

Charlie Griffith

From: Picasso Automotive <picasso.auto@att.net>
Sent: Friday, December 13, 2024 5:19 PM
To: Charlie Griffith
Subject: On behalf of the Committee Hearing for Freeland LLC

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Dear Charlie,

Review this and let me know if we can talk about this on Monday.

We have three options we would like you to overlook for us to continue working due to the fact that now 50% of Picasso Automotive sales are derived from Freeland LLC. There continued partnership ensures employment for all of their employees and it gives Waukesha a strong partner in economic activity.

We are proud to announce we have an exit strategy from sales at 1352 Ellis St. Complying with the zoning restrictions. We have come to an agreement with Dave Jensen the owner of Waukesha Finest Car Sales at 2000 Davidson Road. We understand its longshot to ask for. However, we are asking for the ease of both companies transitioning, one downsizing and one transitioning its sales and service department to the 2000 Davidson address, we would like a grace period of four months to continue sales of Freeland LLC retail at its current location 1352 Ellis Street Waukesha. We have complied with all the restrictions afforded to us by the City, keeping vehicles in the back and only brining them up at time of sale. Although we are confident that this would be a good decision we understand that we need to have a contingency plan if you decide against granting us this option. Again thank you for your consideration. We ask for leniency and the flexibility to be able to transition for both companies. We will be sure to have operations of sales to be shut down at our Ellis Street Location by April 1st, 2025. We talked to the DOT and they said that would be feasible.

The second option we will have is until Waukesha Used Cars is done moving out of the 2000 Davidson Location that we jointly operate. This will be difficult to accomplish with two operations working in the same building and will cause confusion, clutter and will be challenging, but we feel we will be able to overcome the obstacles. We will have to keep a number of vehicles at our current location and bring them over to Davidson Road for sales to be completed. Mr. Jensen has be gracious enough to feel we can work together, although, has some reservations with so many changes.

The third option we have you to allow us to sell cars at the Sindic Motors location at 1028 N Hartwell Avenue, that Dave Jensen owns, during the four month period Waukesha Best Used Cars, need to move out of the 2000 Davidson Road Location. We would keep 14 cars on the lot with the rest of them being stored at our 1352 Ellis St, Waukesha location. We would have to have them brought from our 1352 Ellis Street Location. Thank you we are looking forward to seeing you guys in person on the December 18th meeting. We are blessed to have great employees and customer that keep Waukesha's local economy flourishing. Thank you for your time and consideration. God bless.

Thanks,

Dwight Rusch
262-650-2020
Picasso Automotive & Freeland LLC
1352 Ellis St.
Waukesha, WI 53186