



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

Wednesday, July 27, 2011

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

In the absence of Chair Foxgrover, Sara Richards assumed the role of Chair for this meeting. Richards called the meeting to order at 5:02 p.m. with a quorum present.

Present: 7 -

Ald. Michael E. Verveer; Ald. Scott J. Resnick; Sara J. Richards; Austin E. McClendon; Rosemary Lee; Hawk Schenkel and Sean Lee

Absent: 1 -

Teresa Schwerin

Excused: 1 -

Karen A. Foxgrover

APPROVAL OF MINUTES

R. Lee moved and Verveer seconded that the minutes of the VOC meeting of June 29, 2011 be approved. The motion carried.

PUBLIC COMMENT

Anne Shea and Janine Wachter of the Greater Madison Convention and Visitors Bureau were present, not wishing to speak.

DISCLOSURES AND RECUSALS

There were none.

NEW BUSINESS

1. [23300](#) Creating Sec. 9.13(11) of the Madison General Ordinances, UW Football Game Day Vending Area, establishing procedures for assignment of street vending sites in this new vending area and prohibiting street vendors from using equipment within this area except from an assigned site.

Sponsors: Scott J. Resnick and Michael E. Verveer

Attachments: [Vending Map 7-27-11.pdf](#)

R. Lee moved and Verveer seconded that the item be recommended for adoption. The motion carried. RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

2. [23344](#) Creating Secs. 9.13(1)(b)3., 4. and 5. of the Madison General Ordinances to prohibit street vending on city streets and sidewalks immediately surrounding the Dane County Alliant Energy Center, prohibiting street vending on bicycle paths, bicycle ways, and recreational trails owned, operated or maintained by the City, and creating a procedure to temporarily prohibit street vending in specific locations throughout the city during conventions.

Sponsors: Paul R. Soglin

After prolonged discussion, including (a) comments from Shea and Wachter and (b) the potential application of Exclusive Use status to events citywide, the committee decided to recommend the new ordinance language for adoption after striking section 4.2. Verveer moved and Resnick seconded that the altered language be recommended for adoption. The motion carried.

REPORTS

- [22193](#) STREET VENDING COORDINATOR'S REPORT: This may include references to numbers of licenses issued, enforcement, vending in other communities, Health Dept. matters, special events, street food publications, media contact, and banner displays.

Attachments: [Staff Report 7-27-11.pdf](#)

R. Lee wanted to commend Ingrid Rockwell, of the Ingrid's Lunch Box food cart, for being invited to represent Madison at San Francisco's third annual street food festival. Verveer asked that sidewalk cafe alcohol management and closing procedures be added to the next VOC agenda.

DISCUSSION ITEMS

3. **DISCUSSION ITEM: Make illegal any airborne art or airborne performance art such as spray painting and air brushing.**

There was little discussion of this item. Assistant City Attorney Mainella was still researching existing examples for suitable language.

4. [22998](#) **DISCUSSION ITEM: Activities Involving the Placement of Objects onto Public Property**

Attachments: [table ordinance DRAFT June 2011 for VOC discussion.pdf](#)

Mainella said that was still developing appropriate language and would work with Hansen toward completion. Lee moved that the language be prepared for the September VOC agenda. Resnick seconded. The motion carried.

5. **DISCUSSION ITEM: Should licensed street vendors with no display or equipment be required to have general liability insurance?**

The committee saw no reason to alter the insurance requirement.

6. **DISCUSSION ITEM: Is the six-foot minimum distance allowing for pedestrian traffic, with regard to vendor displays and sidewalk cafes, still adequate on sidewalks in which more space is available? Should the distance be increased, when possible, to seven, eight, or nine feet?**

It was generally felt that this item was worthy of discussion and that it should go onto a future VOC agenda for discussion when Schenkel, who had left the meeting, was present.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

Verveer moved and Resnick seconded that the meeting be adjourned. The motion carried. Richards adjourned the meeting at 6:46 p.m.

The next VOC meeting is scheduled for Wednesday, August 31, 2011, 5 p.m., in conference room 313 in the Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard.