



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, January 17, 2019

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

Note: Kathy Marks attended via telephone

CALL TO ORDER / ROLL CALL

- Present:** 6 - Michael E. Verveer; Ledell Zellers; Kathy L. Marks; Davy Mayer; Sandra J. Torkildson and Al Martin
- Excused:** 5 - Gregory O. Frank; Adam J. Plotkin; Ted Crabb; David Ahrens and Lori J. Henn

APPROVAL OF December 20, 2018 MINUTES

A motion was made by Mayer, seconded by Martin, to Approve the December 20, 2018 Minutes as corrected. The motion passed by voice vote/other.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

- [54361](#) Report of Mall Maintenance and Special Events 2019

Mark Kiesow, Parks Division, gave a brief update about Mall activities. Verveer confirmed with Kiesow that the Snowflake lights stay up until February. Verveer also asked about the change to the Planter program, formerly run by the Business Improvement District (BID). Kiesow said that Parks may need extra staff for watering and upkeep of the plants and that Parks would work with Verveer if a funding request is needed. Kiesow also expects that there might be some hiccups during the transition year, but that Parks staff is ready and excited to take on these responsibilities. Torkildson asked about the holiday lights at the top of State Street, now that the colored lights have been taken down. Kiesow said that the white twinkle lights are installed by Parks staff every year during the spring/summer, and the BID installs the colored lights for Shine On in winter.
- [53818](#) Creating Section 10.056(2)(f), amending Sections 10.056(6)(a), (b), (d), (i), (o), 10.056(11), and 10.056(12)(a) of the Madison General Ordinances creating and modifying the standards of issuance for street use permits, creating the Downtown Zone and authorizing policies for permits in that zone, and allowing a permit to be cancelled prior to an event in case of emergency.

The Committee discussed the most recent policy ideas with City Staff and heard from the public. Notes from the testimony and discussion were taken up under Legistar Item # 53818.

A motion was made by Verveer, seconded by Zellers, to Referred to a future DOWNTOWN COORDINATING COMMITTEE when a substitute ordinance and/or Policy document is ready for further action. The motion passed by voice vote/other.

3. [54377](#)

Discussion attachments related to Ordinance File No. 53818

City Staff Lara Mainella and Kellie Lamberty gave a brief update on the new draft policy consideration that are up for discussion.

Regarding legacy events, Zellers asked about the issue raised by Leslie Orrantia regarding UW Homecoming Parade. Lamberty said that since the Homecoming Parade was a legacy type event that she would work with them on preparing a plan for 2019 that could meet as many of the new policies as possible, and then be set as a baseline for their future permits. Verveer said that he promises to work with the University to improve the experiences that staff has had with a group that changes personnel every year. He added that the City understandably does not want to grandfather in an event that has had problems, and he wants to help mitigate these issues for the future.

Torkildson asked about the draft list of potential legacy events. Lamberty said that the following list is a draft, and may include others. Maxwell Street Days, Paddle & Portage, Crazylegs, Ironman, Fire Chiefs Parade, Homecoming, Shamrock Shuffle, Madison Mini marathon and the Pride Parade. Lamberty noted that since the Capitol Square is exempt from these policies, many other old events, like Art Fair on the Square can continue that are not on this list. Verveer asked about the potential conflicts between the Mini marathon and its proximity to the UW move-in dates. Verveer noted that move in dates vary a little every year. Mainella said that staff may have to allow the mini marathon to have some leeway to move dates from year to year in order to avoid the move in conflicts. Lamberty also noted that Crazylegs is altering its route to be more of a Campus event, and staff appreciates their willingness to work within some of the potential new policies.

Regarding marquee type events, Mayer said that after looking at the proposed criteria, he wondered if marquee type events would still be required to get a Street Use Permit. Mainella said that the Common Council would approve the marquee exception, but that they would still have to get a Street Use Permit to work out all of the particulars of the event. Martin said that the applicant should have the burden to demonstrate that their event meets the marquee criteria. Zellers suggested that one of the criteria could be that the event is free and open to the public. Martin said that would exclude some sporting events with tickets, like the Olympics. There was discussion about how some parts of the event might be ticketed, but other parts could be open to the public.

Mayer asked about Presidential type visits. Lt. McCaw, said that secret service events have little to no advance warning so Common Council wouldn't be able to weigh in on it. Mainella added that that might also fall under free speech events, which will be discussed in the next phase of this policy planning.

Tom Lynch, City Transportation Director, asked to brief the Committee on this issue as it relates to the future of Bus Rapid Transit (BRT) in the City. Lynch said that he loves the events that make Madison unique, but his staff has run into difficulty finding appropriate routes for future BRT lines. BRT is a high-frequency service on a mostly fixed-route. BRT works with fixed stations where passengers by tickets at the stations, and then can board the vehicles faster. It is not as fixed as rail, but more fixed than busses. He wants the DCC to keep this in mind as they develop policies that determine routes for runs and other events.

Mayer asked about how detours of BRT would work. Lynch said that the detoured route would likely have to be free, since it would be away from the stations. He said that BRT could handle 5-6 detours a year, but not 60-70 for it to work.

Torkildson asked how close the BRT would get to the Square. Lynch said that currently the closest the BRT study routes could get are 1/3 of a mile away from the Overture Center. Lynch said that if the City invests in a premium rapid transit system, then it really should be able to serve facilities like the Overture Center.

Martin noted that it will be a challenge to find a downtown route in a city that already has a very tight right-of-way and is limited by the geography of the isthmus.

Torkildson asked for public comment as the Staff presentation and questions were finished.

Tiffany Kenny, Madison Central Business Improvement District, said that the retail study that the DCC was involved in stressed that people who shop at local retailers are usually downtown for other events and other reasons. Retailers rely on many of these events, and while she agrees that events can be more thoughtful about where they put their dumpsters, or how they interact with businesses downtown, it is crucial for Madison to keep and curate events like the Cross-fit games that bring new visitors and experiences to the city. She also mentioned that the BID's Madison Night Market has brought more people downtown on a weeknight than any other past events, and that these kinds of experiences are necessary for retailers to thrive.

Lindsay Kindschy, UW Alumni foundation, said that she is the new point person for future Homecoming activities. She has heard that the rotating cast of the Homecoming Committee has caused challenges for permitting, but that she will now be the contact person for the City's Street Use Staff Commission. Verveer was pleased and said that he will work with her to make sure that there are successful parades in the future.

Abbey Van Valkeburg, registered in opposition, was available to answer questions.
Ryan Criessmayer, registered in opposition, and was available to answer questions.
Ryan Richards, registered in opposition, and was available to answer questions.

Verveer asked Jamie Patrick, from Destination Madison to come and talk about his suggestions for Marquee event criteria. Zellers asked about Ironman attendance. Patrick said that there are about 2500 participants, and 15-20,000 spectators. Patrick said that Destination Madison uses several event calculators to gauge the economic impact of events, and noted that some large marquee type events may mostly be inside our City's event facilities and may require only a permit for one night or one part of an event. He said it is important not to underestimate the economic impact of the larger event, and not rely on just one small piece that requires a street use permit. Patrick also noted that many events that Destination Madison pursues are a "bidding situation", so getting Common Council approval in advance may be difficult without tipping off other cities that Madison is pursuing a certain event.

Mayer asked about what they should think about for a minimum attendance. Lamberty said that the City has 2000+ attendance events almost every day during the summer, and that for reference, the Dane County Farmers Market brings 20,000 people downtown every Saturday.

Zellers says there needs to be standards, and it should be a high bar so not everyone applies for exceptions or it defeats the purpose of the larger policy.

A motion was made by Verveer, seconded by Zellers, to Re-refer to a future DOWNTOWN COORDINATING COMMITTEE meeting when a substitute ordinance and/or Policy document is ready for further action. The motion passed by voice vote/other.

ADJOURNMENT

A motion was made by Martin, seconded by Mayer, to Adjourn at 7:45 p.m. The motion passed by voice vote/other.

Upcoming Meeting: February 21, 2019