



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, October 16, 2025

5:30 PM

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

Call to Order/Roll Call

The meeting was called to order at 5:33 pm.

Present: 7 - Michael E. Verveer; Will Ochowicz; Jonathan D. Cooper; Adam J. Plotkin; Ted Crabb; Davy Mayer and Sophia M. Hague

Approval of Minutes

Crabb requested a review of the Curb Management section of the notes to reflect a potential recommendation. McAuliffe stated he will check the recording and that DCC could delay approval of the minutes until the November meeting.

Public Comment

1. [61242](#) Public Comment
None

Disclosures and Recusals

None

2. [86694](#) Report of Mall Concourse Maintenance and Special Events 2025
Mark Kiesow shared images of new square trash cans the City purchased. The existing round cans were made by Landscape Forms which hasn't followed up on the City's Affirmative Action Plan. Kiesow stated he connected with traffic engineering regarding traffic pole painting and they don't have a pole painting program and prefer galvanized poles compared to painted. Gilman Street now features several changes resulting from the Isthmus Safety Initiative, including new banners featuring historic images and illuminated dragon fly sculptures. The same program funded a lighting project on Mifflin at the Wisconsin History Center construction site. Mall Maintenance went through Salt Wise training in preparation of winter. Events are wrapping up for the season and nothing is planned for Halloween.
3. [83003](#) Mifflin Plaza
McAuliffe presented a summary of the October 6th public meeting, which discussed the revised draft plaza designs and next steps. The revised concept, which combines the Radiating concept and the State Street concept was well received by meeting participants. Crabb asked about vehicular access and how the space was determined. McAuliffe stated it was determined by fire lane and loading requirements of the History Center. The private alley

also needs access. Crabb also asked about the Concourse Hotel and their loading docks. McAuliffe stated City staff met with hotel staff and suggested screening or doors for the loading area. Crabb also stressed the importance of lighting in the space and brought up the idea of a B-Cycle station in the space. He discussed the provision of bathrooms and suggested investigating what other cities are doing. Mayer asked about timing and if this is in the capital budget. McAuliffe stated construction of the first phase would occur after the History Center vacates the space, which should occur in 2027. Verveer added there are funds allocated in the budget for 2027 including TIF funds. Crabb asked about concrete colors. Ochowicz asked about parking for the areas. McAuliffe stated the plans don't envision parking in the plaza spaces but Parking Utility staff is open to changes on the outer loop. Mayer asked if on-street parking can be reserved for certain businesses. McAuliffe replied he didn't believe on-street parking could be reserved for adjacent users but that may be an option in the City's parking garages. Verveer brought up the feedback summary of adjacent property owners prepared by DMI. Ochowicz asked about drop off areas on Fairchild as opposed to allowing those on Mifflin. McAuliffe replied staff had conversations with Traffic Engineering and the Parking Utility and the Fairchild drop off area is feasible and is preferable from a bike/ped perspective. Cooper stated the current plan balances paved area and planter area and he wouldn't support shrinking them more. Verveer asked how many survey responses have been heard. McAuliffe stated about 20 so far. Verveer discussed comments received from TWall regarding the Veterans Museum site. McAuliffe stated the Carroll Street Plaza will be significantly impacted by the type and frequency of vehicular access to that property. Ochowicz asked if the City could restrict driveway access. McAuliffe said the City may be able to do that but he wasn't aware of a time the City didn't allow a property to have any driveway access.

4. [89540](#) Downtown Area Plan Updates

McAuliffe gave brief update on work since last month. The kick off meeting has shifted to early December. City staff is thinking about engagement efforts including the Downtown Trick or Treat, student engagement and online promotion and engagement. Hauge mentioned ASM will promote meetings once they are announced.

Announcements

McAuliffe stated the BID operating plan will be in front of DCC next month. Crabb asked if DCC could get an update from the BID on State Street business patterns and changes over time.

Adjournment

A motion was made by Crabb, seconded by Mayer, to Adjourn at 7:12 pm. The motion passed by voice vote/other.