



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

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Wednesday, January 28, 2015

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

Chair Richards called the meeting to order at 5:01 p.m. with a quorum present.

**Present:** 9 - Michael E. Verveer; Scott J. Resnick; John N. Magnino; Marlys M. Miller; Sara J. Richards; Maureen K. O'Grady; Sean Lee; Peter J. McElvanna and Aaron D. Collins

### APPROVAL OF MINUTES

Miller moved and Magnini seconded that the minutes be approved. The motion passed.

### PUBLIC COMMENT

There were public comments by John Handley, Rosemary Lee, Maria Milsted, Dan Milsted, Curt Roeming, Ernest Krumme, and Jessica Wartenweiler. The following were registered to answer questions: Christine Ameigh, Amie Swanson, and Nina Berkani.

### DISCLOSURES AND RECUSALS

There were none.

### NEW BUSINESS

### DISCUSSION ITEMS

1. [29662](#) Late Night Vending Push-Cart Location

Verveer suggested that at least one representative of Segredo be invited to the February meeting. Street Vending Coordinator Hansen said that the only complaint had come from there. Verveer mentioned that Police Officer Kelly Donahue had questioned placing a push cart on that block and that he would like Madison Police to also be present for their input at a future VOC meeting. Hansen said that once construction of The Hub was complete, there might be a suitable space for a push-cart on N. Frances Street.

2. [30052](#) Milsted Saturday Vendor Mobility Complaint

There was a good deal of discussion about this initiated by Maria and Dan Milsted, who were concerned with potential safety hazards at the end of the Saturday vending day on the outer Capitol Square. Arts & Crafts Vendor O'Grady offered details of the logistics of Saturday vendor arrival and departure. Hansen provided a verbal time table of Saturday vendor arrival times, in four waves, for the inner and outer Capitol Square. There had been a coincidental presence of Madison police at the top of State Street one Saturday at departure time that had allowed things to go more smoothly. Hansen said that he would contact the Downtown Police Captain and suggest Saturday police presence between 1:30 and 2:30 p.m. during Dane County Farmers Market outdoor season.

3. [34752](#) 2014 Food Cart Review Results, 2015 Mall/Concourse Site Assignments, Proposed Mall/Concourse Map Revisions

**Attachments:** [maps 1 201411190919.pdf](#)  
[weekday 201411190920 0001.pdf](#)  
[Saturday map 11-26-14.pdf](#)

Hansen had distributed hard copies of current Mall/Concourse Food Vendor site assignment maps, including maps of the top of State Street from the years 1998 and 1999. He noted that there had been little change in food cart locations at the intersection of State/Mifflin/Carroll since then. He said that there were sporadic changes in food cart assignments in the course of every street vending year. Collins asked if there was a minimum number of carts that the reviewers had to review. Hansen explained that, although there was no set minimum number, if a reviewer did not evaluate at least 80% of current and new applicants, he withdrew their score sheets from the tabulation.

Because he was not present on the first Saturday, when currently licensed Saturday-only reviewers were reviewed, and because the weather on the second Saturday when new applicants were evaluated was chilly and drizzly, Ernie's Kettle Korn was "under-reviewed". Three reviewers visited him that second Saturday. Nothing like that had happened before.

There was discussion about the fate of Curt's Gourmet Popcorn. Clary's Pop Corn and the Milsteds were in opposition to allowing that cart to continue occupying its place at the top of State Street. Hansen had attempted to persuade Curt to share the Wisconsin Avenue/West Mifflin corner with Madison Sourdough, which was a destination for regular customers, allowing them to prosper. It was ultimately decided that there was enough distance between Curt's and the two popcorn shops on the 100 block of State Street that it would be suitable for Curt to retain that location.

A suggestion came from two persons present that perhaps some chefs should be included as food cart reviewers. Hansen said that he had already been already been compiling a list of possibilities.

Verveer moved to adopt the 2015 site assignments proposed by Hansen. Magnino seconded, specifying that the sites on the outer Capitol Square and the Library Mall and that Hansen reconsider Curt's Gourmet Popcorn Saturday location. The motion passed.

4. [34753](#) Survey on Food Cart Review Process

**Attachments:** [Draft Food Cart Survey 11-13-14.pdf](#)

This item was not discussed due to time constraints, but it would remain on the agenda for the next meeting.

5. [35595](#) Pro-rate Fees of Vending Licenses Purchased After October

After some discussion, Hansen suggested that licenses purchased after November 1st be pro-rated at half-price and would expire after April 14th each year. Verveer asked Hansen to work out the details with Assistant City Attorney Lara Mainella.

6. [35596](#) Increase Maximum Mall/Concourse Food Vendor Seniority Points from Seven to Nine Points

After some discussion, the committee rejected the idea of adding extra seniority points.

7. [32005](#) Consider an "Umbrella" License for Mall/Concourse Food Vendors

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

Due to time constraints, this matter was not discussed, but would remain on the agenda for the next meeting.

## 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 Jan 2015.pdf](#)

## ANNOUNCEMENTS

There were none.

## ADJOURNMENT

Richards adjourned the meeting at 7:17 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, February 25, 2015, 5 p.m., room 300, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard.