



City of Madison

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

Meeting Minutes - Approved VENDING OVERSIGHT COMMITTEE

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

Wednesday, July 31, 2024

5:00 PM

Virtual

The City of Madison is holding the Vending Oversight Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to vendingoversight@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 872 5971 8557

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:01pm, with quorum present.

Present: 7 - Michael E. Verveer; John P. Guequierre; Ashleigh M. Hacker; Marlys M. Miller; Andrea B. Hughes; Michelle L. Quigley and Sean Lee

Excused: 2 - Jack T. Thumblad and Aaron D. Collins

APPROVAL OF MINUTES

Guequierre made a motion and a second by Hughes to approve the minutes from the March 27.2024 meeting. The motion was approved by a voice vote/other approved the motion.

PUBLIC COMMENT

1. [84589](#) Public Comment

There was one member of the public that registered to speak.
Jason Lee - Item 1

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

REPORTS

2. [84587](#) Outdoor Overnight Storage Update

A presentation on the implementation status of Outdoor Overnight Storage was shared by staff. Staff were asked to clarify the enforcement process and education materials shared with license holders. Staff explained that typically vendors are educated through calls, emails or in person site visits. If they continue to operate out of compliance then a more formal verbal warning, written warning or citation is issued. Staff explained they have created guidance documents for operators to share with staff.

Alder Verveer shared that he had positive reports from operators and the Mall Concourse Maintenance teams operations. Operators are thankful they do not have to move equipment inside nightly.

3. [84588](#) State Street Night Vending Program Update

Staff reported that it has been a slow start to the program. Vendors have expressed that they are not making enough sales to vend at that location. A few issues were identified based on feedback and observations.

- Food Carts inconsistent with attendance
- Vendors reporting that they are they are “the only one’s present”
- Vendors reporting they will wait until students are back in session
- Underlining the prohibition of “Bake Sales” and looking to reach out to student organizations to inform them of opportunities that city is providing with State Street Night Vending carts.

Lee expressed from his experience the previous locations were better for vendors since that is where the people are and where the vendor can make enough sales to operate.

4. [82157](#) Street Vending Staff Report

The staff report was presented. A reminder regarding food cart review applications was shared and staff requested a VOC member be on the review panel as required by Ordinance.

Current Food Cart Review Application Status:

27 food carts have put in applications

971 applications for reviewers – The press release drove a lot of interest – need a max of 30 reviewers

Lee, referring to the public comment, asked about the Historical Museum construction timeline and if food carts could be reassigned to the top of State St. Staff explained that the latest report is that the fencing will be installed for the project in the next few weeks. Also, staff does not have a way to do that without the VOC changing the vending map and providing a process to temporarily assign vendors to that location. Staff also reminded the VOC that the current map was discussed, planned for and approved for over two years in preparation for this construction project.

ADJOURNMENT

A motion was made by Hughes and a second by Hacker to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 6:10pm.