



## Meeting Minutes - Approved JUDGE DOYLE SQUARE COMMITTEE

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Thursday, May 9, 2013

5:30 PM

Madison Municipal Bldg., Room LL-130  
215 Martin Luther King, Jr. Blvd.

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### CALL TO ORDER / ROLL CALL

Chairperson Adam Plotkin welcomed new member Greg Frank to the Committee.

**Present:** 8 -

Shiva Bidar-Sielaff; Michael E. Verveer; Bradley A. Cantrell; Ann E. Kovich; Sandra J. Torkildson; Adam J. Plotkin; Megan E. Christiansen and Gregory O. Frank

**Absent:** 1 -

Annette Miller

### 1 APPROVAL OF MINUTES: April 15, 2013

A motion was made by Bidar-Sielaff, seconded by Kovich, to approve the minutes of April 15, 2013. The motion passed by voice vote.

### 2 PUBLIC COMMENT

Chairperson Adam Plotkin asked if any members of the public wished to address the Committee.

Diane Morgenthaler of 615 East Washington Avenue and representing the Greater Madison Convention and Visitors Bureau told the Committee that the GMCVB staff had reviewed the hotel component of the RFQ responses and was prepared to offer comments/feedback for the RFP stage of the process. The Committee thanked the GMCVB and suggested she provide the comments to the Committee's staff who would make sure the Committee received the material.

### 3 DISCLOSURES AND RECUSALS

There weren't any disclosures or recusals under the City's Ethics Code by members of the body.

### 4 [30031](#)

Review RFQ Compliance and Completeness Checklist and Select the Teams to be Invited for an Interview

The Chairperson indicated that the Committee would review the Checklist in the order presented in the staff report. Staff was asked to summarize each RFQ response followed by the Committee's discussion and action.

**JDS LLC:** Staff reported the RFQ response to be complete and in compliance with the requirements of the RFQ. The Committee

agreed with the staff analysis and by consent, invited JDS LLC to an interview on Wednesday, May 29, 2013 at 6:00 pm at Monona Terrace.

**Journeyman:** Staff reported the RFQ response to be complete and in compliance with the requirements of the RFQ. The Committee agreed with the staff analysis and by consent, invited Journeyman to an interview on Thursday, May 16, 2013 at 5:30 pm at Monona Terrace.

**Mortenson Development:** Staff reported the RFQ response to be incomplete or not in compliance with the following RFQ requirements.

- #7. A complete development venture and team is not provided.
- #9. The response does not provide a preliminary project concept.
- #10. Chapter 3 doesn't include any of the mandatory requirements (although the response does acknowledge or agree to the project goals). A project concept hasn't been included for both Block 88 and Block 105. There isn't any market analysis referenced or provided.
- A full explanation for these exceptions is not provided.

The Committee agreed with the staff analysis and by consent, decided not to invite Mortenson to participate in the interview process.

**North Central Group:** Staff reported the RFQ response to be incomplete or not in compliance with the following RFQ requirements.

- #10. Chapter 3 provides a project concept for only Block 105, and not both Block 88 and 105.

The Committee agreed with the staff analysis and had a discussion on whether to invite the team for an interview. Following discussion, on a motion by Ald. Bidar-Sielaff, seconded by Kovich, the Committee unanimously agreed to extend an invitation to the North Central Group on Wednesday, May 29, 2013 at 7:30 pm on the condition that the Team (1) present a full concept for the two blocks and (2) provide that information to the Committee at least 48 hours in advance of the interview.

The Committee then reviewed the questions it wished the teams to address as part of their interview presentations. The format for each interview is a 45-minute presentation followed by a 30-minute question and answer period.

- *As a general point, the teams should not present a power point that repeats the presentation in the RFQ response document.*

- *Discuss how the development team was chosen.*
- *Review the team's financial capability to undertake the project and the team's preliminary expectations of the City.*
- *Review the parking plan, including the overall number of public and private stalls as well as the configuration of the parking facilities (i.e. above and below grade on each block).*
- *Discuss the development staging plan/timeline and in particular how the public parking will remain available during the construction period.*
- *Regarding the Madison Municipal Building, discuss any proposed use of the building including connections. (For JDS LLC only, is there a "hybrid proposal" for the use of the Municipal Building?)*
- *Review the street level plan and the level of activity that the project is trying to achieve.*
- *Regarding the hotel component:*
  - *Review the service level of the hotel(s).*
  - *Describe the rationale for the planned meeting spaces in the hotel.*
  - *For teams that are proposing more than one hotel, how will the room block requirement be met and on what schedule? Will the dual hotels have a single operator?*
  - *Describe the connections, if any, desired to Monona Terrace?*
  - *For JDS LLC only, discuss the brand affiliation(s) being considered.*

The Committee staff will send the invitation and interview expectations to the teams on May 10, 2013.

The Committee adjusted its June meeting dates/times to the following:

- Tuesday, June 11 from 5-7 pm (260 MMB) (Deliberation)
- Wednesday, June 19 from 5:30 - 7:30 pm (LL-130 MMB) (Deliberation -if needed)

5      [28055](#)      Judge Doyle Square Staff Team Report

George Austin provided a brief report from the Judge Doyle Square City Staff Team. Currently, the Staff Team is finalizing a draft of the Second Stage Request for Proposals requirements for the Committee's review in June, and will begin the reference checks of the RFQ respondents.

6      **ADJOURNMENT**

By unanimous consent, the meeting was adjourned by the Chair at 6:30 p.m.