



City of Madison
Proceedings - Final
DOWNTOWN COORDINATING
COMMITTEE

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

Thursday, July 19, 2007

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 120 (Madison Municipal Building)

1. CALL TO ORDER (Chairperson Ted Crabb)

Chairperson Ted Crabb called the meeting to order at 5:30 PM.

Staff Present: Jim Mattke, Kelli Lamberty, Laura Bauer, Joel Plant.

Others Present: Brett Hulseley, John Haried.

Present: Michael E. Verveer, Eli Judge, Megan E. Christiansen, Jennifer A. Leavitt-Moy, Rosemary Lee, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

Absent: Jeremy P. Levin, Maria G. Banuelos, Thomas C. Miller and Patrick T. McDonnell

2. PUBLIC COMMENT

No one registered to speak.

3. APPROVAL OF MINUTES (DCC Minutes of 6-21-07)

A motion was made by Zellers, seconded by Judge, to Approve the Minutes. The motion passed by acclamation.

4. NEW BUSINESS

A. Air Quality (Brett Hulseley)

-Brett Hulseley, President, Better Environmental Solutions gave the DCC Committee a laptop Power Point presentation on the following:

-Air in Madison is generally pretty good.

-3 basic types of air pollution: smog, soot, haze.

-Right now Madison complies with federal health standards.

-Ozone levels here are stable.

-97% of our air comes from outside Dane County.

-Asthma rates are down in schools since 2003.

-About 70% of hazardous air pollution in downtown Madison comes from trucks and buses.

-About 30% of air pollution comes from gas stations, dry cleaners, fast food restaurants, and bakeries.

-Power plants produce less than 1% of air pollution.

-Diesel pollution causes pre-mature births, heart attacks, and strokes.

-A Denver study showed that people who live near roadways with more than 20,000 vehicles per day were 6-8 times more likely to have leukemia and other cancers.

-During the 1996 Olympics in Atlanta, an effort was made to cut automobile traffic and encourage the use of mass transit. During this period, asthma attacks were cut by 22%, even though "dirty air" buses were used.

- Exercising along a busy traffic route is like smoking a pack of cigarettes a day.
- Suggested solutions to clean up the air:
 - 1) Clean up all diesel trucks, buses, and construction equipment.
 - 2) Pass anti-idling ordinances for diesel engines.
 - 3) Require vent controls on all gas stations.
 - 4) Step up energy efficiency and renewable purchases.
- Information on grants to improve pollution of trucks, buses, and construction vehicles is available at: www.cleandiesel.gov.
- If the air quality gets to bad, the federal government can withhold issuing any more building permits.
- Bio diesel is a cleaner fuel for trucks and buses.
- The circulation of bad and dirty air circulates down the Ohio river valley, then up the Mississippi river valley to over Lake Michigan where the smog heats up over the lake due to the reflection off of Lake Michigan. Because of this circulation air pattern, the air in Door County is worse than in Chicago.
- The airline industry is also trying to burn cleaner fuel.
- John Harrod, Director of UW Physical Plant, said that the Charter Street Heating Plant is undergoing a study to review economics, environmental impact, most efficient means of producing energy. Town hall type meetings will be planned and held in the future.
- Burlington, VT burns 68% renewable energy.
- City of Madison has wood, and Dane County has grasses which could be used as bio-mass and bio-fuel.
- Bio-mass can be hauled from within 50 miles, vs. shipping in coal to Wisconsin from West Virginia and Wyoming.
- No homes should be built or located within 200 yards of the Interstate due to air quality concerns.

B. Capitol Square Mall/Concourse Grounds Maintenance (Jim Weinstock)

- The question was raised as to why the landscaping on the State side of the square looks better than the city side?
- State side has less compacted grass, better irrigation system, less walking access on the grass, and greater flexibility on use of herbicide.
- Weinstock thinks the maintenance crew and parks staff could do a better job, but it will never look like a golf course. Weinstock said that he will contact the staffs at the City Golf Courses and Olbrich Gardens to see what suggestions they might have for improved maintenance and plantings.
- Lang Sollinger suggested prairie plantings on the Pinckney St. side of the square, due to the lack of a high water table in that area. She said there are large trees on Carroll St. because of a higher water table.
- Carbine said it is important to make sure that things look good downtown for safety, business and economic development. Carbine also suggested starting a volunteer group to help with planting and maintenance. Many people who move into condos are still looking for ways to use their green thumbs.
- Weinstock will continue to push for an increase in staffing in the downtown area.

5. STAFF REPORTS

A. Special Events (Kelli Lamberty)

A written report was distributed to the committee to read and review. Kelli was called to trouble-shoot a problem at Concerts on the Square.

B. Mall/Concourse (Jim Weinstock)

-A written report from Joy Kummerow was distributed to the committee.

6. RESOLUTIONS

06757

Authorizing the Police Department, Engineering Division, Streets Division and Parks Division to accept donated funds, to utilize a fencing and admission system, and to utilize those funds to offset costs associated with the 2007 Halloween event on State Street.

Sponsors: David J. Cieslewicz and Michael E. Verveer

A motion was made by Lee, seconded by Christiansen, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES Judge abstained. The motion passed by acclamation.

06759

Establishing a Glass-Free Zone for the State Street area on October 26, 2007 and October 27, 2007 from 9:30 p.m. to 6:00 a.m. and October 28, 2007 from 12:00 a.m. to 6:00 a.m.

Sponsors: David J. Cieslewicz and Michael E. Verveer

A motion was made by Sollinger, seconded by Judge, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

06760

Amending the Police Department, Engineering Division, and Parks Division 2007 Operating Budgets by appropriating \$82,442 from the Contingent Reserve, and to utilize these funds for various expenses related to the Halloween event; and authorizing the receipt of revenues derived from admission fees and donations.

Sponsors: David J. Cieslewicz and Michael E. Verveer

A motion was made by Judge, seconded by Lee, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

7. COMMITTEE UPDATES

A. Living Downtown & Land Use (Troy Thiel)

-City Council retreat scheduled for August 9th at 6:30 PM, in CCB GR-27, to discuss the ALRC Alcohol Density Plan.

-DMI Economic Development Committee plans were reviewed and discussed.

-A green realtors group has formed.

-Small cap TIF program, needs more discussion.

B. Cultural & Arts (Megan Christianson)

-Karen Crosley has been selected to lead the Dane County Cultural Affairs Committee.

-A summary of the Economic impact of the Monona Terrace and Overture Center was distributed.

C. Transportation (Ted Crabb for Patrick McDonnell)

- McDonnell was unable to attend the DCC as he had to attend the City's Long Range Transportation Committee to present the Tenney-Lapham Neighborhood Association plan.
- The Platinum Bike Committee Report is out. September 15 is the deadline for comments.
- The State of Wisconsin web site calls attention to the State law that states in a marked intersection, drivers must "yield to pedestrians".

D. Economic & Business Community (Mary Lang Sollinger)

- Lang Sollinger proposed that Madison Metro be asked to prepare a report on bus ridership after removal of the UW routes.
- A preliminary report on the downtown is due out on August 9th.
- The Monona Terrace anniversary celebration is tomorrow night.

E. BID Activities (Mary Carbine)

- Busy weekend coming up with Maxwell Street Days, and Paddle & Portage.
- Dayton Street and Henry Street has unexpected road construction.
- Downtown Safety Initiative-improvements in many key areas.
- Broadband in downtown area.
- BID annual meeting is July 24.

F. Capitol Neighborhoods (Ledell Zellers)

- Upcoming Events:
- September 27-Downtown alderperson panel.
 - October 6th-Downtown living tour.
 - November 3rd-Homelessness.

G. GSSBA Activities (Mary Lang Sollinger)

- Maxwell Street Days coming up.
- Fall event planning going on.
- Antique cars on State Street was successful.

8. ROUNDUP (Information on downtown activities & happenings)

9. FUTURE MEETINGS

A. August 16: Peace Park Plans (Morgan); Mall Assessment Boundaries (Morgan); Platinum Bike Committee.

B. September 20: Halloween Plans (Capt. Schauf); E. Washington Ave. area development, , Transit 2020, Water Quality, BID Operating Plan.

10. ADJOURNMENT

A motion was made by Judge, seconded by Thiel, to Adjourn Meeting adjourned at 7:08 PM. The motion passed by acclamation.