



City of Madison

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

Thursday, April 16, 2009

5:30 PM

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

1. **CALL TO ORDER** Vice-Chair Patrick McDonnell called the meeting to order at 5:33PM

STAFF PRESENT: Joy Kummerow, Kelli Lamberty, Jim Weinstock, Capt. Mary Schauf, Bill Knobeloch.

OTHERS PRESENT: Five students.

Present: 13 -

Michael E. Verveer; Eli Judge; Melissa M. Berger; Rosemary Lee; Jeremy P. Levin; Sarah K. Reiter; Thomas C. Miller; Mary Lang Sollinger; Troy A. Thiel; Ted Crabb; Patrick T. McDonnell; Mary C. Carbine and Jim Mattke

Absent: 2 -

Daniel H. Chin and Ledell Zellers

2. **APPROVAL OF MINUTES (Thiel)**

A motion was made by Crabb, seconded by Miller, to Approve the DCC Minutes of 3-19-09. The motion passed by voice vote.

3. **PUBLIC COMMENT.** No one registered to speak.

4. **STAFF REPORTS**

A. Special Events (Kelli Lamberty).

Lamberty reported that the resolutions for Ironman and Freakfest have been added for this year.

B. Mall/Concourse Maintenance (Joy Kummerow).

Kummerow reported that new sidewalks have been installed at E. Mifflin, W. Mifflin, and Pinckney Streets on the city side of the capital. The capital side sidewalks have all been finished.

5. **SPECIAL EVENT RESOLUTIONS: (Kelli Lamberty)**

14100

To SUSPEND the handcrafted goods vending restrictions on May 9, 2009 from 8:00 a.m. to 5:00 p.m. 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval. The motion passed by voice vote.

14101

To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 6, 2009 during the 30th Anniversary 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

14102

To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 13, 2009 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14103](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 24, July 1, 8, 15, 22 and 29, 2009 (rain dates June 25, July 2, 9, 16, 23 and 30, 2009) 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14104](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00 p.m., July 10, 2009 to 9:00 p.m., July 12, 2009 in the areas specified below for the benefit of the Madison Museum of Contemporary Art, so that the 51st Annual ART FAIR ON THE SQUARE may occur.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14105](#)

Authorizing the Madison Museum of Contemporary Art, as sponsor of the 51st Annual ART FAIR ON THE SQUARE, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00 p.m. July 10, 2009 to 9:00 p.m., July 12, 2009, within the perimeter of the area, defined in the companion resolution, involved in the event.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14106](#)

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 6:00 p.m., July 10, 2009 to 9:00 p.m., July 12, 2009 on the 200 block of Martin Luther King Jr. Blvd.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14107](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00 p.m., July 10, 2009 to 9:00 p.m., July 12, 2009 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14108](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 17, 18 and 19, 2009 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that MAXWELL ST. DAYS may occur.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14109](#)

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 17, 18 and 19, 2009 within the perimeter of the area involved in the event.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14110](#)

To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 5, 12, 19, 26 and September 2, 2009 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14111](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 1:00 p.m., September 4, 2009 to 11:59 p.m., September 6, 2009 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14112](#)

Authorizing Madison Festivals Inc., as sponsor of the TASTE OF MADISON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the TASTE OF MADISON, from 1:00 p.m., September 4, 2009 to 11:59 p.m. on September 4, 2009, within the perimeter of the area involved in the event.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14113](#)

To SUSPEND the handcrafted goods and personally prepared food vending restrictions September 10 - 13, 2009 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

[14114](#)

To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 26, 2009 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.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

14115

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00 p.m., October 31, 2009 to 3:00 a.m., November 1, 2009 in the areas specified in the Street Use Permit Frank Productions, Inc. will obtain for Freakfest 2009.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by voice vote.

14116

Authorizing Frank Productions, Inc., as organizing group for FREAKFEST 2009, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00 p.m. October 31, 2009 to 3:00 a.m. November 1, 2009, within the perimeter of the area, defined in the Street Use Permit for the event.

A motion was made by Crabb, seconded by Miller, to Return to Lead with the Recommendation for Approval. The motion passed by voice vote.

6. DOWNTOWN SAFETY & MIFFLIN ST BLOCK PARTY-Capt. Mary Schauf.

MIFFLIN STREET BLOCK PARTY:

- Mifflin St. block party is an agenda item on the next Street Use meeting scheduled for Tuesday, April 21.
- Sponsorship is still under consideration and being sought. Having an event sponsor to work with would be very helpful to MPD.
- An additional presence by the police will be on the streets for this event, to ensure safety.
- Increase signage and additional notices will be done this year.
- More public facilities would be nice.
- 42% of arrests in 2008 were UW-Madison students, but a majority of the arrests were non-violent.
- Judge suggested having MPD give the student newspapers information for the "Mifflin Street Party Guide." Judge said many students even had this guide in their back pocket during the party. Judge did not think that putting information on Facebook would work, because of the lack of centralization.

DOWNTOWN SAFETY:

- Seeing an increase in theft from autos parked on streets on in parking ramps. If you have something that you like, do not leave in in your car, especially in plain view.
- There will be more of a pedestrian focus this year.
- Transient population saw a brief uptick in problems, especially in January when it was very cold outside.
- The City has hired an outreach worker to address the transient population.
- Two crime analysts now working in MPD, and they are looking for bumps or spikes in data.
- MPD looks at data for meaningful leads and crime prevention.
- Downtown Safety Initiative (DSI)-most of the money used for the bar-time crowd, and used in summer and during football season.
- MPD is looking at how federal stimulus money could be used by their department.
- Judge would like to see a stop sign at the intersection of Langdon and Francis streets.
- In downtown construction zones, many people are driving illegally.
- MPD launched a new website and if you sign up, you can get a bunch of free stuff.
- Best practices for taverns, MPD is still trying to get buy-in from all establishments.

7. **DOWNTOWN PARKING-Bill Knobloch.**
- Government East parking lot is 52 years old and falling apart.
 - Multi-space parking meters are being implemented. 15 have been installed so far.
 - Pictures of "pay-by-space" meters with bike racks were shown, and they are purchasing 100 new machines.
 - Some new parking meters have solar panels, and they work on only 10 watts of power.
 - Many of the new machines will work on debit cards, credit cards, smart cards, and cell phones. However, using credit cards with a WiFi system has security concerns.
 - Every space number is unique.
 - Taller meter poles will also allow for street signs. Poles do not require painting.
 - Sometime late this summer, a new solar parking meter will be installed. They hope to have 70 installed next year.
 - Hope to eventually be at 45-55% on the credit card system. The average transaction is \$1.25.
 - Parking tickets revenues go to the general fund, not MPD. Getting a parking ticket is one of the worst experiences a person can encounter.
 - The Overture Center parking ramp is the most underutilized parking ramp.
 - They have asked business groups if they would rather have higher parking rates, or increased enforcement times, and the business groups said they would not like to see any increase in parking enforcement times.
 - Parking ramps and parking lots are enforced 24-7.
 - Government East and the Brayton lots are usually full, and their parking rates increased 35%.
 - Discussion on-going now with possible new hotel and the government east parking ramp. Possible uses of government east parking site: a city office tower, and/or a hotel.
 - Cost to build a parking stall underground is \$53,000 per stall, vs. \$25,000 per stall for an above ground parking ramp.
 - The Mayor's wish is for 600 parking spaces.
 - The strategic parking plan draft still needs to be written.

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8. **SUB-COMMITTEE UPDATES:**

A. Transportation (McDonnell)

- Obama administration vision for high speed rail for America totals \$8 billion, with \$1 billion/year for the next 5 years, with focus on projects ready to begin. Madison is in stage 1 grouping, with something to start happening the end of summer. Track will go to airport and connect to Minneapolis and Milwaukee. Committee had some discussion on the terminal location of the airport vs downtown.
- The Transport 2020 plan has high speed rail running from Middleton to the airport.
- Lang Sollinger said that passenger trains will take precedents over freight trains in the Obama administration.

B. Living Downtown & Land Use (Miller)

- This sub-committee should take a more active role in downtown committees.
- About 120 people attended the Downtown Planning meeting last night.
- Rehab the existing downtown library is the cheapest option.
- Possible goals for this sub-committee to examine include: safety issues, annual review of commercial and residential properties, zoning rewrite, historic preservation, neighborhood plans, and downtown plans.
- Major project proposals: 1 S. Pinckney St., 335 W. Washington Ave, 451 W. Wilson St., Hillel Center, Children's Museum, Library, Edgewater Hotel, Findorff Yards, Convention Center Hotel, Parking Garage, 600 block at E. Washington Ave & Gorham St.

C. Downtown Infrastructure (Lang Sollinger) No Report.

D. BID Activities (Carbine).

- Distributed handouts.
- Over 85% of businesses are locally owned in BID.
- 7% vacancy rate in BID. 10-15% is considered average.
- Gilman St. pre-construction meeting coming up with construction to begin after graduation.
- Net gain of 5 consumer businesses.

E. Capitol Neighborhoods (Berger).

- Gangs in Madison? Seminar the end of the month.
- Geranium sale Sun May 17 at Madison Sr Center.

F. GSSBA (Lang Sollinger).

- Cars on State coming up on May 9th.

G. 2009 DCC Goals (Reiter & Thiel).

- Will be edited and updated by Troy.

H. State Street Oversight (Crabb).

- Distributed a State Street project map for the years 2009-2013.
- Less newspaper racks will be installed in the future.

9. ROUND-UP (Information on downtown activities & happenings)

- Rosemary Lee thanked Eli Judge for his service on DCC, which also got an applause from the rest of the DCC. We do not think he missed one DCC meeting these past two years, including school breaks. Thank you Eli !**
- Garrison Keller is coming to the Overture Center on May 6th as part of a fund-raiser for the new Tenney Park shelter.**
- Congratulations to Mary Lang Sollinger who will be receiving the Woman of Distinction Award.**

10. FUTURE MEETINGS

- A. May 21: State Street recycling program, Library update, Edgewater Hotel update, Platinum Bike Downtown Goals, Outer Ring project update.

B. June 18: Downtown Pedestrian Safety, Metro Bus, Hunden Hotel Study, MATC Development, Bethel School.

11. ADJOURNMENT

A motion was made by Thiel, seconded by Levin, to Adjourn. The motion passed by voice vote. Meeting adjourned at 7:41 PM.