



City of Madison

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

Thursday, October 20, 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, October 20, 2011 in Room 108, City County Building, 210 Martin Luther King, Jr. Blvd. Chair Reiter called the meeting to order at 5:33 p.m. A quorum was present and the meeting was properly noticed. Chair Reiter appointed Ted Crabb, Patrick McDonnell and Greg Frank to the Nominating Committee. They are to report the results of their slate of officers at the December meeting. Voting will occur at the January meeting. They were also requested to explore the possibility of two year terms instead of one year terms.

Parks Staff Present: LaVonne LaFave, Tom Skaife, Eric Knepp
City Staff Present: Lt. Dave McCaw, Mark Woulf, Mayor's Office

I. CALL TO ORDER / ROLL CALL

Note: Ron Luskin arrived at 5:40 and left at 6:50. Alder Verveer arrived at 6:20. Ted Crabb and Greg Frank were in attendance. following his Monona Terrace Board meeting. Jeremy Levin left at 6:45. Alder Resnick left at 7:00.

Present: 11 -

Michael E. Verveer; Ald. Scott J. Resnick; Chelsea B. Johnson; Rosemary Lee; Jeremy P. Levin; Sarah K. Reiter; Mary Lang Sollinger; Ledell Zellers; Mary C. Carbine; Ronald S. Luskin and LaVonne LaFave

Excused: 2 -

Donna V. Hurd and Patrick T. McDonnell

II. APPROVAL OF MINUTES

A motion was made by Crabb/Zellers to approve the Minutes of the September 15, 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. REPORTS

Special Events

A list of the upcoming special events was distributed.

Mall/Concourse Maintenance

Skaife reported the mall crew is in the midst of the seasonal changeover of equipment at the Mall. They are dealing with leaf cleanup and football Saturdays as well as getting ready for that "little" event next weekend. The flowers in the planters will be removed before Freakfest. The BID, in partnership with the Parks Division, has funded the evergreens and snowflakes that will be installed about mid-November. He reported that the artist is looking at replacing the liner in the fountain in Frances Square. In response to a question regarding power washing the committee was told that each spot of gum has to be treated individually to remove it. Additionally, whenever staff use water for cleaning, they are questioned by citizens.

VI. NEW BUSINESS

A. [24106](#)

To Approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2010/11 Maintenance Charges.

This Resolution was Return to Lead with the Recommendation for Approval The Special Charges notices have been sent out to all property owners. A copy of the letter that was sent with the Notice was distributed to committee members.

The formal public hearing as required by Ordinance is set for the November 1, 2011 Common Council meeting in time for the charges to be included with the property tax bills. There have been no major changes in the service area nor changes in the allocation method. The new maintenance position that is funded from the special charges began on May 1 of this year. Staff is ready to meet the snow challenge this coming winter.

Knepp stated that he is looking at changing the current fiscal year of September to August, to possibly July to June. If Parks formally proposes the change, he expects limited concern and added that the first year would be a shorter time frame. It would allow more time to check the numbers to make sure everything is right. Currently, the push to get the charges through DCC and the Council, in time to be included with tax bills, occurs when Parks staff is already busy with budget preparation.

A motion was made by Crabb/Levin to approve Resolution ID#24106 To Approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2010/11 Maintenance Charges. MOTION CARRIED

UNANIMOUSLY.

VII. OLD BUSINESS

A.. Freakfest Update

Lt. McCaw and Charlie Goldstone of Frank Productions were available to answer questions. Goldstone presented an overview of the event including placement of the stages. He indicated there were no significant changes operationally and they plan to follow the time line from previous years. They will start to build the stage at the top of State Street next Friday, October 28 and will complete the set up on Gilman and Frances on Saturday a.m. The City fences State Street at 6:00 p.m. and the gates will open at 7:00 p.m. The event will be done and Frank Productions anticipates being out by 4:00 a.m. the following morning. Tickets are being sold at the same locations as last year-- the Lake Street mall, Gilman and University, and then on Johnson Street by the fire station and also at the Orpheum stage door. Tickets are \$8 in advance and \$12 on the day of the event. This is a \$1 increase for tickets sold in advance and \$2 increase for tickets sold the day of event. There will be three stages, one in concrete park, one in front of Samba and the main stage at the top of State Street.

Advance ticket sale numbers are about the same and they anticipate that most tickets will be sold the day before and day of the event. A second ticket booth on Frances Street is being added to accommodate last minute sales. Roughly 35,000 tickets were sold last year, but there are also comp tickets for both residents and businesses on State Street plus there are people already on State Street before it's fenced.

The construction in the 700 block of State Street/Library Mall is outside the event. Congestion happens at Lake and State Streets by the entrance to Walgreens but should not pose significant problems. Police don't see any particular problems. They like working with Frank Productions because they run a good event. Police are confident that the event has been streamlined to the point where they can estimate the amount of overtime that might be necessary. The number of people who come to the event is dependent on both the weather and the bands. The bands that are chosen can control crowds and are respectful. The largest influx of people occurs between 11:00 p.m. and midnight, which coincides with the main musical group taking the stage to perform.

Police will have five teams of six officers each (strike teams) who will be looking for illegal parties. They will target those that are the loudest and boldest and go beyond what is reasonable. The UW police will not be present this year but the Dane County Sheriff and officers from several outlying communities will be there. The University is hosting an alternate event at Union South and their police officers will be working at that venue.

A press conference is set for Monday, October 24, and information will also be posted on their website. They hope to have that up by the coming week-end, October 22-23.

The discussion turned to available parking and it was noted that the Carroll Street and Overture parking ramps have not been full in prior years. The Buckeye ramp will be closed because Frank Productions uses it as a staging area. In previous years some restaurants on State Street closed because patrons had problems getting to them.

The Freakfest concept of fencing, etc. cannot be replicated for the Mifflin Street block party because Mifflin takes place on private property. Freakfest is on public property.

The gate between State Street Brats and the University Inn in the Frances Street corridor is not an egress point. Signage needs to be clear about this area. Police do escort people in who live on State Street as long as they can produce something that proves where they live. This issue needs to be relayed to the private security people to have them also walk people to their apartments. A comment that has been heard recently was that some students would be willing to pay a larger admission price to secure bigger name bands. There have also been preliminary discussions with the UW to have them partner with the organizer for the music but it hasn't gone beyond the discussion stage.

As the event continues to be tweaked, the image has changed drastically, as has the mentality of the participants. There will again be a debriefing following the event. Members also requested a debriefing at the December meeting. Members remarked that it appears that the over 35 group are the most intoxicated and offensive. Members closed the discussion with kudos to police, Frank Productions, Parks and other city agencies who have worked to produce this event. The act of paying for and getting a ticket has produced a different expectation by participants.

VIII. UPDATES

BID Activities – Information on activities and a flyer for the Downtown Madison Halloween were distributed. The downtown ambassadors had helped more than 37,000 people by the end of September. The new visitor center played a role in those numbers.

Capitol Neighborhoods – There is a program scheduled for next Thursday about the Tenant Resource Center and what it does. Last Monday there was a meeting about the proposal for the 100 block of State Street for CNI members and the general public.

GSSBA – Members have been dealing with retail thefts where there have been similar methods or suspects. They share alerts with other merchants on thefts.

State Street Oversight – The committee recommended that the two benches in the 500 block of State Street be removed. Last Monday (October 17), the Mayor objected and ordered the Parks Division to put the benches back. He was against a removal that would affect all users because of the actions of a very few.

A motion was made by Zellers/Verveer to extend the meeting by 5 minutes.

MOTION CARRIED UNANIMOUSLY.

Crabb then noted items in the budget that relate to downtown. The outer loop from West Washington to Martin Luther King Blvd. is scheduled for replacement next summer but does not include West Washington to State Street on Fairchild because that will be done at the same time as the library reconstruction. Also both sides of Frances Street will be reconstructed on either side of State Street between Langdon and University Avenue and then the 300 block of North Henry Street between State and Gorham and the 200 block of West Gorham between State and Henry.

Alders – They indicated they provided enough feedback during the meeting. They continue to work on the 2012 budget and amendments. There will be one or two amendments relating to downtown. The current target date for the release of the Downtown Plan is November 15 at the Common Council meeting. Finally, the next meeting for the Doyle Square is November 8.

Round-Up – Lang-Sollinger invited everyone to the Tenney Park Shelter ribbon cutting on December 3 at 11:00 a.m. Olympic speed skater, Beth Heiden, will be attending. Reservations for the 2012 shelter season will begin on November 15.

IX. NEXT MEETING – December 15, 2011

December 15, 2011
Results from Nominating Committee
Future agenda Items – Frautschi-Rowland Proposal for 100 Block of State Street with George Austin
Mayor Soglin to speak about his philosophy and perspective for State Street

X. ADJOURNMENT

A motion was made by Crabb/Zellers to adjourn at 7:49 p.m.