



City of Madison

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

Thursday, April 21, 2016

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 9 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Ted Crabb; Thomas E. Hirsch; Matthew J. Covert; Sandra J. Torkildson and Adam J. Plotkin

APPROVAL OF March 17, 2016 MINUTES

At the request of Alder Zellers, there was one change on the second page to remove a confusing sentence about RP3 parking in the downtown area.

A motion was made by Crabb, seconded by Frank, to Approve the March 17, 2016 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

Cheryl Effaton, Madison, spoke about her interest in several downtown issues, including the health of trees in tree grates, removing traffic off of the Capitol Square, free bus service, a natural Capitol lawn, as well as no bikes, skateboards or busses on the Capitol Square.

DISCLOSURES AND RECUSALS

None

1. [41722](#) Report of Mall Maintenance and Special Events 2016

Lisa Laschinger gave a brief update on mall activities. The "Capitol" spelling on the kiosk directional signage by the Memorial Library has been fixed. Mall maintenance staff is finishing up the light pole base painting, and several trees have arrived in the forestry division to be put into the empty tree grates. She also mentioned that the Capitol Square fountains will not be turned on due to the construction. The construction will also affect the irrigation system on the square.

2. [42477](#) Amending the 2016 Adopted Operating Budget to transfer \$52,000 from the Economic Development Division, \$5,000 from PCED Office of the Director, and \$7,000 from Contingent Reserve to authorize the City of Madison to enter into a contract with the Madison Central Business Improvement District to fund the creation of an expanded Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th ADs).

A motion was made by Crabb, seconded by Frank, to Return to Lead with the

Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

3. [42244](#) Amending Sections 10.056(5)(b)4. and 10.056(7)(a) of the Madison General Ordinances to allow a Street Use Permit to be issued to a Business Improvement District for a long-term event occurring within the District.

Crabb was happy that staff directed the DCC to look at these issues as it relates to the downtown.

A motion was made by Hirsch, seconded by Zellers, the DCC wanted the Street Use Staff Commission and Common Council to know that the DCC fully supported this resolution. The motion passed by voice vote/other.

4. [42536](#) Ensuring a Vibrant Downtown Retail Destination: A Retail and Market Analysis for the State Street - Capitol Square - King Street Area

Rebecca Cnare, Planning Division, presented a draft schedule for the upcoming Retail and Market Analysis. She said that the contract with Minneapolis based Tangible Consulting had been signed, and that that she was currently working on putting together the city data and information that they need to move forward.

Plotkin suggested that Capitol Neighborhoods Inc. should be a part of any regular stakeholder meetings. Hirsch asked that the interim reports be available for the DCC to read before the Skype meeting. He added that give and take at the September meeting should be flexible and formulated to take advantage of the information gathered in the interim reports.

Crabb said that Tangible should add Hotels as a focus group. Zellers added the Madison trust as a group that Tangible should be talking to, as they bring a lot of visitors downtown.

The DCC discussed possible scheduling, and came to the consensus that Consultant/public meetings as an extension of their regular meeting dates would be preferable, due to busy schedules.

Cnare mentioned a Mayor's Downtown Stakeholder meeting on Thursday April 28 that all DCC members were invited to. Crabb asked that Cnare send our notes for those that could not make the meeting.

5. [32598](#) State Street Report and Updates

None

6. [33826](#) Committee Member & Staff Updates

Anne Monks, Mayors office encouraged DCC members to get in touch with her if they had ideas for potential new DCC members to fill the two empty slots.

ADJOURNMENT

A motion was made by Crabb, seconded by Frank, to Adjourn at 7:00 p.m. The motion passed by voice vote/other.