



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, July 20, 2017

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 5 - Michael E. Verveer; Davy Mayer; Gregory O. Frank; Thomas E. Hirsch and Sandra J. Torkildson
Excused: 5 - Ledell Zellers; Adam J. Plotkin; Ted Crabb; David Ahrens and Lori J. Henn

APPROVAL OF June 15, 2017 MINUTES

A motion was made by Verveer, seconded by Frank, to Approve the June 15, 2017 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [45683](#) Report of Mall Maintenance and Special Events 2017

Mark Kiesow, Parks Division, briefed the Committee on Mall Maintenance activities for mid-summer. Capitol Square construction has finished up, although ULI construction on the restoration of the sidewalk and street furniture on West Main Street will delay the ability to turn on the Capitol Square fountains.

Kiesow said that the Police, BID and Mall Crew are meeting at the Top of State to discuss ideas to prevent the trampling of the flowers. Rebecca Cnare, Planning Division, also met with Mall staff and have added several bike racks, benches and trash receptacles on Gilman Street, as per their report from last month.

Verveer asked staff to look into the update about pavement problems at the 700-80 blocks of State Street per Crabb's request last month. Staff said they would follow up with Engineering.

Torkildson thanked staff for their work on Maxwell Street Days this year. Kiesow said that he will work with the Greater State Street Business Association (GSSBA) on trash pick-up plans for next year - as the City's bins weren't emptied by GSSBA volunteers like they were in the past. Torkildson also said that she heard from the City's StreetVending Coordinator, that the 100 block was very empty, and that sidewalk cafés and vendors displaced for the event might actually help make the area more festive at the top of State Street. Frank agreed that he heard from Coopers that they didn't understand why their café needed to be put away

considering nothing else was going on in that block.

Verveer mentioned that he heard that the BID is looking for information on how to replace/redesign the wayfinding signs in the downtown and hoped that Planning Staff could work with them on the project.

2. [48039](#)

Creating Madison's Utility Box Art Program and authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor selected through a competitive bidding process to provide vinyl art wraps for City-owned utility boxes.

Cnare briefly went over the draft program description and draft art and box selection guidelines for Committee comment. Hirsch thought it would be a good idea to talk to the University to see if they would also be interested in participating. Verveer said that the traffic boxes are all owned by the City, but that maybe the University might want to look at other utility boxes.

Mayer praised the expansion of the program, and thinks the draft program proposal has a good balance of fine art and community art opportunities

A motion was made by Hirsch, seconded by Mayer, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

3. [32598](#)

State Street Report and Updates

Cnare said that the Common Council adopted the resolution that accepted the State Street Retail Analysis report on July 18. Cnare also briefed the Committee on the activities to date that are part of the implementation of that report and process including, but not limited to:

- The ordinance that created the Top of State Vending Overlay District (TOSVOD)
- The Street Team outreach contract through the Community Services Division
- Police strategies for more effective police presence at the Top of State
- Two approved (117 E Main St and 111 King Street) and three in process Facade Grant proposals in the downtown
- Seven retail grants approved for: Francesca's Collection, Red Square Flowers, Madison Modern Market, Triangle Market, Soap Opera, University Bookstore, Community Pharmacy
- Historic Preservation Plan consultant hired
- RFP for new BID ambassador both is being finalized
- Beginning discussions on increasing music at the Top of State

In addition, community partners, especially the Business Improvement District (BID), have increased activities that line up with the report recommendations including, but not limited to:

- BID's inaugural Madison Night Market series
- BID's summer café tables and chairs at the Top of State
- BID programming activities
- BID holiday light project
- Bicycle station expansion

Cnare also mentioned that she and the BID have a meeting set up to talk about some of the other recommendations, and she has briefly talked with the Parking Utility about some of their programs. Hirsch said that the QR code on the parking meters is a great program and that he thinks more people should know about it. He added that he wished he could have two different QR code accounts - one for personal use and one for business, but the program doesn't allow that.

Verveer asked Cnare for a TOSVOD update. Cnare said that there have been a few vendors, but there have been some people questioning the legitimacy of the vendors. The Street Vending Coordinator is looking into ways for vendors to be able to identify themselves as licensed City vendors. Frank added that retailers are interested in having a larger discussion about the effects of all of the different things happening downtown, including, size and number of events, food carts, vending opportunities, etc. and how they affect the retail climate.

Torkildson agreed and thought that more education should happen with existing brick and mortar retailers and restaurateurs. Perhaps there is a way to try to find non-competing vendors, and find a balance of creating an attractive vibrant location that brings people downtown, and that also helps existing retailers.

Verveer asked about the staff discussion on additional music. Cnare said that staff met to go over some strategies and ideas to lengthen the hours of amplified music in response to feedback from Police and other Top of State stakeholders. Verveer said that staff should read Mitch Henck's story about newer amplification equipment where the decibel levels are much lower, which might be easier to allow. Verveer also suggested that the hours could be increased at Lisa Link Park as well at the Top of State.

4. [33826](#)

Committee Member & Staff Updates

Verveer said that the ordinance to allow bicycles through Philosophers' Grove has been introduced and he has mostly heard negative feedback so far. Most of the concerns were from downtown workers/pedestrians worried about conflict with bikes on the sidewalk. But in the spirit of experimenting and trying things, he would like to see how it works in real life. Hirsch asked about a sunset clause. Verveer said that if it does not work, he will be the first to issue a mea culpa and would be happy to sponsor a repeal to go back to the old language.

Torkildson gave brief Maxwell Street update saying she did great and has heard mostly positive things so far but they will not hear back from the retailers survey until later. Verveer wondered if Ride the Drive affected the turnout. She said Sunday is always slower, Friday and Saturday are always busier, and she will wait to see what the survey says.

ADJOURNMENT

A motion was made by Hirsch, seconded by Frank, to Adjourn at 7:00 p.m. The motion passed by voice vote/other.

Upcoming Meeting: August 17, 2017