



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft DOWNTOWN COORDINATING COMMITTEE

Thursday, April 21, 2011

5:30 PM

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

A regular meeting of the Downtown Coordinating Committee was held on Thursday, April 21, 2011 in Room 103A, City County Building, 210 Martin Luther King, Jr. Blvd. Chair Reiter called the meeting to order at 5:36 p.m. A quorum was present and the meeting was properly noticed.

Self introductions were made and new members were again welcomed. Additionally, the new alder on the committee was recognized.

Parks Staff Present: Steve Doniger, Tom Skaife, Kelli Lamberty, LaVonne LaFave
City Staff Present: Lieutenant Dave McCaw

I. CALL TO ORDER / ROLL CALL

Present: 13 -

Michael E. Verveer; Ald. Scott J. Resnick; Melissa M. Berger; Chelsea B. Rose; Rosemary Lee; Jeremy P. Levin; Sarah K. Reiter; Gregory O. Frank; Mary Lang Sollinger; Patrick T. McDonnell; Mary C. Carbine; Ronald S. Luskin and LaVonne LaFave

Absent: 1 -

Donna V. Hurd

Excused: 2 -

Ted Crabb and Ledell Zellers

II. APPROVAL OF MINUTES

A motion was made by Lee/Frank to approve the Minutes of the March 17, 2011 regular meeting of the Downtown Coordinating Committee. **MOTION CARRIED.**

III. PUBLIC COMMENT ~ (3 minute speaking limit for items not on the agenda)

There were no members of the public wishing to speak on issues not on the Agenda.

IV. DISCLOSURES AND RECUSALS

There were no recusals by members of the Committee for any item on the agenda. There was one disclosure. Greg Frank noted he is on the board of Madison Festivals and there are two Resolutions concerning events with Madison Festivals.

V. STAFF REPORTS

Special Events

Downtown Plan

Doniger reported that Bill Fruehling of the Planning Department is on vacation so there is no update on the Downtown Plan timeline. It will be placed on next month's agenda. Verveer reported that city staff hope to publish the final staff recommendations in early May. There were several public meetings to obtain comments regarding the summary recommendations that were unveiled last fall and several city committees also reviewed and commented on them. Following the draft of the final recommendations, a Resolution will be introduced to the Common Council and then referred back to the various commissions and boards for review and comment.

Peace Park Events Update

Following the recommendations after the last meeting, time periods for Peace Park P.A. Permits were established. The only event currently booked is a short theatre scene on May 5. No groups have yet stepped forward to book an event series although staff have heard there is interest. The Parks Division intends to promote this venue through its Parks Magazine, on its web page, and to post information in the State Street kiosks as well as in the Visitor's Center. It is a great venue for little vignettes, live performances, acoustic music, etc. Usage will be monitored since a P.A. permit is not always required and impromptu performances occur.

Discussion veered to the protest events around the Capitol. The Winter festival had to relocate due to the crowds. The St. Patrick's parade had no problems. Lamberty understands that most protests are being planned for later in the day after the Farmer's Market closes on Saturdays.

There is one firm date for Ride the Drive on June 5. A second one may be scheduled in September. Discussions with Mayor Soglin have not yet occurred. Verveer noted that some downtown businesses are not happy with the event and would prefer it occur outside of the downtown area.

Mall/Concourse Maintenance

Skaife reported the return of winter brought the snow brooms out yesterday for the slush. Pansy planting has been delayed and should occur next week, depending on the weather. Olbrich staff will again help with the planters on State Street and will provide interns to assist with the maintenance of the planters. Next week the water for State Street will be turned on and the water to the fountains will also be activated. The Four Lakes fountain is damaged and the artist has been contacted. Interviews have been completed for the new Mall maintenance position and it is hoped that the person will be on board in the next couple of weeks. With the addition of this position, staff will concentrate on the Visitor's Center on Friday, Saturday and Sunday.

Appreciation was expressed for the removal of the abandoned bikes. It was also noted there appear to be more non-compliant newspaper boxes appearing and some appear to have been abandoned. Parks staff will check with Planning regarding this issue. A brief explanation was given for the benefit of new members. A city ordinance requires that all news racks conform to certain sizes and colors, and be in good repair with no graffiti.

The defective light poles will be repainted by the paint manufacturer this spring. It was noted that Traffic Engineering maintains the light pole covers and staff was requested to determine whether they could be made to blend in with the poles.

Parks experimented with different kinds of plants and it appears that the Hosta and day lilies planted in the beds by Overture Center have survived. A darker mulch has also been spread in many of the beds.

Police – Lt. Dave McCaw

McCaw reported on the events occurring around the Capital. He felt last week-end went well (Palin and anti-protests) and the entire special events team was there. He felt the windy, cold wet weather kept things down. It was unfortunate that it intruded onto the Farmers Market. When the event was over, people did not linger. The tea party folks were on MLK between the Municipal Building and City-County Building. Police continue to monitor protests as they happen.

Police are pleased with the changes that have occurred with the reopened Peace Park. Unfortunately the problems seem to have migrated to the top of State Street by the Veterans Museum and library. Police will be in high visibility to monitor the situation. The new State Street officer is Jeff Pharo who has been making lots of drug arrests along State Street.

They are preparing for all of the events that are scheduled on April 30 – Crazy Legs, Farmers Market, Motorcycle Rally, and Mifflin Block Party. This event has changed slightly in that Bedford and possibly Broom Street will remain open. There are sponsors this year and the event should end at 7:00 p.m. He noted that the type of young people attending this event is changing. University police will be handling Crazy Legs and the county will send some staff for the Block Party.

McCaw then discussed Project 403 in the Langdon Street area. Every April there is a spike in property crimes of opportunity under cover of darkness and they hope the added emphasis by police will reduce these crimes. They are working with the Greeks about handing out brochures entitled Lock It or Lose It and also doing e-mail blasts to residents in the area. Squads will park in the area to do their reports and bike units will also be working the area.

Luskin voiced praise for the Madison Police Department, Capitol Police, Dane County Sheriff and State Patrol with regard to how peaceful the protests around the Capitol have been. There has been no violence even though there have been 80,000-100,000 people protesting. McCaw indicated that it is also a credit to the people who came to the Capitol and how they handled themselves. There were times when the Capitol police wanted to remove folks from the Capitol and Chief Wray felt that Madison police wouldn't go in and do

that and strongly recommended that it not happen. Lang Sollinger echoed the praise and felt the city and county department created a calm in the crowd more so than the State Patrol officers did.

A motion was made by Lang Sollinger/Carbine to send a letter of appreciation and gratitude to the city, county and Capitol police for their work in maintaining peace during the protests. A discussion ensued regarding some members' perception of the attitude of the various agencies. The city and county police were on the city side of the Square, Capitol police and the State Patrol were on the capitol side of the Square. The motion was amended by Lang Sollinger/Carbine to send the letter of appreciation and gratitude to only the Madison Police Department for their work on the city side of the Square. **MOTION CARRIED** with Luskin voting Nay because he wanted to extend gratitude to all law enforcement personnel and he did not want to pick and choose who should be commended.

VII. NEW BUSINESS

A. [21380](#) Substitute Resolution Accepting the Madison City Staff authored feasibility study for a rooftop intensive community garden and/or a green roof at the remodeled/renovated Madison Central Public Library.

B. [21818](#) To SUSPEND the handcrafted goods vending restrictions on May 8, 2011 from 6:00a.m. to 3:00pm during the USA Cycling Collegiate Nationals and authorizing Team Sports, Inc., as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the Capitol Concourse - comprised of the 10 blocks of N. and S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of E. and W. Mifflin St. and the 10 blocks of E. and W. Main St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

C. [21819](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on May 14, 2011 during World fair trade day and authorizing SERRV, as sponsor of the special event, to select vendors for the duration of the event at "30 On the Square" (the performance area at the top of State St. adjacent to the Wisconsin Veteran's Museum)

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

D. [21820](#) To SUSPEND the handcrafted goods vending restrictions on May 22, 2011 from 9:00a.m. to 3:00pm during the CAPITAL K-9S CHALLENGE and authorizing City of Madison Police K-9 and Equine Partners, Inc. (aka Capital K9s) as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the following blocks of the Capitol Concourse - the 10 block of S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of W. Mifflin St. and the 10 blocks of E. and W. Main St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- E. [21821](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses on Sunday, May 29 during MADISON MARATHON and authorizing Madison Festivals Inc., as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. & W. Main St., 10 blocks of N. & S. Carroll and Pinckney and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- F. [21822](#) Authorizing Madison Festivals Inc. as sponsor of MADISON MARATHON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for MADISON MARATHON, on Sunday, May 29 2011 from 6:00a.m to 5:00p.m.within the perimeter of the area involved in the event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- G. [21823](#) To SUSPEND the handcrafted goods vending restrictions on June 4, 2011 from 8:00am to 5:00pm during CARS ON STATE and authorizing the Greater State Street Business Association, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 100-600 blocks of State St and the 200-300 blocks of N. Henry St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- H. [21824](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 4, 2011 during COWS ON THE CONCOURSE and authorizing the Dane County Dairy Promotion Committee, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. & W. Main St. and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- I. [21825](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 5, 2011 from 8:00am to 4:00pm during Ride the Drive and authorizing Madison Parks Division, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 100 block of Martin Luther King Jr., the 10 blocks of S. Pinckney, E. & W.

Main Sts. and N. & S. Carroll.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- J. [21826](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 11, 2011 during Safety Saturday and authorizing the Madison Fire Department, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. & W. Main St., the 10 block of N. & S. Pinckney and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- K. [21827](#) To SUSPEND the handcrafted goods vending restrictions on June 26, 2011 from 8:00a.m. to 9:00pm during TOUR OF AMERICA'S DAIRYLAND and authorizing Team Sports, Inc., as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the Capitol Concourse - comprised of the 10 blocks of N. and S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of E. and W. Mifflin St. and the 10 blocks of E. and W. Main St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- L. [21828](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 29, July 6, 13, 20, 27 and August 3, 2011 (rain dates June 30, July 7, 14, 21, 28 and August 4, 2011) from 3:00 p.m. to 11:59 p.m. during CONCERTS ON THE SQUARE and authorizing the Wisconsin Chamber Orchestra, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 10 blocks of E. & W. Main St. and N. & S. Pinckney and the 100 blocks of E. Washington and MLK Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- M. [21830](#) Authorizing the Madison Museum of Contemporary Art, as sponsor of the 53rd Annual ART FAIR ON THE SQUARE, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00p.m. July 8 to 9:00p.m. July 10, 2011, within the perimeter of the area, defined in the companion resolution, involved in the event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- N. [21831](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. July 8 to 9:00p.m. July 10, 2011 on the 200 block of Martin Luther King, Jr. Blvd. for the benefit of WI Alliance of Artists & Craftspeople, so that ART FAIR OFF THE SQUARE may occur.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- O. [21832](#) Authorizing the WI Alliance of Artists and Craftspeople, as sponsor of the ART FAIR OFF THE SQUARE, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the ART FAIR OFF THE SQUARE, from 6:00p.m. July 8 to 9:00p.m. July 10, 2011 on the 200 block of Martin Luther King Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- P. [21833](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 15, 16 and 17, 2011 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that MAXWELL ST. DAYS may occur.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- Q. [21834](#) Authorizing the Greater State Street Business Association (GSSBA), as sponsor of MAXWELL ST. DAYS, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of MAXWELL ST. DAYS, July 15, 16 and 17, 2011 within the perimeter of the area involved in the event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- R. [21835](#) To SUSPEND the handcrafted goods vending restrictions on Sunday, July 31, 2011 from 8:00a.m. to 2:00p.m. during THE 1000 MILE JOURNEY and authorizing The Rainbird Foundation, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the Capitol Concourse - comprised of the 10 blocks of N. and S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of E. and W. Mifflin St. and the 10 blocks of E. and W. Main St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- S. [21836](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 13, 2011 during India day and authorizing the Association of Indians in America, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 200 block of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- T. [21837](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 10, 17, 24, 31 and September 7, 2011 during the Jazz @ 5 concert series and authorizing Jazz @ 5 Inc., as sponsor of the special event, to select vendors, vending sites and performers within the 100 block of State St. for the duration of the special event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- U. [21838](#) To SUSPEND the handcrafted goods vending restrictions on August 20, 2011 from 8:00am to 5:00pm during MOTORCYCLES ON STATE and authorizing the Greater State Street Business Association, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 100-600 blocks of State St and the 200-300 blocks of N. Henry St.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- V. [21839](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. September 2nd to 11:59 p.m. on September 4th, 2011 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- W. [21840](#) Authorizing Madison Festivals Inc. as sponsor of TASTE OF MADISON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the TASTE OF MADISON, from 6:00p.m. September 2 to 11:59 p.m. on September 4. 2011, within the perimeter of the area involved in the event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- X. [21841](#) To SUSPEND the handcrafted goods and personally prepared food vending

restrictions September 7-11, 2011 during IRONMAN WI Expo and authorizing the Ford Ironman Wisconsin, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 200 block of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- Y. [21842](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 17, 2011 during the Food for Thought Festival and authorizing the Dane County REAP Food Group, as sponsor of the event, to select vendors, vending sites and performers for the duration of the event on the 100 and 200 blocks of Martin Luther King, Jr. Blvd.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- Z. [21843](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00p.m. October 29 to 3:00a.m. October 30, 2011 in the areas specified in the Street Use Permit Frank Productions, Inc. will obtain for Freakfest 2011.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

- AA. [21844](#) Authorizing Frank Productions, Inc., as organizing group for FREAKFEST 2011, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00pm October 29 to 3:00a.m. October 30, 2011, within the perimeter of the area, defined in the Street Use Permit for the event.

This Resolution was Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. Due back on 4/27/2011.

AB. Committee/sub-committee goals

Committee/sub-committee Goals

The committee goals last adopted in 2009 were distributed. Chair Reiter questioned whether this structure was still in line with what the committee's work tends to cover and whether there is still a need for subcommittees. She suggested that work could be approached in a more global perspective. It was also noted that the change in mayoral leadership might also lead to a change in the role of this committee.

Members noted that it may be better to concentrate on issues as they occur. Many of the items under the Subcommittee headings already go through city processes and members could attend those meetings if they are interested.

However, the Downtown Plan will be one such issue that will be coming back to this group.

It was suggested that members think about this issue and further discussion will occur at the May meeting.

A motion was made by Berger/McCoDonnell to extend the meeting by 5 minutes. **MOTION CARRIED UNANIMOUSLY.**

There were no updates from the Subcommittees.

Member Interests

BID Activities – Carbine provided written updates on activities.

Capitol Neighborhoods – No report.

GSSBA - No report.

State Street Oversight – No report.

Round up – Nothing

IX. NEXT MEETING – May 19. 2011

X. ADJOURNMENT

A motion was made by McDonnell/Verveer to adjourn at 7:35 p.m.