



**City of Madison**  
**Proceedings - Final**  
**DOWNTOWN COORDINATING**  
**COMMITTEE**

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

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Thursday, September 20, 2007

5:30 PM

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

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**1. CALL TO ORDER (Chairperson Ted Crabb)**

Chairperson Crabb called the meeting to order at 5:30 PM.

Staff Present: Jim Mattke, Jim Morgan, Kelli Lamberty, Laura Bauer, Joy Kummerow, Joel Plant, Capt. Schauf, Bill Fruhling.

Others Present: Susan Schmitz, Overture Manager, 3 student reporters, Dave Maynard from Frank Productions.

Present: Michael E. Verveer, Eli Judge, Megan E. Christiansen, Rosemary Lee, Jeremy P. Levin, Thomas C. Miller, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

Absent: Maria G. Banuelos

**2. PUBLIC COMMENT (Speakers limited to 3 minutes)**

No one registered to speak.

**3. APPROVAL OF MINUTES (7-19-07)**

A motion was made by Miller, seconded by Zellers, to Approve the Minutes. The motion passed by acclamation.

**4. APPROVAL OF MINUTES (8-16-07)**

*Motion by Miller/Zellers to approve the DCC Minutes of 8-16-07 with minor changes. Motion passed unanimously.*

A motion was made by Miller, seconded by Zellers, to Approve the Minutes. The motion passed by acclamation.

**5. STAFF REPORTS**

A. Special Events (Kelli Lamberty)

Kelli talked about the recently completed "Taste of Madison". She said there were a number of problems with the disposal of grease from various food stands. She also said there will be specific grease disposal requirements inserted into the 2008 plan. Zellers reported that a truck parked in the area of the Blue Marlin caused some problems.

B. Mall/Concourse Maintenance (Jim Weinstock)

Joy Kummerow said that the Mall Crew will be doing replanting downtown, and that their shop is a mess due to the construction in their building.

**6. OLD BUSINESS**

A. Alcohol Density Plan update (Michael Verveer)

**No Report. Editor's Note: Plan was adopted by City Council two nights earlier.**

**7. NEW BUSINESS**

A. Peace Park Plans (Jim Morgan)

- Ted Crabb presented Jim Morgan with a card signed by members of DCC, thanking him for his service and wishing him well in retirement.
- Morgan said the plans for 2008 includes having the conceptual plans evolve into bid documents and specifications for Fall 2008 bidding.
- A very diverse committee put the plans together.
- Morgan showed DCC the site plans attached to the white board.
- Unisex restroom only open when attendant is "on duty".
- Will be a performance and event area.
- Many lockable electrical outlets available.
- More and better grass, with less steps.
- \$600,000 needed to develop the plan.
- Plan has been formally adopted by the City Council.
- Verveer said the Peace Park project can not be linked to the reconstruction project of 500-600 blocks of State Street due to grants accepted for the State Street project reconstruction.
- BOE wants to do repairs to the Gilman Street terrace, between Henry Street and State Street. TE will be re-doing the entire street next summer to accommodate the new two traffic pattern on Gilman St. between State St. and University Ave.
  
- Motion by Lang Sollinger/Miller to have Peace Park included in the 2008 Capital Budget. Amendment to original motion by Lang Sollinger/Zellers to include a kiosk info booth and restroom facility as part of the project, subject to receiving gifts and grants to fund this portion of the project. Amendment passed unanimously. Original motion with the amendment passed unanimously.

B. Halloween Plans (Capt. Schauf & Joel Plant)

- Joel Plant, Capt. Schauf, along with Dave Maynard of Frank Productions updated DCC on Halloween plans to date.
  
- Captain Mary Schauf gave the following report:
  - Police working with Frank Productions.
  - Police working with Traffic Engineering, to have fencing plan in place.
  - The Traffic Plan will be staged differently this year from last year.
  - Police prepared the Parking Plan with the BID.
  - Staffing will be similar to last year, with mounted horse patrols used again this year.
  - The time line is still being developed.
  - House party mobile teams will also be used again.
  - Neighborhood Watch groups should be operational by Halloween.
  
- Dave Maynard of Frank Productions gave the following report:
  - A third stage will be added this year in Peace Park, with local bands only.

- The final entertainment has almost been finalized.
- Major sponsors this year includes Pepsi and Milio's. Both companies hope to vend at the event. Vending locations are 30 on the Square, north side of Johnson Street, and south side of Francis Street.
- The official name of the event this year is: "Freakfest 2007-brought to you by Mountain Dew."
- Ticketing: Tickets will go on sale October 5th, and will be available at University Bookstore, Ragstock, B-Side, Knuckleheads, State Street Cash Mart, Alliant Energy Center Box Office, and any other business that has a poster on display in their window. Tickets also available on-line through Ticket Master.
- There will be a costume contest.
- The fencing installation will begin at 5:00 PM on Saturday, gates open at 7:00 PM, and music will begin at 8:00 PM. All events end at 1:30 AM.
  
- Joel Plant reported on the following:
  - Out-of-Town ticket purchasing can be done on-line. However, only local marketing will be done for this event. Plant said once out-of-towners purchase a ticket, we then have direct access to them and can communicate information with them.
  - 50,000 is the event capacity.
  - Various media partners are also on-board.

C. Platinum Bike Committee (Susan Schmitz)

- The City was challenged by the Mayor to get the committee to the Platinum level, which is the highest level available. Right now the City of Madison is at the Gold Level.
- October 11 is the next meeting scheduled for the Bike Committee.
- The designation of the city as a "platinum" award recipient is also very important to the Madison Convention and Visitors Bureau.
- Susan Schmitz briefly reviewed the goals of the committee.
- Susan also stated that linkages and winter access to bike trails is very important.
- Crabb inquired as to why the city Biking Coordinator is part of Traffic Engineering where cars and auto traffic flow is the top priority?
- The Bike Report recommends implementation by spring of 2011.
- McDonnell proposed consideration of a bicycle "park and ride" lot in conjunction with Madison Metro.

D. Downtown Comprehensive Plan (Bill Fruhling)

- Bill Fruhling distributed a handout "Discussion Paper on Proposed Process."
- The Madison Comprehensive Plan was adopted by the Madison City Council in January 2006, under the Smart Growth Statute.
- Consultant Schrieber Anderson Associates (SAA) was hired to develop a "Downtown Advisory Report", as part of the Comprehensive Plan.
- Many meetings were held prior to adoption of the plan.
- Old definition of downtown: Between Blair Street and Park Street.
- New definition of downtown: Between Hilldale and the Yahara River.
- Public participation was incorporated into the plan, including the suggestion to add sustainability to the plan.
- Public Engagement Goals: 1) Include variety of input opportunities. 2) Provide opportunity for people to participate "a little", or "a lot".
- Ledell Zellers suggested that the DCC recommendations from 2004 be submitted to Bill Fruhling for inclusion in the Comprehensive Plan.
- Fruhling said that there are some inconsistencies in data and maps in the

Comprehensive Plan, and that if anyone finds any to let him know as soon as possible.

-A \$100,000 in-house Zoning Plan is about to kick-off, which will have a concentrated effort for the downtown area.

-To find a copy of the plan, go to [www.madisonplan.org](http://www.madisonplan.org).

- E. [07559](#) To approve the 2008 Operating Plan for Madison's Central Business Improvement District (#1).

**Sponsors:** Michael E. Verveer

*Adopt with amendments to the plan (see the attachment: BID\_OpPlan\_08\_Approved\_DCC.pdf for the final plan with the recommended changes included).*

A motion was made by Zellers, seconded by Miller, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER** -The objectives, the assessment rates, and the BID Board membership is all determined by State Statues.

-Zellers wants Capitol Neighborhoods added to Community Relations section, this was on page 5. The motion passed by acclamation.

- F. Nominating Committee for DCC Officers (Ted Crabb)

Crabb announced the appointment of Lang Sollinger and McDonnell as a nominating committee. The committee will offer a slate of nominees at the October meeting. The election of a chair and vice chair will take place at the October meeting.

## 8. COMMITTEE UPDATES

- A. Living Downtown & Land Use (Troy Thiel)

**No Report**

- B. Cultural & Arts (Megan Christianson)

**No Report**

- C. Transportation (Patrick McDonnell)

-Distributed "Downtown Walking Audit".

-Signage has been requested to place "Yield To Pedestrians" signs around the outer ring. However, Traffic and Engineering would rather put up stop lights at each of the 16 intersections, instead of signage. Levin pointed out that the HTGB study did not recommend the installation of any additional signalized intersections. Verveer stated that the Ped-Bike-Motor Commission has never recommended signaling all intersections on the outer ring either.

-McDonnell said that the bracketed text on the Downtown Walking Audit are the recommendations from Traffic Engineering.

-Patrick McDonnell will check on the next steps involved.

-Curb cut locations were also discussed. The City no longer is doing the single, diagonal cuts. Are now focusing on a curb cut towards each street crossing, rather than facing the middle of an intersection. The double cuts would also comply with ADA requirements.

- D. Economic & Business Community (Mary Lang Sollinger)

\$11 million has been put back into the budget.

E. BID Activities (Mary Carbine)

-No additional information. Most items covered under item 7E earlier in the agenda.

F. Capitol Neighborhoods (Ledell Zellers)

-September 27-Alder Forum at the Madison Club.  
-October 6-Downtown Living Tour.  
-November 3-Homelessness at the Madison Public Library.  
-Bassett Neighborhood-small cap TIF passed. Have one year to use it.

G. GSSBA Activities (Mary Lang Sollinger)

-John Hutchinson was been elected the new president of GSSBA.

**9. ROUNDUP (Information on downtown activities & happenings)**

-Lang Sollinger reported that pink lights around the square will be put up around the Capitol to honor Breast Cancer recovery efforts, instead of the usual Bucky or Holiday red this season.  
-Crabb reported the 500-600 blocks of State Street reconstruction project will go out for bid in November.  
-Carbine reported that the BID Downtown Market Analysis breakfast will be Sept. 27th and all DCC members are invited.

**10. FUTURE MEETINGS**

A. October 18: Halloween Update (Joel Plant); State Street Mall Special Assessments (Jim Morgan); Walking Audit (Patrick McDonnell).

B. November 15: E. Washington Ave. area developments; W. Washington Ave. area developments; Alexander Company development plans.

**11. ADJOURNMENT**

A motion was made by Miller, seconded by Levin, to Adjourn Meeting adjourned at 7:35 PM.

The motion passed by acclamation.