



City of Madison

City of Madison
Madison, WI 53703
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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?*

Thursday, January 16, 2025

5:30 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:34 pm.
Crabb attended by phone.
Govindarajan left at approximately 6:20 pm.

Present: 7 - Michael E. Verveer; Adam J. Plotkin; Ted Crabb; MGR Govindarajan; Davy Mayer; Sandra J. Torkildson and Stephen Smith

Excused: 2 - Juliana R. Bennett and Sophia M. Hague

APPROVAL OF MINUTES

A motion was made by Crabb, seconded by Torkildson, to Approve the November 21, 2024, Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [61242](#) Public Comment
None

DISCLOSURES AND RECUSALS

- None
2. [86694](#) Report of Mall Concourse Maintenance and Special Events 2025
Mark Kiesow updated the DCC on Mall Concourse Maintenance work. MCM had a good experience with the sidewalk brining trial and may purchase brining equipment. He discussed holiday lighting and decorations that were installed. TID 50 pedestrian pole lighting update is underway. New poster kiosks medallions are being installed to replace faded ones.
3. [86660](#) Changes Proposed to Madison Boards, Committees, and Commissions
Deputy Mayor Christie Baumel and Common Council Chief of Staff Karen Kapusta-Pofahl gave a presentation about the proposed BCC streamlining project, which includes a recommendation to eliminate DCC. Smith asked about automating task and staff resources. Govindarajan discussed the structural deficit of the City and past agenda topics of DCC, and stated he leans toward supporting the recommendation. Torkildson

mentioned DMI and the BID are paid membership-based organizations and DCC provides a venue of public comment that doesn't require fees. Mayer stated some of DCC's tasks could be shifted to the BID. Crabb stated DCC is the only committee focused on the downtown area. Plotkin stated much of DCC's activities could be handled by other committees or by staff, and there are other options for downtown voices to be heard. Verveer discussed the history of DCC. Torkildson mentioned there needs to be a forum for public discussion of the Mall Concourse Maintained special charge. Smith said he believes DCC could discuss more topics, but has been told they couldn't be discussed. Verveer asked about the quantity of committees and meeting cancellations in 2024. He also asked about combining DCC with other committees and how staff was involved in discussions. Crabb stated he was concerned about loss of community engagement that occurs with DCC. Baumel stated an official proposal will likely be made in February. Verveer asked if that would be referred to DCC. Baumel said staff would not recommend the items go back to the committees, but it is up to the council members to decide which referrals are made. Verveer stated he does not support abolishing the committee, though sunseting it after State Street and Mifflin Plaza may be a compromise.

4. [81580](#)

State Street 2024 Pedestrian Mall Experiment

McAuliffe presented the revised draft. Most of the text is the same but the formatting and graphics have been updated. Since November, staff worked to increase business feedback with the BID, and that feedback is now incorporated in the draft. The draft also added a discussion about recommendations for 2025 if the Common Council elects to continue the experiment or something similar. Smith asked about Target deliveries and the one-way recommendation. Crabb stated retractable bollards should be installed as soon as possible.

A motion was made by Crabb, seconded by Mayer, to recommend the Common Council adopt the 2024 Pedestrian Mall Experiment Draft Report and consider its recommendations; and pursue up to a 3-year extension of the Pedestrian Mall Experiment; and increase the programming funds given to Madison's Central BID in subsequent years. The motion passed by voice vote/other.

Smith discussed street painting and street chalking events and suggested an edit to the report.

A motion was made by Verveer, seconded by Smith, to reconsider the previous motion. The motion passed by voice vote/other, with Torkildson opposed.

Smith suggested adding the street painting ordinance to the draft. Crabb stated he felt adding the street painting ordinance isn't needed. Verveer asked about referrals and sponsors.

A motion was made by Crabb, seconded by Mayer, to readopt the original motion to recommend the Common Council adopt the 2024 Pedestrian Mall Experiment Draft Report and consider its recommendations; and pursue up to a 3-year extension of the Pedestrian Mall Experiment; and increase the programming funds given to Madison's Central BID in subsequent years. The motion passed by voice vote/other.

5. [79916](#)

Secretary's Report

McAuliffe gave a brief update on the Mifflin Plaza project, and announced a public meeting will be held on January 30th on Zoom.

ADJOURNMENT

A motion was made by Plotkin, seconded by Mayer, to Adjourn. The motion passed by voice vote/other.