



City of Madison

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

Meeting Minutes - Amended DOWNTOWN COORDINATING COMMITTEE

Thursday, March 20, 2008

5:30 PM

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

1. **CALL TO ORDER** Chairperson Jeremy Levin called the meeting to order at 5:30 PM.
STAFF PRESENT: Jim Mattke, Joy Kummerow.
OTHERS PRESENT: Fran Puleo, Monona Terrace; and one student reporter.

Present: 13 -

Michael E. Verveer; Eli Judge; Megan E. Christiansen; Rosemary Lee;
Jeremy P. Levin; Sarah K. Reiter; Mary Lang Sollinger; Troy A. Thiel; Ted
Crabb; Patrick T. McDonnell; Mary C. Carbine; Steve J. Amundson and Jim
Weinstock

Absent: 2 -

Daniel H. Chin and Ledell Zellers

2. **INTRODUCTION OF NEW DCC MEMBER-Sarah Reiter.** Chairperson Levin introduced new DCC member Sarah Reiter. Ms. Reiter then gave a brief overview of herself which included being past Vice-President of DMI for 4 years.
3. **APPROVAL OF DCC MINUTES of 2-21-08.**

A motion was made by McDonnell, seconded by Christiansen, to Approve the DCC Minutes of 2-21-08, with minor changes. The motion passed by voice vote.

4. **PUBLIC COMMENT.** No one registered to speak.

5. **STAFF REPORTS**

A. Special Events (Kelli Lamberty).

Mary Lang Sollinger suggested that Folk on State should be listed on the upcoming special events list from May-November at Peace Park.

Crabb then had questions on the status of Peace Park, and the money raised for the building. He wants this item added to a future agenda for an update.

B. Mall/Concourse Maintenance (Jim Weinstock & Joy Kummerow).

Question as to why trees were cut down on the Capitol Square. Kummerow said this was due to upcoming construction in this area.

Motion by Lee/Crabb to move agenda item 7A (Monona Terrace) up on the agenda so that their presentation could be made. Motion passed by voice vote unanimously.

6. OLD BUSINESS

A. Mall Special Assessments sub-committee update (Lang Sollinger)

-So far the sub-committee has met twice, with good information provided by staff.

-An updated mall assessment district map that was provided by Kummerow was shown to DCC by Lang Sollinger.

-Lang Sollinger passed around her mall assessment bill that just arrived for DCC review.

-The next sub-committee meeting is March 27th.

-Levin stated that he wants to make everything equitable. People that are paying but are getting no service, and some people are not paying but are getting services. He would like to see this corrected.

-The Mall service area and the BID Districts were both examined as far as aligning both boundaries. Sub-committee learned that alignment would be more difficult because the present service area would be greatly expanded if they would to include the entire BID District. Joy showed a map of the boundaries of the two different districts showing the differences.

B. Finalize 2008 Goals (Levin)

-All of the different section goals were discussed with revisions and changes made. See separate goals sheet for updated changes. Levin said that the changes will be made with final approval scheduled for our April meeting.

- 7A. Monona Terrace. Fran Puleo, Monona Terrace Manager of Community & Public Relations, give a Power Point presentation with hard copy handouts. A full copy of report is available at www.mononaterrace.com.
- Doors officially opened for business on July 18, 1997.
 - Facility has received numerous awards and recognition.
 - Wide geographic draw, attracting local, regional, state, and international events each year.
 - Funded by operating revenues and the hotel bed tax. (Transient Occupancy Tax, TOT) with no property tax dollars.
 - The 2005 economic impact of Monona Terrace was \$52.7 million, which included both direct and indirect impacts.
 - For every dollar invested in Monona Terrace in 2005, Monona Terrace returned \$10.72 in economic impact for Madison and Wisconsin.
 - For 2007 events there were a total of 378,300 visitors, and 79.5% of events are local.
 - 2007 events at Monona Terrace accounted for 2000 room nights at the Hilton.
 - More than 1,100 Jobs created due to Monona Terrace includes jobs at hotels, restaurants, etc.
 - Virchow, Krause & Company Study finds Monona Terrace is a catalyst for new investment in downtown area.
 - The downtown hotel occupancy rate grew from 59.1% to 67.3% from 1996 to 2005 due to the construction of Monona Terrace.
 - Monona Terrace now has a Tourism Coordinator on staff.
 - Monona Terrace uses the LEED philosophy, which is Leadership, Energy, Environmental, Design.
 - They are green friendly and use organic food whenever possible, and also use renewable energy such as wind energy. 18% of renewable energy was used in 2007, with a goal of 25% in 2008.
 - The two main draws for conventions and conferences: 1) Accessible hotel to the convention center; and 2) The city itself.
 - Lake Vista Cafe will open in 2008 on the east end of the rooftop overlooking the lake.

07651 Amending Sections 31.05(2)(b) and 31.11 of the Madison General Ordinances to remove the prohibition on relocating or replacing advertising street graphics.

A motion was made by Crabb, seconded by Christiansen, to Return to Lead with the Recommendation to Place on File without Prejudice to the PLAN COMMISSION. The motion passed by voice vote/other.

8. COMMITTEE UPDATES

- A. Cultural & Arts (Christiansen)
- Strollers stopped operations.
 - Landmarks Commission will be considering the Pinckney Street buildings on the square for landmarks status on March 24.

B. Transportation (McDonnell)

- Ad Hoc Committee is moving along.
- Safe Communities Organization will be analyzing the crosswalks on the outer ring.
- Crosswalk audits will be done, and they are looking for volunteers.
- The Platinum Bike Study was adopted by the City Council.
- Comprehensive Planning discussions with Alder Konkell and the Tenney/Lapham Neighborhood Associations. The next step includes a Resolution to form a committee.
- E. Gorham St will be tore up and reconstructed from Baldwin St. to Livingston St, with traffic rerouted. Possible Johnson St. two-way traffic during construction. This will be a deep dig down to the sewer and water lines. Plans to improve the Few St and Gorham St intersection and "S" curve nearby. Some discussion on underground utilities and electrical wiring.
- Discussion on late notification and lack of respect by city staff and city council to the neighborhood and neighborhood associations with only a two-month notification.

-Motion by Crabb/Lang Sollinger to have DCC communicate to our alders, city departments, city committees proper notification of city downtown projects to the neighbors and neighborhood associations, and all communication be made well in advance of any planned projects. Motion passed unanimously by voice vote.

C. Economic & Business Community (Lang Sollinger) No Report.

D. Living Downtown & Land Use (Thiel)

- Downtown seminar sessions on Economic Development Planning Sessions are coming up. For more information go to www.cityofmadison.com/business/obr.
- Handout from Brad Murphy was distributed.
- A TIF handout was distributed.
- Also distributed was a Blue Planet handout regarding the Madison Public Market from Common Wealth Development.
- Average price of condos: Fitchburg \$240,000; Madison \$324,000.
- Big job development happening in Verona now due to the Epic Center.

-Motion by Crabb/Amundson to extend the end of the meeting by 10 minutes. Motion passed by voice vote unanimously.

E. BID Activities (Carbine)

- Handout was distributed.
- At the State Street pre-con meeting about 30 people were in attendance.
- Some discussion about making Gilman St. two-way.
- Classic cars on State Street being discussed.
- New businesses and closed businesses on in the BID was briefly discussed.

F. Capitol Neighborhoods (Christiansen)

-Upcoming seminars:

-March 27-Madison Zoning Plans update.

-April 24-Downtown Plan.

-May 22-Historic Preservation & Green Buildings.

G. GSSBA Activities (Lang Sollinger) No Report.

H. State Street (Crabb) No Report.

9. ROUNDUP (Information on downtown activities & happenings)

10. FUTURE MEETINGS

A. April 17: Downtown Planning, Special Event Resolutions.

B. May 15: Madison Metro Bus

11. ADJOURNMENT

A motion was made by McDonnell, seconded by Thiel, to Adjourn. The motion passed by voice vote. Meeting adjourned at 7:40 PM.