



# City of Madison

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

## Meeting Minutes - Approved STREET USE STAFF COMMISSION

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, May 31, 2023

10:00 AM

Virtual

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### CALL TO ORDER / ROLL CALL

A virtual meeting of the Street Use Staff Commission was held at 10:00 AM on Wednesday, May 31, 2023. Chairperson Post called the meeting to order at 10:00 AM. A quorum was present and the meeting was properly noticed.

**Members Present:** Kelly Post, Kristin Brodowsky, Katelynn Updike, Jeremy Nash, Meghan Blake-Horst, Phil Roh, Mark Kiesow, Jen Blair, Lt. Jen Hannah, John Fahrney

**Members Excused:** Jen Blair, Eric Veum, Noah Meter Brooks

**Additional City Staff Present:** Taylor Dietzman, Michael Ott, Poorna Shivakamur, Ashely Moseberry

### APPROVAL OF MINUTES

Motion made by Blake-Horst, seconded by Nash to Approve the Minutes.  
Motion passed by voice vote/other.

1. [78043](#) PUBLIC COMMENT

No members of the public registered to speak regarding items not on the agenda.

### DISCLOSURES AND RECUSALS

Post disclosed and recused herself from voting on item #7 which is a Park's sponsored event.

### STREET USE PERMITS FOR CONSIDERATION, DISCUSSION AND VOTE

2. [78100](#) PURGOLDER PICNIC

Friday, June 2, 2023 / 11am-1pm  
Street Closure: 10 block of N. 4th Street  
All School Picnic  
Street closed for public safety - no setup or activities in the street  
Madison East High School / Patrice Hutchins

Registered speaker Patrice Hutchins registered in support, not to speak, but available for questions.

A motion was made by Blake-Horst, seconded by Roh to approve pending

receipt of required documents & with the following conditions:  
**THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.**

**BEFORE EVENT**

Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pick up and return barricades required for event. There may be charges for this equipment.

**DURING EVENT**

Barricade placement as per plan on file with Traffic Engineering (TE).

Maintain access to Metro stops.

Noise must be kept to a reasonable level at all times.

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

3. [78045](#)

ART FAIR ON THE SQUARE (65th annual)

Sat., July 8, 9am-6pm & Sun., July 9, 2023, 10am-5pm

Setup: Friday, July 7, 3pm

Street Closure: Capitol Square, 100 blocks of E & W Washington, MLK Jr Blvd, N & S Hamilton, State St., King St., Wisconsin Ave, & 10 blocks of N & S Pinckney, E & W Main St, E & W Mifflin St, N & S Carroll

Annual art fair, street festival, fundraiser for Madison Museum of Contemporary Art

Discuss closures, setup, schedule

Madison Museum of Contemporary Art / Veronica Castillo

Registered speaker Veronica Castillo registered in support, not to speak, but available for questions.

Registered speaker Michelle Morrison registered in support and does not wish to speak.

A motion was made by Blake-Horst, seconded by Updike to approve pending receipt of required documents & with the following conditions:

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**BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a

\$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds.” (If beer will be sold, this certificate must include liquor liability.) – on file.

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. The alder(s) to notify for this event is: Julianna Bennett – district2@cityofmadison.com; Michael Verveer- district4@cityofmadison.com; Marsha Rummel – district6@cityofmadison.com

Coordinate activities and schedule with Meghan Blake-Horst, the Street Vending Coordinator, mblake-horst@cityofmadison.com or 608-261-9171. Schedule walk through with Meghan.

Coordinate with the Streets Division, Philip Roh – proh@cityofmadison.com and Parking Division, Taylor Dietzman, tdietzman@cityofmadison.com on locations and when to bag the meters for dumpsters.

Call Parking at 608-267-8756 to arrange for meter signs. Remove meter signs when event has ended. There are charges for this equipment.

Notify the Madison Central Business Improvement District’s Operations Director at tjenquin@visitdowntownmadison.com or 608-512-1341. Provide event information, including: day-of-contact, location, date, schedule, activities, etc. Special duty officer(s) required for event. Call 608-267-8676 to arrange. There are charges for these services.

Adaptors: Organizer will arrange to pick up and return adaptors with Mark Kiesow, mkiesow@cityofmadison.com.

#### **DURING EVENT**

Traffic Engineering will deliver/pick up barricades.

The Capitol Square will be closed by an approved contractor.

Metro rerouted to outer loop. Standard rerouting fee applies. (see fee schedule)

Special Event Resolution: Suspend vending restrictions and authorize sponsor to select event vendors and performers. Vendors relocated outside the designated perimeter of the event. (licensed sidewalk & roadway cafes are exempt.)

Provide and maintain access for BMO Harris drive thru customers during hours of operation.

Provide and maintain access to Park Hotel during the event.

Provide and maintain access to the parking ramp on East Main and Webster.

Provide and maintain access to the alley on the 100 block of West Washington for Grace Episcopal parking and deliveries. Contact the Rector at Grace, 608-255-5147.

Provide and maintain access to the parking lot on 100 E Washington Ave.

Signage and staffing at event perimeter: ‘No Alcohol Beyond This Point’.

Event volunteers/staffing at MLK and Doty St. to assist with pedestrian crossing/safety.

Noise must be kept at a reasonable level at all times.

20’ emergency access lane must be maintained throughout event area.

8’ pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

#### **AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will

be assessed for any City staff time or resources required for clean up.  
City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.  
Motion passed by voice vote/other.

4. [78046](#)

MAXWELL STREET DAYS

Event hours: Thu-Sat, July 13 - July 15, 9am-6pm, & Sun, July 16, 10am-5pm  
Street Closure daily: Thu, July 13, 7:30am - Sun., July 16, 7pm / 100-600  
State Street, 200 Block N. Henry  
Annual Sidewalk/Street Sale  
Discuss locations, schedule, dates, setup  
Greater State Street Business Association / Elizabeth Ganser

Registered speaker Elizabeth Ganser registered in support, not to speak, but available for questions.

Registered speaker Tim Jenquin registered in support and does not wish to speak.

Registered speaker Michelle Morrison registered in support and does not wish to speak.

A motion was made by Blake-Horst, seconded by Nash to approve pending receipt of required documents & with the following conditions:

**THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED. BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds."- ONFILE.

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. Juliana Bennett - [district2@cityofmadison.com](mailto:district2@cityofmadison.com), Michael Verveer - [district4@cityofmadison.com](mailto:district4@cityofmadison.com), MGR Govindarajan - [district8@cityofmadison.com](mailto:district8@cityofmadison.com)

Coordinate activities and schedule with the Street Vending Coordinator, [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com) or 608-261-9171, including scheduling a walk-through prior to the event dates.

Coordinate activities and schedule with the Dane County Farmers' Market manager, 608-455-1999.

Notify the Madison Central Business Improvement District's Operations Director at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or 608-512-1341. Provide event information, including: day-of-contact, location, date, schedule, activities, etc. Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

Notify participating businesses not to use city amenities or trees for posting marketing information.

Schedule a site walk through with City staff: Vending Coordinator, Mall Crew, and Capitol Police.

Coordinate with Madison Fire Department any vendor setup requirements or a mandatory vendor meeting if deemed necessary.

Vending: Organizer will furnish the Parks Office with a complete list of vendors

prior to the event. You must provide each vendors name as well as their WI State Seller's Permit #.

**Special Event Resolution:** Suspend vending restrictions and authorize sponsor to select event vendors and performers. Vendors relocated outside the designated perimeter of the event. Note: Saturday City licensed vendors may set-up on 30 on the Square and east of the crosswalk at the top of 100 State. City licensed merchant vendors and sidewalk cafes are not exempt.

**EVENT DAY(S)**

Barricade placement as per plan on file with Traffic Engineering (TE).

Traffic Engineering will deliver/pick-up barricades.

4 Metro route(s) detoured by event. Fee/route detoured applies. (\$100/route).

Noise must be kept to a reasonable level at all times.

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

5. [78047](#)

ICON BOONIE BIKE BONANZA

Sat., Aug. 19, 2023 / 8:00pm - 11:00pm

Street Closure: Sat, Aug 19, 12pm - Sun. Aug 20, 3pm / 100 block of W. Main St.

Two-man mIni-bike stunt show

Discuss location, activities, setup, schedule

Icon Motosports / Nean Kiskela

Referred to a future SUSC meeting once planning is complete.

**CONSENT AGENDA**

Blake-Horst made a motion, Updike seconded the motion to approve the permits on the consent agenda with the recommended action, pending receipt of required documents and with the conditions as outlined for each event.

Motion passed by voice vote/other.

6. [78101](#)

THE SESSIONS AT MCPIKE PARK (2023)

June 16 - 18, Aug 11-12 (13-rain date), Aug 16-17, 2023

See attached for detailed schedule

Street Closure: 200 Block of S. Ingersoll

Annual Concerts at McPike Park

The Sessions at McPike Park / Bob Queen

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**ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.**

**BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds." (If beer will be sold, this certificate must include liquor liability.) – ON FILE.

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. The alder(s) to notify for this event is: Marsha Rummel – district6@cityofmadison.com

Special duty officer(s) required for event dates for the duration of when beer/wine will be sold. Call 608-267-8676 to arrange. There are charges for this staffing.

Friday, June 16 – 5pm-10pm

Saturday & Sunday, June 17 & 18 – 12pm-10pm

Friday, August 11, 5pm-10pm

Saturday, August 12, 12pm-10pm

(rain date) Sunday, August 13, 12pm-10pm

Wednesday, August 16, 5pm-10pm

Thursday, August 17, 45m-10pm

Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pick up and return barricades required for event. There may be charges for this equipment.

**DURING EVENT**

Barricade placement as per plan on file with Traffic Engineering (TE).

There is no event parking in the Madison Metro parking lot.

Noise must be kept to a reasonable level at all times.

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

7. [78044](#)

**PARKS ALIVE**

June 20 - August 17, 2023 / 3pm setup, 5pm-8pm event, 8:30pm cleanup

9 Park locations / Mondays - Thursdays / every other week for most locations

No Street Closure - requesting No Parking signs

Neighborhood event series with Mobile Madison, food carts, other activities

City of Madison Parks Division / Debra Alleyne

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**BEFORE EVENT**

Notification: Organizer must notify area alder(s) prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc.

Send full schedule for Parks Alive to [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)

Call Parking Utility at 608-267-8756 to arrange to pick up "No Parking" signs.

Remove signs when event has ended. There are charges for this equipment.

No Street Closure: request for parking only.

**DURING EVENT**

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

8. [78048](#)**THE SALT COMPANY KICK OFF**

Thu, Sept 9, 2023 / 9am-11:45pm / event 8pm-10pm / amplification 5:10pm-10:45pm

Confluence at Library Mall

concert/student outreach

Discuss location, setup, schedule

Doxa Church , The Salt Company / Rudy Hartmann

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**BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insured's." ON FILE.

No street closure, request for parking/sidewalk space only.

Notification: Organizer must notify area alder(s) prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. MGR Govindarajan - [district8@cityofmadison.com](mailto:district8@cityofmadison.com)

Coordinate activities and schedule with the Street Vending Coordinator, [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com) or 608-261-9171.

Notify the Madison Central Business Improvement District's Executive Director at [director@visitdowntownmadison.com](mailto:director@visitdowntownmadison.com) or 608-512-1340. Provide event information, including: day-of-contact, location, date, schedule, activities, etc.

Amplification is not allowed before 5:00pm, including sound check.

Amplification before 6:00pm requires notification to St. Paul's University Catholic Center, [tcoffey@stpaulscc.org](mailto:tcoffey@stpaulscc.org).

Event cannot displace licensed city vendors.

Noise must be kept to a reasonable level at all times.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

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10. [78113](#) PLAY STREET PILOT PROPOSAL

Discussed ordinance restrictions to the proposed pilot program. Discussed potential next steps: equity analysis of the pilot and temporary or permanent ordinance updates and what that process looks like.

11. **ADJOURNMENT**

A motion was made by Blake-Horst, seconded by Nash to Adjourn. The motion passed by voice vote/other.