



# City of Madison

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

## Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

---

Thursday, September 15, 2011

5:30 PM

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

---

A regular meeting of the Downtown Coordinating Committee was held on Thursday, September 15, 2011 in Room 108, City County Building, 210 Martin Luther King, Jr. Blvd. Vice Chair Zellers called the meeting to order at 5:32 p.m. A quorum was present and the meeting was properly noticed.

Parks Staff Present: Charlie Romines, LaVonne LaFave, Kelli Lamberty

### I. CALL TO ORDER / ROLL CALL

Verveer arrived at 7:00 p.m. following the Monona Terrace Community and Convention Center meeting.

Present: 11 -

Michael E. Verveer; Ald. Scott J. Resnick; Chelsea B. Rose; Rosemary Lee; Gregory O. Frank; Mary Lang Sollinger; Ted Crabb; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine and LaVonne LaFave

Excused: 5 -

Melissa M. Berger; Jeremy P. Levin; Sarah K. Reiter; Donna V. Hurd and Ronald S. Luskin

### II. APPROVAL OF MINUTES

A motion was made by Crabb/Resnick to approve the Minutes of the July 21, 2011 regular meeting of the Downtown Coordinating Committee. MOTION CARRIED.

### III. PUBLIC COMMENT

There were no members of the public wishing to speak on issues not on the Agenda.

### IV. DISCLOSURES AND RECUSALS

There were no recusals by members of the Committee for any item on the agenda.

V. STAFF REPORTS

**Special Events**

Lamberty distributed a copy of the latest special event list. When it is nice the streets are busy with events. Staff has been able to keep up with the events. PA permits for the year may be skewed because when the protests were happening, people weren't always getting permits. Other than that issue, the numbers are comparable to last year. The Convention and Visitor's Bureau would probably have records of the economic impact from those protests.

**Mall Concourse Maintenance**

Romines reintroduced himself and noted he is filling in for Tom Skaife who is on vacation. During Taste of Madison the mall maintenance crew came in at 4:00 a.m. and also worked a small amount of overtime to make sure streets were clean. They did the same thing for Ironman. There are stains from the sugary drinks and the Streets Division will bring their equipment down to wash them. Next year Maintenance will schedule the Streets Division to come in immediately following these events. Crews are power washing up on the Square. Taste is required to do a flush of the streets around the event perimeter and that request will be made of Ironman next year. That should help get rid of the drink stains.

The contract for maintenance of the hanging baskets is finished next week but staff will leave the baskets up as long as the weather cooperates or until the plants start to fail.

Planning for Freakfest is underway. The event should be pretty much the same as last year for mall concourse operations. Maintenance comes in pre-event to help with the setup and then will sweep for trash and glass. They come back in immediately after the event to clean up. The goal is always to have everything done for Sunday shoppers.

It was noted that gum is really hard to clean off the sidewalks and staff is going to try using a power washer for that removal.

**Mall Staffing**

Eric Knepp, Financial and Administrative Manager, reported he was present on behalf of Superintendent Briski who left work because he was ill. Concern was expressed two months ago about mall staffing and he is available to answer questions. The 2012 capital budget has been submitted. There are no significant changes except for the vacant supervisor position in the Mall section. The Mayor directed a hard 5% reduction across the board although agencies can ask for things to be added back in. To meet the target, Parks looked throughout the agency and some sections took a larger hit. It was felt that a fulltime supervisor on site at the mall was not the best use of city resources so the position of Facilities Manager, currently held by Tom Skaife, will be reclassified to include supervision of both the mall and facilities maintenance staff. Many times folks from the facilities section do maintenance work on the mall so it does make sense. Many of the mall crew's duties are easier to supervise without someone actually on site. The leadworker position will also be increased to an operations leadworker who can perform everything in a supervisory capacity up to but not including the hiring, firing and discipline. This position will be able to assign and review work and will be

able to recommend hiring, firing and discipline. The union contract is clear that it's not appropriate for a supervisor to do field work. Tom Skaife has a very impressive history of performance in this area, he has a strong and intimate knowledge base regarding the work that needs to be done, and he has a history of performing that work at a high level with significantly fewer staff hours than are currently available. Parks believes it will see the best maintenance of the mall that we have ever seen. Skaife is ecstatic about the number of workers there are at a fulltime level to get the work done.

A sheet was then distributed showing FTE hours worked over a period of years that includes the total Parks FTE's as well as the percentage attributable to the Mall. Mall staffing has increased due to the efforts of Alder Verveer. With regard to whether there are fewer seasonal staff because there are more FTE's, in 2006-07 there were no more than 3 maintenance workers. The new bodies came on board during 2009-10 because of a planned increase in maintenance workers. Also additional seasonals were working because there were FTE's who were unable to work. Additionally, in May 2011 Parks was finally able to fill the seventh permanent maintenance worker position. Parks is also working to change the mindset that only mall workers can work at the mall and only conservation workers can work in conservation. Maintenance workers can work in any Parks section. At the end of the day, the store owners don't care who does the work as long as it gets done.

The Mall Special Charges for 2010-2011 will be presented at the October meeting with the public hearing and then forwarded to the Council at their first meeting in November. Knepp would like to discuss changing the fiscal billing year that is set at September 1 to August 31. He would like to move it to July 1 ~ June 30 because currently it falls in the middle of the city's budget process. The charges have to go to the Council in a specific timeframe to meet the deadline to get them posted on property tax statements. Members requested that an information sheet explaining what mall maintenance does and the phone number of who to contact regarding specific issues be included, as well as a map of the service area. Members also noted that they were unable to find any Mall Maintenance information on the Parks website, but they would like to include that link on the information sheet.

A motion was made by Lang Sollinger/Crabb to encourage city Parks staff to include information on services and the service area map with the Special Charges notice. MOTION CARRIED with Lee voting no.

Verveer arrived late and asked whether Mall supervision and staffing had been explained. He was given a brief review. Seasonals are kept to about 900-1000 hours and there is some flexibility to make sure big events on the mall are adequately covered. Mall maintenance staff are not pulled to work in other sections in Parks. The proposed budget does not include a cut in seasonal staffing but does presume the elimination of a general supervisor on the mall and also presumes the reclassification study to be completed to show the mall supervision by the joint facilities and mall manager. A request has also been made to reclassify the leadworker position for the level of work that position will do.

## VI. NEW BUSINESS

A. Budget Priorities – Knepp

This was covered in the previous discussion.

A Freakfest discussion preceded the Resolutions dealing with the event. Lamberty reported the plans are basically the same as they have been for the past couple of years. Organizers will be at the next meeting of the Street Use Staff Commission with the same request as they had last year. Organizers have arranged to meet with merchants and the BID Board in early October. It is her understanding that the admission price has gone up but she does not know what it will be. Frank Productions indicated the raise is due to the groups that will be performing and that line up will be unveiled on September 26. The complimentary ticket distribution will again be handled by Lamberty using the same procedure as in prior years, except for businesses that will not be open after 6:00 p.m., which will be limited to 3 tickets. If they need additional tickets they will be able to request them by filling out an application. They do hope to get that information out to people a little earlier this year. A concern was expressed about people who have had problems trying to get to restaurants or Overture that night.

B. [23351](#)

Establishing a Glass-Free Zone for the State Street area from 9:30 pm on October 28, 2011 to 5:00 am on October 29, 2011 and from 9:30 pm on October 29, 2011 to 5:00 am on October 30, 2011

A motion was made by Crabb/Resnick to approve Resolution ID#23351 Establishing a Glass-Free Zone for the State Street area from 9:30 pm on October 28, 2011 to 5:00 am on October 29, 2011 and from 9:30 pm on October 29, 2011 to 5:00 am on October 30, 2011. MOTION CARRIED UNANIMOUSLY.

C. [23416](#)

Resolution to Amend the 2011 Operating Budgets of the Police Department, Streets Division and Parks Division by appropriating \$35,018 from the Contingent Reserve Fund for expenses related to the "Freakfest 2011" Halloween event and authorizing receipt of revenues derived from admission fees and donations.

A motion was made by Crabb/Resnick to approve Resolution ID#23416 to Amend the 2011 Operating Budgets of the Police Department, Streets Division and Parks Division by appropriating \$35,018 from the Contingent Reserve Fund for expenses related to the "Freakfest 2011" Halloween event and authorizing receipt of revenues derived from admission fees and donations. MOTION CARRIED UNANIMOUSLY.

D. [23417](#)

Resolution to authorize a contract with Frank Productions, Inc. for Freakfest 2011 and to authorize gating and ticketing for entry into the event area.

A motion was made by Crabb/Resnick to approve Resolution ID#23417 to authorize a contract with Frank Productions, Inc. for Freakfest 2011 and to

authorize gating and ticketing for entry into the event area. MOTION CARRIED UNANIMOUSLY.

- E, [23742](#) To approve the 2012 Operating Plan for Madison's Central Business Improvement District (#1).

Carbine reported that the 2012 Operating Plan for Madison's Central Business Improvement District will be submitted to the Council for approval. The BID is a public private entity authorized through state statutes and the Common Council, which gets its funding through a special property tax assessment from the area it covers. The operating plan is submitted annually to the Common Council for approval to allow for the collection of the assessment and to guide the work for the coming year. She distributed the cover letter that outlines the 2012 Plan and stated that it doesn't differ materially from the 2011 Plan. The budget was adjusted to account for changes in revenues and anticipated expenses. There is one change, which is adding the parcel known as Block 105 where the current Government East Parking Ramp is. There is no assessment levied now because city properties are non-taxable but the city is working on a plan for redevelopment of Block 88, where the Madison Municipal Building is located. They are looking at retail and hotel uses for that area. A copy of the 2011 Annual Report was distributed. Alder Resnick asked to be added as a co-sponsor on the Resolution.

A motion was made by Lang Sollinger/Crabb to approve Resolution ID#23742 to approve the 2012 Operating Plan for Madison's Central Business Improvement District (#1) and to acknowledge Mary Carbine's work on the BID. MOTION CARRIED UNANIMOUSLY.

## VII. OLD BUSINESS

- A. Committee/sub-committee goals

In previous years there were subcommittees that undertook specific issues in their area of interest, such as transportation. Several months ago there was discussion about whether to continue the subcommittees or whether they should be ad hoc committees when issues of particular interest surfaced, such as the Downtown Plan. It was noted that having established subcommittees allowed every committee member to be involved beyond attending the DCC meetings; however, the ad hoc approach speaks to immediate needs. Members spoke in favor of the ad hoc approach since it appears that the big issue will be the components of the Downtown Plan. An opinion was expressed that Transportation, including pedestrian safety, should be an ongoing subcommittee. It was the consensus of the committee that they would try ad hoc subcommittees instead of specifically identified committees with goals.

## VIII. UPDATES

BID Activities – Information was distributed regarding activities. The Visitor's Center and ambassadors have assisted more than 3000 people at special

events in September. Freakfest business owners meeting will be held on October 5. Planning is underway for a Downtown Madison Family Halloween on October 28 that had previously been called Downtown Madison Family Trick or Treat. It's being expanded to include many more activities including Overture Center and non-profits partners have stepped up to provide shows and activities for children.

Capitol Neighborhoods – Davy Mayer was elected president of the Capitol Neighborhoods.

GSSBA – There was a recap of Maxwell Street Days and discussion regarding Freakfest and the holiday open houses. GSSBA's Board moved to hold the membership meetings at Logan's.

State Street Oversight – The group is continuing to discuss bicycles and how to increase the number of locations for bike parking. According to the proposed budget, there is planning money in 2012 and 2013 for the 700 & 800 blocks of State Street with work to be done in 2014. This area also needs to receive more attention from mall maintenance. The Mayor made the difficult decision to scale back the reconstruction of the outer loop/ring. Only the reconstruction of the two blocks adjacent to Central Library will take place. The area between West Washington and Martin Luther King Jr. Blvd. was dropped from the plan.

A question was asked whether there might be some type of funding for pedestrian safety that could be applied for, particularly for the elderly.

Round-up – A request was made to also add Alder's Comments under Updates/Member Interests.

**IX. NEXT MEETING ~ October 20, 2011**

**Mall Special Charges**

**X. ADJOURNMENT**

A motion was made by Verveer/McDonnell to adjourn at 7:32 p.m.