



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Thursday, May 16, 2024

5:30 PM

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

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:32 pm.

**Present:** 7 - Michael E. Verveer; Adam J. Plotkin; Ted Crabb; MGR Govindarajan;  
Davy Mayer; Sandra J. Torkildson and Stephen Smith  
**Excused:** 1 - Juliana R. Bennett

### APPROVAL OF MINUTES

**A motion was made by Mayer, seconded by Smith, to Approve the February 15, 2024 Minutes. The motion passed by voice vote/other. Govindarajan abstained.**

### PUBLIC COMMENT

1. [61242](#) Public Comment  
None

### DISCLOSURES AND RECUSALS

None

### ELECTION OF OFFICERS

**Smith nominated Plotkin as Chair and Mayer as Vice Chair. Both accepted the nomination. The nomination was seconded by Crabb. The motion passed by voice vote/other.**

2. [81578](#) Report of Mall Concourse Maintenance and Special Events 2024

Mark Kiesow gave an update on Mall Concourse Maintenance activities since February. Starting with the State Street Pedestrian Mall experiment, the added features look good, but the furniture has been damaged. Watering will be a concern. There have been close calls with bikes and delivery trucks but no accidents. BRT Stations are under construction and MCM is unsure who is responsible for maintenance of BRT. Powerwashing sidewalks began in April. After recent ordinance change, outdoor café furniture storage has not been an issue so far. Light pole painting will begin soon. Spring flowers are planted and certain planters were moved due to construction. The BID information booth was moved to Form of Origin. Forestry is planting trees and replacing broken grates. Events are continuing including the farmers market, Madison Night Market, Run Madtown and Cars on State. MCM also

welcomed a new employee Fernando Hernandez. Crabb asked about temporary concrete by the UW credit union building. Kiesow mentioned it should be replaced shortly. Mayer asked about the fountains. Kiesow met with engineering about plan for repair, which has been pushed off until 2026.

**3. [83002](#)**

**Make Music Madison**

Meri Rose Ekberg gave a brief presentation about the upcoming Make Music Madison Day. Several downtown sites are being used and over 700 events are anticipated throughout the city. A Flamingo Flamenco is planned on State Street, which was featured in the national Make Music Day press materials.

**4. [81580](#)**

**State Street 2024 Pedestrian Mall Experiment**

Matt Tramel discussed the programming anticipated with the Pedestrian Mall. Dan McAuliffe gave an update on the State Street Pedestrian Mall experiment, including the painting day and opening press conference. He discussed the addition of planters and benches and the impact they've had encouraging activity in the street. The planters are lower profile than expected so the street end planters weren't used. Larger water filled barriers are on order. He discussed the process of establishing the hours of "closure" and Flocktostate website with user survey and artist info. Crabb asked about the time of closure and why 3:00 pm was chosen instead of 1:30. McAuliffe discussed the needs of deliveries and shipping for various businesses.

**5. [83003](#)**

**Mifflin Plaza**

McAuliffe gave a brief update of the Mifflin Plaza project and summarized the April 4th meeting and comments heard. Comments heard include the space is sterile and feels like a cut-through. The space should be flexible and active, with improved lighting. It's an opportunity to tell Madison's story, and the space should be extended to Fairchild. Mayer asked about timing of the demolition and construction and status of trees.

**6. [79916](#)**

**Secretary's Report**

McAuliffe briefly discussed the Planning Division's annual report. He also discussed Metro's route changes, including bringing busses back on the Square on Saturdays during the farmer's market.

**ADJOURNMENT**

**A motion was made by Crabb, seconded by Torkildson, to Adjourn at 7:14 pm.  
The motion passed by voice vote/other.**