



# City of Madison

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

## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

---

Wednesday, April 29, 2015

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

---

### CALL TO ORDER / ROLL CALL

Richards called the meeting to order at 5:01 p.m. with a quorum present. She asked all present to introduce themselves for the sake of newly elected City Alderman and new VOC member, Zach Wood.

**Present:** 6 - Michael E. Verveer; Zach Wood; John N. Magnino; Marlys M. Miller; Sara J. Richards and Aaron D. Collins

**Absent:** 1 - Sean Lee

**Excused:** 3 - Sarah M. Larson; Maureen K. O'Grady and Peter J. McElvanna

### APPROVAL OF MINUTES

Magnino moved and Miller seconded that the minutes of the February meeting be approved. The motion passed.

### PUBLIC COMMENT

There were none.

### DISCLOSURES AND RECUSALS

There were none.

### DISCUSSION ITEMS

1. [38161](#) Madison Metro's request for sidewalk cafes to maintain a minimum distance from bus shelters

**Attachments:** [Madison Metro Request 4-29-15.pdf](#)

Tim Sobota of Madison Metro provided an overview of the spatial relationship of Metro bus shelters and bus stops to sidewalk cafes. Sobota explained that, when a bus door opened, it projected sixteen inches outward. If a sidewalk cafe were at the regulation two feet from the curb, that left just eight inches of space for passengers to get off the bus. Metro requested that such sidewalk cafes be set back on the sidewalk ideally on the same plane as the front of the bus shelter, approximately five feet. Sobota was open minded about what a suitable distance might be, including perhaps an arbitrary distance like a sidewalk joint line, most of which were approximately thirty inches from the curb's edge. He thought that Hansen could perhaps look at ADA regulations for additional guidelines. The final consideration would be what was the needed remainder of space under such circumstances.

Referring to the rendering of six State Street blocks, just three sidewalk cafes were impacted. Hansen said that he had already spoken about this to one of the three. Verveer asked Hansen to follow up with all. Hansen said that, if any change is required, it begin on April 15, 2016, the first day of that street vending and sidewalk cafe year.

2. [38041](#) Granting Special Vending Approvals under MGO 9.13(6)(k) for 2015 Special Events as detailed on the accompanying special event resolution table.

**Sponsors:** Michael E. Verveer

**Attachments:** [2015SERESTablefnl.pdf](#)

Community Events Coordinator Kelli Lamberty provided an overview of the Street Use and Exclusive Use processes, mentioning some changes that were taking place, such as the former Rhythm and Booms becoming Shake the Lake and moving to Lake Monona, etc. Verveer moved and Wood seconded that the event resolution table be approved. The motion carried.

3. [37764](#) Amending Section 9.13(6)(h)3.a.i. of the Madison General Ordinances to pro-rate annual food vendor license fee for new vendors beginning to vend mid-season.

**Sponsors:** Michael E. Verveer

Verveer moved and Magnino seconded that the item be approved. The motion passed.

4. [37777](#) A RESOLUTION amending the "Regulations Governing Vending on the State Street Mall/Capitol Concourse" to allow Arts and Crafts vendors to temporarily move into unoccupied food vendor sites on Saturdays, eliminating the option for a food vendor to move into another food vendor's unoccupied site for the day on Saturdays, and clarifying procedure for new food vendors to begin vending mid-season after the Fall Food Cart Review.

**Sponsors:** Michael E. Verveer

**Magnino moved and Miller seconded that the item be approved. The motion carried.**

5. [32005](#) Consider an "Umbrella" License for Mall/Concourse Food Vendors

**Attachments:** [umbrella food vendor license 9-24-14.pdf](#)

**After some discussion, it was decided that an "umbrella" licensing fee of \$450 would last a year and cover three or more employees as Street Vendors. Hansen said that he would work with Information Technology to set up the online system. Richards asked Hansen to work with Assistant City Attorney Lara Mainella to draft appropriate language.**

## REPORTS

[36949](#)

Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

Attachments: [VOC Staff Report April 2015.pdf](#)  
[VOC Staff Report Feb 2015.pdf](#)  
[VOC Staff Report Jan 2015.pdf](#)

Verveer inquired about the new Friday after-midnight parking time for Saturday food vendors on the outer Capitol Square. Hansen said that, on the first Friday, three carts had been early and that they all now understood the post-midnight arrival requirement. The second Friday, no carts had been early but Banzo had arrived at midnight. Hansen felt that this transition was going smoothly.

Verveer then inquired about the post-construction circumstances on the Library Mall, also known as the 700 and 800 blocks of State Street. Hansen said that, although he had been led to believe that there would be enough public electricity for every vendor, there wasn't. Some vendors were assigned to sites with electricity, some voluntarily used generators, and some had to get generators in order to continue to do business there. Some electrical outlets were approximately ten feet above the pavement and ladders were required to reach them.

Hansen said that he had been "the last to find out" that there had been an agreement between the City, the Wisconsin State Historical Society, and the University Club that there would be no food vendors allowed on the 800 block of State Street, which had not been the case in the past. Hansen had therefore been compelled to squeeze all Library Mall food vendors onto the 700 block of State Street.

There were now more public amenities on the 700 block than before, so it had taken a few weeks for vendors to discover how to best maneuver their carts into their assigned sites. Hansen and Collins agreed that, although the electrical situation was not optimal, things on that block were falling into place.

Hansen added that he was overall quite pleased with the new aesthetics of the space, which could comfortably seat many more people and had better views of the campus and the Capitol building.

Verveer asked Hansen if more electricity couldn't be added. Hansen didn't know what logistics or expenses would be required for that or if other City agencies would want to cooperate with that idea. Hansen suggested that support come from somewhere to explore that possibility. Verveer said that it was now Alder Wood's jurisdiction.

**ANNOUNCEMENTS**

Richards announced that, after six years on the VOC, she would be stepping down. Magnino announced that, after almost two years on the VOC and with demanding new job responsibilities, he would not choose to continue his appointment after June 1, 2015. Verveer made appreciative remarks about the contributions and the service that both had made to the committee over the years. Hansen said that he had found a soon-to-be appointee when he had learned of Richards' imminent departure, but was still looking for someone to fill the space that would be left by Magnino. Verveer said that Wood's district was the most diverse in town and that he might have some luck identifying suitable candidates.

**ADJOURNMENT**

Miller moved and Magnino seconded that the meeting be adjourned. Richards adjourned the meeting at 6:35 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, May 27, 2015, 5 p.m., Madison Municipal Building, room 300.