



# City of Madison

## Meeting Minutes - Final

### DOWNTOWN COORDINATING COMMITTEE

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

---

Thursday, September 21, 2006

5:30 PM

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

---

#### 1. CALL TO ORDER

**Present:** Larry Palm, Megan E. Christiansen, Jeremy P. Levin, Mary Lang Sollinger, Ted Crabb, Ledell Zellers and Patrick T. McDonnell

**Absent:** Michael E. Verveer, Michael P. Quigley, Paul J. Haskew, Maria G. Banuelos, Thomas C. Miller, Troy A. Thiel, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

*Staff Present: Jim Mattke, Tom Skaife, Jim Weinstock, Kelli Lamberty, Jim Morgan, Donald Studesville*

*Others: Ruth Shelly (Madison Children's Museum), Rosemary Lee, UW student newspaper reporter, Mitch Freund*

*Chairperson Crabb called the meeting to order at 5:31 PM.*

#### 2. APPROVAL OF MINUTES

*August 17, 2006*

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

#### ROLL CALL

*Carbine appeared at 5:33 PM.*

**Present:** Larry Palm, Megan E. Christiansen, Jeremy P. Levin, Mary Lang Sollinger, Ted Crabb, Ledell Zellers, Patrick T. McDonnell and Mary C. Carbine

**Absent:** Michael E. Verveer, Michael P. Quigley, Paul J. Haskew, Maria G. Banuelos, Thomas C. Miller, Troy A. Thiel, Steve J. Amundson and Jim Weinstock

#### 3. STATUS REPORTS

*Skaife spoke about the removal of bikes on State Street and who is responsible for tagging them. He said that the Police Department has a person solely responsible for bike removal throughout the city. Property owners are concerned that unattended and/or damaged bikes are left for extended periods of time. Thiel wanted to know if there is a specific number to call.*

*Zellers asked about the long lines of buses that park on Wilson Street and why the buses do not park in the Monona Terrace parking ramp. This was in reference to the Epic conference at the Alliant Energy Center. The buses were being used to shuttle people between the Center and downtown.*

ROLL CALL

*Thiel appeared at 5:34 PM.*

**Present:** Larry Palm, Megan E. Christiansen, Jeremy P. Levin, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell and Mary C. Carbine

**Absent:** Michael E. Verveer, Michael P. Quigley, Paul J. Haskew, Maria G. Banuelos, Thomas C. Miller, Steve J. Amundson and Jim Weinstock

**4. RESOLUTIONS, ORDINANCES, and CORRESPONDENCE**

04555

To approve the 2007 Operating Plan for Madison's Central Business Improvement District (#1).

*Carbine updated the Committee on the plan and resolution that was referred to DCC from the City Council. She noted that "Advocacy" has been added to the plan, along with "marketing the district as a whole, creating a welcome environment, and developing community relations". BID does not have a direct financial impact on the city as the BID is self-funded. Lang Sollinger suggested adding GSSBA on page 5 of the BID plan. In response to a question, Mitch Freund, a Bid staff member, said BID tracks the ambassador program including business contacts, what countries people are from, distribution of brochures, maps, and guides. Crabb suggested a summary report beCrabb said that we have been discussing similar boundaries fro 5 years prepared for distribution at a future DCC meeting. The ambassador program now has 90 volunteers. McDonnell suggested that the following phrase be added to the BID resolution as part of the "promotional plan": "As a place to live and work".*

**A motion was made by Sollinger, seconded by Levin, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:**

**Absent:** Verveer, Quigley, Haskew, Banuelos, Miller, Amundson and Weinstock

**Aye:** Palm, Christiansen, Levin, Sollinger, Thiel, Crabb, Zellers and McDonnell

**Abstain:** Carbine

**5. OLD BUSINESS**

a. Madison Children's Museum

- Director Shelly distributed a handout of the proposed concept plan for the new Museum.
- The museum will move to a new location on the square at the corner of Mifflin and Pinckney. Chamberlain Research did a study and determined that the best location for the museum was downtown Madison. The study also showed that the top concerns were parking and negative activity on State Street.
- The design concept calls for re-establish the main entrance facing the square, with more glass and restoration of the atrium facing Pinckney Street
- The Museum envisions a green roof, including trees and a park-like setting, and a solar power generation demonstration site.
- The ground floor will have an open community concourse, including a snack bar, facility rental space, community festival space.
- Cost of building renovation is \$7.2 million, plus an additional \$1.3 million for the rooftop garden. The Museum will also seek \$2.5-3.5 million for new exhibits and an endowment for operating costs. The land and building was made possible by a generous gift from

*Jerry Frautschi*

- *Capital campaign to start next year with the official opening slated for 2009.*
- *There will be two levels of parking providing 70 stalls.*
- *15 staff members are working out of the new building right now, and are also renting space to other organizations, including the Madison Repertory Theater. 5 staff now works out of the current State Street location.*
- *Will continue to rent the present Museum at 100 State Street but do not know the long-term plans for the building.*
- *The Museum is seeking tax credits and grants. Lang Sollinger suggested that contact be made with the National Endowment for the Arts as a possible source for additional funding.*
- *Museum wishes to serve as a important gateway to downtown Madison.*
- *The current museum has 8,000 square feet, while the new space will have 45,000 square feet.*

## ROLL CALL

*Verveer appeared at 6:20 PM*

**Present:** Michael E. Verveer, Larry Palm, Megan E. Christiansen, Jeremy P. Levin, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell and Mary C. Carbine

**Absent:** Michael P. Quigley, Paul J. Haskew, Maria G. Banuelos, Thomas C. Miller, Steve J. Amundson and Jim Weinstock

## 6. NEW BUSINESS

### a. Mall Assessments

- *Director Morgan gave an overview of the State Street mall assessments.*
- *Lang Sollinger said that in the past, State Street businesses were assessed 3-4 times per year (property tax, BID assessment, special mall assessment, etc) and were unhappy with the level of maintenance provided by the City. Now, under Parks Dept. leadership including Morgan, Weinstock, and Skaife, the maintenance is much improved.*
- *Studesville said the assessment went down from last year due to position vacancies, lower snow days, lower pay, lower benefits, and lower charges.*
- *The assessment is based on a 12-month period from the last half of '05 to first half of '06.*
- *Health insurance premiums went up \$22,000 from last year.*
- *Overtime costs were lower.*
- *Medicare costs went down by about \$4,000.*
- *Electricity went up about \$5,000. This includes streetlights and the hanging of snowflakes. The power usage of the newly reconstructed State Street should go down due to the new infrastructure..*
- *Vandalism is way down from the previous year.*
- *Revenue collected was \$135,000.*
- *Total assessment for this year is \$567,000 vs. \$674,000 for the previous year. The City portion is \$92,000. Business property owners are assessed at 71% of the total. Most property assessments are in the \$100 range.*
- *Morgan strongly supports changing the boundary lines so that the assessment area is the same as the BID boundary lines. He said accomplishment of such a change will take time. Crabb said that we have been discussing similar boundaries for 5 years now and he hopes this will become a reality before too much longer.*
- *Verveer thought the assessment numbers should be the same as the previous year, or even go up a little, which would result in an increase in the dollars available to provide*

*services. He said lowering the assessment when people are demanding more services seems wrong.*

**A motion was made by Carbine, seconded by Christianson to Recommend the 2007 mall assessment figures as presented and to forward the ordinance to the Board of Estimates and the City Council. The motion passed by acclamation.**

## ROLL CALL

*Palm left the meeting at 6:52 PM.*

**Present:** Michael E. Verveer, Megan E. Christiansen, Jeremy P. Levin, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell and Mary C. Carbine

**Absent:** Larry Palm, Michael P. Quigley, Paul J. Haskew, Maria G. Banuelos, Thomas C. Miller, Steve J. Amundson and Jim Weinstock

## Halloween Update

*- Verveer said that the City Council adopted the Halloween Plan as originally proposed with three changes: 1) the times of the event, 2) how tickets will be distributed, 3) an increase in the ticket capacity (from 50,000 to 80,000).*

*- Carbine said that the BID saw the plan and the details for Halloween. A suggestion was offered to BID members to use the web page for the free ticket distribution.*

## 7. COMMITTEES-GOALS-UPDATES

### a. Living Downtown & Land Use

*- Distributed handouts on the Capitol West project which is moving forward once again.*

*- Dayton Street condo plan is deadlocked in the Planning Commission.*

*- No updates on sub-committee goals.*

*- The stats on children living in the downtown area shows the 7/10 of 1% of the children living downtown are age 17 or younger.*

*- Gateway project at Williamson and Blair Streets will be called the Harvester Plaza.*

*- Blount Building is being historically restored with exposed timbers and brick, rear-open large warehouse windows, adding a tower with elevator to all four levels, upstairs suitable for offices or galleries.*

*- "Milwaukeeization of Madison" seminar was well attended. The seminar evolved into what is wrong with Madison.*

*- The Majestic Theater is now listed for sale for \$1.6 million.*

### b. Cultural & Recreation

*- Christiansen suggested a presentation about the Madison Parks Foundation as a future agenda item.*

### c. Transportation

*- Transport 20/20 newsletter was distributed. Streetcar study also moving along concurrently.*

*- Traffic study quiz was handed out. DCC members are asked to take the quiz prior to the October meeting and bring the quiz to the meeting.*

*- The proposed 2007 Capital Budget includes \$2 million for the City to purchase the portion of the Brayton Street parking lot owned by the State.*

*- Crabb called attention to other downtown projects in the 2007 capital budget including reconstruction of 500 and 600 blocks of State Street, Capital Square bus shelters, street-scape improvements around the Capitol Square, and initial planning for*

*reconstruction of Gilman Street between State St. and University Ave.*

**11. CAPITOL NEIGHBORHOODS**

- *Downtown living tours, Oct. 1, from 1-5 PM, co-sponsored by DMI and Capitol Neighborhoods, at least 15 different locations will be visited.*
- *ALRC-Women's Building received an alcohol license for a Brazilian steakhouse. Neighborhood has requested earlier closing hours.*
- *Sept. 28th, the Historical Society will host a local and national and historic districts, and landmarks seminar.*
- *Oct. 26 at the Concourse, Stu Levitan will speak about his upcoming book about Madison. In November, Zane Williams will also talk about his new book.*

**12. STATE STREET OVERSIGHT COMMITTEE**

- *Crabb presented the plan for the reconstruction of the 500 and 600 blocks of State Street.*
- *The next Oversight Committee meeting will focus on Concrete Park, the south side of the Francis Street intersection, and the Gilman Street intersection.*
- *A public hearing on the plans will be held in late October. The project will be presented to the City Council in January 2007, and go out for bid in February. Construction would begin in April, with completion in the fall of 2007.*

**13. ADJOURNMENT**

*Meeting adjourned 7:28 PM.*

**A motion was made by Levin, seconded by Verveer, to Adjourn. The motion passed by acclamation.**