



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved VENDING OVERSIGHT COMMITTEE

Wednesday, March 28, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

In the absence of Karen Foxgrover, Sarah Richards chaired the meeting.
Richards called the meeting to order at 5:11 p.m. with a quorum present.

Present: 6 -

Michael E. Verveer; Scott J. Resnick; Sara J. Richards; Teresa Schwerin;
Rosemary Lee and Hawk Sullivan

Excused: 2 -

Karen A. Foxgrover and Sean Lee

APPROVAL OF MINUTES

The minutes of February 29, 2012 were approved.

PUBLIC COMMENT

There was none.

DISCLOSURES AND RECUSALS

There were none.

NEW BUSINESS

1. [25633](#) SUBSTITUTE Amending Section 9.13(2) to make special event umbrella vending license available for city-sponsored events and amending Sections 9.13(6)(k)1., 3., and 4. to eliminate the public hearing requirement for resolutions authorizing exclusive vending rights during special events, and amending Section 9.13(10)(h) to allow the City to establish temporary vending sites and license fees in the Southeast Campus Vending Area.

Sponsors: Paul R. Soglin and Michael E. Verveer

Attachments: [Version 1](#)
[Version 2](#)

Mainella provided an overview. Verveer wished to have this item pertain to all special events as soon as possible, which would mean that it would not come back for VOC consideration. Lee was opposed to this. Verveer said that vending would be allowed outside the perimeter of the Mifflin Street Block Party and outside the perimeter of the Southeast Campus Vending Area. Verveer moved that the reference to the Southeast Campus Vending Area be stricken and that the item be revised to pertain to all relevant vending areas. Resnick seconded. The motion passed with Lee abstaining.

2. [25752](#) ACTION ITEM: Approve Map Change to Exhibit 1 of the Regulations Governing Street Vending on the State Street Mall/Capitol Concourse per Section II.A. of the Regulations: Revising vending site locations on the outer Capitol Concourse.

Attachments: [Camp Randall High Density Vending Area.pdf](#)
[Capitol Concourse Map - March 2012 Revisions.pdf](#)
[Mall Concourse Vending Sites.pdf](#)
[Southeast Campus Vending Areas.pdf](#)
[Capitol Concourse Vending Sites Map.pdf](#)

The proposed maps were approved.

3. [25753](#) **ACTION ITEM:** Request Vending Oversight Committee to delegate authority to the Vending Coordinator to establish "E" sites for expressive vending in various areas of the city, per Section 9.54(5)(b), MGO (ORD-12-00027)

Attachments: [T E M Ord Language 3-28-12.pdf](#)

This item was approved.

4. **ACTION ITEM:** The City of Madison policy pertaining to the moving of street vendor sites at the request of a new occupant of a retail space. Included in the discussion may be Alterra Coffee's potential move into the Tenney Building and the effect on nearby street vending sites; efforts made to accommodate the Ian's Pizza move into the former Children's Museum space; City staff challenges with finding alternate locations for public amenities.

Hansen said that he had managed to amicably relocate street vendors who had sites in front of the Tenney Building, both on weekdays and Saturdays. John Bergh and Kevin O'Driscoll spoke about the circumstances pertaining to Alterra Coffee moving into the Tenney Building. Lee pointed out that there were errors in the letter she had received from Tom Neujahr. She was critical of Alterra for their unwillingness to compromise. Hansen said that City staff was running out of options for relocating public amenities. Verveer moved to reconsider the item and Resnick seconded. The motion passed. The committee decided that it was unnecessary to take any action on this item because approving the new map effectively dealt with the pertinent issues.

REPORTS

[25754](#)

REPORT OF STREET VENDING COORDINATOR

Attachments: [Street Vending Report_Nov_Dec 2012](#)
[Street Vending Report Sept_Oct 2012.pdf](#)
[Street Vending Report_May 2012](#)
[Street Vending Report_March 2012.pdf](#)

Lee asked Hansen about enforcement related to vendors being late. Hansen explained that some vendors were required to have their vehicles away from their vending sites during certain hours for pedestrian safety. Verveer asked if Hansen would be involved in Off the Grid in a way that was similar to his involvement with the Halloween food court. Hansen did not think so. Verveer pointed out a typo.

DISCUSSION ITEMS

5. [25136](#) DISCUSSION ITEM: Sidewalk Cafe Alcohol Management and Sidewalk Cafe Closing Times

Attachments: [Ord12608 to eliminate sidewalk cafe restaurant class.pdf](#)

Hansen suggested that Verveer create changes to the hours effecting alcohol management in sidewalk cafes and that sidewalk cafes be allowed to be securely dismantled outside the establishment until closing time. Police and Mark Woulf would be invited to attend the meeting with this item on the agenda. Verveer said that he would meanwhile communicate about this matter with City staff.

6. DISCUSSION ITEM: Consider additional or revised dimensions for sidewalk cafe entrances.

After brief committee discussion, Mainella would be asked to create ordinance language allowing maximum six foot wide sidewalk cafe entrances.

ANNOUNCEMENTS

Hansen said that, now the tabling issues had become law, the last item remaining on his To Do List was to organize and regulate street musicians and others that he intended to call "Novelty Vendors", such as those who made balloon hats, etc. He planned to establish a seniority system, have small stencils put onto the sidewalks to indicate approved locations, and to avoid allowing multiple musicians at the same location.

He also said that he would have a conflict on July 25th and asked that the VOC not meet that month. Those present agreed.

ADJOURNMENT

Richards adjourned the meeting at 6:40 p.m. The next meeting of the Vending Oversight Committee is scheduled for Wednesday, April 25, 2012 at 5 p.m., in room 313 of the Madison Municipal Building.