



# City of Madison

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

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Thursday, June 16, 2011

5:30 PM

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

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A regular meeting of the Downtown Coordinating Committee was held on Thursday, June 16, 2011 in Room 103A, City County Building, 210 Martin Luther King, Jr. Blvd. Vice Chair Zellers called the meeting to order at 5:31 p.m. A quorum was present and the meeting was properly noticed.

Parks Staff Present: Steve Doniger, Tom Skaife, Kelli Lamberty,

### I. CALL TO ORDER / ROLL CALL

**Present:** 11 -

Michael E. Verveer; Ald. Scott J. Resnick; Melissa M. Berger; Chelsea B. Rose; Rosemary Lee; Gregory O. Frank; Mary Lang Sollinger; Donna V. Hurd; Ted Crabb; Ledell Zellers and Mary C. Carbine

**Excused:** 5 -

Jeremy P. Levin; Sarah K. Reiter; Patrick T. McDonnell; Ronald S. Luskin and LaVonne LaFave

### II. APPROVAL OF MINUTES

A motion was made by Berger/Frank to approve the Minutes of the April 21, 2011 regular meeting of the Downtown Coordinating Committee. MOTION CARRIED.

### III. PUBLIC COMMENT

There were no members of the public wishing to speak on issues not on the Agenda.

### IV. DISCLOSURES AND RECUSALS

There were no recusals by members of the Committee for any item on the agenda.

**V. STAFF REPORTS**

**Walkerville**

Staff have been monitoring the area used by the campers and working with the business folks. Staff reported that the permit is only good through Monday June 20, 2011 and that the group has not requested an extension. At this point if they were interested in continuing they would have to submit a new Street Use Permit. Carbine reported there have been some problems around the Square, there has been noise late at night and, in some cases, they have expanded their belongings beyond the footprint of the camp. Problems have been minor during daytime business hours but they have increased at night. Superintendent Briski has been meeting with the organizers on site and the organizers have been responsive to the identified concerns. Ald. Verveer requested a report on Walkerville's effects on the Mall Maintenance workload. There have been some challenges mowing the islands and there have been a few damaged sprinkler heads. The permit stated that they were not to camp on the grass so participants would move off the grass during the day and would sleep on the grass at night. The organizers will be billed for any needed repairs.

**Ride the Drive**

Staff reported that the June Ride the Drive was a success. Staff is working with the business community and neighborhood leadership at reviewing options for a second event this Fall that includes the route and what time it would occur. The various downtown houses of worship are also being consulted.

**General Events Update**

Lamberty's monthly report was distributed. June and July show many activities in and around the area. The Special Events staff have been working hard to balance the requests. It was noted that the Mount Zion Ministry of Music is holding an event at Peace Park.

**Mall/Concourse Maintenance**

Tom Skaife introduced Laura Bauer as the "face of the Mall Maintenance section." The light poles are being repainted by the painting manufacturer. Staff is working on a solution to the electrical outlet covers and may be able to paint them black. Unfortunately whatever plants are put in the 500 block of State Street are trampled at night. It was suggested that larger Hostas be transplanted in that area; however, the tree roots are close to the surface limiting the areas for planting.

**VI. NEW BUSINESS**

**Bike Planning/Programs**

Arthur Ross, the Ped-Bike Coordinator from Traffic Engineering provided information on Downtown Bike Programs. A summary of the major projects in and around the Downtown area regarding walking, bicycling and bike parking was distributed and additional information was discussed. There are bike parking spaces in all city owned parking lots and ramps. There is a lack of

parking available in the lower campus area and more spaces in those ramps would help. People are chaining bikes to anything available. Discussion ensued regarding possible new locations for the placement of racks. He also unveiled the new city website design for bicycle information.

He then reported that approximately a dozen or so stations for B-Cycle have been installed. More stations are being installed on a daily basis. People are using the bikes.

An observation was made regarding bicyclists who do not obey the rules of the road. In response to a question regarding enforcement, Ross stated there are police who are on bicycles. He acknowledged that while some bicycles do not follow the rules of the road, many cars and pedestrians also don't follow the rules of the road. It will require a change in culture for people using the various modes of transportation to put the safety of others above our own convenience.

Finally Ross noted that the sale of bike licenses/registrations is still nominal and a better marketing campaign needs to be launched. The registrations are not a revenue generator at the present time.

B. [22548](#)

Amending Sec. 38.05(9)(o) of the Madison General Ordinances to create entertainment venues, extend time limits for applying for new licenses in closed premises, modify annual reporting requirements, and extend the sunset provisions.

**Ordinance ID#22548 AMENDED 2nd SUBSTITUTE Amending Sec. 38.05(9)(o) of the Madison General Ordinances to create entertainment venues, extend time limits for applying for new licenses in closed premises, modify annual reporting requirements, and extend the sunset provisions.**

**Registered Speakers:**

**Pamela Beau – left before speaking**

**Patricia Frazak – not speaking, in support**

**Amanda Ney – not speaking, in support**

**Mark Woulf, City Alcohol Policy Coordinator reviewed the Report on Alcohol License Density Ordinance that was distributed to the Committee. The following handouts were given to members: Report on the Alcohol License Density Ordinance; ALDO; Preserving the Quality of Life in Downtown Madison; Dane County Coalition to Reduce Alcohol Abuse: Position on Alcohol License Density Ordinance and Density Numbers of Restaurants and Bars.**

The Report has served as a reference for those committees that are not as familiar with the Downtown Density Plan as the ALRC and outlines some of the original objectives of the Density Plan. It provides some background on discussions at the ALRC level and the ALRC subcommittee on this issue. He went through his Report covering the purpose of the ordinance, the definitions, restrictions, capacity, annual review and sunset provisions. He noted that the Mayor has requested a sunset date of two years from the day of enactment. The ALRC did agree to the two year date. The Business Improvement District would prefer the Ordinance to sunset on July 5. Public

Health took no action because they want a full staff report before making a decision. The Public Safety Review Committee did accept the two year sunset. The Economic Development Committee placed it on file and recommended that the Council also place it on file.

Verveer asked the Committee to adopt the changes relating to Exceptional Circumstances to show 50% of gross revenues from alcohol sales and then under Entertainment Venue an additional sentence was added to that effect: However, an establishment may remain open as a restaurant as defined in MGO. This addresses a venue that wants to be open for lunch or dinner in addition to providing entertainment later in the evening. Under Section 5, Restrictions, it was agreed that the March 4 date would be changed to August 1, 2011. The Sunset provision date was changed to August 1, 2013.

A motion was made by Verveer/Berger to recommend approval of Ordinance ID#22548 AMENDED 2nd SUBSTITUTE Amending Sec. 38.05(9)(o) of the Madison General Ordinances to create entertainment venues, extend time limits for applying for new licenses in closed premises, modify annual reporting requirements, and extend the sunset provisions as modified by the ALRC last evening, reiterated tonight and set forth above.

Carbine reported that the BID Board has worked on this issue for several years. It voted similarly to the EDC to allow the sunset because they do not feel this is the appropriate management tool. The BID invests a lot of staff time and money into programs that support a business mix and believe it is what the community wants, that it has retail and restaurants in addition to the bars. The BID Board thinks that the ALDO is not a good tool for producing the safe environment that we want. The ALRC has the tools it needs as does the City Attorney's office and that the issue is more about how places are operated and that in making a license determination whether a license should be approved should be based on a qualitative kind of analysis of the holistic business rather than if it fits into a particular kind of box of alcohol revenue percentage or not. Creative entertainment options such as a dinner and movie concept should be encouraged for the Downtown area. Concern was also expressed about the seating capacity limitation and the requirement that patrons be seated all the time. The BID would prefer that the ALRC look at the capacity of an establishment holistically within its business plan. The BID will oppose the Ordinance.

A substitute motion was made by Lee/Resnick to recommend that the Common Council place on file Ordinance ID#22548 AMENDED 2nd SUBSTITUTE Amending Sec. 38.05(9)(o) of the Madison General Ordinances to create entertainment venues, extend time limits for applying for new licenses in closed premises, modify annual reporting requirements, and extend the sunset provisions.

Some members noted that there are already tools that the city can use to deal with noncompliant establishments. They felt that once the "bad bars" went away so did the safety concerns. It's a matter of being able to manage the alcohol issues downtown vs. just discussing the cap on ALDO.

A motion was made by Crabb/Carbine to extend the meeting until 7:40 p.m.  
**MOTION CARRIED UNANIMOUSLY.**

Discussion continued regarding the Ordinance, types of establishments on State Street and around the Capitol Square and how retail is evolving.

A motion was made by Crabb/Carbine to extend the meeting until 7:45 p.m.  
**MOTION CARRIED UNANIMOUSLY.**

Crabb called the question on the Substitute motion to recommend to the Council to place the ALDO Ordinance on file. Lee requested roll call vote. Yea – Berger, Frank, Hurd, Lee, Resnick, Rose. No – Crabb, Lang Sollinger, Verveer, Zellers. Carbine no vote, alternate committee member.

The substitute motion carries and becomes the main motion. The question was called on the (new) main motion and a roll call vote was requested. Motion to recommend to the Council to place the ALDO Ordinance on file. . Yea – Berger, Frank, Hurd, Lee, Resnick, Rose. No – Crabb, Lang Sollinger, Verveer, Zellers. Carbine no vote, alternate committee member. **MOTION CARRIED.**

IX. NEXT MEETING - July 21. 2011

X. **ADJOURNMENT**

A motion was made by Crabb/Carbine to adjourn at 7:42 p.m.