



# City of Madison

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

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Thursday, September 19, 2019

5:30 PM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 9 - Michael E. Verveer; Patrick W. Heck; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Zachary Henak; Sandra J. Torkildson and Lori J. Henn

**Excused:** 1 - Davy Mayer

### APPROVAL OF MINUTES

**A motion was made by Plotkin, seconded by Marks, to Approve the June 20, 2019 Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

#### 1. Election of Chair/Vice Chair

The committee referred this to their next meeting.

#### 2. [54361](#)

#### Report of Mall Maintenance and Special Events 2019

Mark Kiesow, Parks Staff, gave a brief update on Mall Maintenance activities. He noted that some benches have been removed, a pedestrian light pole was removed and replaced with a brighter LED Pole, and staff have provided additional power washing, street sweeping, and have expanded the abandoned item collection to the Library area. Ten out of eleven of the mall staff are now up to date in the salt-wise training in preparation for winter.

#### 3. [57453](#)

#### Discussion with Deputy Mayor McLay

Deputy Mayor Cameron McLay introduced himself to the Committee and briefly discussed the behavior and crime issues facing downtown, notably at the top of State Street. He said there are overwhelming mental health and addiction issues that drive many of the problems. In general, this is a low-level crime problem that requires an effort from the police to have a presence that is reliable, but also irregular. He added that parallel guardianship from our private partners such as the BID and property owners is also an essential part of the effort to mitigate problems. The Mayor's office has been working with the Police Department and Mall Maintenance staff on CPTED methods (Crime Prevention Through Environmental Design), such as the tree trimming, adding light, and other physical design changes. The

Mayor's Staff is also working with partners at Dane County, DMI and local social service providers, among others.

Crabb asked about the differences between the Top of State and the issues at University and Francis. McLay said they look at the entire downtown area as a whole, knowing that there are different issues for each, requiring different actions.

Heck asked about displacement, How will the City address strategies that don't automatically displace the issues to other areas? McLay said that they want to make spaces inhospitable to crime, so some displacement is inevitable. However when issues move, they often dissipate and are easier to manage.

4. [57454](#)

### Bus Rapid Transit Information Session

David Trowbridge, Department of Transportation (DOT) Staff gave a brief presentation on Bus Rapid Transit efforts in the City. He noted that DOT staff would like to return to the DCC to further discuss the downtown alternatives once staff has finished with some additional analysis of the routes.

Torkildson asked if the outer square was under consideration for a permanent route to avoid detours. Trowbridge said that the outer square is less viable as the one-way configuration makes the eastbound and westbound stations 4 blocks apart.

Crabb asked about State Street - which routes would be taken off of State? Trowbridge said some commuter routes could travel down West Washington Avenue instead of State Street, while some high volume routes would likely stay.

Crabb asked about off-hours service. Trowbridge said that BRT would like to maintain 15 minute service between 6am and midnight, but could consider lower frequency service during off hours to meet second shift and service workers schedules, depending on the operations costs.

Henn asked about the idea of free service. Is that possible? Trowbridge said they are looking into the effectiveness of free service in other cities, noting that it is likely that many users might be transferring from the regular routes, which would still require fares. Not having fares for BRT would allow for less infrastructure at the stations, and avoid having costly transit fare enforcement.

Verveer asked Trowbridge about when the analysis memo would be ready and if the DOT is still committing to hold a downtown meeting. Trowbridge said that he hopes the analysis will be ready in a few weeks and they can work with him on scheduling a meeting.

5. [32598](#)

### State Street Report and Updates

Presentation from Downtown Madison Inc.

Jason Ilstrup, President of DMI, talked about the strategies that DMI and specifically its Quality of Life Committee have been working to address regarding behaviors at the Top of State Street. He noted that one of the approaches they have been encouraging is the use of a Community Prosecutor, which has been bolstered by the State which has included an extra 1.15 position in the proposed budget. Henn asked him to explain how a Community Prosecutor could help. Ilstrup said that this approach would be more collaborative, and try to connect people in the system with services. Verveer asked that Ilstrup connect with County Board Supervisor Liz Doyle, as she could be a helpful partner. Verveer also mentioned that the Downtown has a new Police Captain starting in October, Captain Kelly Donohue.

Plotkin noted that a Community Prosecutor is still a prosecutor, and they have crushing

workloads, making it hard to do anything but prosecute. He suggested that a pre-trial social worker or other type of intervention might be better to try to keep people out of the system altogether. Once someone has interactions with the justice system, its often hard to get out, even minimal fines can be devastating and start cycles of crime. Plotkin added that even at the municipal court level, the courts are too busy, and suggested that maybe a city public defender could help.

Crabb asked about where the Mayor's office stood on these ideas. McLay mentioned the idea of Focused Deterrence, and that we need to lead with services, and use enforcement and accountability to try to get people to accept those services.

Torkildson said that once thing that has not been discussed tonight is public urination and defecation. When business owners come to talk to us, that is often one of the number one complaints, that we aren't addressing. She noted past efforts to find public restrooms didn't work, but that we need to consider new technologies and keep it in the mix of ideas. Verveer noted that one portable toilet has been added to the State Street- Capitol Garage.

Crabb suggested that we need to consider some different terminology to help differentiate between people who are experiencing homeless and people who are causing problems.

6. [56838](#)

Adopting the Mifflandia Neighborhood Plan as a supplement to the Comprehensive Plan and the Downtown Plan and directing staff to implement the recommendations contained in the plan.

Cnare gave a presentation on the Mifflandia plan including the main plan recommendation as well as an overview of the Social Practice Art engagement.

Heck noted that there were not a lot of details or numbers associated with the proposals for a new Urban Design District, and asked if this plan would allow someone to come in and completely redevelop a significant portion of a block of Mifflin Street. Cnare said that the plan wanted to get at the goals of what an Urban Design District should accomplish, and that specific design requirements would be created as part of the ordinance process to create a District. She added that yes, this plan would support redevelopment, if it met the design goals.

Heck said that he has been a part of the Historic Preservation Plan (HPP) process, and asked about the historic preservation recommendations. He asked about the potential of a district here. Cnare said that the recommendations are based on the 1998 Downtown Preservation Plan, but noted that there may be additional information as gathered from the HPP process.

**A motion was made by Crabb, seconded by Marks, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.**

7. [57455](#)

Review Approval of 2020 Committee Meeting Dates

No action taken.

Crabb asked if the committee would like to consider having a UW ASM representative as an official member of the DCC. Verveer said that it would take an ordinance amendment to make a change to the roster. Cnare said there is currently an at-large position that is open, and a student is welcome to apply to be on the committee. Verveer asked for a few items to be put on upcoming agendas. He included inviting Captain Donohue to a meeting. Having Cnare give an update on the redesign of the sidewalks of Martin Luther King Jr Boulevard, as well as plans for the Downtown Public art money that was approved in the Room Tax budget. Crabb asked Cnare to Invite United Way to the October Meeting.

**ADJOURNMENT**

**A motion was made by Plotkin, seconded by Frank, to Adjourn at 7:53 p.m. The motion passed by voice vote/other.**

Upcoming Meeting: October 17, 2019