



# City of Madison Meeting Minutes - Final

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

## VENDING OVERSIGHT COMMITTEE

Wednesday, May 30, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 120 (Madison Municipal Building)

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

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Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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**Present:** Michael E. Verveer, Austin E. McClendon, Rosemary Lee and Matthew C. Rockwell

**Absent:** Karen A. Foxgrover

**Excused:** Thuy Pham-Remmele and Hawk Schenkel

### 1. CALL TO ORDER

Vice Chair Lee called the meeting to order at 5:08 p.m. with a quorum present.

### 2. PUBLIC COMMENT (Three Minutes Per Speaker)

There was none.

### 3. APPROVAL OF MINUTES (of April 25, 2007)

### 4. NEW BUSINESS ITEMS

- 4.a. [06121](#) Amending Section 9.13(5) of the Madison General Ordinances to modify regulations for non-Mall/Concourse sidewalk cafe licenses.

This matter was **RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED)**  
- **REPORT OF OFFICER Rockwell** moved and McClendon seconded that the item be recommended. The motion passed.

- 4.b. [06124](#) Creating Section 9.13(6)(j)2.e.iii. of the Madison General Ordinances to create an exception to the requirement that sidewalk cafes on the Mall/Concourse be located against the curb for restaurants and bars on the north side of the 500, 600 and 700 blocks of University Avenue.

This matter was **RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED)**  
- **REPORT OF OFFICER Rockwell** moved and McClendon seconded that the item be recommended. The motion passed.

4.c. **Discuss Revisions to The Vending Oversight Committee's Regulations Governing Vending on the State Street Mall/Capitol Concourse**

The VOC agreed that all five issues in this item should be crafted into language by Mainella. The issues were to (1) allow additional forms of recorded artistic works to be regarded as handcrafted items to be sold on the Mall/Concourse, (2) allow Sidewalk Cafe operators to temporarily modify enclosure arrangement for accessibility purposes, (3) allow the Street Vending Coordinator to exert discretion in establishing the arrangement of sidewalk cafes based on the physical circumstances, (4) allow electric lights to be used in Sidewalk Cafes with certain specifications and (5) allow some resin elements to be considered for including in Sidewalk Cafes.

5. **ANNOUNCEMENTS**

1. Mainella provided an overview of the thinking which had led the City Attorney's Office and the Mayor's Office to decide to restructure the VOC. Henceforth, there would be voting members who were not licensed vendors and who had no potential issues with conflict of interest. There would be some non-voting members who were licensed vendors with actual experience and expertise as vendors who would be appointed as Technical Advisors.

2. Verveer had questions about matters mentioned in Hansen's staff report, as follows:

Additional information about new Mall/Concourse and Camp Randall food vending applicants known as Mad Dog; the positive outcome of a brief controversy between Sidewalk Cafe neighbors Bullfeathers and Cosi; and questions about two restaurants which had put out Sidewalk Cafe furniture onto public property with being licensed, Crave and State Street Bar & Grill.

6. **ADJOURNMENT**

A motion was made to Adjourn Verveer moved and McClendon seconded that the meeting be adjourned. The motion passed. Lee adjourned the meeting at 6:10 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, June 27, 2007, at 5 p.m., Madison Municipal Building, Parks Office Large Conference room, Room 120. The motion passed.