



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, April 28, 2022

5:30 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 7 - Michael E. Verveer; Patrick W. Heck; Adam J. Plotkin; Ted Crabb; Davy Mayer; Sandra J. Torkildson and Dominic Zappia

Excused: 1 - Barbara Harrington-McKinney

APPROVAL OF February 17, 2022 MINUTES

A motion was made by Crabb, seconded by Torkildson, to Approve the February 17, 2022 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [61242](#) Public Comment

None

DISCLOSURES AND RECUSALS

None

2. [69766](#) Report of Mall Maintenance and Special Events 2022

Mark Kiesow, Parks Division gave a brief update on Mall maintenance staff activities, event coordination and spring activities. He said that Parks is still working with the BID for opportunities to replace the snowflakes, although that may not happen until winter of 23/24. Staff has been busy with spring planting, and flowers, and putting out the movable tables and chairs in the 700 block of State Street for the first time since the pandemic. Staff has worked with UW students in a prototype solar Little Free Library to provide for phone charging in Lisa Link Peace Park. Staff has also seeded several areas with sunflowers in support of Ukraine that will bloom in August.

3. [48742](#) Downtown Police Update

Officer Ryan Jeffery, Downtown Neighborhood Officer, and Officer Ben Enstrom, State Street Neighborhood Officer introduced themselves to the Committee and provided an update on current MPD efforts in the Downtown. There has been an emphasis on a current issue with Graffiti, and they thanked Mark Kiesow and the Mall staff for helping them keep track of the tagging incidents.

The officers stressed their continued partnerships with Catalysts for Change, the Beacon

and the Salvation Army regarding helping people in the downtown that are experiencing homelessness. They also added that most of the disturbances and issues downtown are not related to them, but rather to other groups and people that come downtown, from somewhere else, or are just passing through and stay for a few weeks at a time.

After a quiet few years in the State Street area during the pandemic, they have noticed that there is once again much more activity. The MPD will be using the Downtown Safety initiative (DSI) on weekends and during large events like the Mifflin Street Block Party, which they emphasized is not a sponsored or authorized event in any way. The DSI is a high visibility patrol in the general entertainment zone downtown. Officer Jeffery noted that MPD is looking for property owners in the 400/500 Blocks of State, or off of Broom or Gilman near University, that will let MPD store traffic barricades in their lots for use during DSI. These barricades will be human-portable, and be stored there from May through October. Any interested group can email LT. Ed Marshall at emarshall@cityofmadison.com

They also noted that they have started working with Caleb Odorfer in the City's Community Services Division on a [Byrne Criminal Justice Innovation](#) Grant. Rebecca Cnare, Planning Staff said that she will try to coordinate a time that Odorfer could come and talk to the DCC about the grant. The officers also provided a link to the [MPD Annual Report](#) if Committee members were interested.

4. [71088](#)

Downtown Economic Development

Saran Ouk, Director of the Office of Business Resources introduced herself to the Committee. She discussed her role as a City representative on the BID Board, and how she will be taking over for Cnare in coordinating the BID Programming Contract. She will be looking for ways to include more economic development opportunities with the BID partnership. Ouk talked about the Pop-up Shop and Mad Lit initiatives that are experimenting with ways to bring diverse entrepreneurs into the State Street Area. The Pop-up shop is a partnership with the local Hmong, Black and Latino Chambers of Commerce, and JD McCormick Properties that created the Culture Collective at 440/444 State Street which will run through June. Ouk is looking for a new location to continue the Culture Collective. She has also been working with Urban Community Arts Network (UCAN) on Mad Lit, which is a bi-weekly Friday evening event at the 100 block of State Street that brings music, DJs, vending, arts and other diverse activities from July- October.

5. [64207](#)

Downtown Transit Discussion

Mike Cechvala, City Department of Transportation, gave a detailed overview of the Metro Network Redesign process and noted specific changes coming to the downtown area. The changes include only having all- electric BRT busses on the 100-300 Block of State Street and removing all other busses from the corridor. The BRT stations will also be smaller than other stations and closer in size to the existing shelters. The [Draft Network Redesign Plan Link](#) provides additional details.

Crabb asked about the current ridership. Cechvala said that in 2019, Metro averaged 13 million rides, which dropped to a low of 4 million in 2020, and 5 million in 2021. Numbers for 2022 are trending upward and are getting closer to pre-pandemic levels, but he does not have the specific numbers available for 2022 yet.

Crabb asked about fare changes. Cechvala said that there are no fare increases planned with the redesign, although he mentioned another work group is looking at new technology to replace the outdated magnetic strips for collecting fares in the future. New technology could make for contactless, streamlined boarding and could potentially have fare capping so that a rider wouldn't have to buy a monthly pass, and could use an account based system on their phone. Then once the monthly pass amount was used, they would ride free the remainder of the month. This would eliminate the need for 10 ride cards and other items

that can get misplaced. Mayer agreed that those potential changes would be great for the Metro system.

Zappia asked about student outreach. Cechvala said that they have had two different campus area meetings, but that he would guess that it was likely more staff than students that attended those meetings. Mayer asked about late night service for bar-time and hospitality workers. Cechvala said that the current design doesn't include the addition of hours. The Committee also asked about the UW busses, and Cechvala said that Metro staff will continue to coordinate with the UW on those routes for the future.

6. [53503](#)

Proposed Downtown Coordinating Committee Schedule

DCC Roster Discussion: Cnare noted three vacancies and the desire to have a more diverse committee. She also noted that the BID likes to have a DCC member in their board, and that she will work with Saran Ouk on maybe getting a new person to fill both vacancies. Verveer added that he has recommended two people for positions, and noted that it has been hard to fill committees across the City, and that it's not just DCC. Cnare said that it may be worth looking into shrinking the Committee, as 11 members is a very large committee.

Mayer noted that perhaps as members reach their 10 year term limit, it might be a good time to look into the size of the Committee. Mayer also suggested reaching out to Capitol Neighborhoods Inc. to look for a resident. In general Committee members agreed to be on the lookout and talk to people about being on the Committee.

2022 DCC Schedule: the Committee debated the decision to meet in person or virtually. Members noted that they would prefer to meet in person but understand that it is much easier for the public to listen in and comment in a virtual meeting. Alder Verveer said that there are some committees meeting in person, but that most are still virtual. Alder Heck said that many of the committees he is on are waiting a little longer to see if more Hybrid technology becomes available.

A motion was made by Crabb, seconded by Mayer, to Approve to start meeting in person on September 15, 2022 with the hope that more hybrid technology would be available. The motion passed by voice vote/other.

ADJOURNMENT

A motion was made by Crabb, seconded by Zappia, to Adjourn at 6:54 p.m. The motion passed by voice vote/other.