



# City of Madison

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

## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

---

Wednesday, February 23, 2022

5:00 PM

Virtual Meeting

---

The City of Madison is holding the Vending Oversight Committee (VOC) meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to [vendingoversight@cityofmadison.com](mailto:vendingoversight@cityofmadison.com)

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 837 2227 7061

**Present:** 4 - Michael E. Verveer; Gary Halverson; Marlys M. Miller and Colin R. Barushok

**Absent:** 3 - Michelle L. Quigley; Sean Lee and Aaron D. Collins

**Excused:** 1 - Jack T. Thurnblad

### CALL TO ORDER / ROLL CALL

The Chair, at 5:08 pm, called the meeting to order, with quorum present.

### APPROVAL OF MINUTES

Halverson made a motion and a second by Barushok to approve the minutes from the 10/27/21 meeting. The motion was approved by a voice vote/other.

**PUBLIC COMMENT**

1. [66873](#) Public Comment

Clark Heine - Registered in support and to speak on items 1 and 3  
Gwendolyn Cassis - Registered in Support and to speak on item 4  
Rick Brahmer - Registered in Support and to speak on item 4  
Tom Dufek - Registered in Support and to speak on item 4

**DISCLOSURES AND RECUSALS**

There were no disclosures or recusals.

**NEW BUSINESS**

2. [70085](#) Approval of the 2022-2023 Mall Concourse Vending Site Map.

**A motion was made by Barushok and a second by Halverson to approve the 2322-202- Mall Concourse Vending Site Map. The motion was approved by a voice vote/other.**

**A motion was made by Verveer and a second by Barushok to recommend adoption of items 3, 4 and 5 together. The three items are related to the full outdoor dining program. The motion was approved by a voice vote/other.**

3. [69379](#) Creating Section 10.30 of the Madison General Ordinances to Create the Roadway Cafe Permit to Allow for the Expansion of Licensed Sidewalk Cafes into the Roadway, and Amending Sections 12.1425, 38.05(3)(e)1 and 1.08(3)(a) accordingly and 1.08(4) accordingly.

**A motion was made by Verveer and a second by Barushok to recommend adoption of items 3, 4 and 5. After discussion a motion was made by Verveer, seconded by Halverson, to recommend adoption of item 3 with an amendment to incorporate the attached changes recommended by the ALRC and Return to Lead with the Recommendation for Approval to the BOARD OF PUBLIC WORKS. The motion passed by voice vote/other.**

- 4. [69380](#) Creating Section 9.135, Sidewalk Cafe and Roadway Cafe Expansion Licenses, to create a new Roadway Cafe Expansion License and make the Streatery program for sidewalk cafes permanent, creating Section 9.136, Street Vending on the State Street Mall/Capitol Concourse, repealing Section 9.13, License for Selling on Public Streets and recreating Section 9.13 as Street Vending Licenses, and amending Sections 9.12, 1.08(3)(a), and 1.08(4), accordingly.

**A motion was made by Verveer and seconded by Barushok to recommend adoption of items 3, 4 and 5. After discussion the motion was amended by Verveer and seconded by Halverson to recommend adoption of item 4 with the following two Amendments. The motion was passed by a voice vote/other.**

**Amend 9.135(3)(g) and (h)5. regarding sidewalk cafe hours of operation to change the time that alcohol must be off the table from 1:00 a.m. to one hour prior to bartime.**

**Amending 9.135(6)(a) to allow a licensed Sidewalk Cafe holder without a roadway cafe expansion to securely store equipment in another establishment's roadway cafe expansion area with the permission of the roadway cafe expansion license holder. Subject to approval by the City Risk Manager.**

- 5. [69381](#) SUBSTITUTE. A Resolution amending the "Regulations Governing Vending on the State Street Mall/Capitol Concourse" to move the regulations for sidewalk cafes into new section 9.135 of the Madison General Ordinances, and to make updates consistent with new ordinances creating Roadway Cafes and making the "Streatery" program permanent.

**A motion was made by Verveer, and seconded by Barushok to recommend adoption of items 3, 4 and 5. There was no discussion about item 5. This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion was passed by a voice vote/other.**

- 6. [68043](#) VOC Membership, Quorum and Vacancies

**The VOC will soon have multiple open seats leaving only the Chair and two Alders as voting members on the committee. Members of the VOC were asked to reach out to their networks to help recruit new members for the committee. Staff will be sending out a document on what positions are open, scope of service, meeting dates and how to apply to all committee members.**

**REPORTS**

- 7. [70082](#) VOC Staff reports

**The staff report was shared and there were no questions from the committee.**

**ADJOURNMENT**

A motion was made by Barushok and a second by Halverson to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 7:12pm.