



City of Madison

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

Tuesday, October 5, 2010

5:00 PM

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

CALL TO ORDER / ROLL CALL

Foxgrover called the meeting to order at 5:12 p.m. with a quorum present.

Present: 8 -

Sara J. Richards; Austin E. McClendon; Teresa Schwerin; Thuy Pham-Remmele; Michael E. Verveer; Karen A. Foxgrover; Toriana T. Pettaway and Sean Lee

Excused: 2 -

Rosemary Lee and Hawk Schenkel

APPROVAL OF MINUTES

Richards moved and Pettaway seconded that the minutes of July 28, 2010 be approved. The motion passed.

PUBLIC COMMENT

There was none.

NEW BUSINESS

1. [19809](#) Amending Section 12.325 of the Madison General Ordinances banning solicitation in the streets to create an exception for activities otherwise authorized under the ordinances.

Sponsors: Paul E. Skidmore and Shiva Bidar-Sielaff

Items one and two were discussed simultaneously because they were about the same matter, a proposed special event. Justine (no last name entered), speaking in support of the item, gave various reasons she felt that the event should be allowed to have fire fighters stand in the center median at several Madison intersections and accept donations from motorists who were waiting at red lights. Hansen said that the Street Use Staff Commission, whose meetings he usually attended, was not in support of the event because of safety reasons. He also reminded those present that, if they said "Yes" to one type of individual or group, they would be obligated to give the same answer in the future to anyone else under similar circumstances. Committee members felt that fire fighters could be trusted to behave in a safe manner and were in favor of the event. Verveer moved and Richards seconded that items one and two be recommended for adoption by the Common Council.

2. [19843](#) Authorizing Fire Fighters employed by the City of Madison to participate in the partnership between the International Association of Fire Fighters and the Muscular Dystrophy Association by soliciting for donations during the annual "Fill the Boot" campaign.

Sponsors: Paul E. Skidmore and Shiva Bidar-Sielaff

Attachments: [Companion Ordinance 19809](#)

This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

3. **DISCUSSION ITEM: Discuss and evaluate Ordinance and Regulations language pertaining to uniformity in all street vending categories having seniority status based on their first day licensed. Two documents drafted by Assistant City Attorney Lara Mainella, with the following titles, will be discussed:**

A. An ordinance amending sections 9.13 (6)(n)4.b and 9.13(10)(g)2. of the Madison General Ordinances to revise the method of determining vendors' seniority.

B. A resolution authorizing amendments to the "Regulations Governing Vending on the State Street Mall/Capitol Concourse" and "Regulations Governing Vending in High Density Vending Areas" to require consecutive years of licensed vending in determining seniority for certain types of vending licenses and site assignment procedures.

Hansen said that the new language for item three was as previously requested by the VOC and that it was awaiting the presumed sponsorship of alders Pham-Remmele and Verveer, who did give their consent.

4. **DISCUSSION ITEM:** Discuss and evaluate language pertaining to the revocation of an individual street vendor license and/or a related vending business license; whether a vending license may be revoked for a period exceeding one year.

Hansen said that items four through seven had already been discussed by the VOC. They would be sent to the Common Council once the language was finalized, and Pham-Remmele and Verveer had agreed to sponsor them, which they did.

5. **DISCUSSION ITEM:** Discuss and evaluate language requiring vendors to set up their displays on paved surfaces and any exceptions.
6. **DISCUSSION ITEM:** Discuss and evaluate language pertaining to a system of waiting lists in vending categories.
7. **DISCUSSION ITEM:** Discuss and evaluate language pertaining to the consistency of Mall/Concourse food cart menu signage and the requirement that all menu items be included on such signage and that all items be included during the annual food cart review.

8. DISCUSSION ITEM: The Southeast Campus Vending Area - Past, Present and Future

This agenda item had been requested by Rosemary Lee, who was not present.

Hansen said that the Southeast Campus Vending Area was a success. Two of the vendors open for business there (sites U4 and U5) were doing so well that they did not wish to move to the Mall/Concourse. He did point out that, just as on the 700 block of State Street (a. k.a. "The Library Mall"), there was a sales lull during the summer, when most students had left town. He said that the new area also seemed to function as an available location for day time vendors who were ready to be open for business but who had not yet participated in the food cart review. He added that it had been his strategy to start relatively slowly and give the area a chance to demonstrate to all, including the University, that the presence of street vendors would have no negative effects. Hansen went on to say that he would be interested in adding one to three sites to the area per year, but that he would be opposed to adding as many as twenty sites at a time. He was also open to eliminating sites that did not work.

Foxgrover agreed that Hansen's cautious approach to establishing this new vending area was prudent, the way a sensible business was expanded.

Verveer asked about the one site that had been eliminated (site U9). Hansen said that the food cart had been a visibility obstruction for motorists and that the vendors admitted that they had not made much money there. Verveer added that, because a hockey arena was to be built as an extension of the Kohl Center, similar visibility issues might hold true in that vicinity.

McClendon said that he would like to be able to take advantage of Kohl Center events by being able to vend nearby. Hansen asked him how many times he had vended there in the past and how he had done there. McClendon answered that he had vended there two or three times and that he had done well. McClendon also commented that he felt that small push-carts were inadequate during cold weather, that an enclosed cart would be preferable.

STREET VENDING COORDINATOR'S REPORT - Which may include numbers of vendors and sidewalk cafes licensed, enforcement activities, Street Vendor Monitor activities, street food festivals and conferences, street vendors in and around Madison community events, and number of banners assigned for display.

Verveer asked about La Bamba's appearances on N. Frances St. for Late Night Vending. Hansen said that La Bamba had made two mistakes involving food carts. First they had purchased a cart that the Health Dept. would not approve. Secondly, they then purchased a stand-inside cart that was illegal on N. Frances Street, so they had to stop operating there. Hansen added that, most weeks, the Street Vendor Monitor observed Late Night Vending on one or two nights.

Verveer asked what had transpired since the four food carts had been towed at the order of an Ironman Wisconsin organizer. Hansen said that he had contacted all appropriate City agencies and that he had not received a comprehensive answer at that point.

Verveer also asked if the food cart review scores had been tabulated. Hansen said that they had not because he had received the last of them only earlier that same day, but that he had asked that they be complete by the end of the week. He said that he had received few complaints about the food cart review process over the years and that they almost always came from vendors who did not like the results. Two vendors since 1998 had complained about the expense of the free food they had to give to the reviewers. Hansen said that he was surprised that they did not regard the free food as an investment in the future of their businesses.

Hansen then announced that Caleb Zigas, the originator of the first San Francisco Street Food Conference in 2010, had visited Madison during food cart review week. Hansen had invited Zigas to bring his conference to Madison in the future. The Greater Madison Convention and Visitors Bureau paid Zigas' expenses for the October visit. Zigas later wrote that he continued to be impressed with Madison's mobile vending program. Zigas has decided to bring the street food conference for Madison to host in 2012. It will take place on the Friday and Saturday before Taste of Madison. Planning discussions are ongoing amongst Hansen, Zigas, and local Convention staff. Hansen said that he hoped that all VOC members would participate in one way or another as volunteers.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

Verveer moved and Pham-Remmele seconded that the meeting be adjourned. The motion passed. Foxgrover adjourned the meeting at 6:27 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, October 27, 2010, 5 p.m., Madison Municipal Building, conference room 313.