have improved in the last 15 Years, but we found them costly and ineffective.

One suggestion I would have if we had to go through with this, which seems to be inevitable, then -if an anti theft system is installed, then the grocer would be exempt from fines.

We love serving the people of Milwaukee, but reality is that we can not control the actions of some in the area we serve. I do not believe we as grocers should be paying for the wrong doing of others. Obviously, no grocer wants their carts to be taken.

At our stores we depend on a lot of walk in traffic. We have to provide and allow our neighborhood customers to take them home when they have purchased a cart full of groceries. This may be acceptable to the larger grocers with a couple hundred parking spaces who have the vast majority of there customers driving to their locations. For us and other neighborhood markets, this will negatively effect our sales and be very inconvenient to the residents of Milwaukee living in our neighborhoods.

Our opinion is that the City of Milwaukee Common Council will have disappointed us greatly if they find this to be the priority solution to neighborhoods decreased property value. We do think it could have an adverse effect, if the result is that it becomes difficult to get grocers to come to those neighborhoods.

Thanks for your and interest in our opinion,

Nelson Lang
El Rey Mexican Products