



City of Madison

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

Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

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

Wednesday, October 26, 2022

5:00 PM

Virtual Meeting

The City of Madison is holding the Vending Oversight Committee (VOC) meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to vendingoversight@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 895 4543 5655

CALL TO ORDER / ROLL CALL

The Chair, at 5:10pm, called the meeting to order, with quorum present.

Present: 5 - Michael E. Verveer; Marlys M. Miller; Andrea B. Hughes; Michelle L. Quigley and Jack T. Thurnblad

Absent: 1 - Sean Lee

Excused: 1 - Aaron D. Collins

APPROVAL OF MINUTES

Verveer made a motion and a second by Hughes to approve the minutes from the 8/31/22 meeting. The motion was approved by a voice vote/other approved the motion.

PUBLIC COMMENT

1. [74359](#) Public Comment

Members of the public registered to speak:

1. Peter McElvanna - Coopers Tavern (item 5. 74362)
2. Mike Kull - Rare Steakhouse - Madison (item 5. 74362)
3. James Davis (JD) - JD's of Wisconsin (item 4. 74361)
4. Gary Baker - JD's of Wisconsin (item 4. 74361)
5. Tami Lax - Harvest & The Old Fashioned (item 5. 74362)

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

NEW BUSINESS

2. [74363](#) Vending Oversight Committee member recruitment update

New committee member Andrea Hughes was introduced. Announcement that we will have a new Alder appointed by the November meeting and Ashleigh Hacker will be joining the committee as the alternate starting at the November meeting. One voting seat still open for a Downtown resident.

3. [74360](#) Review DRAFT 2023-2024 Mall Concourse Vending Site Map

A preview of potential Art & Craft vending site changes was reviewed by staff. A detailed map will be provided at a future meeting for approval by the Vending Oversight Committee Meeting for the 2023-2024 vending season.

4. [74361](#) Review the 2023 elimination of the current Late Night Vending program.

A review of the changes that will be made to Late Night Vending for the 2023 vending season. Staff reviewed the changes that were enacted in 2018 for these changes to be implemented in 2023.

Madison Police Department submitted a historic perspective review, attached to this file, of Late Night Vending. This was discussed by the committee and currently licensed vendors were in attendance and provided feedback on their perceived negative impact this could have on their business and financial livelihood.

Staff were directed to consult with the Assistant City Attorney to confirm the process to be in compliance for the 2023-2024 vending season and to bring that information and plan back to the next Vending Oversight Committee Meeting.

5. [74362](#) Overnight outdoor storage for sidewalk cafes in the Mall Concourse discussion.
- Staff explained the differences between outdoor storage options are for each type of use and area in the City. Staff also expressed this is the number one request from businesses with sidewalk cafes only in the Mall Concourse. They have expressed they feel it is unfair or not equitable that some businesses do not have the option to store their equipment outside overnight. They expressed staffing issues, staff safety, property damage during the moving process and weather as their top concerns.
- An email from the Mall Maintenance staff was reviewed. The email covered the challenges, cost and potential property damage that may occur if this was an option.
- Fee structure, education, licensing process and enforcement were also discussed as key factors to this potential option.
- Staff were directed to work on a draft version to allow outdoor overnight storage in the Mall Concourse to present at a future meeting.

REPORTS

6. [68042](#) Street Vending Staff Report
- The staff report was reviewed. There were no questions related to the report.

ADJOURNMENT

A motion was made by Hughes and a second by Verveer to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 7:22pm.