



# City of Madison

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

## Meeting Minutes - Draft DOWNTOWN COORDINATING COMMITTEE

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Thursday, September 18, 2008

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 108 (City-County Building)

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1. **CALL TO ORDER.** Chairperson Jeremy Levin called the meeting to order at 5:30 PM.

**Staff Present:** Kevin Briski, Jim Weinstock, Joy Kummerow, Joel Plant.

**Others Present:** 12 people.

**Present:** 15 -

Michael E. Verveer; Eli Judge; Megan E. Christiansen; Daniel H. Chin;  
Rosemary Lee; Jeremy P. Levin; Thomas C. Miller; Mary Lang Sollinger;  
Troy A. Thiel; Ted Crabb; Ledell Zellers; Patrick T. McDonnell; Mary C.  
Carbine; Steve J. Amundson and Jim Mattke

**Absent:** 1 -

Sarah K. Reiter

2. **APPROVAL OF DCC MINUTES**

A motion was made by Miller, seconded by McDonnell, to Approve the DCC Minutes of 8-21-08 as presented. The motion passed by voice vote.

3. **PUBLIC COMMENT (Other than Special Charges, each speaker limited to 3 minutes).** (Levin). No one registered to speak.

4. **STAFF REPORTS**

**A. Special Events (Kelli Lamberty).** See written report that was submitted.

**B. Mall/Concourse Maintenance (Joy Kummerow).**

-Buses will return to State Street on Monday, September 22.

-Biking on the sidewalks on State Street during the construction has been a problem.

5. **5:45 PM - PUBLIC HEARING: Mall/Concourse Special Charges (3 minutes per speaker) (Levin). 6 people registered to speak.**

-Kenneth Clary, 105 State St, Clary's Popcorn. Supports Option 6, Plan 2. We need to find equity when fees are levied on State St merchants and owners for mall maintenance.

-Dan Milsted, 106 W. Mifflin St. Opposes Option 6-method 1. Supports Option 6-method 2. Also had a handout of the "Mall Maintenance Fee" for Option 6, Method 1.

-Maria Milsted, 106 W. Mifflin St. Opposes Option 6-method 1. Supports Option 6-method 2.  
Feels there is an inequity especially in the spoke calculations. Find a more equal way for the calculations.

-Lisa Brennan, 2045 Medina St, Four Star Video Heaven. Spoke in favor of Option #6, especially removing merchants from mall maintenance assessment that do not get any service. Wants service, or more service for the charges.

-Sandra Torkilelson, 1214 Elizabeth St. Spoke in favor of Option #6. Wants to receive the same level of service. Understands that we are a part of a larger whole.

-Larry Lichte, 123 W. Main St. Distributed a hand-out with his comments. There is a misconception that the spokes receive full service. Spokes help subsidize the capitol square. Wants fair mall maintenance charges. He is up 2.5 times from last year from the 6-7 properties that he owns. The spokes are carrying a disproportionate share of the burden. Cigarette butts are not getting picked up in front of his properties.

-The following 3 letters were received and entered into the record:

-Michael Slavish & Janine Punzel of Hovde Realty Inc. representing 8 properties. They believe the formula based on lineal feet of service area would be more appropriate.

-Christopher Culver, 219 W. Gilman. Requests that his property be removed, since he has not received any services for the past 20 years, even though he has been charged.

-Tom Beach, 222 W. Gorham St, UNO Chicago Grill. Supports the new formula and calculations.

6. RESOLUTIONS

[11811](#) To amend the formula for calculation of the Mall Maintenance Special Charges for the State Street Mall/Capitol Concourse, to amend the State Street Mall/Capitol Concourse service area, and to approve the schedule of Mall Maintenance Special Charges to be imposed for 2007/2008. (4th & 8th ADs)

**A motion was made by Verveer, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF PARK COMMISSIONERS. The motion passed by voice vote/other.**

[11565](#) Establishing a Glass-Free Zone for the State Street area from 9:30 p.m. on October 31, 2008 to 6:00 a.m. on November 1, 2008 and from 9:30 p.m. on November 1, 2008 to 6:00 a.m. on November 2, 2008.

**A motion was made by Miller, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote.**

[11569](#) Authorizing the Mayor and City Clerk to execute a contract with Frank Productions, Inc., subject to both the Mayor's Office approval and the conditions included in the Street Use Permit expected to be issued to Frank Productions, Inc. for events associated with Halloween 2008.

**A motion was made by Miller, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote.**

[11571](#) Amending the Police Department 2008 operating budget by appropriating \$40,000 from the Contingent Reserve Fund and amending the Engineering Division, Streets Division and Parks Division 2008 Operating Budgets by reallocating various cost savings; utilizing these funds for various expenses related to the Halloween event; and authorizing the receipt of revenues derived from admission fees and donations.

**A motion was made by Miller, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote.**

[11560](#) Creating and implementing a comprehensive, multi-modal transportation and parking design for central Madison.

**A motion was made by Crabb, seconded by Judge, to Table. The motion passed by voice vote.**

7. **HALLOWEEN PLANS.** Joel Plant gave a brief overview and recommended approval of the 3 Halloween resolutions that were to be considered tonight. It is hoped that the DCC Committee will get a more complete update at the next meeting in mid October. Freakfest is scheduled for November 1st.

8. [12001](#) To approve the 2009 Operating Plan for Madison's Central Business Improvement District (#1).

A motion was made by Crabb, seconded by Verveer, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.** The motion passed by voice vote.

9. **COMMITTEE UPDATES**

A. Cultural & Arts (Christiansen). No Report.

B. Transportation (McDonnell)

-Scheduled a meeting with Steve Hiniker of 1000 Friends of Wisconsin and with Mayor Dave to support the multi-modal transportation plan.

-Neighborhood Associations discussing the possible closing of Gorham Street in the future, and also discussing Gorham Street as a two-way street.

C. Economic & Business Community (Lang Sollinger). No Report.

D. Living Downtown & Land Use (Thiel)

-Check out the downtown plan, and see hand out for more information.

-DMI Economic Development meeting discussed the Denver downtown plan. Check it out at [www.denvergov.org](http://www.denvergov.org).

-Lang Sollinger gave DCC an update on downtown Denver and all of its recent improvements.

-The Downtown Plan will lead, with the zoning rewrite to follow.

-Sustain Dane speaker. Go to [www.sustaindane.org](http://www.sustaindane.org) for more information.

-Current business activities were discussed.

E. BID Activities (Carbine)

- Handouts were distributed to DCC.
- Halloween Freakfest is November 1st, with informational meeting scheduled for October 1.
- Construction updates were given.
- New businesses and closures were discussed for the BID. Vacancy rate is only between 6.5-7 %.

F. Capitol Neighborhoods (Zellers)

- Sept. 25 Personal Safety seminar at UW Memorial Union.
- Sept. 28 Downtown Living Tour

G. GSSBA Activities (Lang Sollinger)

- Folk on State is now finished for the season.
- Great work being done by Mary C and Mitch at the BID.

10. **ROUND-UP (Information on downtown activities & happenings)**

- Crabb wanted to know the plans for Peace Park for 2009. Briski said they are seeking a \$1 million authorization to do Peace Park in 2009. Briski has been in contact with Susan Schmitz and her ability to raise \$385,000 towards the project. The Peace Park Committee has met and the plans were donated by Ken Saki. Construction drawings are coming. TIF does not allow money for public properties.
- Side street construction one block off of State Street, in both directions, has been pushed back one year. Side streets to look similar to the new State Street project. \$120,000 in TID cash to be constructed in 2010.
- Thiel said the bumpout at State St. and Lake St. is very tight.
- Thiel wanted to know about downtown panhandling. Carbine said that BID is revising the public education program. Verveer said that it is prohibited by city ordinance.
- DCC sub-committee to meet again in late November.
- Parks Budget-Mall Maintenance to have the same budget levels for next year. \$100,000 to be spent this year, and another \$100,000 spent next year on James Madison Park, to be used mostly towards asphalt related projects such as the basketball courts, pathways, and irrigation.
- Monday, October 6th at noon, is the ribbon cutting ceremony for State Street, near State St. brats.

11. **FUTURE MEETINGS**

A. October 16: Downtown Building Developments, Halloween Update, Pedestrian Safety, 2009 Goals, Resolution 11560 Multi-modal transportation.

B. November 20: Parks Superintendent Kevin Briski: Background, Philosophy, Budget, Peace Park, James Madison Park, Mall Concourse, etc; Review 2008 DCC Goals & establish new 2009 DCC goals.

**12. ADJOURNMENT**

**A motion was made by Zellers, seconded by Miller, to Adjourn. The motion passed by voice vote. Meeting adjourned at 7:30 PM.**