



City of Madison

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

Wednesday, October 26, 2016

5:00 PM

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

CALL TO ORDER / ROLL CALL

Miller called the meeting to order at 5:10 p.m. with a quorum present.

New Mayoral appointee Rena Gelman was present. She introduced herself as a long-time Madison restaurant operator and a consultant for the University of Wisconsin Office of Small Business.

Present: 5 - Michael E. Verveer; Marlys M. Miller; Saran Ouk; Maureen K. O'Grady and Peter J. McElvanna

Absent: 1 - Sean Lee

Excused: 3 - Zach Wood; Chaitannya K. Agni and Aaron D. Collins

APPROVAL OF MINUTES

Verveer moved and Ouk seconded that the minutes be approved. The motion passed.

PUBLIC COMMENT

Those who spoke during Public Comment were: Jonny Hunter, Matthew Danky, John Handley, Martin Mora, Daniel Hernandez, Leia Boers, Amie Swanson, and Elizabeth Katt Reinders.

Their suggestions included incorporating more reviewers, especially chefs, perhaps from the Madison Area Chefs Network, increasing the number of food cart sites and food cart hubs around the City, reconsidering the possible seven seniority points, increasing the length of the food cart review, requiring reviewers to eat food while it's still warm, for reviewers to take the food cart review far more seriously, include more restaurant owners, that there be new reviewers every year because multi-year reviewers did not necessarily look for anything different, that reviewers have at least one training meeting, that reviewers not hand over food to others, that food carts be consistently present for the review, that no cart be under-reviewed. Hansen said that he appreciated the comments and suggestions.

Dan Kennelly, Office of Business Resources Manager, suggested that those present not stretch the boundaries of that particular meeting, that focus groups could be invited to discuss such things in more detail. He said that Hansen had "one of the hardest jobs in the City" and that he had received some emails from customers of a food cart, some of which were personal and inappropriate. He said that Hansen's retirement would leave "big shoes to fill", that he was open to facilitating changes and working on new ideas.

Gelman said that she was at her first VOC meeting, that she felt enthusiastic and wanted to be a part of future changes, that she appreciated the businesses of all those present. Verveer recounted the mid-1990's days when there were only so many food vending applicants that they could be reviewed in one morning, that we had " become victims of our own success."

DISCLOSURES AND RECUSALS

There were none.

NEW BUSINESS

1. [39420](#) Election of VOC Chair and Vice Chair

Due to the absence of some members who might be interested in one of the Chair positions, Miller decided to postpone that to a future meeting.

2. [44324](#) Amending the "Regulations Governing Vending on the State Street Mall/Capitol Concourse" to create a demerit point for missing a day of the Food Cart Review, to modify the rules for a food vendor to move into another food vendor's unoccupied site, eliminating the rule that Mall/Concourse food carts cannot be moved with a vehicle until after 2:30 p.m., and making various housekeeping changes regarding Food Cart Review point tabulation and appeals.

This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

The motion carried.

3. [44413](#) Amending Section 9.13(6)(e)7.c. of the Madison General Ordinances to allow coffee that is locally roasted to meet the definition of "personally prepared food" for purposes of Mall/Concourse Food Vending.

Verveer moved and Ouk seconded that this item be adopted. The motion carried.

REPORTS

4. [43853](#) Street Vending Coordinator's Report, including enforcement activity, licensing and permitting numbers

Hansen said that the food cart review process was flawed because human beings were involved. He said that as long as the food cart review remained a competition, someone would always come in first and someone would always come in last. He said that when something is changed, it's not always possible to predict the effect of the change.

DISCUSSION ITEMS

5. Results of 2016 Food Cart Review

Hansen said that having sixty applicants for forty Mall/Concourse sites had overwhelmed the process. There were many high scores but a longer waiting list than ever. Verveer asked about some of the "Notes" in Hansen's staff report pertaining to the food review, such as the number of reviewers. Verveer asked why there were no food carts on the 800 block of State Street. Hansen explained that City Engineering had set an agreement with the Wisconsin Historical Society and the University Club that there would be no food carts on that block. Verveer questioned the appropriateness of giving University of Wisconsin entities authority over the 800 block, which was City of Madison property.

6. [44888](#) Discuss the Fates of Zones A and B in Late-Night Vending

Hansen said that Madison police had recently changed Late Night Vending Zones A and B from two carts each to one cart each. MPD were pleased with the results. Hansen had asked the downtown police captain if he would consider a test of restoring two carts to Zone B. The captain agreed to the test.

Late Night food vendor Leia Boers suggested including King Street as a Late Night Vending area. She added that she felt it was inappropriate to allow vendors to purchase a Late Night Vending license which they seldom used, especially when there was a waiting list for Late Night Vending sites.

7. [44889](#) Consider Allowing Mall/Concourse Food Vendors to Use Queue System

Miller felt that this could be discussed at a future meeting.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

Ouk moved and Gelman seconded that the meeting be adjourned. The motion passed. Miller adjourned the meeting at 6:54 p.m.

The next VOC meeting is scheduled for Wednesday, November 30, 2016, 5 p.m. at a location that was yet to be identified. All City employees were to be moved out of the Madison Municipal Building and its meeting rooms would be unavailable while the building was being renovated.